



Mid-course Review of 2014 Washington POCD (V1.0)
April 15, 2019

	Strategies	Responsible	Implementation
1	Develop Town's employment base to attract new workers and residents.	EDC (PC/ZC)	1 - 3 Year
	Focused on advancing the economic well-being of the Town's retail merchants, service providers and nfp's. See Communications below. Town residents primarily out-bound commuters (82%). Retail employees primarily in-bound commuters from adjoining towns.		
2	Compile an inventory of economic resources and analyses; conduct survey on economic development.	EDC (BOS)	1 – 3 Years
	Established on-going "partnership" with Washington Business Association. Retail occupancy rate in all villages is 100%. Community survey including weekenders completed (2017). Communications program (events) developed and implemented to support local retail businesses.		
3	Create entrepreneur environment by incubating businesses within Washington that fit the community.	EDC (BOS)	1 – 3 Years
	Preliminary plan to provide telecommuting services with Fibers Optics development in the Depot. Coordinating development with adjoining communities – New Milford – Makery and Morris – South Farm.		
4	Regularly update town website to attract development, promote culture, and market uniqueness of Washington.	EDC (BOS/BOF)	1 – 3 Years
	Developed and implemented "event calendar" internet and print communications program. See ExploreWashingtonCT.com website, facebook and Instagram and What's Happening in Washington postal patron newsletter.		
5	Co-sponsor year-round "Buy Local" campaign and coordinate with regional marketing efforts.	EDC (BOS/BOF)	1 – 3 Years
	Town communications including What's Happening This Weekend email campaign to drive resident and visitor traffic. Developing the 7 Town Colors of Litchfield Hills website to fully incorporate regional marketing into Washington retail programming. Integrated with NH COG DiscoverLitchfieldHills.com and CT Tourism Initiatives.		

6	Identify potential sites for new businesses and recruit businesses for these sites.	EDC	1 – 3 Years
	Available retail sites 100% occupied. No other commercial sites available. EDC support for development of community event sites including public and private schools.		
7	[Marbledale] Prioritize economic development of Marbledale because of Route 202 development encroachment.	EDC (BOS/PC/ZC)	1 – 3 Years
	Second Half 2014 POCD		
8	[Washington Depot] Develop former Town Garage site for passive recreational, commercial, and/or residential purposes.	EDC (BOS/PC/ZC/BOF)	1 – 3 Years
	WAA, with EDC support, leading establishment of Titus Park at former Town Garage		
9	[Woodville] Create an economic development plan and review possible municipal improvements.	EDC (PC)	4 – 6 Years
	Second Half 2014 POCD		
10	Focus on economic clusters of activity, nurture creative economy, and continue dialogue with private schools.	EDC (BOS/PC)	Ongoing Effort
	Primary focus is Arts & Culture and AgTourism based on Washington history and alignment to the Regional POCD. Two-pronged approach- create seasonal A&C calendar of multiple events and employ communications capability to engage residents and attract visitors.		
11	[Marbledale] Leverage the proximity of New Preston and coordinate development and marketing efforts.	EDC (BOD/PC)	Ongoing Effort
	Second Half 2014 POCD		
12	[New Preston] Leverage the recreational value of Lake Waramaug to generate additional business activity.	EDC (PC)	Ongoing Effort
	Installed New Preston “signs” on Route 202. 2019-2020 focus is working with New Preston merchants to “pedestrianize” the Commercial District by improving parking and sidewalks in the Village,. Support the Conservation Commission project to re-establish the New Preston Falls historic area.		



Delivered as of Mid-point of the 2014 P)CD (as of April 15, 2019)

- > Established Washington Economic Development Committee with Volunteer Economic Development Coordinators
- > Secured on-going (line item in annual Town budget) funding
- > Conducted strategic study of community interests and needs as basis for implementing the POCD economic development strategies
- > Developed, implemented and continuously improving award winning communication program – internet and print
- > Provided support for the renewal of renewal of retail in the Depot
- > Lead the development of a 7 Town regional event marketing program including the website – ColorsoftheLitchfieldHills.com
- > Support the development of an annual seasonal Arts & Culture event calendar for Washington
- > Lead the development of an Adult Services 2020 Plan and Funding Request to include a refurbishment of the Washington Senior Center – 2019 – 2020 delivery target.