



## Washington Economic Development

### Delivering the POCD

Recognizing the Changing SocioEconomics of Western Connecticut  
Assuring the Social & Economic Well-being of Washington

#### Delivered to Date:

1. Organized the Team (WEDC) and the process (Annual Work Plan) to deliver the Washington POCD – Economic Development
2. Launched WED with a Conversation with the Community – Prelim To Do List
3. Translated the POCD into annual Work Plans with Quarterly Community Workshops
4. Created a Town Events Calendar – direct posting and requested updates
5. Reimplemented the Town newsletter (WBA managed) – Quarterly postal patron mailing; added pages 5/6
6. Refreshed River Park – Replaced fencing (Town funded/installed), invasives removed, new picnic tables
7. Expanded (employee) parking in the Titus Old Town Garage area
8. Designed and installed the Rte. 202 Town Signs – Gateway, New Preston, Depot
9. Conducted the Community Survey of full time and part time residents (CERC)
10. Delivered a Town Logo and Tagline
11. Organized and developed the Town social media plan (Website, Facebook, Instagram)
12. Developed and implemented ExploreWashingtonCT.com.
13. Provided on-going support for major high-traffic local events – The Gilmore Days, Fall Harvest Festival, Judy Black Memorial Park & Garden

