



Washington Economic Development Plan and Funding Request – 2020 – 2021

Version 021120

Projects 2020 - 2021 (in priority)	Tasks	Calendar (FY Qtrs)	Funding/Comments
1) Advance the design and construction of the Washington Senior Center (2025) [Including consideration of a Town Social Center]	<ul style="list-style-type: none"> > Share the Adult Services Survey, secure feedback from the major adult shareholders > Develop a “High Level” plan and preliminary costs/funding requirements > Approach/communicate with the Community and major donors 	<ul style="list-style-type: none"> > 3Q/4Q 2019-2020 > 1Q/2Q 2020-2021 > 3Q/4Q 2020-2021 	<ul style="list-style-type: none"> > Ongoing > Primarily volunteers committees > Extensive use of Town communications > Survey on final plan, including community funding – CERC \$5K
2) Advance the near term (thru 2025) opportunity to attract young working families to Washington with the NOW Plan [No change to Zoning required]	<ul style="list-style-type: none"> > Assess the results from the NOW Mar – May 2020 “test” program (See Notes Oct , Nov, Dec WEDC Meeting) > [If test successful] Develop/ fund rollout of the NOW Young Working Families Plan 	<ul style="list-style-type: none"> > Rollout/ implement the NOW Plan – 2020 - 2021 	<ul style="list-style-type: none"> > Extensive use of Town communications Note: Incremental funding may be required?
3) Continue to improve/expand the targeting/ audience engagement with the Town’s print/social media to increase retail/non-profit economic support	<ul style="list-style-type: none"> > Continue to optimize the quarterly Town Newsletter to assure it accommodates all the Town organizations. > Monitor/report quarterly, audience engagement with ExploreWashingtonCT social media 	<ul style="list-style-type: none"> > Ongoing – 2020 - 2021 	<ul style="list-style-type: none"> > Town Newsletter - \$8K > Explore – Website, Social Media, e-Mail = \$32K
4) Develop/test co-working/incubator space for Washington – Washington works	<ul style="list-style-type: none"> > Confirm access to High Speed Internet in the Depot > Develop a revised Washington Co-working Space/HUB Plan for Washington > Assess Town interest (Link to co-working space in New Milford, Litchfield, Morris) 	<ul style="list-style-type: none"> > 3Q 2019-2020 > 3Q, 4Q 2019 – 2020 > 4Q 2019-2020 	<ul style="list-style-type: none"> > TBD > Survey community/weekenders – CERC - \$5k
5) Support recruiting and integrating a Community Development Coordinator	<ul style="list-style-type: none"> > Partner with the Planning Commission to establish the Director position with a job description, compensation package and recruiting process 	<ul style="list-style-type: none"> > 2Q, 3Q, 2019 – 2020 	<ul style="list-style-type: none"> In process

	<ul style="list-style-type: none"> > Develop and gain approval of the job description and compensation package > Post the position and interview candidates > Support integration of position into Planning and WEDC programs 	<ul style="list-style-type: none"> – 4Q 2019-2020 > 2020 - 2021 	
6) Conduct a survey/review to outline improved pedestrian and parking options for the Villages	<ul style="list-style-type: none"> > Develop an approach/process to define alternatives/plan for each Village > Request proposals/bids > Request/secure funding 	<ul style="list-style-type: none"> > 1Q, 2Q 2020-2021 > 3Q 2020-2021 > 4Q 2020 - 2021 	<ul style="list-style-type: none"> > Consultant – layout, design – Grants? > Contractor(s) – cost estimates
7) Support/advance Town and Regional Arts & Culture events for 2020 - 2021	> Support Colors 9 Town A&C Events Website	> Ongoing	<ul style="list-style-type: none"> > \$1750 Colors support > Support Town A&C Events with Town Communications
8) Continue to provide maintenance, e.g. Planters, picnic tables, and support for Arts & Culture and Event programming for 38 Bee Brook Park	<ul style="list-style-type: none"> > Support the “leading edge” Arts programming provided by the Booth’s > Assess opportunity for (electric) Bicycling Center at the Park 	<ul style="list-style-type: none"> > Ongoing 4Q 2019-2020 and the 2020-2021 Season > 3Q, 4Q 2019 - 2020 	<ul style="list-style-type: none"> > \$1.5K “Planter” funds > \$1.5K “Seed” funds for Bicycling Center
WEDC – 2020 – 2021 Budget		<ul style="list-style-type: none"> > Projects > Communications Total 	<ul style="list-style-type: none"> > \$15,000 > \$40,000 \$55,000