



Washington Economic Development Plan – 2019 – 2020

Version: 1/7/19

| Projects 2019 - 2020 (in priority) | Tasks | Calendar (Fiscal Qtrs) | Funding/Comments |
|---|--|---|--|
| 1 – Advance the Implementation of WiFi in the Depot | <ul style="list-style-type: none"> > Prelim operating plan with financials completed > Assess commercial/community interest and likely financial support > Develop detailed implementation plan – infrastructure & operating > Secure implementation funding – capital & On-going subscriptions | <ul style="list-style-type: none"> > Completed > On-going > 2H18-19 – Prelim (infrastructure funding) > 2019-2020 | <ul style="list-style-type: none"> > Working funds - \$3500 |
| 2 - Assess and document the Adult Service needs of Washington | <ul style="list-style-type: none"> > Assess/document community needs/interests/gaps – Conversation with the Community on Adult Services > Develop/communicate/publish Adult Services implementation Plan > Assess community reaction/support for the Adult Services Plan | <ul style="list-style-type: none"> > 3/4Q18-19 > 1/2Q19-20 >3/4 Q19-20 | <ul style="list-style-type: none"> > \$2000 CCF support grant > Community survey (CERC) - \$9750 |
| 3 – Assess and document the near-term (thru 2025) opportunity to improve the attractiveness of Washington to younger working families | <ul style="list-style-type: none"> > Organize an adhoc working group to develop a plan to improve the attractiveness of Washington to younger working families (incl consultants?) > Document the trends/critical influences (including retarding) to the attraction of younger working families to Washington thru 2025 > Assess the likely impact (opportunities) of R12 Agriscience > Develop a funding plan that supports (enables) younger working families purchase of homes in Washington | <ul style="list-style-type: none"> > 3/4Q18-19 > 2019 - 2020 | <ul style="list-style-type: none"> > \$6500 (est. consulting support fees) |
| 4 - Support/advance Town and Regional 2018 Arts & Culture events. [Focus specific effort on the development/ implementation of off-season programs to improve support for the retail community] | <ul style="list-style-type: none"> > Partner with the regional Colors of Litchfield Hills adhoc marketing committee to advance the CEDS A&C initiative > Using the WEDC newsletter/ social media vehicles, promote 2019-2020 Town and Regional A&C events > Partner/support WBA consideration/development of off-season programs/events to support the Washington retail community | <ul style="list-style-type: none"> > Ongoing | <ul style="list-style-type: none"> > \$250 Colors website |

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| 5 - Continue to improve/expand the /targeting/audience engagement with the Town's newsletter/social media. | <ul style="list-style-type: none"> > Shift to maintenance mode for social media > Consider adding PR to the Town media mix > Continue to recruit Town organizations to post their events directly > Consider adding Town Commission/ Committee/Community Issues page 9/10 to the town newsletter | > Ongoing | <ul style="list-style-type: none"> > Maintenance - \$2000/mo - \$24K > Newsletter - \$2500/qtr - \$10K > Add (periodically) Town issues pages 9/10 - \$1000 |
| 6 – Assess/test interest in a co-working/ accelerator/ Thinkabator space | <ul style="list-style-type: none"> > Assess community interest in co-working/accelerator/Thinkabator space in Washington > Identify/assess alternative locations > Implement test programs | <p>Note: Dependent on Wifi in the Depot. See # 1 above</p> <p>> 2019 -2020</p> | |
| 7 – Continue to develop Bee Brook Park (38 Bee Brook Road) as a community activity center | <ul style="list-style-type: none"> > Maintain seasonal picnic seating area > Consider A&C programming > Consider establishment as a regional wellness/sports center, e.g., Park & Ride Cycling | > Ongoing | > \$500 |
| 8 – Parking & Sidewalks in New Preston | <ul style="list-style-type: none"> > Develop final plan for New Preston sidewalks and clear with DOT > Support Town assessment of increased parking options | <p>> 3/4Q18-19</p> <p>> Ongoing</p> | |
| | | | Total – WEDC 2019 – 2020 – \$55,000 |
| DDS 010719 | | | |