



CITY OF DANBURY

OFFICE OF ECONOMIC DEVELOPMENT
DANBURY, CONNECTICUT 06810

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TO: Hon. Mark D. Boughton
Members of the Common Council

FROM: James V. Bellano
Director, Office of Economic Development

DATE: December 1, 2004

RE: Monthly Report, November, 2004

The Office of Economic Development (OED) leads marketing efforts to businesses interested in relocating to Danbury, and provides support services created to expand existing local businesses. A variety of assistance is available which has been designed to facilitate and stimulate the process of business and community development. OED is dedicated to providing Danbury with growth opportunities while incorporating diverse cultural, historical and natural resources within the city.

Consistent with its mission, the OED submits its monthly report for November, 2004.

General:

Since October, most inquiries regarding development opportunities in Danbury were for either residential or retail use. This attention to residential and retail uses underscores the need for Danbury aggressively pursue the recruitment of corporate, manufacturing and R&D companies through a marketing campaign (see Marketing and Promotion, below).

Marketing and Promotion:

- Development of the marketing piece in the form of an interactive CD-ROM for a direct mail campaign targeted at recruiting businesses to Danbury is progressing. Funding in the amount of \$2,500.00 has been secured from the Greater Danbury Chamber of Commerce. A request for \$2,500.00 is pending with the Housatonic Industrial Development Corp. Northeast Utilities (NU) denied OED's request for \$2,500.00, stating that NU funding of economic development initiatives is aimed at regional, rather than city specific projects. However, NU is interested in partnering with the Danbury on its regional Comprehensive Economic Development Strategy (CEDS) (see Strategic Economic Development, below).

Please see the attached copy of the *Connecticut Brownfields Initiative CD-ROM* that will be the template for the Danbury project (see Attachment A). Also attached is a preliminary draft of how the CD could look. Done in PowerPoint, the first 2 pages show versions of possible home pages highlighting Danbury as a key location for business relocation. In addition, draft versions pages for Business Resources, Transportation and Sponsorship are attached as well (see Attachment B). Again, this is a preliminary draft and the attached version is subject to revision based on input from the various stakeholders and the design professional.

Please Note: The actual CD-ROM, which will be designed and produced by the Connecticut Economic Resource Center (CERC) will be fully interactive, contain high-end graphics, music and animation (more sophisticated than the draft PowerPoint version).

- The OED continues to respond to inquiries from the press and other media outlets on a regular basis.

Strategic Economic Development:

- OED is in the process of applying to the US Department of Commerce's Economic Development Administration (EDA) to undertake a study known as a Strategic Economic Development Strategy (CEDS) (see Attachment C).

EDA defines the process as follows: "A CEDS is the result of a local planning process designed to guide the economic growth of an area. A CEDS process helps create jobs, foster more stable and diversified economies, and improves living conditions. It provides a mechanism for coordinating the efforts of individuals, organizations, local governments, and private industry concerned with economic development."

More importantly however, a CEDS is required for a region to qualify for EDA assistance under its public works, economic adjustment, and most planning programs, and is a prerequisite for designation by EDA as an economic development district (EDD).

The cost of a CEDS is approximately \$50,000.00. The regional planning agency, the Housatonic Valley Council of Elected Officials has committed \$15,000.00 to the project. If approved, EDA's contribution would be approximately \$25,000.00. As mentioned above, NU is interested in participating, with a likely contribution of \$5,000.00. The balance will come in the form of in-kind contributions from OED's administration of the study.

Business Assistance:

- the development of a database of economic development information and contacts continues; however, it must be noted that without administrative staff, projects of this type are difficult to update and complete due to the time required to input data.
- OED regularly receives inquiries regarding various properties located in Danbury. Some are initial inquiries, some are confidential at this time. The OED treats each on a case-by-case basis, answering questions regarding available economic development assistance, or referring the inquiry to the appropriate party that may meet the needs of the inquiring client.

Other:

- continued meetings with members of the Danbury development and commercial brokerage community (ongoing process).
- continued meetings with state, regional, and other economic development officials and attendance at various statewide events and seminars (ongoing process).
- consistent with the mission of the OED, and in addition to any responsibilities to municipal boards and commissions, I also regularly attend meetings of the following organizations: Northwest Regional Workforce Investment Board (WIB), City Center Danbury, Greater Danbury Chamber of Commerce, Western Connecticut CID (commercial realtors/brokers), Housing Opportunities Committee (United Way of Northern Fairfield County).

ATTACHMENT A

Connecticut's Brownfields Initiative

Private Industry
Partnerships
Superfund
Remediation

Strategy
Guidance

Public
Organizations
Private Companies
Programs
Projects

YOU BELONG IN CONNECTICUT www.brownfields.org longinCT.com

ATTACHMENT B

Danbury, Connecticut



Why Come to Danbury?

Business Resources

Quality of Life

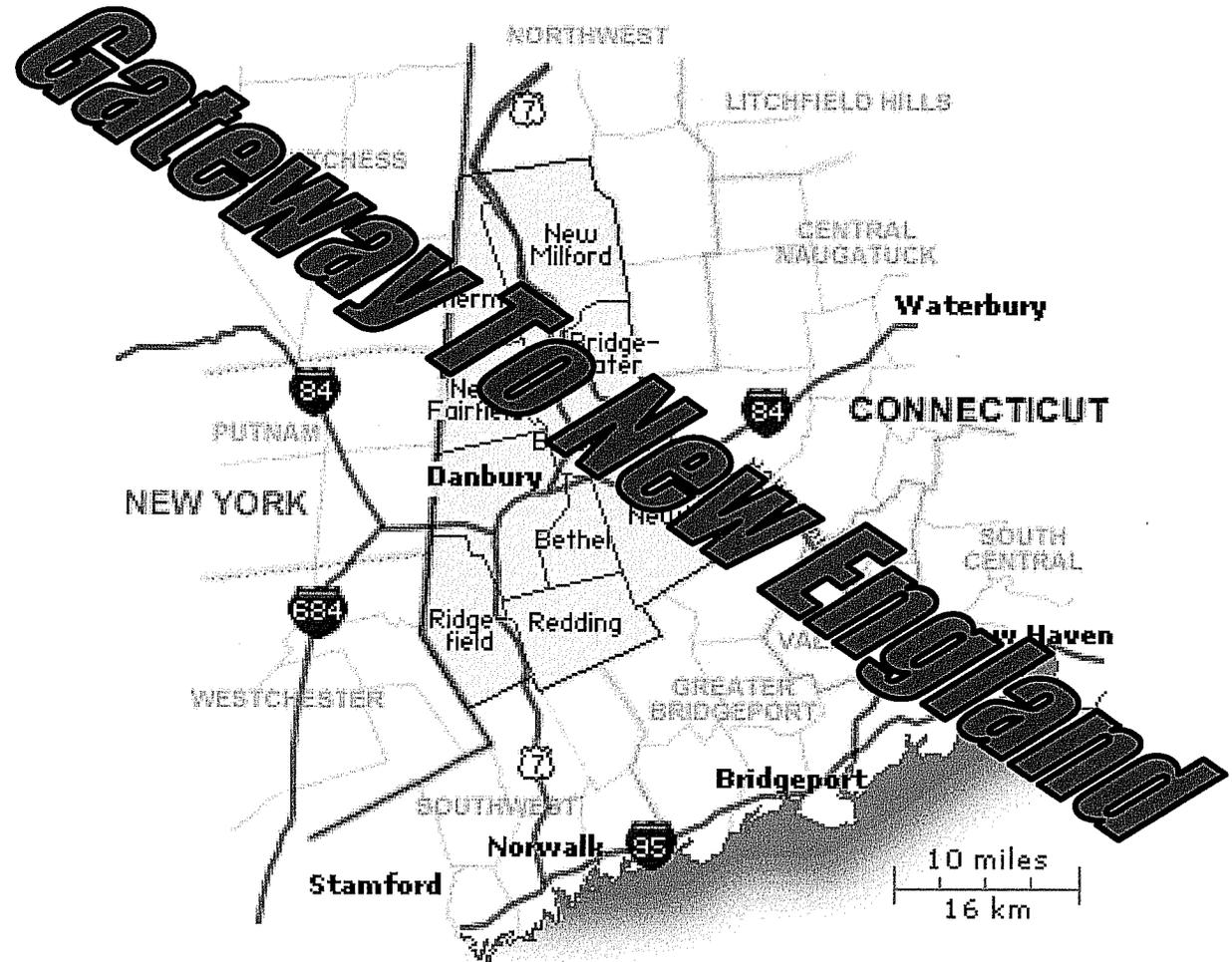
City Center

Transportation

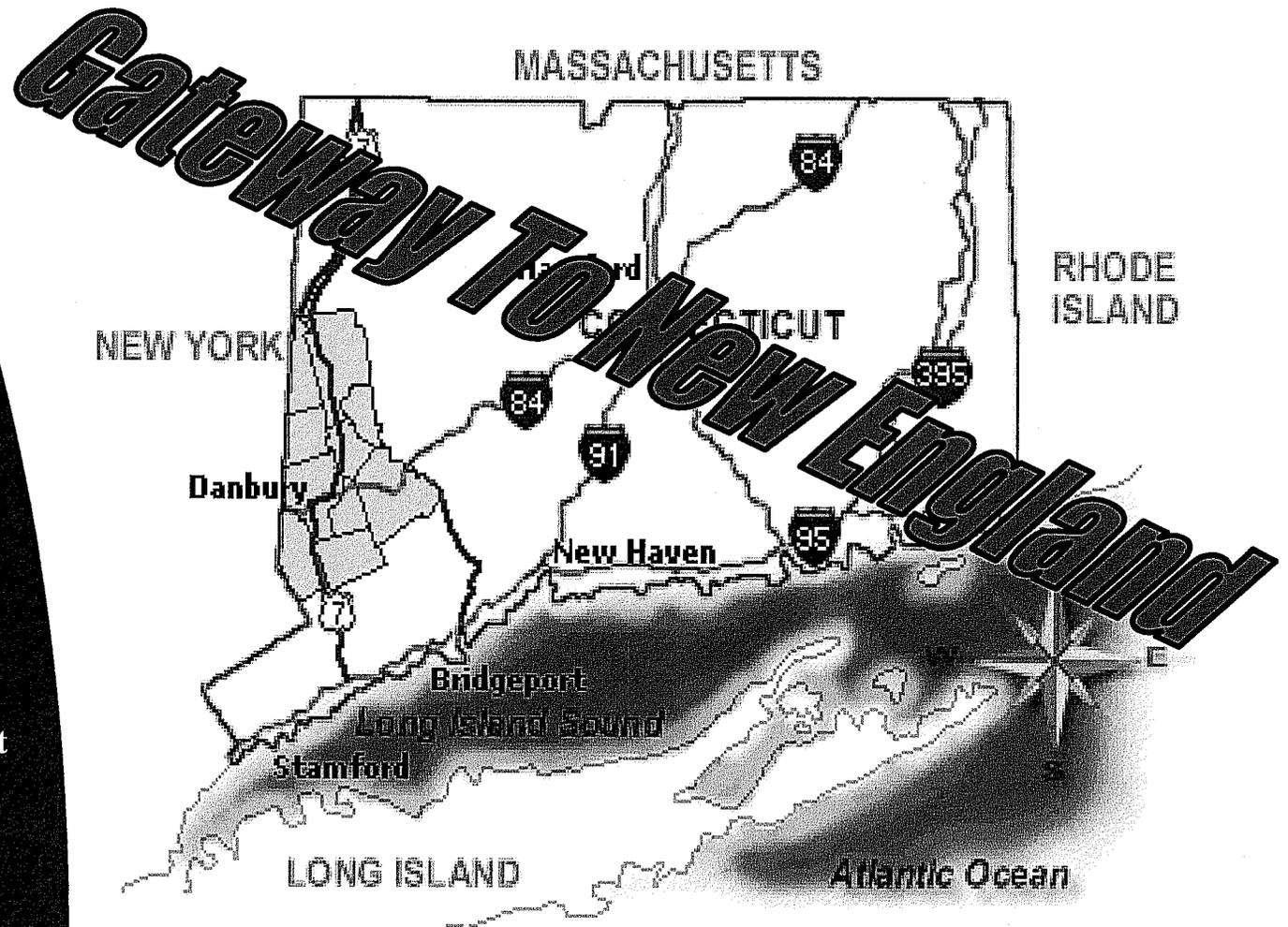
Education

Sponsors

City of Danbury
Office of Economic Development
155 Deer Hill Avenue
Danbury, CT 06810
203-796-1649
www.xxxxxx.com



Danbury, Connecticut



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Business Resources



City of Danbury Office of Economic Development



**State of Connecticut Department of Economic and
Community Development**



Greater Danbury Chamber of Commerce



Housatonic Valley Council of Elected Officials

Why Come to Danbury?

Quality of Life

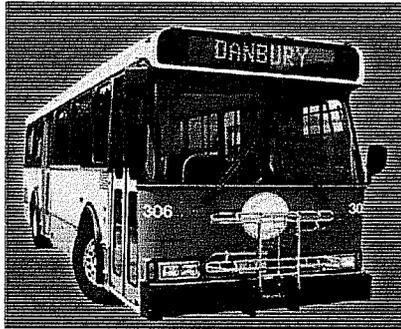
City Center

Transportation

Education

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Transportation

Housatonic Valley Council of Elected Officials

State of Connecticut Department of Transportation

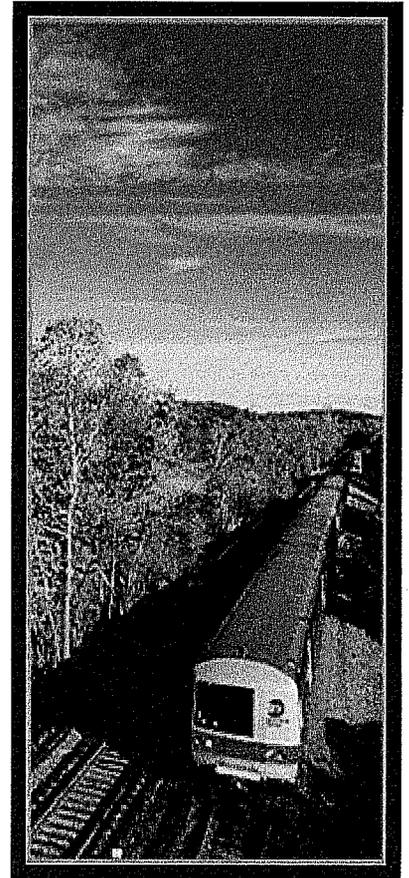
Housatonic Area Regional Transit

MetroPool

Metro-North Commuter Railroad

Danbury Municipal Airport

Bradley International Airport



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The Greater Danbury
Chamber of Commerce



Greater Danbury Chamber of Commerce

Housatonic Industrial Development Corp.



ATTACHMENT C

**Comprehensive
Economic
Development
Strategy**

CEDS

GUIDELINES

- Introduction* 1.
- What Is A CEDS?* 2.
- Who Should Prepare A CEDS?* 3.
- How To Prepare A CEDS* 4.
- Reporting Requirements* 5.
- EDA'S Role* 6.

June 1, 1999



1. INTRODUCTION

A Comprehensive Economic Development Strategy (CEDS) is the result of a local planning process designed to guide the economic growth of an area. For the purpose of these Guidelines, the terms "area", "region" and "community" are often used interchangeably to refer to an appropriate political, economic, geographic, or environmental entity for addressing economic development. A CEDS process will help create jobs, foster more stable and diversified economies, and improve living conditions. It provides a mechanism for coordinating the efforts of individuals, organizations, local governments, and private industry concerned with economic development.

A CEDS is required to qualify for Economic Development Administration (EDA) assistance under its public works, economic adjustment, and most planning programs, and is a prerequisite for designation by EDA as an economic development district (EDD).

The CEDS must be the result of a continuing economic development planning process, developed with broad based and diverse community participation, and contain the following:

- *An analysis of economic and community development problems and opportunities including incorporation of any relevant material or suggestions from other government sponsored or supported plans;*
- *Background and history of the economic development situation of the area covered, with a discussion of the economy, including as appropriate, geography, population, labor force, resources, and the environment;*
- *A discussion of community participation in the planning efforts;*
- *A section setting forth goals and objectives for taking advantage of the opportunities of and solving the economic development problems of the area serviced;*
- *A plan of action, including suggested projects to implement*