

## **Economic Development Team**

### **Town of Southborough**

#### **Purpose and Goals – December 5, 2011**

The Economic Development Team (EDT) is an independent Association charged with promoting and developing the industrial/business/commercial resources of the Town. The EDT accomplishes its charge through the creation of various marketing initiatives; providing ongoing feedback on ways to refine internal Town structures and by-laws to better support economic development efforts; and serving as the initial review board and advocate for providing State and local economic incentives to new and expanding businesses in Town.

Key to its efforts is to work closely with the Town's leadership and residents to help the Town to reduce residential taxes and sustain the core services of the community by attracting, retaining, developing and expanding our business tax base.

The EDT is composed of not less than five, nor more than fifteen, members and will serve in three-year, staggered terms. The current members are: Shirley Sheridan, Jack Bartolini, David Eagle, David Ferris, Chris Robbins, William Depietri, and Arlon Brown. (Steve Davis and Barbara Clifford have agreed to serve in an advisory capacity).

#### **EDT Goals**

To encourage the continued development of the Town's industrial and commercial tax base by:

- Refining internal structures, processes and resources to efficiently and effectively support economic development efforts.  
Objectives:
  1. Continue to streamline the review permitting process and refine zoning by-laws to support economic development
  2. Create and update a Development Permitting Guidebook
  3. Continue advocating for the necessity of a Single Tax Rate for the business community
- Enhancing marketing, recruitment and retention strategies for industrial/commercial businesses  
Objectives:
  1. Participation in Corridor Nine Chamber of Commerce Business Expo & other trade shows
  2. Creation of promotional brochures, (Business, Nonprofit and Community Guide) and DVD's
  3. Develop an economic development web page using the Town's existing web site
- Planning for the expansion of local water/sewer infrastructure to support commercial and industrial growth

- Evaluating and implementing recommendations contained within the 2008 Master Plan
- Develop a profile of Southborough's business and nonprofit community that will indicate top employers and industry/business classifications. Identify and rank commercial/industrial properties by taxes paid and determine vacancy/fill levels of all buildings
- Design business and nonprofit customer feedback survey to determine what businesses need to succeed and grow in Southborough. Meet with key businesses on a regular basis to determine their needs and how the Town can assist them
- Collaborate with all the Town departments to develop a customer service system for attracting, retaining and growing businesses in Southborough
- Collaborate with MetroWest communities and the State for the purposes of advancing the economic development opportunities of this Town
- Recommend members for Town Committees that support business development

Contact:

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