

# Economic Development Business Plan 2012/2013

## Approved

The upcoming plan for the fiscal year 2013 will continue to consist of 7 major goals with various projects within each one. These goals include:

1. Beautification
2. Business Development
3. Events
4. Marketing
5. Telecommunications
6. Trails
7. Venue

The Economic Development department will continue to employ a part time manager, part time assistant and a part time web coordinator. Their role will be to identify, manage and implement projects within the goals described above. The Economic Development department does much of its work remotely and out of the office and thus does not keep regular office hours, but is generally available in the mornings. Anyone needing to meet with Economic Development is requested to make an appointment to ensure that there is adequate time to discuss their particular issues. All Economic Development matters that involve strategy, project, or funding of Economic Development monies must be brought before the Economic Development department for discussion and ruling before being brought before any other department or municipal body. The Economic Development department will then issue a judgment on the proposal, either verbal or written, as appropriate. It is the right of any group to appear before the Selectboard after such a judgment is rendered. The items denoted below represent major initiatives to be undertaken by the Economic Development Department and the approximate budgetary costs. Items without costs are either no cost or unknown costs.

### **1. Beautification**

- Create and install signs consistent with the Crosstown Trail depicting historical perspectives of Dover along the Part B section of the existing Valley Trail. Interface with the Dover Historical Society to assist in the accurate and effective sign generation.
- Install several additional park benches along the B section of the Valley Trail.
- Identify, prioritize and implement projects along Route 100 and at the Town Common as a result of the Landscape Architecture study. Identify costs, implementation approach and funding sources to accomplish these projects.

- Continue and expand the summer barrel project.
- Continuation of the bright lights program.
- Continuation of the green-up program.
- Develop seasonal banners, similar to that in Bennington, to identify Dover.

## **2. Business Development**

- Develop and implement a plan to enable the Economic Development department to award rebates on improvements to existing and new businesses.
- Assist entities in the use and implementation of the technology resulting from the VTFiberconnect project.
- Coordinate additional technical courses for residents and visitors through various state agencies.
- Assist potential business developers with plans to locate within Dover.

## **3. Events**

- Continue with the current events program.

## **4. Marketing**

- Use existing staff with increased hours (13 hours per week) to identify and bring events to Dover
- Re-evaluate the Dover Advertising Support Program and make suggestions for more effectively implementing as a result of the experiences over the past year.
- Continue the development of the portal webpage (discoverdoververmont.com) to be the main source for all Dover businesses as well as current Dover events. Evaluate redesigning the town website to better integrate with the portal and ensure that there is a search capability on both the town and the portal sites.

## **5. Telecommunications**

- Now that the East Dover has the availability of high speed broadband via Fairpoint's Advanced DSL, it is essential to bring the remaining areas of Dover up to similar standards. We need to improve existing Internet connectivity to a minimum of 12 Mbps, develop a map of unserved residents and institute a plan to provide access to this service.

- Parts of West Dover are served by the Verizon and AT&T towers located on Mount Snow. In addition, AT&T still provides temporary service in the East Dover area via equipment located on Stubbs Thomas' tower. The proliferation of mobile devices as used by both residents and visitors necessitates the need to improve coverage. We will continue to work on improving coverage within Dover.
- Continue the deployment of the wireless zone that is currently in place along parts of Route 100 in West Dover. The initial intended span of the zone is to go from the Town Offices to Mountain Park Plaza. Once completed, we will assess its usage.

## **6. Trails**

- Evaluate and extend the Valley Trail from Mountain Park Plaza, North up Route 100 to Stugger Road and connect to Kingswood Road (B+ section). The association at Kingswood has given Dover permission to continue to use their property to connect to both the Crosstown Extension and the Valley Trail that terminates on Tannery Road, across the bridge.
- Set aside matching grant allocation for completion of the A section of the Valley Trail.

## **7. Venue**

- Identify at least 1 parcel of land to purchase within the Business District along Route 100 to serve as a cohesive center to that portion of town. Identify and develop use options.

Respectfully,

Economic Development Department