



**Town of Groton
Economic Development Commission
2026 Goals**

Purpose of the EDC: Advocate for the needs of Groton businesses and entrepreneurs to support their retention, growth, and sustainability.

2026 Goals

1. Improve outreach strategy and execution to garner a deeper connection with, and understanding of, our business community.

As staff launches new data-informed tools for the EDC, Commissioners will utilize this information to better target business outreach and support. Additionally, the EDC will partner with staff to host additional business event(s) and focus on user-friendly outreach content to more effectively communicate to businesses.

Actions

- Outreach:
 - Utilize staff-provided tools (identified below under “Staff Role”) to strategize business outreach efforts and assignments based on commercial nodes and Commissioner specializations, local knowledge, and schedules.
 - Hold one to two EDC & staff outreach walk-about, allowing EDC members to do outreach in a group and continue to build relationships with each other, staff, and businesses.
- In an effort to identify user-friendly outreach content, the EDC will include (but not be limited to) the following outreach goals:
 - Gather 100 business owner/leader emails and contact info to comprise the EDC e-newsletter list (roughly 15 emails collected per each of the 7 Commissioners)
 - Invite local businesses to the EDC business events
 - Invite businesses to be featured on www.ExploreMore.com and social media
 - Direct businesses to www.exploremoregroton.com/our-team/economic-development-commission/
 - Provide information on Town resources
- Event(s):
 - Host one to two events in 2026 to connect with business owners such as a Business Appreciation event or host a guest speaker as an educational opportunity for businesses. These events are intended to serve a unique purpose, and not reinvent the efforts of fellow business support organizations.

Staff Role:

- Staff will research and compile data identifying the types of businesses that make up the Groton landscape to support a better understanding of our business community.
- Staff will create a map identifying key business nodes in Groton to support outreach efforts and focus EDC outreach assignments using this tool.

2. Launch a new communications tool to make the EDC more consistently accessible, welcome new businesses, and connect the Town's businesses.

In an effort to focus on welcoming new businesses so they feel supported from day one and have awareness of Town resources, as well as connecting all businesses to each other, the EDC will issue a newsletter that provides consistent access to the EDC and helpful information, in addition to the EDC's face-to-face outreach efforts.

Actions:

- Quarterly or Bi-Annual Communications: In partnership with staff, issue an e-newsletter (either quarterly or bi-annually) welcoming and highlighting new businesses, pointing businesses to resources, events, any additional features as applicable, and connecting them to Commissioners and staff.

Staff Role:

- Staff will work with Commissioner(s) to create the e-newsletter template and crafting content.
- Staff will monitor the effectiveness of outreach efforts including e-newsletter open rate, website traffic, and EDC outreach materials impact.

3. Engage with existing resources to support & showcase the Town's businesses.

As staff launches new features on the [ExploreMore.com](http://www.ExploreMore.com) website, the EDC will help inform businesses of the resources available, invite businesses to be featured, and drive traffic to the site and Town as a foodie destination. Additionally, the EDC will participate in existing business support efforts so as not to reinvent the wheel, but further connect with, and support, Groton's businesses through existing efforts.

Actions:

- Help promote the new www.ExploreMore.com business features:
 - The EDC Page as the go-to resource for businesses.
 - Work with staff on sourcing information on local restaurants to populate the Out & About feature and social media features, with a focus on featuring Groton as a foodie destination.



- Support Groton businesses nominated in The Day's Annual Readers' Choice Awards and encourage residents to vote, and work with staff to recognize award winners in person, on the website, and socials. Additionally, EDC can invite award winners to be a guest of honor at one of the EDC business events.
- Attend one business, community, or economic development events this year to increase engagement, familiarity with, and access to the EDC for community members.

Staff Role:

- Staff will build out and manage www.ExploreMore.com features and updates and keep Commissioners informed of progress and highlights.
- Staff will provide the timeline and updates to Commissioners on The Day's annual Readers' Choice Awards, and incorporate this addition into the event planning.
- Staff will provide support for EDC hosted events, logistical planning, and other preparation.
- Staff will keep the EDC aware of events that members can attend as guests.

4. Collaborate and provide support to advance Town goals.

Based upon priorities as identified in the Economic Development Strategy and upcoming Groton 2035 - Plan of Conservation and Development (POCD), the EDC will advocate to advance Town goals and priorities, such as increasing housing opportunities and supporting businesses.

Actions:

- Vocalize support for projects and policies that advance Town goals and priorities of the Economic Development Strategy and POCD during public comment at Town Council and RTM meetings.
- Collaborate with other Town commissions to learn where Town goals overlap and ways to support each other's work.
- Resources:
 - *Economic Development Strategy 2019-2023*
 - *Economic Development Strategy Matrix*
 - *Plan of Conservation & Development (currently the 2016 document, will be updated with the 2035 document)*

Staff Role:

- Staff will provide information and resources to help inform EDC members of Town goals.
- Staff will identify opportunities to support and advocate for Town goals as they become available.
- Staff will make introductions and identify opportunities for the EDC to collaborate with other Town commissions.



EDC Commitments:

- Vice Chair, Jake Dunigan will draft the 2026 Annual Report with the support of staff, providing a summary of how the 2026 goals were met.
- Commissioner, Alex Hastings, will work with staff to draft and finalize the e-newsletters.
- The majority of EDC members will commit to attending the event(s).