

2025 Goals

Economic Development Commission

Town of Groton

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

2025 Goals

1. Advance Town Goals

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

Actions:

- A) 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.
- B) Collaborate with other Town commissions to learn where Town goals overlap and ways to support each other's work.

Staff Roles:

- 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.

[Economic Development Strategy 2019-2023](#)

[Economic Development Strategy Matrix](#)

[2016 Adopted POCD](#)

2. Strengthen Relationships

Proactively build relationships with local businesses to learn their needs and goals and connect them with applicable services and programs. By building relationships with local businesses and supporting their needs, the EDC will continue to establish a strong presence in the community and serve as a trusted resource.

Actions:

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- A) Host an event in 2025 to educate business owners on business resources and incentives, the role of the EDC, and solicit questions and feedback.
- B) Attend one to two business, community, or economic development events this year to increase engagement, familiarity with, and access to the EDC for all community members.

Staff Roles:

Staff will provide support for EDC hosted events, support logistical planning and other preparation. Staff will also keep the EDC aware of events members can attend as guests.

3. Listen, Learn, and Report

Build and utilize relationships with local businesses to understand their needs and goals, as well as collect feedback on specific topics as requested, to help inform policy recommendations, potential projects, and program needs.

Actions:

- A) Each EDC member should visit two to three businesses per month to have informal conversations, gather feedback, and share resources.
- B) Track feedback and inform staff about what you learned using after outreach reports, then share learnings during EDC meetings.
- C) Compile learnings and feedback to inform policy recommendations, potential projects, program needs, and the EDC's annual report.

Staff Roles:

Staff will provide business information and materials to support outreach efforts around Town programs and applicable topics. Staff will also assist in compiling feedback to inform EDC recommendations and the annual report.