

Action Item	Timeframe	Cost	Partners Involved (Implementer takes the lead)	As of September 2022
Apply for grants to fund project implementation	Ongoing	None	Municipal staff	Current
Connect farmers to information and technical assistance to ensure their success	Ongoing	None	Regional agriculture committee (does not exist as of August 2022)	
Connect potential farmers to affordable land	Ongoing	None	Regional agriculture committee	
Continue developing connections to potential partners/customers on behalf of the farming community, presenting new ideas for collaboration	Ongoing	None	Regional agriculture committee	
Coordinate equipment sharing among farmers	Ongoing	None	Regional agriculture committee	
Create visitor package "promotions" - this initiative can be started by reaching out to businesses that may be interested in participating in these shared promotions and packaging individual promotions together around a certain "theme" or event, then marketing using digital and print media (see Visibility and Marketing section for more detail)	Ongoing	None	Business owners	

<p>Develop partnerships in key focus areas to share ideas and ensure cohesive and collaborative initiatives</p>	<p>Ongoing</p>	<p>None</p>	<p>CT Small Business Development Center (SBDC), Cultural Coalition, The Last Green Valley, CRCOG, Tolland County Chamber of Commerce, Windham Chamber of Commerce, Eastern Tourism District Board, Metro Hartford Alliance, CT Office of Tourism.</p>	<p>Current</p>
<p>Encourage a regional view – cross marketing, cooperation with businesses, coordination with both regional chambers of commerce</p>	<p>Ongoing</p>	<p>None</p>	<p>Municipal staff, chambers of commerce, EDCs</p>	
<p>Engage complementary businesses outside the region to encourage them to expand in the region - reach out to outdoor recreation enthusiasts and interest groups/professional associations to develop "leads" (see "Outdoor Recreation" section for more information)</p>	<p>Ongoing</p>	<p>None</p>	<p>Municipal staff and EDC members</p>	
<p>Engage in business visitations and other forms of interaction</p>	<p>Ongoing</p>	<p>None</p>	<p>Municipal staff, regional chambers of</p>	

			commerce, EDC'S	
Engage relevant municipal boards and commissions around enacting additional pro-agriculture policies and regulations	Ongoing	None	Regional agriculture committee and municipal staff	
Insert new logo and/or tagline on promotional materials	Ongoing	None	Municipal staff	Current Project
Land use regulatory process streamlining, as necessary	Ongoing	None	Municipal staff, Planning & Zoning Commission s, EDC	
Outreach to businesses about workforce needs and increasing attractiveness to graduating UConn and ECSU, monitor those needs for overarching trends as more businesses are engaged	Ongoing	None	Universities (UConn, ECSU, other) and business owners	
Outreach to UConn and ECSU department heads about connecting students with specific employment opportunities of companies in the region	Ongoing	None	Universities and business owners	
Outreach to UConn and ECSU President's Offices to discuss sharing of information on general workforce needs, events, educational offerings, etc., ensuring periodic follow up throughout the year	Ongoing	None	Universities and business owners	
Provide small business educational workshops and information on resources	Ongoing	None	EDC, staff, CT Small Business Center, other local and regional business specialists	
Reach out to travel bloggers to encourage them to visit and write about the region	Ongoing	None	Businesses, chambers of commerce,	

			municipal staff	
Set up a booth the Coventry Farmer's Market and other relevant events to promote the region	Ongoing	Vendor/registration fees	Businesses, chambers of commerce, municipal staff	
Create and implement an educational program about the region's assets for business owners, community leaders, and engaged residents - these are the region's "ambassadors"	Ongoing - 2x per year	None	Business owners and other constituents related to key attractions and amenities	
Community/user surveys and engagement for program evaluation	Ongoing - create survey(s) in year 1	Survey software fee		
Implement infrastructure investment projects - guided by prioritized list	Ongoing - long-term	Implementation costs - depends on project	Municipal staff and elected officials	
Implement Mansfield, Bolton and Tolland gateway enhancement projects	Ongoing - long-term	Implementation costs - depends on project	Municipal staff and elected officials	Current
Review zoning regulations for business-friendliness	Ongoing - once every 2 years	Potential cost in municipal attorney fees	Municipal staff and Planning & Zoning Commissions	
Coordinate a new event	Ongoing, with one new event in year 1 and adding more in subsequent years as capacity grows	Potential event coordination /logistics costs	Participating organizations - depends on event	
Highest and best use studies for key parcels (if warranted)	Phase 2	Hire consultant	Consultant, municipal staff, EDCs	
Commercial real estate inventory	Year 1	Hire consultant	Consultant, municipal staff, EDCs	

Coordinate a "kick off" meeting with relevant President's Office staff for UConn and ECSU for general information sharing purposes	Year 1	None	Universities	
Coordinate individual meetings with department heads representing desirable skillsets (based on conversations with companies about talent needs) - could be engineering, computer science, etc.	Year 1	None	Universities and business owners	
Coordinate professional service provider office hours	Year 1	None	Business owners	
Coordinate resources for farmers on getting involved in the local farmer's markets	Year 1	None	Regional agriculture committee	
Create a business recruitment booklet that includes relevant data, resources, contacts, and other information helpful in the business decision making process	Year 1	Minimal printing costs		
Create a regional agriculture committee - will take the lead on connecting farmers to technical assistance, funding, land, etc.	Year 1	None	Agricultural Commission s, local farming community, market masters	
Create an inventory of cultural arts stakeholders and organizations	Year 1	None	Municipal Staff, cultural entities, other relevant stakeholders	
Create and disseminate regional logo and/or tagline as part of marketing campaign	Year 1	Possible consultant fees	Consultant, municipal staff, EDCs, elected officials	Current Project
Create and print physical marketing collateral (brochures, guides, maps, calendars etc.)	Year 1	Printing and graphic design costs	Consultant, municipal staff, EDCs	
Create implementation steering committee	Year 1	None	Municipal staff and elected officials	Completed

Create social media pages (Facebook, Instagram, Twitter) for the region	Year 1	None	Municipal staff, EDCs, town social media coordinators	Current Project
Determine where needs exist in relation to demand for existing shared workspaces (coworking, commercial kitchens, etc.) by engaging owners off existing facilities to gauge demand	Year 1	None		
Engage innovation/technology arms of UConn and ECSU to determine whether any start-ups are prepared to move into commercial and/or coworking space and work with those companies to ensure their success	Year 1	None	Universities	
Establish a relationship with the Workforce Investment Boards that cover the four towns (Capital Workforce Partners and Eastern Workforce Investment Board)	Year 1	None	Municipal staff, EDCs	
Initiate meetings with key groups of potential partners/clients for farmers (restaurants, retail, farmer's markets, school systems) to begin a conversation on opportunities for collaboration	Year 1	None	Regional agriculture committee	
Inventory assets - includes outdoor recreation, agriculture, and cultural assets	Year 1	None	Municipal staff and relevant boards and commissions	Current Project
Inventory businesses	Year 1	None	Municipal staff	Current Project
Map assets and upload maps to website	Year 1	Potential cost in engaging graphic designer to create user-friendly map		
Purchase a branded tablecloth and pull-up display to support promotional efforts at events	Year 1	Associated cost	Municipal staff	

Set up individual meetings with growing businesses throughout the region in a number of industries to see where talent/skillset needs might exist	Year 1	None	Business owners	
Upload marketing content to existing municipal websites	Year 1	None	Municipal staff	Current project
Coordinate a "buy local" campaign	Year 2	Minimal printing costs	Business owners	
Coordinate a business mentorship program	Year 2	None	Business owners	
Coordinate CSA "pairings" so that farmers can work together on these, versus competing against each other	Year 2	None	Regional agriculture committee	
Coordinate the display of historic farm equipment around the region	Year 2	None	Regional agriculture committee	
Create a new website dedicated to the region	Year 2	Consultant fees	Consultant	Current
Create an open space plan	Year 2	Potential consultant fees	Municipal staff, land use organizations, engaged residents	Current
Create implementation nonprofit	Year 2	Organizational costs	Municipal staff and elected officials	
Create list of economic development-related priority infrastructure investment projects	Year 2	None	Municipal staff and elected officials	
Engage municipal Parks and Recreation departments to create outdoor recreation meet up groups, educational workshops, and a joint trail maintenance team	Year 2	None	Parks and Recreation departments and Conservation Commissions	
Incorporate trails (and other relevant outdoor amenities) into online GIS maps	Year 2	None	Municipal staff and/or CROG	

Invest in small-scale infrastructure (benches, trash cans, etc.) to support outdoor amenities	Year 2	Potential associated cost, though business sponsorships could cover most or all expenses	Business owners and municipal staff	
Offer coworking and/or commercial kitchen services where appropriate, based on needs determined through actions described above	Year 2	Potential maintenance costs, though there is an opportunity for revenue generation through rental fees	Municipal staff and elected officials	Current
Coordinate small-scale agricultural education workshops for community members	Year 2, with events occurring 2x per year	None	Regional agriculture committee	
Coordinate small-scale outdoor recreation events (i.e. informal guided hikes and paddles)	Year 2, with events occurring periodically	None	Conservation Commission, land trusts, Parks & Recreation departments, staff, local and regional conservation organizations	Current
Coordinate student familiarization tour of the region	Year 3	Event coordination /logistics costs	Universities and business owners	

<p>Create a regional arts and culture council to take on event coordination and other programming and advocacy related to this area.</p>	<p>Year 3</p>	<p>None</p>	<p>Some Parks & Recreation departments , existing local and regional art organizations/stakeholders, Cultural Coalition</p>	<p>Current</p>
<p>Create a smart phone app for the region</p>	<p>Year 3</p>	<p>Consultant fees</p>	<p>Consultant</p>	
<p>Create community gardens</p>	<p>Year 3</p>	<p>Potential associated cost if no grant funding</p>	<p>Municipal staff, elected officials, and conservation organizations</p>	
<p>Implement branded wayfinding signage throughout the region</p>	<p>Year 3</p>	<p>Potential associated cost, though business sponsorships could cover most or all expenses</p>	<p>Municipal staff and UConn</p>	