

**TOWN OF WATERFORD
GENERAL FUND
2022-2023 PROPOSED BUDGET**

DEPT/AGENCY: 10113 ECONOMIC DEVELOPMENT COMM.

LINE ITEM	DESCRIPTION	2020/2021 ACTUAL EXPENDED	2021/2022 RTM APPROP.	2021/2022 ADDITIONAL/ TRANSFERS	ACTUAL EXPEND & ENCUMB AS OF 1/1/22	2022/2023 DEPT/ AGENCY REQUEST	2022/2023 APPROVED BD/COMM. (12/9/21)	2022/2023 FIRST SELECTMAN RECOMMENDS	Department Request \$ Increase	Department Request % Increase
SERVICES										
52010	ADVERTISING		425			1,000	1,000	425	0	0.00%
52020	POSTAGE		0					0	0	#DIV/0!
52030	PROFESSIONAL FEES		1,500			16,000	16,000	1,500	0	0.00%
52050	DUES, CONF. & EDUC.	7,043	7,851		7,103	10,071	10,071	7,851	0	0.00%
52060	PRINTING		150			200	200	150	0	0.00%
52070	REIMBURSABLE EXPENSES		150			200	200	150	0	0.00%
SUBTOTAL		7,043	10,076	0	7,103	27,471	27,471	10,076	0	0.00%
MATERIALS & SUPPLIES										
53010	OFFICE SUPPLIES	0	0	0	0	0	0	0	0	#DIV/0!
SUBTOTAL		0	0	0	0	0	0	0	0	#DIV/0!
DEPARTMENT TOTAL		7,043	10,076	0	7,103	27,471	27,471	10,076	0	0.00%

WATERFORD ECONOMIC DEVELOPMENT COMMISSION

December 9, 2021
Louise Appleby Room
5:00 PM

RECEIVED FOR RECORD
2021 DEC 14 PM 12:02

MEMBERS PRESENT: Chairman -Dan Radin, Eric Palmer, Jill Szymanski
MEMBERS ABSENT: Edward Lusher
ALTERNATES PRESENT: Greg Attanasio
STAFF PRESENT: Abby Piersall, AICP, Director of Planning, Mark Wujtewicz, Planner

1. **CALL TO ORDER/APPOINTMENT OF ALTERNATES**

A quorum was established. The meeting was called to order at 5:00 PM.
Gregg Attanasio seated for Edward Lusher

2. **APPROVAL OF MINUTES - November 18, 2021 Meeting**

MOTION: Motion made by J. Szymanski, seconded by E. Palmer, to approve the minutes of the November 21, 2021 meeting.

VOTE: 4-0

3. **CORRESPONDENCE**

None

4. **COMMISSION PROJECTS AND INITIATIVES:**

- Fiscal Year 2023 Budget

A Piersall reviewed the proposed budget with the Commission. Members of the Commission suggested increasing the Advertising Line to \$1200 to include advertising expenses for the Waterford Microgrant and Small Business Programs. G. Attanasio suggested an increase to the Professional Fees Line of \$16,000 be proposed in order to pay for consulting services to draft an Economic Development Strategy. This increase would be based on approximately 80 hours of work for an average rate consultant fee of \$80/hr. The Commission agreed with the change. The Commission proposed adding \$1500 to the Dues, Conference and Education Line to include the cost of attending the ICSC (Innovating Commerce Serving Communities) Conference.

MOTION: Motion made by G Attanasio, seconded by J. Szymanski to approve the proposed EDC Budget with the amendments as discussed.

VOTE: 4-0

- Startup Microgrant Program

E. Lusher who was tasked with this project was not present. Nothing new to report.

- Small Business Grant Program

E. Lusher who was tasked with this project was not present.
Nothing new to report

- Crystal Mall

A. Piersall updated the Commission with the status of the Crystal Mall. She stated that there is the potential for the Planning and Zoning Commission to sponsor a Zone District Amendment for the

Crystal Mall property sometime next year. She stated that there still has been no communication from the various interests involved with the Mall.

- Update of Planning and Zoning Commission Projects

A Piersall updated the Commission on the status of pending projects

4. TOWN DEVELOPMENT PROJECT AND PERMITTING STATUS

Described in the previous agenda item

5. PAYMENT OF BILLS

None

7. OTHER BUSINESS

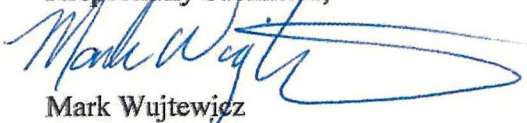
None

8. ADJOURNMENT

MOTION: Motion by D. Radin, seconded by J. Szymanski to adjourn at 6:00 PM.

VOTE: 4-0

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read 'Mark Wujtewicz', with a large, sweeping loop at the end.

Mark Wujtewicz
Planner

**TOWN OF WATERFORD
FY2023 BUDGET REQUEST
Economic Development Commission**



BUDGET FUNCTION

The Economic Development Commission's purpose is to support and grow Waterford's economy. The Commission is empowered by Town Ordinance and State Statutes to serve as a platform to coordinate activities and groups that work in support of economic development. Broad responsibilities the Commission may undertake include market analysis, business recruitment and retention, marketing the Town, and recommending actions that Town can take to meet its development goals.

The proposed FY23 EDC budget reflects a significant increase over FY22. The Commission voted to submit this increase to ensure that it has the resources to better support Waterford's economic development efforts. Key elements driving the request include the need for specialized professional services, effective marketing, and targeted networking.

MEMBERS

Dan Radin, Chair
Ed Lusher
Eric Palmer
Jill Szymanski

ALTERNATES

Greg Attanasio

**TOWN OF WATERFORD
FY2023 BUDGET REQUEST
Economic Development Commission**



BUDGET SUMMARY

Economic Development Commission FY2023 Proposed	
SERVICES:	
10113-52010-101-010-13-00-52 ADVERTISING	\$1,000
10113-52020-101-010-13-00-52 POSTAGE	\$0
10113-52030-101-010-13-00-52 PROFESSIONAL FEES	\$16,000
10113-52050-101-010-13-00-52 DUES, CONFERENCES & EDUCAT	\$10,071
10113-52060-101-010-13-00-52 PRINTING	\$200
10113-52070-101-010-13-00-52 REIMBURSABLE EXPENSES	\$200
Total SERVICES	\$27,471

Advertising Line 10113-52010

\$1,200 Requested

The EDC will advertise via print, digital, and social media platforms. Projects such as the upcoming small business grants, creation of an economic development strategy for the Town, and marketing to attract businesses and residents would be paid from this line.

Professional Fees Line 10113-52030

\$16,000 Requested

The EDC plans to draft an economic development strategy to guide Commission work and efforts to grow Waterford's economy. The strategy will include a review of existing economic development work in Waterford, identifying goals and guiding policies for future work, and creating concrete and measurable actions that can be taken in the short, mid, and long terms to implement goals. To support this work, the Commission will solicit professional support from a consultant to supplement the work required to create the strategy. The selected consultant would meet with the Commission to facilitate consensus around goals and strategies for economic development work in Waterford. The consultant

TOWN OF WATERFORD

FY2023 BUDGET REQUEST

Economic Development Commission



would then review drafts of the strategy prepared with support from Planning Department staff and advise the Commission on implementation actions. Approximately 80 hours of consulting services are requested, at an estimated \$200 per hour. The total cost of this work is expected to be 4,375.

Dues, Conferences and Education Line 10113-52050

\$10,071 Requested

The EDC maintains membership with the Southeastern CT Enterprise Region (SeCTer) for the Town. SeCTer provides access to regional economic data and project support. The Commission also maintains memberships with professional organizations for the purposes of implementing and maintaining effective economic development programs. Members attend educational and networking events whenever possible.

Southeastern CT Enterprise Region (seCTer)\$ 6,831

Regional business information, regional promotion, educational resources

Chamber of Commerce of Southeastern CT\$ 220

Promotes local networking, facilitates communication & collaboration

CT Economic Development Association (CEDAS)\$ 150

Economic development expertise, educational seminars & forums

Business meeting expenses, including shared costs of facilities and admission costs for economic events, meetings and seminars.....\$ 400

Innovative Commerce Serving Communities (ICSC) Conference Attendance..... \$2,470

ICSC (formerly the International Council of Shopping Centers) is a member organization supporting retail, dining, entertainment, and other marketplace industries. The organization provides industry insights and networking opportunities to support development initiatives. The Economic Development Commission recommends that a representative from Waterford be funded to attend the annual conference in Las Vegas in May of 2023 to make connections and promote commercial development opportunities in Waterford to industry leaders. The proposed budget includes travel, hotel, and registration costs one conference attendee as follows: \$820 (registration), \$600 (flight), \$1,050 (hotel, 3 nights).

Printing Line 10113-52060

\$200 Requested

The EDC will distribute printed materials to its members and to members of other Boards and Commissions while crafting the economic development strategy for Waterford.

TOWN OF WATERFORD
FY2023 BUDGET REQUEST
Economic Development Commission



Reimbursable Expenses Line 10113-52070

\$200 Requested

EDC members on occasion pay out of pocket for expenses associated with travel to seminars and business meetings. This line item provides for the reimbursement of funds expended by EDC members in providing services to the Town.

SERVICES:

10113-52010-101-010-13-00-52 ADVERTISING

10113-52020-101-010-13-00-52 POSTAGE

10113-52030-101-010-13-00-52 PROFESSIONAL FEES

10113-52050-101-010-13-00-52 DUES, CONFERENCES & EDUCAT

10113-52060-101-010-13-00-52 PRINTING

10113-52070-101-010-13-00-52 REIMBURSABLE EXPENSES

Total SERVICES

Economic Development Commission

FY2023 Proposed

\$1,000

\$0

\$16,000

\$10,071

\$200

\$200

\$27,471

Economic Development Commission
FOR THE FIVE YEARS ENDED JUNE 30, 2021

ECONOMIC DEVELOPMENT COMMISSION:

SERVICES:

	FY2021 ORIGINAL	FY2021	FY2020 ORIGINAL	FY2020	FY2019 ORIGINAL	FY2019	FY2018 ORIGINAL	FY2018	FY2017 ORIGINAL	FY2017
10113-52010-101-010-13-00-52 ADVERTISING	425	0	425	0	425		1,275	0	1,100	777
10113-52020-101-010-13-00-52 POSTAGE	0	0	200	0	200		200	0	100	1
10113-52030-101-010-13-00-52 PROFESSIONAL FEES	0	0	0	0	0		500	0	1	0
10113-52050-101-010-13-00-52 DUES, CONFERENCES & EDUCAT	7,851	7,043	8,223	6,831	8,307	7,050	8,759	7,185	8,708	7,185
10113-52060-101-010-13-00-52 PRINTING	150	0	300	0	300		600	0	600	10
10113-52070-101-010-13-00-52 REIMBURSABLE EXPENSES	150	0	150	0	150		300	15	300	283
Total SERVICES	8,576	7,043	9,298	6,831	9,382	7,050	11,634	7,200	10,809	8,255