



Connecticut's
COUNTRYSIDE

BOLTON • COVENTRY • MANSFIELD • TOLLAND

Adventure, Agriculture, Arts & More!

Connecticut's Countryside: 4-Town Summit

January 30, 2023 – Patriots Park Lodge – Coventry

What is Connecticut's Countryside?



Connecticut's Countryside is comprised of the towns of Bolton, Coventry, Mansfield, and Tolland.



The goal is to have these four towns collaborate in order to strengthen the regional economy, attract visitors, and continue to enhance the quality of life for residents



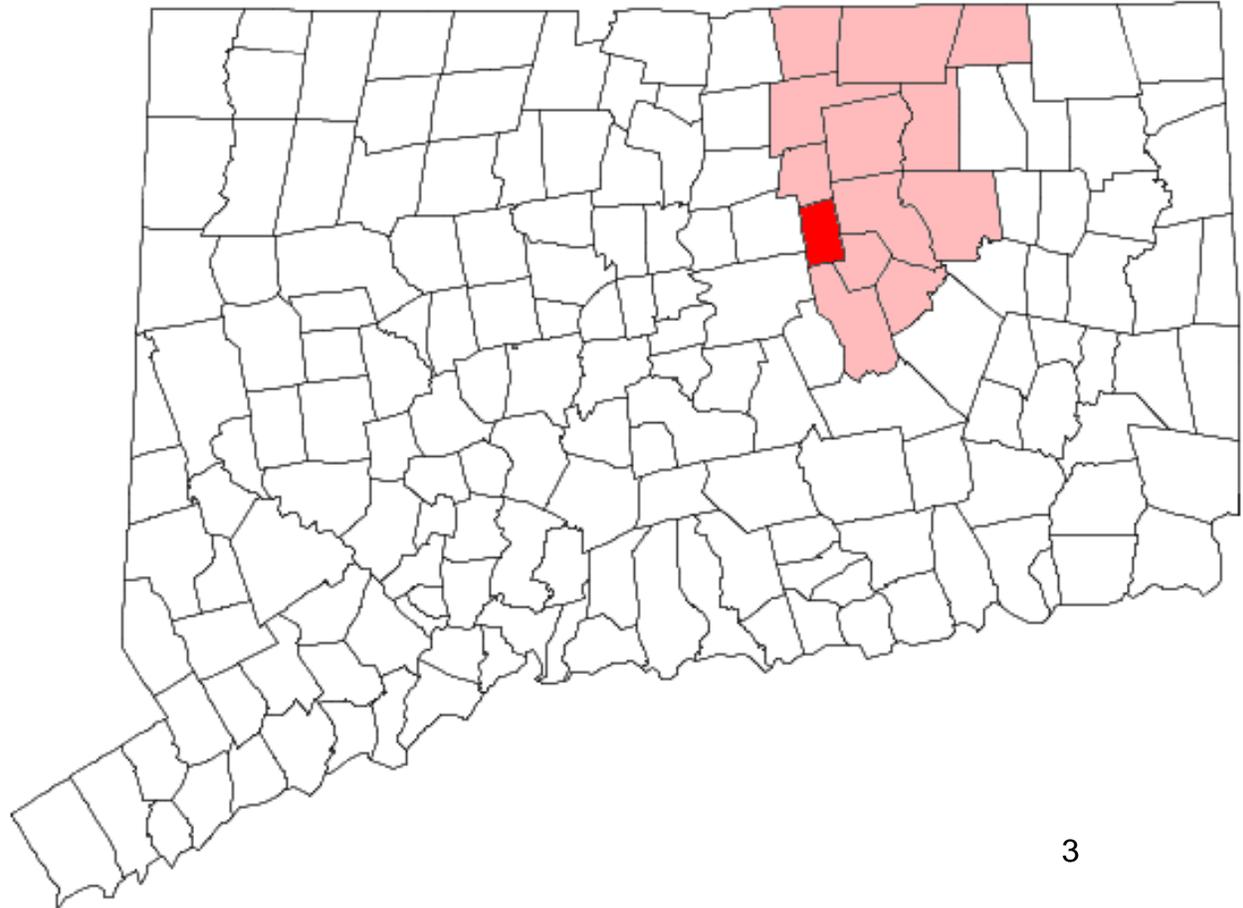
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The Plan

- In 2020 the 4-Town Regional Action Plan for Economic Vitality was created to guide the towns in how to promote Connecticut's Countryside which includes the retention, expansion, and attraction of businesses in the region
- This Plan is broken down into six different themes: agriculture, culture and entertainment, higher education, outdoor recreation, small business and entrepreneurship, and marketing visibility



Agriculture

All four of the towns have a strong agriculture presence



Connecticut's Countryside seeks to help this vital part of our communities

Connect farmers to land

Help the local farmers' markets

Create shop local campaigns

Expand agri-tourism



Culture and Entertainment

Culture & entertainment are key aspects of attracting people to visit the region



Connecticut's Countryside is seeking to do the following

Coordinate new regional events

Strengthen and expand current events

Coordinate with local art groups to promote local arts



Higher Education

The region is home to the University of Connecticut, located in Mansfield



Connecticut's Countryside will seek to get students involved in the region, and potentially convince them that Connecticut can be their home

Work with our partners at UConn, such as Career Services

Connect students with local businesses and potential employment and/or internships

Coordinate events with UConn and establish working ties with the different UConn schools and departments



Outdoor Recreation

There are numerous parks, trails, and lakes in the region



Connecticut's Countryside will highlight these assets and promote tourism as well as events at these crucial parts of our towns

Seek to make investments such as park benches in our parks

Help grow businesses that will complement our outdoor assets, such as a bike shop



Small Business and Entrepreneurs

Small Businesses are the life blood of our communities

Connecticut's Countryside will help in the following

Understand and meet small business needs

Connect businesses to necessary resources so they can thrive

Help businesses connect with customers through social media, ads, videos, etc.



Visibility and Marketing

Visibility and marketing is a key part of the 4-Town Plan. Marketing is essential to getting the word out about the region's businesses, assets, and events.



Connecticut's Countryside will do the following

Create a regional website and associated social media

Create signage and banners throughout the region

Help create business recruitment information and brochures



Current Projects



Website development



Coordinating Earth Day events



Marketing Brochure



Taking inventories of the towns' assets



4-Town Summit



Building key partnerships



Regional Agriculture Committee

- In the 4-Town Regional Action Plan for Economic Vitality, a regional agriculture committee is proposed. This regional committee could have the following responsibilities:
 - Create regional shop local campaign
 - Promote tourism and local events
 - Create model Zoning Regulations to support agriculture
- These are a sample of the responsibilities of this regional committee, which would be tasked to help facilitate the goals of Connecticut's Countryside.



Regional Arts and Culture Committee

- In the 4-Town Regional Action Plan for Economic Vitality, a regional arts and culture committee is proposed. This regional committee could have the following responsibilities:
 - Help promote existing art institutions in the 4-Town region
 - Create new events: art, music, theater, and more
 - Connect artists with each other and with resources to help them grow and thrive

These are a sample of the responsibilities that this regional committee would have. This committee would also help implement the goals and objectives of Connecticut's Countryside.



Regional Calendar/Website/Social Media

- Plan to create a regional calendar as part of a website with a social media presence. This calendar would display all the different events throughout the 4-Town region
 - Goal is to encourage people to attend events in all 4-Towns.
 - Help events attract visitors from outside Connecticut's Countryside
 - Promote Connecticut Countryside regional events
- The calendar could be accomplished through a calendar committee or another Connecticut's Countryside committee.



Next Immediate Steps

1

Build website
with Nichols
College

2

Help coordinate
regional events
to celebrate
Earth Day on
April 22, 2023

3

Build committees
to assist with
implementation
of various
initiatives

4

Begin marketing
of the new name:
Connecticut's
Countryside

Thank You

The projects mentioned in this presentation are a sample of the many different tasks that Connecticut's Countryside will accomplish in the coming months and years. Thank you again for listening and taking the time to learn more about Connecticut's Countryside.

Any Questions?

If you would like to learn more or participate in the steering committee meetings, please join us on the 3rd Wednesday of every month via Zoom.