

Action Item	Timeframe	Cost	Partners Involved (Implementer takes the lead)
Apply for grants to fund project implementation	Ongoing	None	Municipal staff
Connect farmers to information and technical assistance to ensure their success	Ongoing	None	Regional agriculture committee
Connect potential farmers to affordable land	Ongoing	None	Regional agriculture committee
Continue developing connections to potential partners/businesses 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
Develop partnerships in key focus areas to share ideas and ensure cohesive and collaborative initiatives	Ongoing	None	Business owners
Encourage a regional view - cross marketing, cooperation with businesses, coordination with both regional chambers of commerce	Ongoing	None	Municipal staff, chambers of commerce, EDCs
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)	Ongoing	None	Municipal staff and EDC members
Engage in business visitations and other forms of interaction	Ongoing	None	Municipal staff, regional chambers of 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
Land use regulatory process streamlining, as necessary	Ongoing	None	Municipal staff, Planning & Zoning Commissions, EDC
Outreach to businesses about workforce needs and increasing attractiveness to graduating UConn and ECU, monitor those needs for overarching trends as more businesses are engaged	Ongoing	None	Universities and business owners
Outreach to UConn and ECU department heads about connecting students with specific employment opportunities of companies in the region	Ongoing	None	Universities and business owners
Outreach to UConn and ECU Presidents' 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
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 ECU for general information sharing purposes	Year 1	None	Universities
Coordinate individual meetings with department heads representing desirable abilities (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 Commissions, 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
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
Create social media pages (Facebook, Instagram, Twitter) for the region	Year 1	None	Municipal staff, EDCs, town social media coordinators
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 ECU 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
Inventory businesses	Year 1	None	Municipal staff
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 talents/skills/needs might exist	Year 1	None	Business owners
Upload marketing content to existing municipal websites	Year 1	None	Municipal staff
Coordinate a "hashtag" 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
Create an open space plan	Year 2	Potential consultant fees	Municipal staff, land use organizations, engaged residents
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 CRCOG
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
Coordinate small-scale agricultural education workshops for community members	Year 2, with events occurring 2x per year	None	Regional agriculture committee, Conservation Commissions, land trusts, Parks & Recreation departments, staff, local and regional conservation organizations
Coordinate small-scale outdoor recreation events (i.e. informal guided hikes and paddles)	Year 2, with events occurring periodically	None	Universities and business owners
Coordinate student familiarization tour of the region	Year 3	Event coordination/logistics costs	Some Parks & Recreation departments, existing local and regional art organizations/stakeholders
Create a regional arts and culture council to take on event coordination and other programming and advocacy related to this area.	Year 3	None	
Create a smart phone app for the region	Year 3	Consultant fees	Consultant
Create community gardens	Year 3	Potential associated cost if no grant funding	Municipal staff, elected officials, and conservation organizations/associations
Implement branded wayfinding signage throughout the region	Year 3	Potential associated cost, though business sponsorships could cover most or all expenses	Municipal staff and UConn

KEY	
[White box]	= General
[Green box]	= Outdoor Recreation
[Yellow box]	= Agriculture
[Orange box]	= Involving Higher Education Institutions
[Purple box]	= Culture and Entertainment
[Pink box]	= Small Business and Entrepreneurship
[Light blue box]	= Visibility and Marketing