

The City of Litchfield Park

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Agenda



■ Objectives: Community Economic Development

■ Research Methodology

■ Image Boards

■ Recommendations

■ Next Steps

Community Economic Development



Traditional ED Strategy/Tool

- Industrial development
- Business retention/expansion
- Workforce development
- Tourism

Alternative ED Strategy/Tool

- Entrepreneurship
- Downtown development
- Arts/Creative development
- Cluster-based development
- Residential development
- Smart Growth

Approaches to Economic Development

- Recruiting business from outside
- Strengthening/expanding existing businesses
- Promoting the development of new business

Economic Outcomes

- Jobs
- Businesses
- Prosperity
- Wealth / Tax Revenue

Other Outcomes

- Social
- Civic
- Environment

+ Methodology



primary research

- 40+ visitors
- 20+ residents
- 6 businesses



secondary research

- creating a vision
- small town economic development

residents

businesses

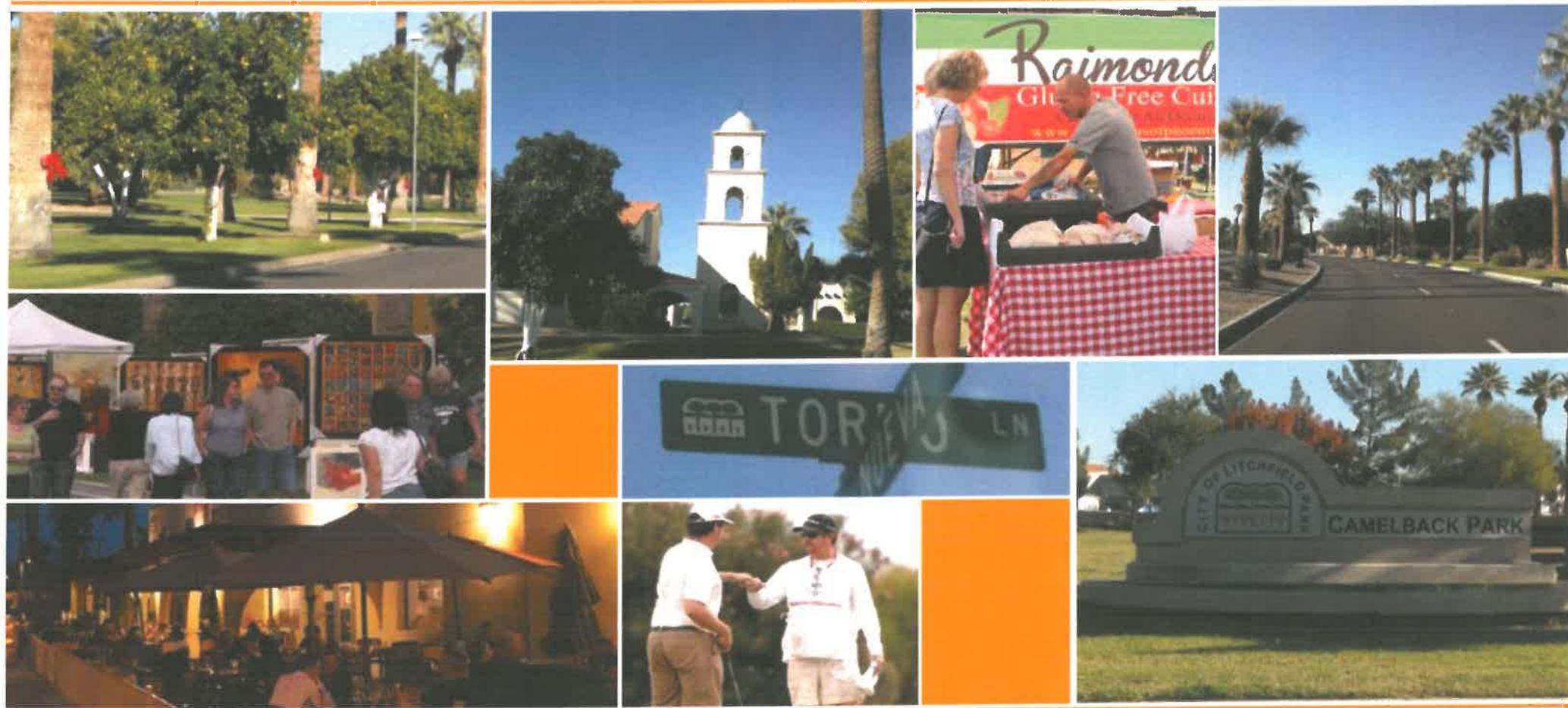
visitors

themes

- Small town feel
- Art
- Signage
- Business promotion
- Festivals & events
- Wigwam resort

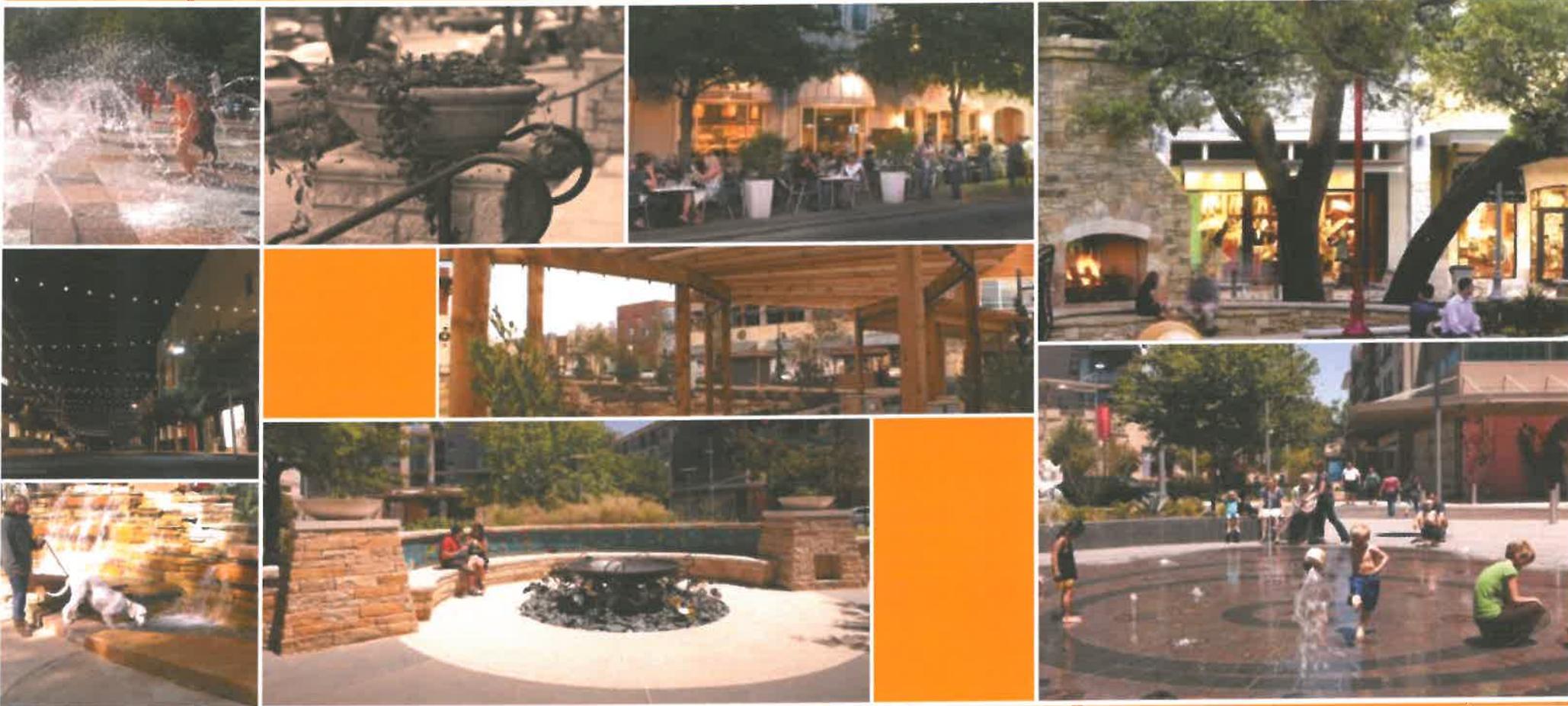


small town feel :: currently





small town feel :: implementation

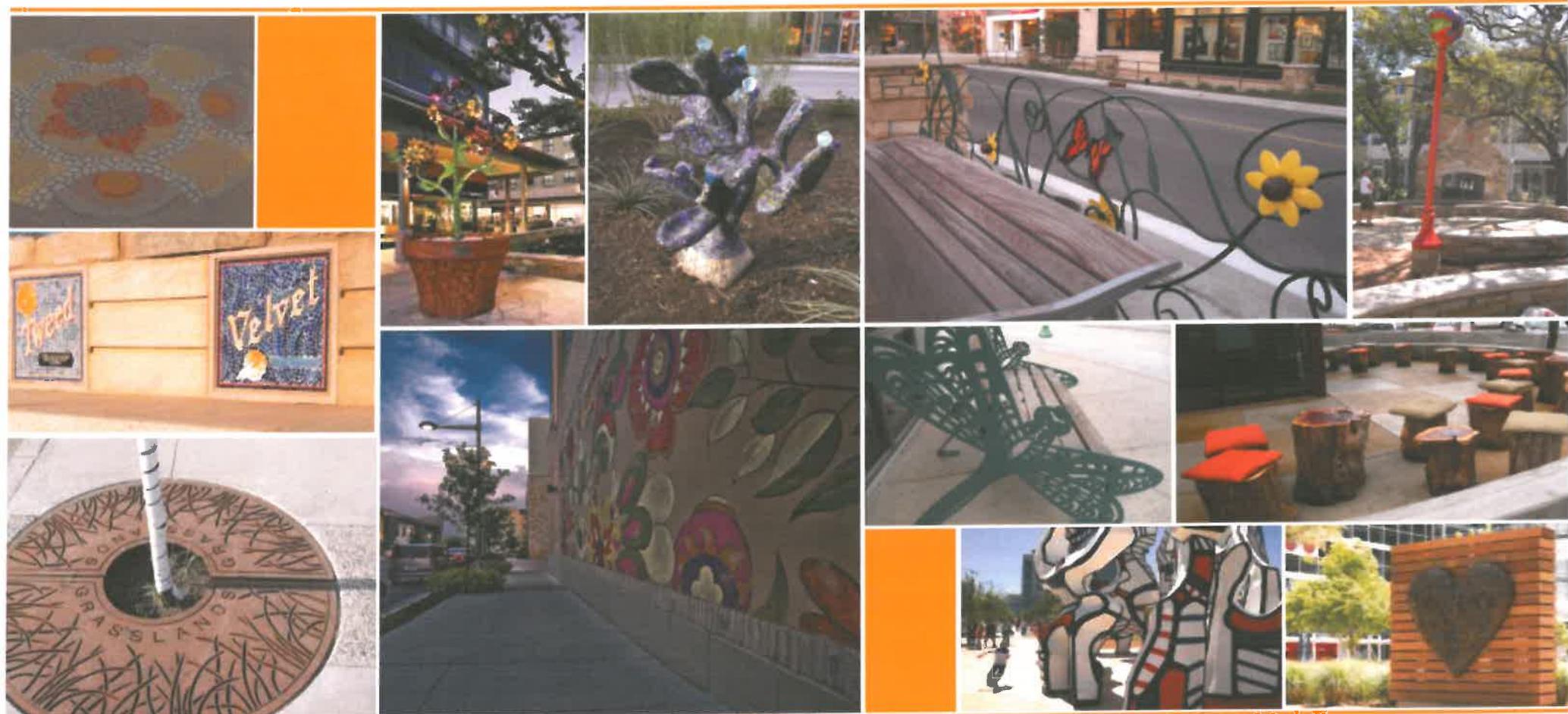


+ art :: currently



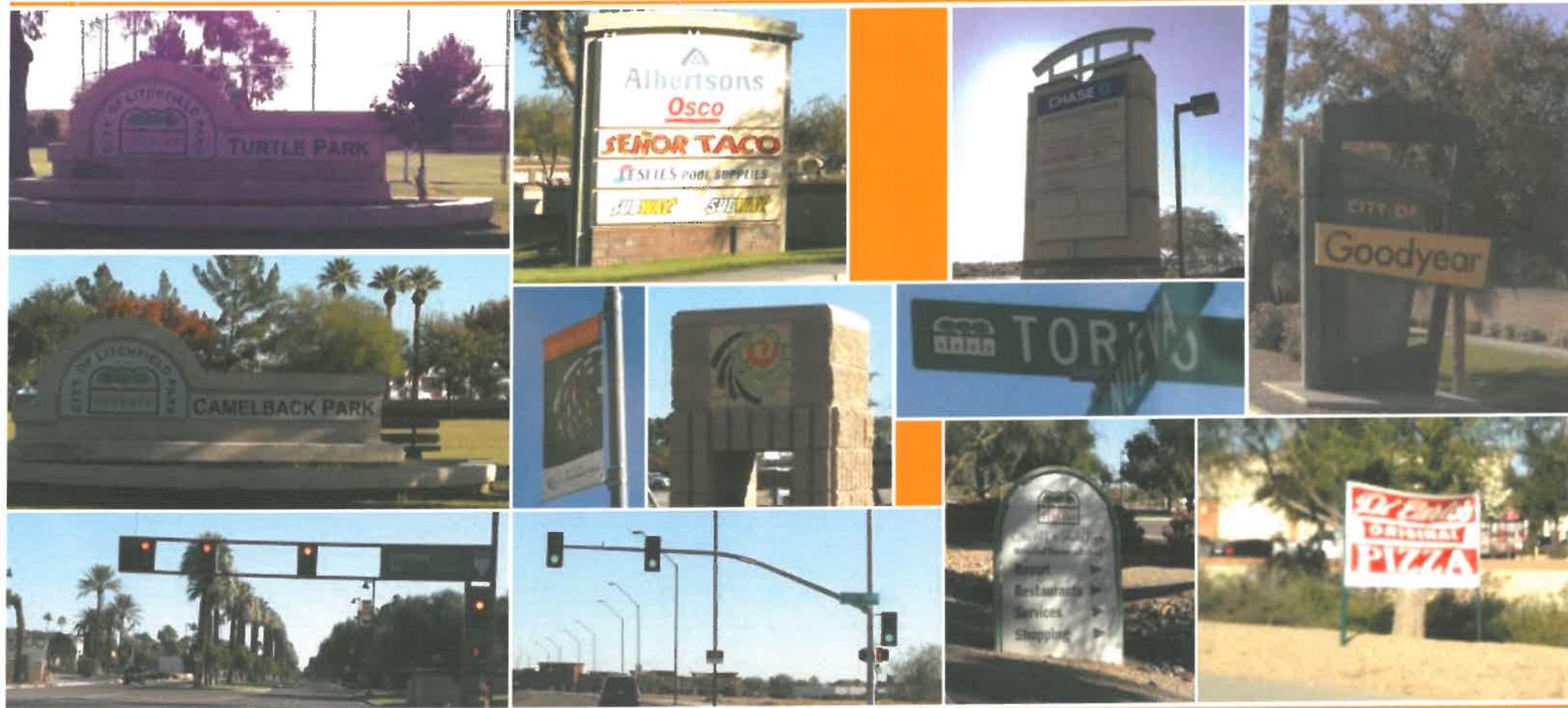


art :: implementation





signage :: currently





signage :: implementation





commercial :: implementation





open space :: currently

Objectives

Primary Research

Imageboard

Recommendations

Follow Through





open space :: implementation





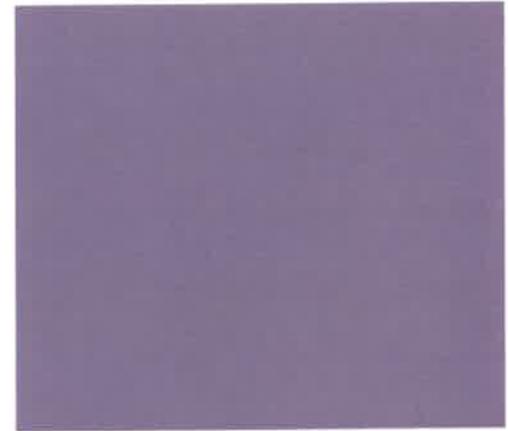
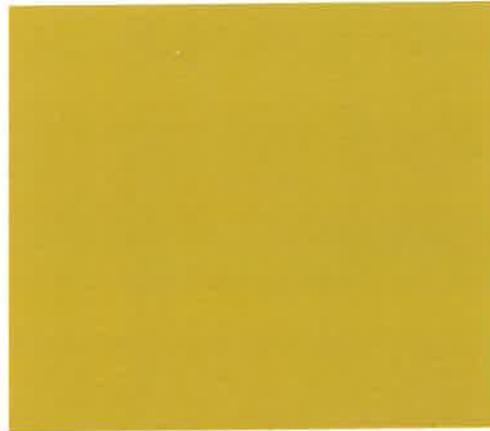
Next Steps



- **Creating a town vision**
 - Work with residents, business, and town leaders
 - Start open conversation
 - Working across the community will ensure inclusion

- **Chamber of Commerce**
 - Develop a cohesive Strategy for supporting and attracting businesses
 - Retiree Resource Network – Brevard, NC

- **Clear development goals to drive regulation**
 - Treat town center and town periphery as different regulations zones.



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