Mansfield Township
Economic and Industrial
Development Advisory Council
(EDAC)
2016 Annual Report

Warren County Economic Development Committee Meeting
December 8, 2016
Betsy Griggs, Mansfield Township EDAC Chair
AGENDA

• Mansfield Township EDAC Recap
• 2016 Accomplishments Against Budget, Objectives and Metrics
• 2017 Strategic Plan
• 2017 Proposed Projects and Budget
• Wrap Up
The Economic and Industrial Development Advisory Council

- Council re-established since 2008
- Appointed Members and Team Changes

<table>
<thead>
<tr>
<th>Appointed Members</th>
<th>Township Committee</th>
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<tr>
<td>Elizabeth Griggs, Chair</td>
<td>Mayor Shirley Kocher, Chair</td>
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<tr>
<td>Dawn Smith, Secretary</td>
<td>Cindy Koreczukowski, Vice-Chair</td>
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<td>Russ Onderko</td>
<td>Ron Hayes, Vice Chair</td>
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<td>Ron Hayes</td>
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<td>Cate Oakley</td>
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- 2016 Plan Budget of $200, Amended to $300 (approved July 2016)
- 2016 Actual Spend of $300 (SurveyMonkey)
2016 Accomplishments

Key Governance Metrics

- 89% of monthly meetings (regular and workshops) conducted
- 100% of approved meeting minutes submitted for website posting
- 100% Open/Closed Action Item Tracking
- Presented Quarterly Update to Township Committee
- Presented 2016 Annual Report to Township Committee
- Presented 2017 Plan to Township Committee
- Attended 100% 2016 Warren County EDC meetings to inform and align
- Presenting 2016 Annual Report to Warren County EDC on December 8, 2016
2016 Accomplishments (continued)

Objective 1: Expand the Economic Marketplace
• 4 New Business Openings
  • Orchard View Lavender Farm, Willy’s Wieners, Pro Nails, AT&T Wireless

Objective 2: Listen to Residents/Data Collection
• Assessed, selected and implemented Township wide survey tool
• Developed township wide survey questions for 2017 rollout

Objective 3: Listen to Business/Real Estate Owners
• Initiated commercial real estate building inventory list
• Completed Mansfield Township Business Listing for evergreen updates (prominent posting on EDAC website)
• Assessed, selected and implemented subscription to enable electronic Township wide survey tool
2017 Plan

Strategy 1: Create and maintain a streamlined economic development process
- Commercial real estate building vacancy inventory
- Business target list
- Rollout Township wide resident surveys (1Q, 2Q, 3Q)
- Farm assessed and business owner surveys
- Warren County Wanderings Branding for Mansfield Township
- Local Business Owner Roundtable – February 13, 2017
- Joint Warren County Economic Development Committee/Mansfield Township EDAC Roundtable – March 13, 2017
- “Communications Made Easy” Handbook for businesses

- Warren County: Develop best practices and model zoning ordinances to facilitate updates to local zoning codes by municipalities to reflect economic realities; Mansfield: Current best practices and later process change output.
- Warren County: Create protocol for handling inquiries related to land use planning and economic development in the County; Mansfield: Opportunity tracking and vacant buildings.
2017 Plan (continued)

Strategy 2: Create environment that demonstrates Mansfield Township is “Open for Business”

- New resident Welcome Packets to support local businesses
- Ongoing business listing management and prominent position on Township website
- Business visitation program to support business attraction/business maps
- Business events/activities
2017 Proposed Projects & Budget

• Survey subscription annual renewal ($300)
• 3 rounds resident survey administration/advertising resident survey
  • 750 backpack stuffers
  • WRNJ promotion ($)
  • Senior group communication
• Farm assessed survey administration/advertising
• Business owner survey administration
• Welcome Center brochures
  • Display holders ($)
  • Brochures
• Business maps/walkaround maps
• Business Relocation Guides
• Resident Relocation Guides
Wrap Up

- Finalize 2016 actuals vs. plan and accomplishments
- Update ordinance 05-98 adopted on 4-22-1998 (drop “and Industrial”) to rename council the “Economic Development Advisory Council” for consistency and alignment
- Approval of 2017 Strategies and Plan
- Develop 2017 Goals, Metrics, Timelines and Budget (Smart, Measurable, Achievable, Timely)
- Thank you to team members, municipal staff, Township Committee and Mayor for engagement, teamwork and ongoing work during and in between meetings to execute deliverables
- Thank you to Warren County Economic Development Committee for inclusion of Township EDAC for alignment and partnership