

- Town of Andover -

# **Economic Development Council**

Report to the Board of Selectmen

June 18, 2012

# **Agenda**

- I. Role of the Economic Development Council (EDC)**
- II. Progress to Date**
- III. Early Priorities**
- IV. Next Steps**
- V. Q & A**

# I. Role of the Economic Development Council (EDC)

- ◎ Recommendation of the Town of Andover 2012 Master Plan
- ◎ Formed by the Board of Selectmen, February 2012
- ◎ Nine Representative Members
- ◎ Meeting Schedule: First and third Thursdays of each month
- ◎ Mission

*To develop and implement a proactive economic development strategy that addresses issues relating to economic development, business retention and job creation. This will be achieved by assessing the strengths, weaknesses and opportunities in the partnership between the industrial and business communities and Town Government. The focus of the Council is to ensure that businesses thrive in Andover as well as attract businesses interested in locating here.*



# Economic Development Council Members

- Tom Belhumeur
- Kenneth Bradley
- Brad Duffin
- Marlene Hoyt
- Andrea Leary
- Steven Leed
- David Pierre
- Jeff Spagat
- Tim Vaill, Chairman

## II. Progress to Date

- ◎ Listening Tour
  - Views/Ideas from Town of Andover Department Heads, residents, businesses and external sources
- ◎ Conducted a SWOT Analysis of current Andover Business Climate
  - EDC analysis of Strengths, Weaknesses, Opportunities and Threats
  - Will repeat after six months, one year
- ◎ Publicly supported the Schneider Electric TIF proposal
  - Townsman/Town Meeting
- ◎ Discussion of where the EDC can have greatest impact
  - Early Priorities Identified



# III. Priorities

## ◎ Improve the “climate” for incoming businesses

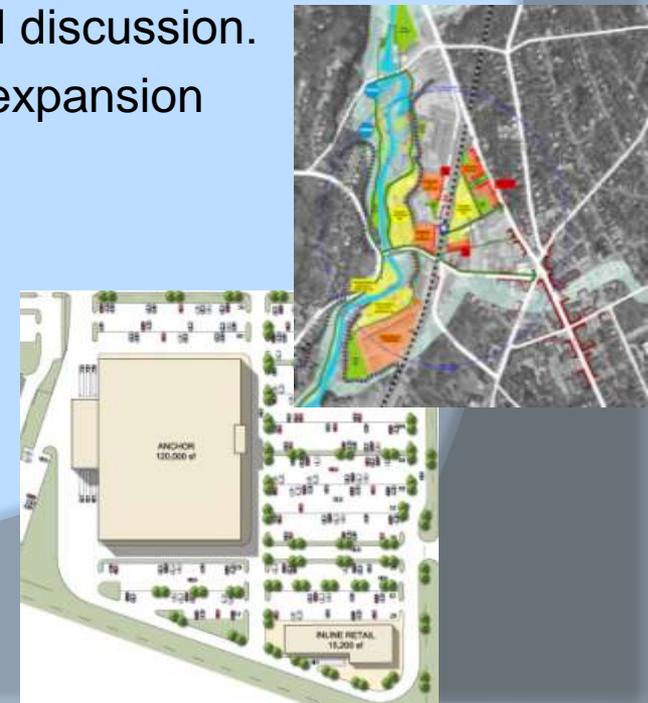
- Need for a “How To” Guide (*a la Salem*)
- Opportunities to improve permitting process
- Create “Ombudsman” mindset at all touch points
- Reputation for Predictability

## ◎ Town Yard Redevelopment

- Help provide “balanced assessment” on Town Yard discussion.
- Provide emphasis/communications on Downtown expansion
- Support attractive mixed-use plan

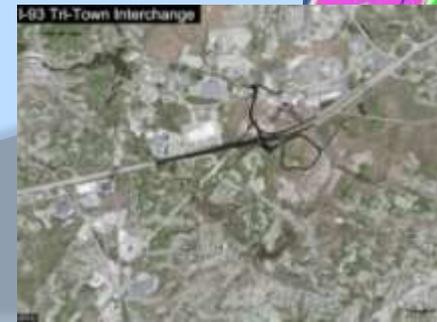
## ◎ Amenities Zoning for Industrial Districts

- Improve the holistic environment
- Retain top businesses and their employees
- Create spending opportunities in Andover



# III. Priorities (con't)

- ◎ Develop “ Solution in Principal” for Downtown Andover
  - Examine downtown “infill” projects
  - Revisit parking and traffic issues
  - Address hardware store and other needs
  
- ◎ Lowell Junction Interchange
  - Revisit key elements of plan
  - Coordinate with Andover-based employers
  - Work with State and Local decision points
  
- ◎ Develop an Economic Development Data Base
  - Start with the facts
  - Automatic update of current situation
  - Identify needs and pressure points



# IV. Next Steps

## 1. Continue “Listening Tour”

- a) Identify other important voices to be heard
- b) Compile results of Town Meeting survey
- c) Expand contact with the State
- d) Expand site visits

## 2. Take action steps to focus on Early Priorities

- a) EDC will join existing task forces or create *ad hoc* teams
- b) EDC will develop a list of action steps

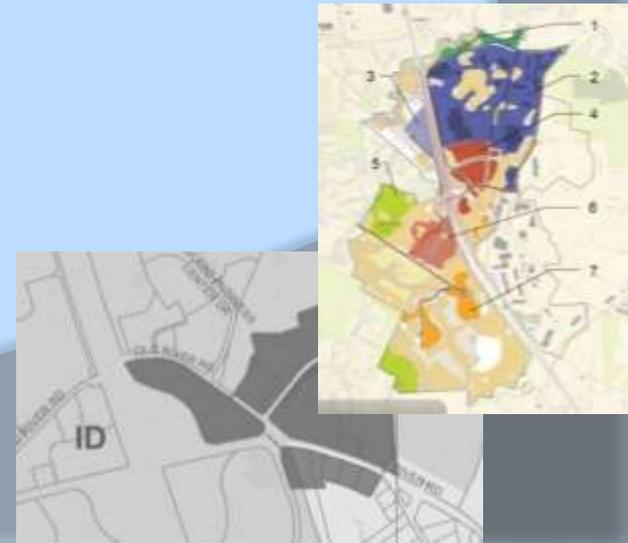
## 3. Commence work on “How To” Guide

- a) Will be done by the Planning Division
- b) Completion Date: September 30, 2012
- c) Layout



## IV. Next Steps (con't)

1. Develop Economic Development Communications Strategy
  - a) Full communication with BOS and other groups
  - b) What to say to the public and when
  - c) Outreach to incoming businesses
  - d) The “marketing” of Andover
  
2. Work with Town IT staff to design EDC Data Base



# **V. Questions and Answers**

# S.W.O.T.

## STRENGTHS

Education (School System, Workforce)  
Vibrant Downtown  
Access (Regional: Highway, Boston)  
Demographics

## WEAKNESSES

Parking  
Regulations (Process, Barriers,  
Customer Service)  
Transportation (Local Issues)  
Marketing/Perception of Andover

## OPPORTUNITIES

Tax Increment Financing/Zoning/Economic  
Target Areas  
Outreach  
New Connections/Communication  
Expansion

## THREATS

Competition with Other Communities  
High Rents  
Energy Costs  
Aging Demographics