

**Board of Selectman Meeting – 3/15/2016**  
**Maynard Economic Development Committee (EDC) Update**

Honorable Board of Selectmen,

As my first update to you representing the EDC, I am pleased to present you with progress the EDC has made this year to date. I welcome your thoughts and feedback.

**Preview 2016: EDC Mission, Objective and Strategies**

At the onset of 2016, the EDC reviewed the committee's purpose, and where best to focus our efforts to help our business community be successful. As a result, we have made the following changes:

EDC's Mission:

1. Promote sustainable business development within the Town of Maynard
2. Advocate to the Board of Selectmen for Economic Development Policy
3. Be ambassadors for current Maynard business and prospective business CEOs and management teams
4. Work cooperatively with businesses, state and local agencies and town government to build the policies, practices and tools that can retain current businesses, attract new investment and ensure sustainable economic development for Maynard

EDC Objective:

"Improve Maynard's Economic Competitive Position"

Three distinct EDC Strategies to achieve our Objective:

**1. Become a Trusted Advocate for Existing Businesses**

Intent: Developing and strengthening relationships with existing businesses. This insight will help shape recommendations the EDC will make to the BOS

**2. Actively support creation and use of practices and tools to actively recruit desirable new business investment for Maynard**

Intent: Research and define the business environment factors that drive success across a mix of business types; then develop recommendations for the BOS to emphasize strengths and address any perceived problem areas

### **3. Market Maynard as a Desirable Business Community**

Intent: Develop a cohesive marketing strategy that strongly communicates Maynard's reputation as a desirable business environment.

As part of my update today, I would like to ask your feedback and thoughts. In particular:

- Do the revised mission, objective and strategies to achieve said objective resonate? Anything missing?
- Are there specific projects/issues/developments you would request the EDC to be specifically involved in, or provide you advice on?

On behalf of the EDC, thank you for your time and feedback.

Dave Krijger  
*Chair, Economic Development Committee*