



PROGRAM OF WORK



FAIRFIELD COUNTY ECONOMIC DEVELOPMENT IS A FULL-SERVICE ECONOMIC DEVELOPMENT ORGANIZATION, PROVIDING EXISTING INDUSTRY SUPPORT AND SITE AND BUILDING SELECTION ASSISTANCE FOR NEW AND EXPANDING INDUSTRIES. ADDITIONALLY, THE OFFICE PROVIDES DEMOGRAPHIC AND LABOR STATISTICS, WAGE AND BENEFITS SURVEYS, AND RELOCATION SUPPORT.



FAIRFIELD
ECONOMIC DEVELOPMENT

GOAL: QUALITY SITES AND BUILDINGS
TO ATTRACT AND RETAIN BUSINESSES

TARGET SECTORS

**Advanced
Manufacturing**



**Distribution &
Logistics**



**Automotive &
Heavy
Equipment**



**Light
Manufacturing
& Assembly**



STRATEGY: CREATE AN ONGOING FUNDING SOURCE FOR PRODUCT DEVELOPMENT



Action Steps:

- **Develop a policy to re-invest proceeds from spec building sales in new spec buildings and/or site development.**
- Explore using one cent sales tax funds to support priority economic development projects.
- **Develop a list of priority capital improvement projects to guide future budgeting.**
- Support applications and grant matches for site development funding programs.

STRATEGY: INVEST IN INDUSTRIAL SITE DEVELOPMENT



Action Steps:

- **Create and implement a site development plan.**
- **Develop and implement an updated plan for mega site.**
- Strengthen partnerships for megasite development.
- Explore public-private partnerships for development in Fairfield Commerce Center.
- **Close on Peach Road site and prepare the site.**
- Conduct a site identification study to identify land for future industrial development.
- **Preserve industrial zoned land and ensure the highest and best use of industrial sites.**
- **Complete bridge repair and road improvement projects that will enhance industrial locations.**



STRATEGY: SUPPORT RETAIL, COMMERCIAL, AND MIXED- USE DEVELOPMENTS



Action Step:

- Complete the Palmetto Sites program for Exit 32 and bring those recommendations to County Council for action.

GOAL: RETAIN AND SUPPORT THE
EXPANSION OF EXISTING BUSINESSES

STRATEGY: IMPLEMENT A PROACTIVE BRE PROGRAM



Action Steps:

- **Conduct regular business visits to identify barriers to growth and assess expansion potential.**
- **Organize networking events for existing businesses to connect.**
- **Complete a resource guide for existing businesses.**
- **Explore county finance and incentive programs to ensure they support existing businesses.**

GOAL: DEVELOP A STRONG TALENT
PIPELINE

STRATEGY: CONNECT BUSINESS AND EDUCATION TO COLLABORATE ON EDUCATION AND TRAINING



Action Steps:

- **Conduct a feasibility study for a training/career center and/or center of industry excellence in Fairfield Commerce Center.**
- **Promote the “teacher’s village” as a significant investment in talent attraction and development.**
- **Incorporate the skills needed by new regional employers in career pathways.**
- **Participate in regional efforts to plan and secure funding for training initiatives.**

GOAL: RAISE AWARENESS OF
FAIRFIELD COUNTY AS A CHOICE
BUSINESS LOCATION

STRATEGY: MARKET AND PROMOTE FAIRFIELD COUNTY TO ATTRACT INVESTMENT



Action Steps:

- Implement the newly developed comprehensive marketing plan.
- Continue to participate in regional and state business attraction programs, events, missions, and sales trips.
- Maintain up-to-date marketing collaterals.
- Implement an internal communications strategy to socialize the “Fairfield County story” creating local ambassadors.

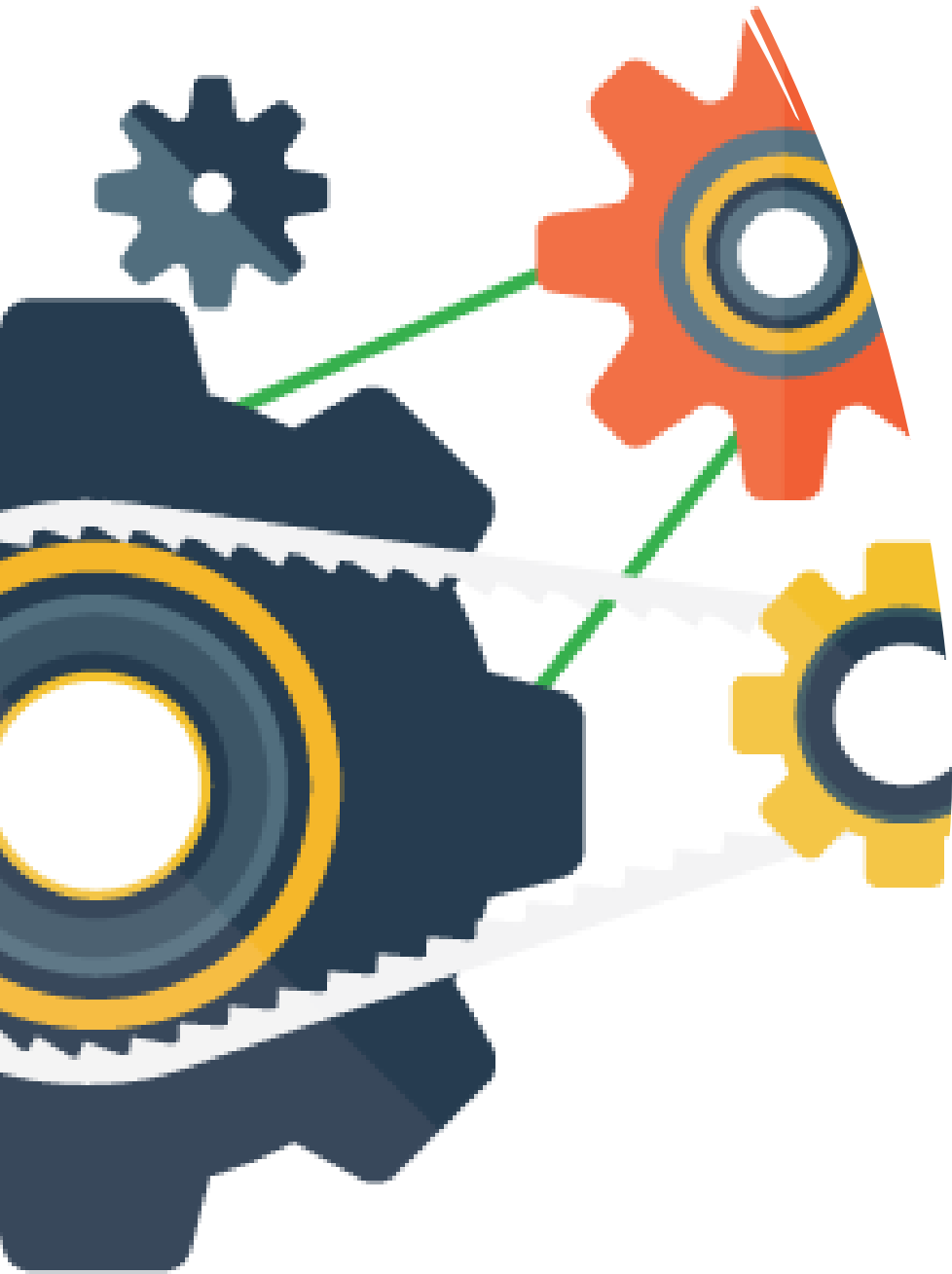
STRATEGY: INVEST IN AMENITIES AND PLACEMAKING ASSETS



Action Steps:

- Issue a Request for Proposals for gateway and wayfinding signage design.
- Create a uniform sign code to improve appearance.
- Update penalties for code enforcement to improve appearance.
- Continue to seek partners to develop an urgent care facility and other health care services that will close access gaps.
- Seek out best practices from similar communities in blight reduction.

GOAL: AN INNOVATIVE ECONOMIC
DEVELOPMENT ORGANIZATION



STRATEGY: INVEST FOR SUCCESS

Action Steps:

- Continue to explore the feasibility of a public-private nonprofit economic development organization to engage the private sector, be more responsive to business, and raise additional funds for economic development.
- Upfit the economic development office with marketing visuals.

STRATEGY: STRENGTHEN PARTNERSHIPS

Action Step:

- Increase participation in regional economic development alliances and leverage their marketing outreach and support services.
- Strengthen connections with municipalities, adjoining counties, the region, and state to advance Fairfield County's economic development goals.



ADDITIONAL PRIORITIES OF FAIRFIELD COUNTY

Affordable Housing

- Complete the housing needs analysis.
- Invest in water and sewer and wastewater treatment plant.
- Make updates to the zoning ordinance to support housing development.

Downtown Development

- Support Wi-Fi throughout downtowns.
- Utilize CDBG funds to assist downtown development.
- Implement the Recreation Economies for Rural Communities strategic plan.
- Invest in appearance and landscaping to improve areas connecting to downtowns.

Broadband

- Expand Wi-Fi to cover all county buildings.
- Review broadband needs to identify service gaps, customer needs, and funding opportunities.