

Town Officials Learn How to Attract Businesses to Northeastern CT

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION

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Windham, Conn. —January 23, 2009—The Northeast CT Economic Alliance announced today that legislators, planners and development officials from northeastern Connecticut towns attended a regional economic development seminar on January 15, 2009 titled “Marketing to the Private Sector.” Northeast Utilities (NU) sponsored the seminar, which was held at Quinebaug Valley Community College in Danielson.

Special speaker Thomas Marano of NU's department of Economic and Community Development gave the 53 attendees tips on how to attract the attention of business agents whose job is to locate viable sites in Connecticut for their out-of-state clients to consider. Each town or region requires a marketing roadmap to follow that includes strong leadership, a vision and a plan. Marano also stressed the need for towns to visit existing businesses to learn of any needs to expand, attract suppliers, or modify regulations to enhance business growth.

Marano stated that the most important investment for towns' marketing budgets is an informative town web site with maps, demographic information on the area labor force and schools, and information on highway and railway accessibility, plus frequently updated information on the sites available for businesses to develop or modify. Business agents conduct Internet research as a first step in determining suitable sites for their clients' needs.

Marano also described the importance of organizing tours of local real estate developers and brokers to show off a town's available sites. The towns of Ashford, Brooklyn, Canterbury, Coventry, Killingly, Lebanon, Plainfield, Pomfret, Putnam, Thompson, Windham and Woodstock sent representatives to attend the regional seminar.

Northeast Utilities also sponsored the Northeast Alliance's October 1, 2008 regional seminar on "How to Make Your Town Development-Friendly", attended by 54 development officials from surrounding northeastern Connecticut towns.

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The **Northeast CT Economic Alliance** (www.nealliance.com) is a regional nonprofit 501(c)(3) economic development organization based in Windham that uniquely serves small businesses in 21 towns in northeastern Connecticut by providing loans to new and existing businesses that are unable to obtain funding from traditional lending sources. The Northeast CT Economic Alliance works closely with local and regional economic development entities to identify prospective clients. Its primary goals are to facilitate economic growth, provide technical assistance, create jobs, improve operations and foster educational activities which will enrich the long-term vitality of the region.