

EDA 2019 Annual Report Draft

EDA Committee Role: Monitor the economic health of the Peterborough community. Since 2015 crisis roles there is no longer a crisis. Current roles are economic oversight, town marketing, managing several TIFs, performance metrics, business interviews.

2019 Committee Achievements: Through Firebrand consulting SWOT analysis a regional organization of spokes and hub was created. Peterborough is branded as the heart of the Monadnock region in this ecosystem. Roles of spokes, Hub and EDA are studied. EDA supports the HUB but does not finance its initiatives.

Another Committee achievement during several years is supporting 8 meet and greet events for new community members including 600 attendees and which shows young have been attracted to the community.

EDA has also supported active social media marketing and events at Franklin Pierce to inform and attract new businesses and residents.

2020 Committee Plans: 2019 programs will continue to be supported. Baselines measuring poverty, housing, wages, tax rates, vacancy, job losses will be managed. An extensive Affordable Housing Task Force has been created and will be supported throughout the year creating a 10 year Master Plan chapter.

2019 Projects Funded: Gift bags at Franklin Pierce \$470. DRUM social media marketing \$1700. EDA brochures \$487. Approved funding by WPTIF for \$158,000 and by SPTIF \$20,000 for staff support.

2020 Funding Planned: EDA annual budget is \$5,000. Planning is marketing \$1000, welcome team \$3,000, developing a walking app \$1,000. From a Special \$70,000 Fund \$41,000 has been spent. Part of the remaining \$39,000 will be used for social marketing and the Affordable Housing Tax Force.