

Brookfield

Revitalization

A Small Town Case Study

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AGENDA

Town Profile

Defining the Need

Taking Action

Results

Take-Aways



BEFORE

AFTER



TOWN PROFILE

Demographics

17,000 residents
Older population

Economics

Primarily Retail Trade
Very Little Industrial

Government

Town Meeting
\$24 million municipal budget

Labor Force

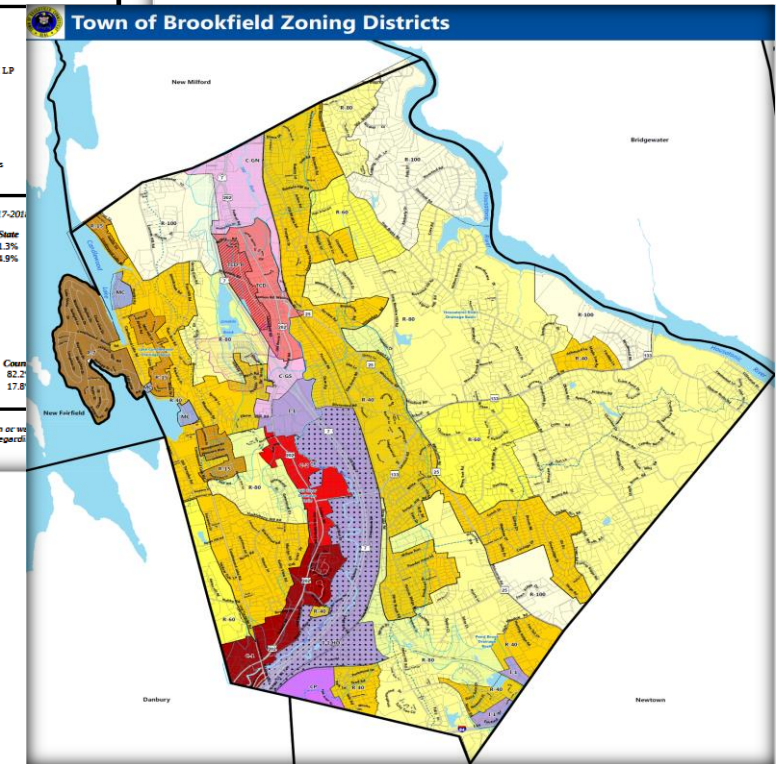
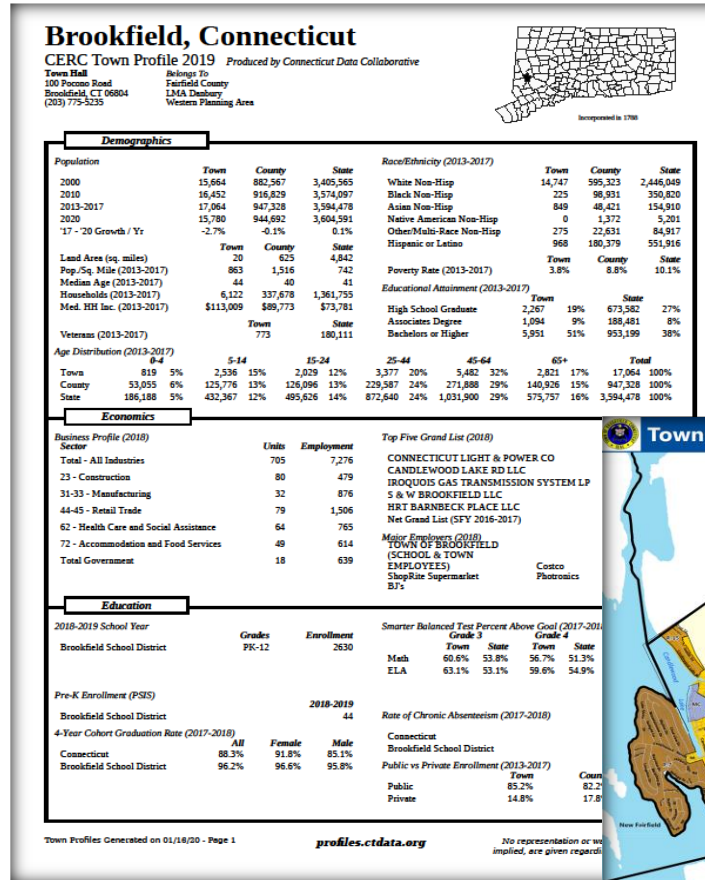
Low Unemployment
Travel to Work Out of Town

Housing

Very High Owner-Occupied single
family home ownership

Quality of Life

Great Schools, Parks, Recreation



DEFINING THE NEED

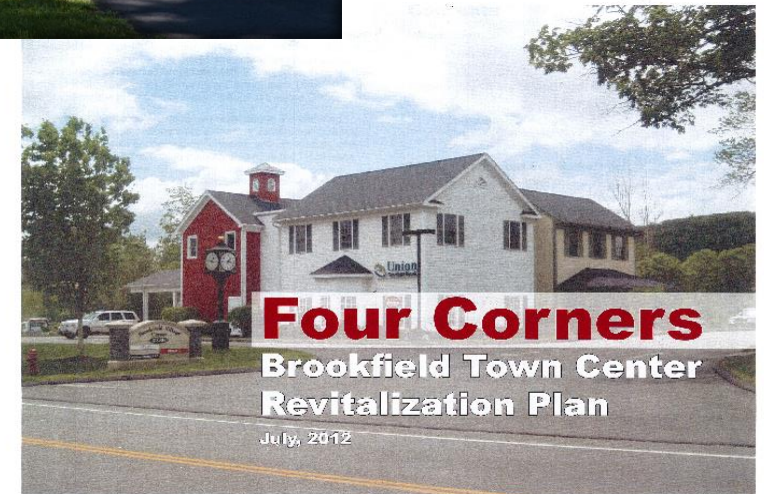
Demographic Study

Community Input

Guiding Principals

Physical Conditions, Market
Factors

Create/Sharing a Vision



Fitzgerald & Halliday, Inc.
Comprehensive Planning, Better Communities

TAKING ACTION

Full Engagement by all Land Use Commissions

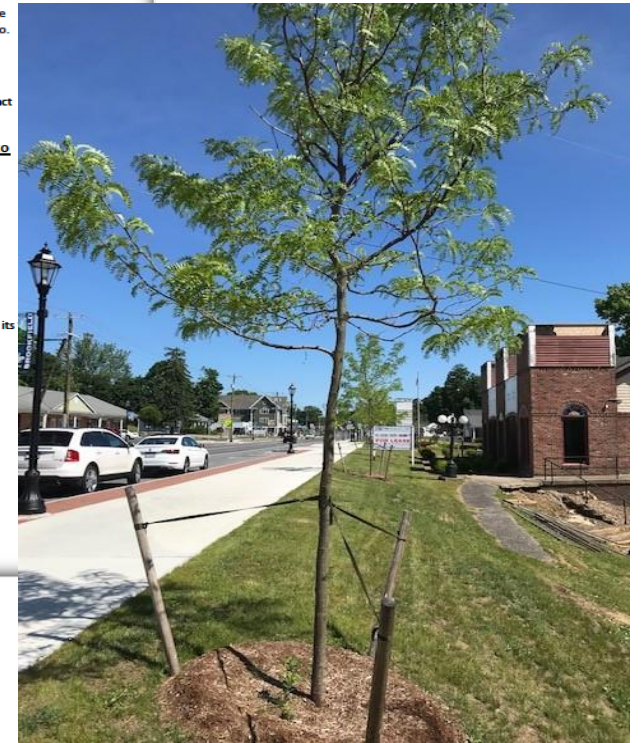
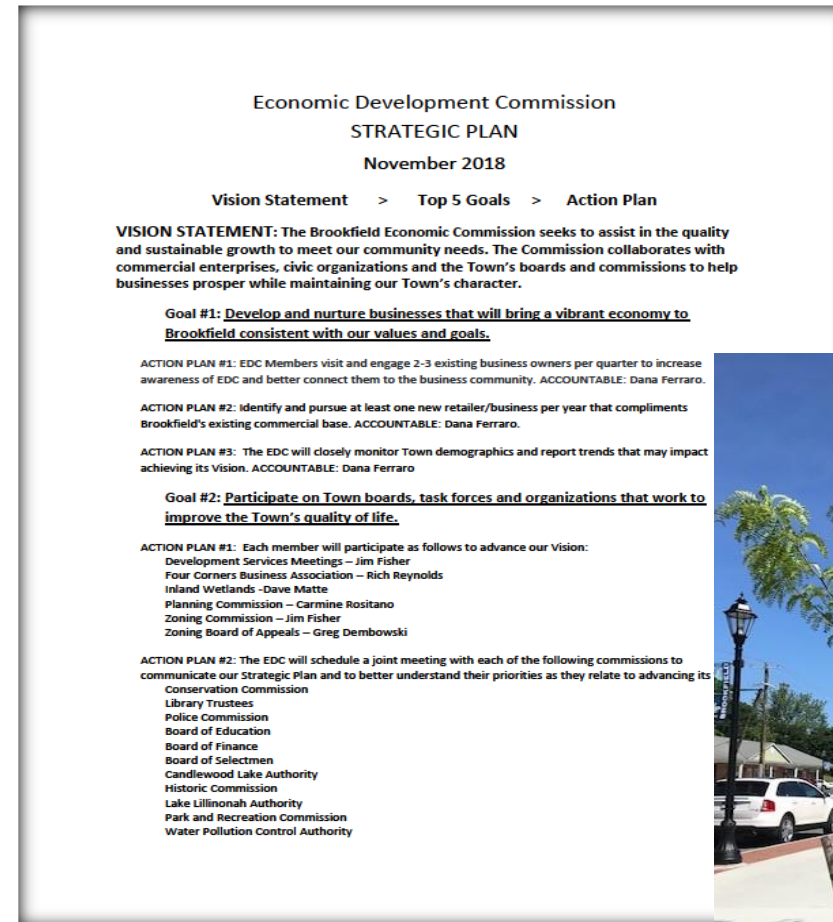
POCD

Zoning Regulation Changes

Creating the Town Center District (TCD)

Creating an Action Plan

Pursuing Every Funding Opportunity



RESULTS

14 Grant Application, 11 Awards

4 LoTCIP

2 TA

3 STEAP

2 Community Connectivity

\$7 Million Public Investment to Date

\$2 million Town

\$5 million Grantors

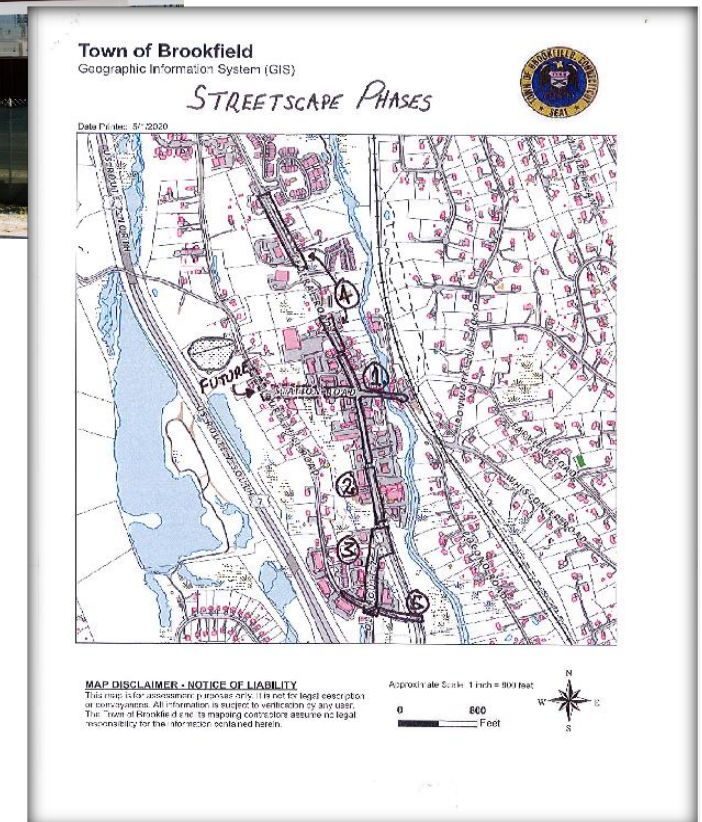
\$5 Million Planned next 3 years

Abandoned Buildings Renovated/Reopened

\$26 Million Private Investment Since 2016

\$125 Million Planned over the next 2 years

5.7% Grand List Growth (2011 – 2019)



TAKE-AWAYS

Seek Input Often and From Many Sources

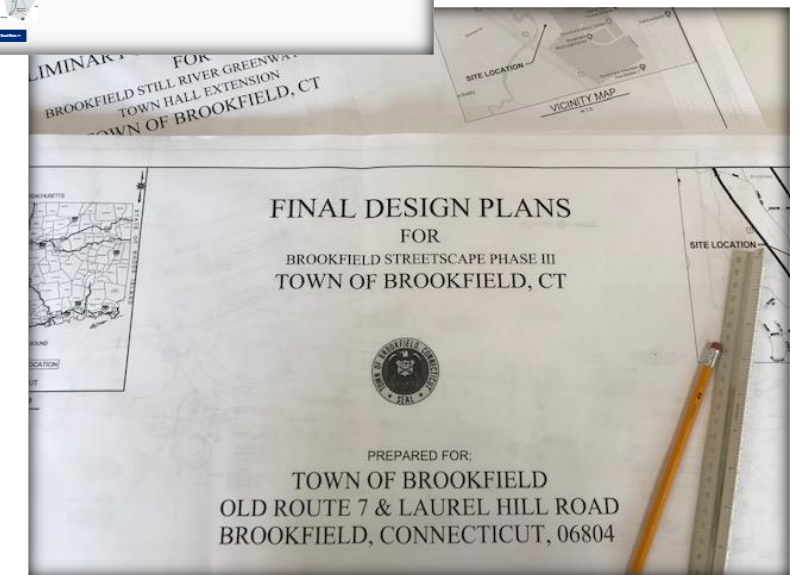
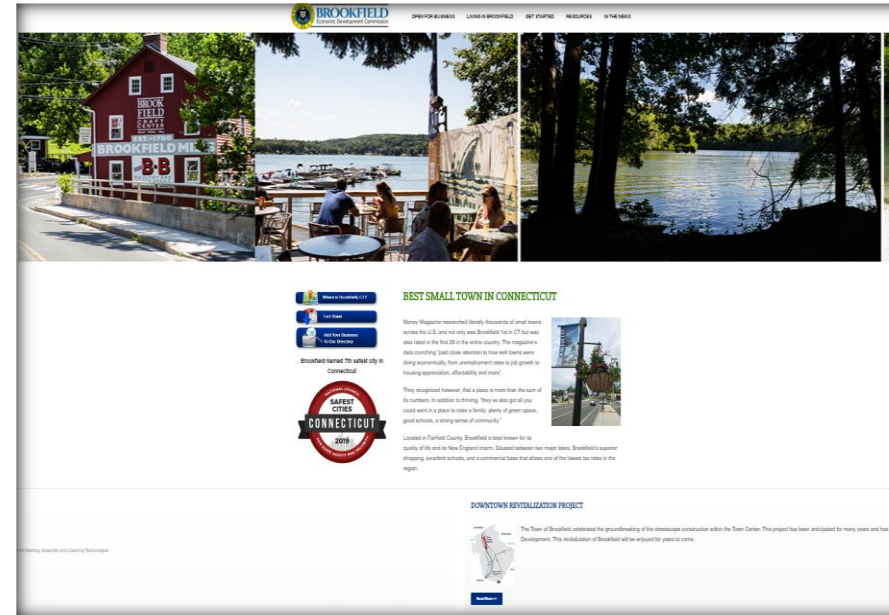
Support from the Boards of Selectmen and Finance and WESTCOG

Shared Vision

Communicate Often and to Many
Social Media, Website
Attend Chamber, Town Meetings
Update Boards & Commissions
Newsletters, Print News

Build Relationships with Key Stakeholders

Attention to Detail
Small things can make a BIG difference



TAKE-AWAYS

Action Plans Should be SMART

Specific

Measureable

Actionable

Results Oriented

Time Bound

Pursue with Passion

Success Is Contagious

New \$78 Million Public School

Fortune 500 Company Relocates

Division Office

Still River Greenway Trail Extension

Emerson Investing \$49 Million in New Global Headquarters for Welding, Assembly and Cleaning Technologies



Investment demonstrates commitment to American manufacturing; supports growth of Branson's plastic and metal joining, and ultrasonic cleaning technologies for automotive, medical, food and beverage, consumer packaging and electronics industries

LOUIS, April 3, 2019 – Emerson (NYSE: EMR) today announced a strategic investment of \$49 million to build a new global headquarters in Brookfield, Conn., for its Branson assembly technologies product line. The new facility will include state-of-the-art laboratories, offices, manufacturing space and a customer experience center. Branson-branded products are leading customer-focused solutions for plastic joining, ultrasonic metal joining and precision processing.

The new headquarters will provide a showcase for the great work we do here in Connecticut to drive growth and innovation, including high-tech spaces where customers can see our products in action," said John Meek, president of assembly technologies for Emerson. "This exciting investment will help us continue delivering world-class Branson solutions to our customers while attracting and retaining the next generation of engineers and manufacturing

