Brookfield Revitalization
A Small Town Case Study

Greg Dembowski
Economic Development Manager
gdembowski@brookfieldct.gov
203-740-3865

October 2020
AGENDA

Town Profile
Defining the Need
Taking Action
Results
Take-Aways
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
**Economic Development Commission**

**STRATEGIC PLAN**

**November 2018**

**Vision Statement:** The Brookfield Economic Commission seeks to assist in the quality and sustainable growth to meet our community needs. The Commission collaborates with commercial enterprises, civic organizations and the Town’s boards and commissions to help businesses prosper while maintaining our Town’s character.

**Mission Statement:**

- **Vision:** A vibrant and unique community that is a compelling place to live and visit.
- **Mission:** To support the growth and development of businesses in Brookfield.

**Top 5 Goals**

1. **Develop and maintain thriving businesses that will bring a vibrant economy to Brookfield consistent with our values and goals.**
   - **Action Plan:** Increase the number of businesses in the Town by 10% within the next five years.
2. **POCD**
3. **Zoning Regulation Changes**
4. **Creating the Town Center District (TCD)**
5. **Creating an Action Plan**
6. **Pursuing Every Funding Opportunity**

---

**Goal 5:** Participate in Town boards, task forces and organizations that work to improve the Town’s quality of life.

**Action Plan:**
- Attend Town Board meetings and keep up-to-date on Town issues.
- Attend planning and zoning meetings to stay informed.
- Attend economic development meetings to stay informed.

**Goal 6:** Create and maintain a strategic plan that is consistent with our vision.

**Action Plan:**
- Develop a strategic plan with input from the Town’s boards and commissions.
- Update the strategic plan every five years.

**Goal 7:** Maintain a strong and dedicated team.

**Action Plan:**
- Hire additional staff as needed to support the Commission’s goals.
- Provide training and development opportunities for existing staff.

---

**ACTIVECT**

[Image]
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

Emerson 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.

DUX, April 3, 2019 - Emerson (NYSE: EMR) today announced a strategic investment of $49 million to build a new global headquarters in Brookfield, Wis., 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 cutting.

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