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Program History

- The Torrington Office of Economic Development (OED) recognized a need to grow the tax base *horizontally* to raise capital to fund services needed to maintain the local quality of life
- An “out of the box” initiative was needed - that put no additional expense requirements into the City's budget
- OED together with T21 developed a Marketing Outreach Program
- In addition to the actual Economic Development program the initiative had to:
 - Include a means to raise the capital to fund the project – the program had to be “self-funding”
 - Provide for voluntary Community participation

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Program Goals

- To implement a strategy that will position Torrington as:
 - A premier locale to do business and live
 - As the regional heart of Litchfield County
- Showcase Torrington's core strengths to nationally based firms
 - Outstanding opportunity for commercial and industrial growth
 - Skilled and diverse labor pool
 - Affordable real estate
 - Access to the Arts
 - Access to Education, Healthcare, Professional Services
- Develop a partnership between private, government and not-for profit segments
- Create opportunity for businesses within Torrington to grow and to attract businesses outside the Community



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Program Definition

- Create a Marketing Strategy that provides the City of Torrington a brand and positive business image
- Marketing Tools to be developed include
 - Statement of Qualifications
 - Provide a repository of data points that are key in the decision making process when identifying a development opportunity
 - Targeted for commercial and industrial developers and related businesses, contractors, engineers, infrastructure providers
 - Brochure
 - Marketing tool that will highlight key aspects of the SOQ in a “Sales” style
 - Public Relations Campaign
 - Grass roots campaign, relying on the Community to engage as a “Sales Channel” to share the Marketing message

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Funding the Program

- Capital funding will be raised through Sponsorships
 - Sponsor Profile
 - Stakeholders in success of program
 - Businesses that may realize incremental revenues and profits as a result of the Program
 - Infrastructure providers
 - Developers, lenders, brokers
 - Construction and engineering firms, trades
 - Life services
 - Organizations that will benefit from increased exposure within the Community
 - Arts
 - Civic and Community based organizations
 - Not for Profits organizations

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Benefits of Sponsor Participation

- Short term
 - Opportunity to participate in a growing City based business/community network
 - Participate in a Community Outreach program to other businesses in your industry and beyond
 - Create partnerships and strategic alliance opportunities
 - Website presence via link from City's OED web page
- Long term
 - Maximize your opportunity to increase your revenue stream as new businesses move into the area
 - Maximize your opportunity to interface with new suppliers, providing access to new technology
 - Support City's efforts to maintain services through revenue sources beyond tax increases
 - Support efforts to grow businesses internal to the Community, increase local employment
 - Support Quality of life initiatives

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Sponsor Program

- Sponsorship Options
 - Logo displays on materials, Links from City's OED web page, access to Marketing tools
 - Four levels of sponsorship available
 - Gold
 - Silver
 - Bronze
 - Supporter

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Timeline

- Program development
 - August 15th – October 2nd, 2003
 - Status- complete
- Kick-off
 - Executive Economic Summit
 - October 2nd, 2003
 - Status – Underway
- Sponsorship Campaign
 - October 3rd, 2003 – November 15th 2003
- Development and Production of Marketing Materials
 - October 6th, 2003 – December 15th, 2003
- Deliverables to Town OED
 - End of 2003
- Launch Phase II
 - January 2004
 - Program under development



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How to get involved....

- Pick up and review Sponsor materials
- Contact for Sponsorship information is T21
 - Laura Sabia
 - 860.482.2184
 - Laurasabia@optonlinenet
- Execute MOU in sponsor package
 - Prepare logo and artwork for hand-off and inclusion in materials to T21
 - Process details in sponsor package