2014 Canaan Economic Development Plan

Commercial Development

- Identify core commercial businesses that are needed in Canaan
  - Master Plan survey
  - Existing Business needing support
  - Several small focus groups of differing constituencies
    - Identified Needs
      - Grocery/Coop
      - Pharmacy/Health Center/Dentist
      - Fitness Center
      - Convenience/Dollar General
      - Liquor Store
      - Up-scale Restaurant & Tavern
      - Up-scale coffee shop/Deli Sandwiches/Ice Cream
      - Laundromat
      - Artisans Retail Outlet
      - Bed & Breakfast
      - Sporting Goods
  - Recruit new core businesses
    - CDBG Support
    - Partner with existing building owners
  - Schedule evening hours or key hours to target customers
  - Start Autoware property as incubator business space - arts, food, existing rural business and new village business
    - CDBG
  - Provide free advertising on web and flash emails
  - Develop web based sales strategies
  - Continue support for Farmer’s Market (year round)
  - Support Canaan Expo
  - Improve village lighting as business expands
    - CDBG
  - Encourage early evening activities all year
  - Encourage weekend activities
  - Develop festivals and events that connect to local talent and interests

- Support expansion of existing non-village commercial development
- Work on utility and energy cooperative purchasing cooperative
- Develop low cost employer health insurance
- Partner with area banks

**Industrial Development**

- Develop both Village and Rural Industrial Development
  - Use on-site for water & sewer for rural
    - Use Tax Increment Financing for common roads, 3 phase, water, sewer and fire structures in an industrial park
    - Use CDBG and CDFA tax credits and BFA
  - Use surplus village water and sewer capacity for industrial growth (2nd priority to commercial)
  - Partner with private land owners to create rural industrial parks
    - TIF, CDBG, CDFA Tax Credits, BFA, GCEDC to fund infrastructure benefiting private owner for part of land in exchange for development of part of land as a public sector industrial park
    - Use Tax Increment Financing for common roads, 3 phase, water, sewer and fire structures in an industrial park
  - Market industrial sites through DRED, GCEDC, Regional Chambers of Commerce, Colleges and Universities and trade groups.
  - Stress the following aspects
    - Equal access to I93, I91, I89
    - Good access to Canada
    - National access/cost by truck is the same for Manchester, NH and Canaan, NH
    - Easy permitting
    - Assistance in securing state permits
    - Availability of water & sewer in Village
    - Ability to create cooperative water, sewer, fire, power, lighting and roads in local industrial parks
    - Sponsorship of CDBG, BFA, CDFA, Northern Borders and related funding opportunities
    - Cooperative co-operative education training programs
    - Tax increment sharing and return benefit (construction, utilities etc.) (just the revenue in excess of pre development revenue and for a limited period of time)
  - Partner with banks

**Agricultural Development**

- Encourage diversification of agriculture
- Coordinate local marketing through local stores and the Autoware incubator space
- Secure funding for improvements to area farms
  - TIF, CDBG, CDFA Tax Credits, BFA, GCEDC, USDA, Northern Borders
- Recruit workers for area farms and open spaces
- Encourage regional pooled use of area open spaces
- Use web site and regional events to draw attention to area agriculture (Maplefest)

**Recreation Development**

- Focus on lakes, trails, beaches, rivers, mountains, hunting, fishing, equestrian activities, organized team sports, hill climb, motocross, polo, snowmobiles,
• Dancing, mountain biking, cross country skiing, model aircraft, youth entertainment center
• Develop media coverage for activities
• Use web site(s) to promote activities
• Have integrated maps that are user friendly and downloadable tied to signage
  o HEAL
• Use Canaan Hall and Canaan Fair Grandstand to host special interest events
  o Partner with Gerngross
• Create a series of events throughout all seasons
• Create easier access to Canaan Lake
• Develop ways for the public to experience the lakes
• Showcase the Canaan Lake Historic Village
• Develop local lodging of at least the B&B level
• Tie economic development in part to entertainment festivals
• Coordinate with DRED and area and state chambers of commerce

Education
• Partner with Cardigan Mountain School, Mascoma School System, private daycare centers, Regional Vo-Tech, regional community colleges
• Build community learning experiences for school age population
• Build adult education with emphasis on employment skills and self actualization

General
• Improve broadband and cellular service

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