



Proposed Small Business Survey... Dec 13, 2023

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Introduction

At Our Last Meeting

Reuse of ARPA Funds for Economic Development -
based on last meeting at EDC board

Focus on Small Business ... per EDC vote

What is in the Master Plan?

Strategic Framework of Canton

B.1 Regularly communicate with business to understand and address needs. Implement a business visitation program that ensures regular dialog between town and its business.



Empower a team of EDC members to Do This Effort

- Create a Team
- Time Frame
- Create a team charter
- Team Web Site
- Business Cards EDC Members



Team Set-Up

- Get to Know Each Other
- How are we going to operate?
- Build Timeline for activity
- Develop How are we going to interact with the Small Business
- What area will we cover?
- Interface with the Business Council

The **charter** represents a document that describes a project, its rationale, its goals and its participants.

The **purpose of a charter** aims at aligning the expectations of all the contributors so that their energy focuses on the project's priorities.

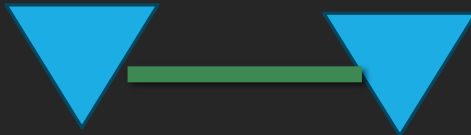
Example Steps



- Use the web network as a means to join the businesses and EDC
- Create a list of wants from the businesses.
 - Interviews
 - Meetings with senior people at the businesses & Planning, IT of Canton
 - Publish list of needs and present to oversight board
- Use funds to provide for
 - Web site and tools for communication & upkeep
 - Funding get together networking
 - Expenses for team members visits
 - Create maps (reuse existing maps) of areas near the small business
- Reach out to the business council for their assistance and understanding.
- Do a Street Survey of Downtown Canton
- Develop- How will we measure success?

Sample Plan

Time line



Elements

Use the web network as a means to join the businesses and EDC



Create a list of wants from the businesses.

Interviews

Meetings with senior people at the businesses

Publish list of needs and present to oversight board



Use funds to provide for

Web site and tools for communication & upkeep

Funding get together networking

Expenses for team members visits

Create maps (reuse existing maps) of areas near the small business



Reach out to the business council for their assistance and understanding.



Develop- How will we measure success?



Thank you

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Website