

ECONOMIC DEVELOPMENT

IRA CAMP, CHAIRMAN

I am thankful to have the privilege to present to the citizens of Arundel the second annual report of the Arundel Economic Development Committee.

Formed as a charter Committee by Arundel voters in November of 2011, the EDC's primary goal is to promote policies that foster sustainable economic growth, expand the non-residential tax base, and promote job and business opportunities that enhance the image, competitiveness, and quality of life in Arundel. With this imposing mission, the EDC has been steadfastly working on multiple projects to enhance the economic health of the community. Some of our more notable projects include:

Arundel Marketing and Branding Study: At the 2012 town meeting the voters funded a \$25,000 marketing and branding study. The Chesapeake Group (TCG) was awarded the business and completed the marketing portion (the majority of the funds where for this purpose) of the study during 2013. The report is available for the public to view on the town website and copies can be obtained at Town Hall upon request. There is also a letter from the EDC that accompanies the report that expresses our opinion of the finding in the report itself. We spent a lot of time helping Howard (the project manager from TCG) get interviews with town's people and businesses, meet with study groups and get surveys done. We met with him a few times and had long discussions about his findings, data and opinions. This was by far the project we spent the most time on in 2013. The branding, logo and slogan is a work in progress. Some things that became clear from the survey and the focus groups that I would quickly like to share with you. We enjoy a good quality of life, people like living in Arundel and take pride in our "rural character". Also; our Taxes are not as high as you might think when compared to some of the surrounding communities and our school and education was

rated highly. These items made me feel good and I thought they should be shared.

Arundel Zip Code: We had many discussions about Arundel getting its own zip code. In the end we felt that the positives (putting us on the map, especially in the web based world we live in of online searches, etc.) would far outweigh the negatives (citizens and businesses having to re-work and re-print labels, business cards, etc. since some of these things need to be done relatively often anyway and we would be allowed a lot of time to do this). In the end it was shot down by the postal service even after appeal.

Zoning Ordinance Changes: When we often discussed what types of businesses Arundel might be able to attract, it often led to what we had for land and what the zoning was like in those areas. That led us to many discussions and ideas on the subject. We also had a couple of meetings open to the public with the intent on meeting a lot of the residents of the Townhouse Corner District as that was one of our areas of focus. We have largely given way to the Comprehensive Plan Committee in this regard as that is their primary focus. EDC members have attended some of their meetings and vice/versa to share ideas, stay on the same page and hopefully be helpful.

Other ongoing projects and discussions:

- 1) Seasonal cottage TIF district
- 2) Town website updates and enhancements
- 3) Relations between Arundel and the Chamber
- 4) Getting familiar with other EDC's and statewide organizations
- 5) EDC newsletter
- 6) Support of local businesses
- 7) A package for people looking to start a new business in Arundel
- 8) Turnpike signage for Arundel
- 9) Please like us on Facebook!

A huge thank you to my fellow EDC members Sally Bates, John Bell, Jen Burrows, Sam Hull and Linda Zuke. We especially rely heavily on John and Sam to do a ton of the leg work on these projects and they never fail to get it done and be on point. Also; thank you to Tad and Todd for guiding us and keeping us on track as well as the other committees and board members for their support and input.