

## PEDC ROAD MAP FROM DRAFT EDS TO MARKETING PLAN

1. Gary Crosby needs our help to do a little more for the EDS.
2. We would need to do it anyway as part of the SWOT and as we go from the SWOT to the marketing plan.
3. Need a list of all town owned property. Bill Clark?
4. Need a list of all available commercial property. Allen Shers?
5. Need a list of all businesses that pay taxes in town. Matt Helfand (Tax Assessor)
6. From the tax list, we need to count the businesses by type.
- 6b. Then we use the above data to put into the marketing plan.
7. Then we do the SWOT.
8. Then we do the marketing plan. Two main parts: Promote current businesses and attract new ones.
- 8b. We create a list of types of businesses we want to attract that complements the existing businesses.
- 8c. We add these to the draft EDS.
9. Then we war game how we are going to brand the town. Nike: Just do it. Portsmouth: Cheaper than Newport.
10. We will need a good outline of what goes in a marketing plan. Emil and Anne help here please.