

# Economic Development Advisory Commission

February 23, 2015

*"The purpose of this Advisory Commission is to assist the Medford Township Council in the development and maintenance of a positive business environment in the community."*

## **Attracting and Supporting Business** *(Business Recruitment and Retention)*

### **EDC In-house Business/Public Relations**

- New member orientation, Officers elected, Oaths of Office submitted
- EDC Web Page on Township website
- Medford Town Calendar
- Community Prospectus- Updates
- EDC/MBA Social Media and Your Business –*Wednesday April 15, 2015*

### **5 Commercial Districts**

*Review/Questions of Reports on each district and its specific needs and concerns*

*Statistics of available properties and vacancy rates*

- "Crossroads" (Allison )
- Route 70 Corridor –(Paul)
- Medford Village - ( Mike )
- Shops on Stokes – (Jim)
- Tuckerton & Taunton (Beth)

"Exit interview/forensic study" of why businesses fail/leave Medford

### **Old Business**

*Continue with the recruitment of new businesses town-wide*

- Route 70 Changes and Impact on new/existing development
- "Doing Business in Medford" Brochure Task Force/Flow Chart –Review and Comment
- Town-wide WiFi Hot Spot- New information
- Master database of newly opened businesses

### **New Business**

- EDC Job Fair- Concept for a new annual event
- Main Street NJ Application- Subcommittee to assist with report preparation

### **Upcoming Events**

- MSNJ Workshop in Metuchen – 2/25/15
- Main Street Working group meeting – 2/26/15

### **Physical Improvements (Long Range Goals)**

- New key map sign and other improvements at the Gazebo/MAC
- A Comprehensive Parking Map for the Village
- Street lamp improvements, benches/sponsorship concept

**2015 EDC Goals**

- Database from zoning and tax records
- Job Fair
- April EDC/MBA Seminar
- Flow Chart
- Comprehensive Parking Map
- Money for Prospectus
- Benches, Bike racks and Lights