



Wilton Economic Development Team News Update

January 20, 2019

As we start the new year, we'd like to provide a re-cap and update on the key projects the Wilton Economic Development Leadership Team has been focused on for the last year.

Riverwalk – After approval of funds at Town Meeting, GPI was awarded the RFP to conduct the architectural design work for the next phases of the Riverwalk. Two public workshops and an online survey completed by 142 residents provided information to the architects on what residents would like to see in the future Riverwalk. The team has identified potential grant sources for this project to be pursued in 2019 and 2020.

Marketing – We partnered with the town staff to drive development of the new town website (www.wiltonnh.gov) which officially launched on November 12th 2018. We added more than 20 new pages of content to make the website more externally-focused and attract visitors, businesses and new residents to our town. To drive residents' engagement with the site, we ran the successful "Where's Wanda" contest which gathered great press for Wilton. As part of our marketing strategy, we also launched the town's first social media accounts on Facebook and Instagram (just search for "Town of Wilton"). These accounts support our overall marketing strategy for the town, so please "like" and "follow" us!

Signage – After meeting several times with D.O.T., we have concluded that we will not get the required permissions to locate a major entry-way sign anywhere close to where we think it would help tourists find our town. As a result, we are evaluating other options, such as partnering with the Lions Club on upgrading their sign. We will also proceed in 2019 with our plans for a series of way-finding signs around town.

Tourist Train – We successfully executed a letter-writing campaign to ensure the federal Surface Transportation Board understood the importance of the rail line and the potential future tourist train to Wilton's economic development, in the face of Pan Am's proposal for discontinuance. The STB ruled in our favor, and we have met with D.O.T. to discuss the goal of a tourist train by Fall of 2019.

Business and Economic Development – We are partnering with the town staff to finalize the specific guidelines and application forms to implement the 79-E tax-relief program passed at an earlier Town Meeting. We also implemented a demolition review process to ensure the town would have input in the event of any proposed demolition of historic structures in town. We have had a representative participating in the Planning Board's sub-committee looking at a new downtown village ordinance, which will be coming before the voters in March, 2019.

Expanding Business – Based on surveys, we're actively pursuing a dinner restaurant, brewery, convenience store and more retail shops in the downtown commercial district. Working with the Energy Committee, we're exploring the potential for restoring hydro to the Wilton Falls building. Lastly, we are focused on property match-making along the Rt. 101 and 31 commercial corridors to bring in more light industrial or office park-type developments.

Call for Volunteers

We can't possibly succeed without your ongoing help and support. Won't you consider volunteering to work with us to make sure Wilton continues to be a great place to live and work? If you have any interest, please e-mail us at ecodev@wiltonnh.org.

Your Wilton Economic Development Leadership Team!