

Town of Randolph

Bizteam



**Revitalize
Randolph**

Prepared by:
David Murphy, Executive Secretary
Richard McCarthy, Planning Director
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Mission Statement:

The Bizteam's mission is to develop a vibrant economic climate in Randolph that retains, expands and attracts diverse businesses to the community.

Purpose:

To create an action plan that interviews existing businesses, boards and commissions that looks at existing zoning, permitting, aesthetics and marketing which will translate into an action plan that will grow the commercial tax base in order to provide essential services to residents and businesses while at the same time keeps property taxes at its lowest possible level.

Membership:

Member	Representing
Scott Roberts	Zip Printing
Vincent Lombardo	Lombardo's
Peter Forman	South Shore Chamber of Commerce
Bob Tripp	Kierman Real Estate
Paul Hart	The Lantana
Kevin Reilly	Law Offices of Reilly & Berch
Bob Chapman	Computer Escape
Mary Fernandes	Randolph Chamber of Commerce
Annamarie Kersten	MOBD
Roy Conrad	Randolph Savings Bank

Objectives

In order to create a vibrant business community in Randolph, the Bizteam will:

- Interview existing businesses within the community to identify ways to grow the commercial tax based;
- Meet with appropriate boards and commissions responsible for zoning, permitting and community aesthetics to identify ways to improve public and private aesthetics to create a vibrant business community; and,
- Create an action plan to facilitate the growth of Randolph's commercial tax base, provide for essential services in the community and maintain residential property taxes at reasonable possible levels.

Action Plan

The final action plan will include processes and tasks to:

- Retain businesses in Randolph
- Recruit new businesses to the community
- Create and maintain a pro-business climate
- Develop marketing methods for town properties that could be available for commercial development, and private 43D development sites
- Promote aesthetic improvements to existing structures

- Develop, foster and maintain communication between business and government entities
- Identify resources to implement business incentives
- Establish a permitting liaison for new and existing businesses

Methodology

To develop the final action plan, the Bizteam will:

- Interview (survey) existing businesses
- Gather perspectives from various stakeholders, such as, community organizations, neighborhood associations, local and regional chambers, consumers
- Review all permitting requirements to establish a baseline of what is necessary to develop a business
- Interview (survey) boards and commissions for feedback (regarding??). They include the Business Industrial Commission (BIC), Design Review Board (DRB), Zoning Board of Appeals (ZBA), Board of Selectmen (BOS), Planning Board and others as appropriate
- Interview marketers, research other marketing techniques in order to development a marketing strategy
- Identify successful processes from other communities that could apply to Randolph

Work products

In addition to an Action Plan, the Bizteam will provide outlines and drafts of the following items:

1. Information and Communication

- Create a business web page on the town's website that centralizes business resources to assist existing and new businesses that are interested in doing business in Randolph. The site will also market priority development sites
- Permitting guides, flowcharts, business resources, business incentives

2. Marketing & Advertising

- A comprehensive marketing plan to promote the town and 43D sites.
- Advertising and media initiatives to inform the business community and surrounding towns of opportunities in Randolph.
- Develop various marketing pieces for various media outlets.
- Press releases for a variety of media outlets that provide highlights of Randolph, community projects and events that communicate a positive image of the community.

3. Aesthetics

- A calendar of meetings with community organizations, businesses and town departments to improve aesthetics in Randolph including private and public buildings and public spaces.
- A draft/outline of a small business loan program for businesses for sign and facade improvements.

4. Permitting

- A description/outline of responsibilities for a Permitting Liaison that will be located in Town Hall. The position would support businesses during the permitting process, identify issues and opportunities to facilitate the
- Updated zoning bylaws that are maintain community goals and employ smart growth principles that create incentives for business development.
- An outline of requirements for submission that are clear, succinct, coordinate the process with all required boards/commissions, articulate community standards and expedite the permitting process.

5. Community Outreach

- A schedule of meetings with Randolph Chamber of Commerce and regional Chamber to develop methods of promoting Randolph.
- Meetings with local colleges and universities to create internships that support implementation of the plan.
- The creation of an internship program with Randolph High School and other local schools that facilitates the promotion of business development in partnership with local government.
- An outline for a Student Government Day to educate high school students.
- Materials (written, televised, recorded, etc.) directed to the local community to encourage local spending and educate about the importance of local spending to the overall business health of the community.