

Derry Economic Development Advisory Committee

2016 to Present

April 27, 2021

Presented by:
Christina Gossel, Committee Chair
Beverly Donovan, Economic Development Director




Derry EDAC Goals Established in 2016

- Understand the needs and wants of Derry
- Define the identity of Derry
- Formulate an Economic Development Plan
- Hire an Economic Development Manager
- Develop a vibrant and positive social media presence
- Work with stakeholders to update zoning to align with economic development
- Host signature events to put Derry on the map
- Create a vision on how to best position Derry for 4A





Efforts and Strategies to Achieve Goals

- Developed and distributed a town-wide survey
 - Conducted a committee-driven SWOT Analysis
 - Participated in several Planning Board workshops
 - Hosted several business owner forums
 - Organized a restaurant/hospitality meet and greet
 - Led a cross-marketing opportunity for Stockbridge Theater
 - Recommended Facade Improvement Program
 - Worked with Parks and Recreation to bring food trucks to the annual downtown trick or treat
 - Established the first Economic Development Spring food truck event
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Future of Derry EDAC

- Installation of a full-time Economic Development Director has changed the role of the committee and altered the involvement needed by committee members.
- Economic Development goals are now established by town staff. However, carrying out these goals requires dedicated committee members willing to volunteer their time.
- By establishing ad-hoc committees as defined in the EDAC By-Laws adopted in October of 2020, town staff will be provided with needed support and committee members will have a specific purpose.
- This new structure offers the opportunity to reenergize the committee and evolve with the economic landscape of the town.





Town of Derry Economic Development Department

- 2018 – Transition Plan (Anne Struthers)
 - Track in-progress activity
 - Explore development opportunities and strategies
 - Implement Facade Improvement Program
 - Evaluate Abbott Court and 19 Elm St. properties
 - Continue Buxton project
 - Implement Economic Development Plan
 - Create marketing plan



2018 Highlights

- Retain & Grow Existing Business; Attract New Business
- Collaboration w/local, state and federal agencies and organizations
- Successful Facade Improvement implementation (20+ projects in year 1)
- Build relationships w/brokers and allied partners
- Hosted successful Opportunity Zone event
- Began workshops with SBA/SCORE/NHSBDC/CWE/Chamber partners
- Plan for Smart, Sustainable Growth
- Explored Stay/Work/Play aspects. Created Public Arts Committee, facilitated food truck event, created Downtown Derry Derby Day
- Grant for Abbott Court feasibility study
- Collaboration with Planning Dept. to examine potential zoning changes
- Implement Marketing & Communications Plan
- Created #DestinationDerryNH, Net-Zero and Public Arts social media pages; enhanced Derry Economic Development social media
- Worked with Derry Cam, CGI and regional marketing partners on strategies to showcase Derry



2019 Highlights

- The year of #DestinationDerryNH
 - Attract young people to Live/Work/Play
 - First Impressions program with UNH Collaborative
 - Planning for Business Resource Center
 - Actively promoting Derry businesses, amenities, points of interest
- Identify Development Opportunities
 - Engaged in active promotion through broker meetings, direct outreach to potential businesses
 - Canceled Buxton contract
 - Promote OZs, 79-E, Commercial/Industrial Tax program, Facade Improvement, REDC – resulting in site visits & tours
 - Monitoring Exit 4-A – working with various business owners on relocation strategies
- Zoning
 - West Running Brook Zone became a reality
 - Small changes made to uses in downtown zones
 - Outdoor dining and parklet ordinances approved

2020 Highlights

- COVID-19 Pandemic
 - Business Resource Center opened and closed in one day – March 13, 2020. Partnerships were key to pandemic success
 - Dissemination information to existing businesses became top priority
 - Beefed up communication with constant updates on social media, video, website, email outreach
 - Created and implemented Temporary Outdoor Dining & Parklet programs
 - Coordinated physical inventory of Derry Businesses
 - Created updatable business listing
 - Boosts to Businesses: Small Business Saturday, Employee Recognition Program
 - Assisted with grants for GDAC, PAC, assistance to businesses
- Development Strategies
 - Focus on Placemaking – several PAC projects, Hood Park Ad-Hoc Committee. Hood Park improvement funding from Rec bond with potential funding from DCC TIF
 - Collaboration with Planning on changes to CBD/TBOD/Industrial 4 and GC zones; Change of Use process
 - Exit 4-A is back on track
 - 4 Active projects in WRB Zone; several new development/redevelopment projects



2021 Focus

- Emerging from COVID-19
 - Ongoing assistance with business reopening and financial programs
 - Continue with #DestinationDerryNH strategy to highlight Derry as the choice to Stay/Work/Play
 - Monitor trends and changes in business, commuting, housing
- Development Strategies
 - Continue working with Planning on Zoning – Exit 4-A/Ash St, GC3, etc.
 - Use existing incentive tools to attract new business
 - Keep updated property disposition report
 - Increase Walkability Score to aid in attracting downtown development
 - Work with Administration/EDAC on special projects
 - Assist DCC TIF Committee as needed; consider funding to Redevelopment Trust for Future Infrastructure activities