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Fwd: EDC: Mission statement review

1 message

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To: Ledyard Land Use Assistant <land.use.asst@ledyardct.org>

Tue, Jan 6, 2026 at 1:58 PM

From: **Michael Dreimiller** <dreimiller@gmail.com>
Date: Fri, Jan 2, 2026 at 5:40 PM
Subject: EDC: Mission statement review
To: Pete Hary <pete@quinnandhary.com>, John Vincent <Johnvincent@bhhsne.com>, Richard Tashea <rtashea@sbcglobal.net>, Fred Allyn, III <mayor@ledyardct.org>, Carol Schneider <estherosenbee@gmail.com>, Ledyard Town Planner <planner@ledyardct.org>, Kevin Aherne <Kevin.E.Aherne@gmail.com>, Mike Cherry <mj_cherry@hotmail.com>

Item #20 on the [CEDAS application](#) that we're working on is "*Has a mission statement for economic development that reflects the community's vision and values.*"

I think we should review all of the places that describe what the EDC does and make sure that they are all consistent with each other as well as how they align with the feedback that we received from the [Rt. 12 Corridor Study](#) process (see Chapter 5 "Public Outreach & Participation" pages 54-62).

1) The [2023 EDC Strategic Plan](#) has this for a Mission Statement:

To enhance the economic well-being and long-term prosperity of Ledyard by serving as an important catalyst for new business and a critical resource for existing businesses who wish to grow, in a community that values its rich rural heritage, authentic New England character and rare quality of life.

2) The [2024-2025 EDC Annual Report](#) and the [2025 EDC Transparency & Governance](#) report include this:

The EDC is responsible for expanding the tax base of the Town of Ledyard and for advocating, facilitating, promoting, and advising on economic development issues within the town through marketing, property tax incentives, and infrastructure improvement.

3) The [main EDC webpage](#) and the [EDC Overview](#) page both have this:

To promote development through an economic development plan and strategy, and promotion of the growth, retention and diversification of business, industry and tourism through marketing, property tax incentives, and infrastructure development.

o The Importance of Business

The town of Ledyard is the home of many great companies and firms. Large and small, we value them all and hope to foster a productive, positive relationship.

o Goals

One of the prime goals of the Ledyard Economic Development Commission is to increase our town's commercial and industrial tax base. Over the years, there have been many efforts to accomplish this.

o Focus on Existing Business

Ledyard is a great place. We value our open space, our history, our cultural events, farming and our schools. The volunteers that work for our community make Ledyard a special place in many ways. The local business

community, also, makes Ledyard special and we need to value it. There is no better way to grow our commercial tax base than to support and nurture the businesses already here. In the economic development world, it is called business retention. To us, it just makes sense.

4) Town Ordinance #300-020 has this:

Section 2. Purpose

The purpose of this Ordinance is to provide for economic development in the Town of Ledyard by establishing an Economic Development Commission, preparation of an economic development plan and strategy, and promotion of the growth, retention and diversification of business, industry and tourism through marketing, property tax incentives, and infrastructure development.

5) 2020 Plan of Conservation and Development includes this (see section VII pages 37-41):

VII. Economic Development Goals

- *Encourage economic growth and diversification in order to expand the nonresidential tax base, provide new business and employment opportunities, and to improve the services and overall quality of life enjoyed by residents.*
- *Develop new utility and roadway infrastructure to serve portions of the Town zoned for commercial and/or industrial purposes with a focus on the Gales Ferry Business District and Ledyard Center.*
- *Continue to revise land use regulations to be pro-business without sacrificing a commitment to environmentally sound development.*
- *Encourage traditional village development in the LCDD and GFDD.*
- *Foster the development of vacant or underutilized commercial and industrial zoned land. Utilize a variety of traditional and nontraditional strategies to attract businesses to Ledyard.*
- *Encourage farm diversification to enable farming to be a viable economic enterprise.*

Related to this, should we consider updating and re-running the Residents and Businesses surveys that we ran in early 2022?

<https://bit.ly/LedyardEDCResidentsSurvey2022>

<https://bit.ly/LedyardEDCBusinessSurvey2022>

Also worth noting is item #25 on the CEDAS application *"Has an economic development strategic plan current within the past three years."* Our Strategic Plan was last updated in Feb. 2023 and will be more than 3 years old by the time we submit our CEDAS application later this year.

-Mike D.