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2014 Canaan Economic Development Plan

Commercial Development

- Identify core commercial businesses that are needed in Canaan
 - Master Plan survey
 - Existing Business needing support
 - Several small focus groups of differing constituencies
 - Identified Needs
 - Grocery/Coop
 - Pharmacy/Health Center/Dentist
 - Fitness Center
 - Convenience/Dollar General
 - Liquor Store
 - Up-scale Restaurant & Tavern
 - Up-scale coffee shop/Deli Sandwiches/Ice Cream
 - Laundromat
 - Artisans Retail Outlet
 - Bed & Breakfast
 - Sporting Goods
 - Recruit new core businesses
 - CDBG Support
 - Partner with existing building owners
 - Schedule evening hours or key hours to target customers
 - Start Autoware property as incubator business space – arts, food, existing rural business and new village business
 - CDBG
 - Provide free advertising on web and flash emails
 - Develop web based sales strategies
 - Continue support for Farmer's Market (year round)
 - Support Canaan Expo
 - Improve village lighting as business expands
 - CDBG
 - Encourage early evening activities all year
 - Encourage weekend activities
 - Develop festivals and events that connect to local talent and interests
- Support expansion of existing non-village commercial development
- Work on utility and energy cooperative purchasing cooperative

- Develop low cost employer health insurance
- Partner with area banks

Industrial Development

- Develop both Village and Rural Industrial Development
 - Use on-site for water & sewer for rural
 - Use Tax Increment Financing for common roads, 3 phase, water, sewer and fire structures in an industrial park
 - Use CDBG and CDFA tax credits and BFA
 - Use surplus village water and sewer capacity for industrial growth (2nd priority to commercial)
 - Partner with private land owners to create rural industrial parks
 - TIF, CDBG, CDFA Tax Credits, BFA, GCEDC to fund infrastructure benefiting private owner for part of land in exchange for development of part of land as a public sector industrial park
 - Use Tax Increment Financing for common roads, 3 phase, water, sewer and fire structures in an industrial park
 - Market industrial sites through DRED, GCEDC, Regional Chambers of Commerce, Colleges and Universities and trade groups.
 - Stress the following aspects
 - Equal access to I93, I91, I89
 - Good access to Canada
 - National access/cost by truck is the same for Manchester, NH and Canaan, NH
 - Easy permitting
 - Assistance in securing state permits
 - Availability of water & sewer in Village
 - Ability to create cooperative water, sewer, fire, power, lighting and roads in local industrial parks
 - Sponsorship of CDBG, BFA, CDFA, Northern Borders and related funding opportunities
 - Cooperative co-operative education training programs
 - Tax increment sharing and return benefit (construction, utilities etc.) (just the revenue in excess of pre development revenue and for a limited period of time)
 - Partner with banks

Agricultural Development

- Encourage diversification of agriculture
- Coordinate local marketing through local stores and the Autoware incubator space
- Secure funding for improvements to area farms
 - TIF, CDBG, CDFA Tax Credits, BFA, GCEDC, USDA, Northern Borders
- Recruit workers for area farms and open spaces
- Encourage regional pooled use of area open spaces
- Use web site and regional events to draw attention to area agriculture (Maplefest)

Recreation Development

- Focus on lakes, trails, beaches, rivers, mountains, hunting, fishing, equestrian activities, organized team sports, hill climb, motocross, polo, snowmobiles,

- dancing, mountain biking, cross country skiing, model aircraft, youth entertainment center
- Develop media coverage for activities
 - Use web site(s) to promote activities
 - Have integrated maps that are user friendly and downloadable tied to signage
 - HEAL
 - Use Canaan Hall and Canaan Fair Grandstand to host special interest events
 - Partner with Gerngross
 - Create a series of events throughout all seasons
 - Create easier access to Canaan Lake
 - Develop ways for the public to experience the lakes
 - Showcase the Canaan Lake Historic Village
 - Develop local lodging of at least the B&B level
 - Tie economic development in part to entertainment festivals
 - Coordinate with DRED and area and state chambers of commerce

Education

- Partner with Cardigan Mountain School, Mascoma School System, private daycare centers, Regional Vo-Tech, regional community colleges
- Build community learning experiences for school age population
- Build adult education with emphasis on employment skills and self actualization

General

- Improve broadband and cellular service

8-5-14