



TOWN OF BROOKFIELD

BROOKFIELD, CT 06804

FUNDAMENTALS OF ECONOMIC DEVELOPMENT

A *Transformational Approach*

October 17th, 2018
7:00pm
Room 133
Brookfield Town Hall
100 Pocono Road

RSVP BY October 1st, 2018

TO dferraro@brookfieldct.gov or
gdembowski@brookfieldct.gov

Prior to attending, please complete this
brief online survey:

www.surveymonkey.com/r/MunicipalTrainingSurvey

You are cordially invited by The Town of Brookfield to attend this important workshop.

Economic development is a critical component of any community's strategic plan. It is important that public officials across the municipal structure understand the intricacies of the local, state and global economy, and develop a strong and successful economic development foundation for their community's future.

To help these efforts, the Connecticut Economic Resource Center, Inc. (CERC) and the Connecticut Economic Development Association (CEDAS) will be conducting a unique municipal economic development training.

The free 90-minute workshop is geared to **ALL** who impact economic development and is designed to get everyone working collaboratively. The curriculum will answer the following questions:

- What is economic and community development?
- Who is responsible for economic development?
- What role does/should your "economic development team" and community play?
- How do you convince your residents and businesses of the importance of economic development?
- How is your municipal economy impacted by the state, region and global economy?

Additionally, attendees will receive information about research, marketing and general economic development practices, as well as resources and tools available to achieve economic development results.