

**RESOLUTION NO. 2739-10**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF WINDSOR ACCEPTING THE RETAIL MARKET ANALYSIS AND STRATEGIC POSITIONING STUDY**

**WHEREAS**, the Town Council has identified economic development as one of their top priorities; and

**WHEREAS**, an Economic Development Strategic Plan is a tool to implement economic development at the local level; and

**WHEREAS**, an informal Economic Development Working Group made up of a broad group of individuals representing local businesses, workforce development, the downtown business community, tourism, Windsor Schools, the Chamber of Commerce, utility service providers, the local art community, realtors, and local banking interests was convened to assist with development of an Economic Development Strategic Plan; and

**WHEREAS**, on December 3, 2008, the Town Council adopted Resolution 2405-08 which approved an Economic Development Strategic Plan for the Town of Windsor; and

**WHEREAS**, the purpose of the EDSP is to stimulate economic and business development by providing a “roadmap” for the implementation of a program that creates higher-skill, higher-wage jobs; raises income levels; diversifies the economy; and improves the quality of life for Windsor residents, while protecting the environment; and

**WHEREAS**, the EDSP contains seven strategic initiatives and a series of action items that are closely linked together to achieve the Town of Windsor’s economic development goals; and

**WHEREAS**, Strategic Initiative 5 regarding Retail attraction contains an action strategy for retail expansion of Windsor’s exiting and future retail nodes; and

**WHEREAS**, according to the EDSP, the Town of Windsor’s five primary commercial centers lack cohesiveness and retail identity; and

**WHEREAS**, Action 5.3.1 of the EDSP recommends that Town staff work to “develop a clear market position and strategy for Windsor’s most concentrated commercial areas to ensure retail development is complementary, well-planned and fills a needed gap”; and

**WHEREAS**, The Town retained Economic & Planning Systems, Inc. (EPS) to prepare a retail market analysis and develop a retail positioning strategy for the Town as recommended by EDSP Action 5.3.1.; and

**WHEREAS**, EPS’s strategy report contains a list of recommended strategies and actions that are intended to enable the Town of Windsor to strategically position itself to maintain and grow existing levels of retail sales in the Town; and

**WHEREAS**, the Study will guide the Town of Windsor's retail development efforts as an integral part of its economic development program.

**NOW, THEREFORE BE IT RESOLVED** that the Town Council of the Town of Windsor accepts the Retail Market Analysis and Strategic Positioning Study for the Town of Windsor dated September 2010.

**PASSED, APPROVED AND ADOPTED** this 6th day of October 2010, by the following vote:

**AYES:** COUNCILMEMBERS ALLEN, FUDGE, GOBLE, SCHOLAR AND  
MAYOR SALMON  
**NOES:** NONE  
**ABSTAIN:** NONE  
**ABSENT:** NONE

  
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**SAM SALMON, MAYOR**

**ATTEST:**  
  
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**MARIA DE LA O, TOWN CLERK**