

**ECONOMIC DEVELOPMENT SUBCOMMITTEE GUIDE SHEET**  
***TASK FOUR (WORKING PAPERS—PART II)***

*Congratulations! You have successfully completed the first Phase of the Master Planning Process!* In Phase I, our goal was to understand the issues and challenges Easthampton will face over the next 20 years, as well as celebrate the successes of what Easthampton has accomplished over the past 20 years. We engaged the public through a community-wide survey and through participation at our monthly speaker series and Community Planning Days. We began to act on the working papers by providing some base data and analysis for each of the master plan key topic areas. Now it is time for the next step...

**What we expect the MPC to do for this task:**

We would like your subcommittee to summarize the results of Phase I for your economic development chapter. As you know, it is important to understand what the issues and challenges are before you provide recommendations and strategies in the final plan. Based on the data collection, the results of the community survey, and Community Planning Days, what do you think are the main challenges and opportunities on economic development in Easthampton? *What's right? What's wrong? What's missing?*

This summary ultimately will become the introduction to the economic development chapter. Based on what we have heard from several master plan committee members, we would like to develop a plan that is "user-friendly" and "innovative". So, we are asking that the summary for your chapter be more "narrative" in style, and less "data heavy". See below for a proposed outline...

**For the June 13<sup>th</sup> MPC meeting:**

- Meet with your subcommittee members and try to summarize what you think the key issues and challenges are for Easthampton in terms of Economic Development, based on the survey results, Community Planning Days, and data collection.
- Be prepared to report to the full MPC on the top challenges and opportunities for economic development. Each committee will be given 15-20 minutes for presentation and discussion.

**For the July 11<sup>th</sup> MPC meeting:**

- With your subcommittee members, write a 2-5 page narrative summarizing the results of the data analysis, survey results, and Community Planning Days for economic development.
- Proposed summary outline:
  - History of Economic Development in Easthampton
    - Look at the data from the first draft of the working papers. What is the history of economic development in Easthampton? How has it changed over time? What are the trends?
  - Future of Economic Development in Easthampton
    - What is the public's vision for economic development? How does this compare with the data collected and future trends?
  - Main Challenges and Opportunities
    - Are there any topics that have been identified by the public and the data that suggest this is an area that needs further investigation/thought? Does the subcommittee identify any additional issues/opportunities?

***THANK YOU!!!***