



# INDUSTRIAL DEVELOPMENT COMMISSION

Robert A. Krentzman, Chairman  
Dr. Krista Hill-Cummings, Vice Chair  
Beth Ashman-Collins, Clerk  
Matthew Cummings  
David Martin  
Kevin Moran  
Nancy Wall

*The Current IDC was assembled in February, 2015*



*The IDC works to*

*promote economic development and a long term strategic vision for economic growth within our community*

The Industrial Development Commission’s core goals include:

- ✓ Act as advocates for our Town regarding the need, the advantages, the effects and the goals of economic development in Mansfield.
- ✓ Take a role in promoting commercial and retail development within our community.
- ✓ Be a valuable tool in assisting in the promotion of the community, developing communications tools and working with potential development projects to bring to Mansfield those projects that are in line with the community’s goals.
- ✓ Identify the near-term opportunities that need champions to increase public awareness (i.e., business park improvement, Route 106 corridor transportation flow and safety improvements, Transit Oriented Development District and North Main Street revitalization).

Our objectives for 2018 are:

- 1: Why Mansfield?** Understanding our amazing community and what it offers incoming businesses.
- 2: Who Are We as a Community?** How do we measure up to our neighbors?
- 3: Mansfield High School:** Through a faculty/student partnership, we are engaging two MHS Seniors as interns to help with social media and all marketing collateral including our website.

**4: Survey Results:** We received well over 1,000 responses to our survey which will help us identify businesses our community will support.

**5: Collaboration:** With the Town Manager, Board of Selectmen, Town Boards, Committees and Agencies, Tri-Town Chamber of Commerce to discuss the balance between business and residential development and its implications for town finances.

**6: Downtown:** Working in conjunction with the Downtown Committee, the IDC will help build engagement and collaboration around Downtown promotion.

**7: Cabot Business Park:** Creating a Business Improvement District and Park Association. Gain an understanding of space availability/coverage ratio allotment/zoning specification as well as the usage requirements for incoming businesses.

**8: Marketing:** Develop and maintain our IDC website, IDC Facebook page “Why Mansfield 02048?” and our “Why Mansfield” document, brochure/binder and newsletter.

**9: Community Relations:** Building a network and developing relationships with current businesses, potential business opportunities, circle of influencers and property owners.

**10: Building a working network & relationships:** With commercial realtors, local banking, state, federal and local agencies. We will be proactive in identifying and approaching businesses considering relocation.

**11: Economic Development Director:** Effective economic development requires a staff position to stay on top of proactive identification and follow-up with businesses considering expansion or relocation. The IDC will spearhead the due diligence, findings and recommendation as well as assist in composing a job description and participate in the search/hiring process if deemed necessary.

For more information on the IDC please contact Bob Krentzman at [Bob@BobKrentzman.com](mailto:Bob@BobKrentzman.com).

