



Town of Wallingford

Economic Development Commission

News Center Release

April 5, 2012

Community Outreach Continues

Continuing its outreach program within the Wallingford community, the Economic Development Commission (EDC) sent representatives to meetings of two organizations this past month. Joe Mirra, EDC Chairman, addressed the Spanish Community of Wallingford (SCOW) presenting information about the EDC to their Board of Directors. "It was so encouraging to have the Economic Development Commission reach out to the community we serve. It is yet another indication of how welcoming the Town of Wallingford and its residents have been to the Hispanic community. It is very heartening that the growth and success of Latino-owned businesses in town is part of EDC's mission, and we look forward to working with them in any way that we can," said Patricia Cymbala, President of the SCOW. EDC Chairman Mirra stated, "I appreciate the opportunity to meet with their Board and share information about the EDC. The EDC thinks it important for us to make our community and local businesses aware of our services."

Also last month, the Rotary Club had Don Roe, Economic Development Coordinator, as speaker at their weekly meeting. Don was asked to talk about the EDC web site and web marketing. "This is an arena that the Commission has identified as a priority for investing. This past year, we added content to our website and made navigation to and within our site easier." Sam Sargeant, President of Wallingford Rotary, said, "I was extremely pleased with the presentation which provided useful information for Rotarians as business people. The club was particularly interested in how the Town uses technology to market our community. The EDC has even experimented with a Google ad program as an additional marketing tool."

For more information, go to the Town's website at www.town.wallingford.ct.us and click on Economic Development. Users can search for available properties, look at Town incentives, and link to new State of Connecticut assistance programs.

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c: Hartford Courant, Record-Journal, New Haven Register
Website
EDC and staff

Wallingford, Connecticut