



**Work Session Meeting Agenda
Monday, July 1, 2024
Town of Orange Community Meeting Room**

5:30 p.m.

DINNER for Town Council and staff.

6:00 p.m.

1. Call to order by Mayor.

2. Roll Call – Town Council:

Mayor Martha B. Roby

Vice-Mayor Frederick W. Sherman, Jr.

Councilmember Jason R. Cashell

Councilmember Jeremiah V. Pent

Councilmember Donna Waugh-Robinson

3. Adoption of Agenda.

4. Discussion of Public Comment at Regular Town Council Meetings.

5. Continued discussion of Economic Development Strategic Plan.

6. Town Council Adjournment.



WORK SESSION SUMMARY
July 1, 2024

Discussion of Public Comment at Regular Town Council Meetings. (Mayor)

AGENDA ITEM: 4

SUMMARY:

- Discussion of Public Comment at Regular Town Council Meetings.



WORK SESSION SUMMARY
July 1, 2024

**Continued discussion of Economic Development Strategic Plan.
(Councilmembers Pent and Cashell)**

AGENDA ITEM: 5

SUMMARY:

- This is a continued discussion from the Monday, June 17th Town Council meeting.
- Please see attached document that was handed out by Councilmember Pent on the 17th.

Orange Economic Development Opportunities

1. Coordinate with the County ED & Tourism Office

- **Goal:** Tap resources that building owners are already paying for via significant county property taxes. The Town of Orange is the county seat, and we have not availed ourselves of the funding, staff, and marketing resources available through the county.
- **Mechanism:** Appoint a council member liaison to the county ED/Tourism office that can coordinate the use of county resources to promote the town.
- **Metric:** Using the online marketing tracking information available from the county to measure the effectiveness of ad campaigns that promote the town.

2. Enhance Downtown Revitalization

- **Goal:** Improve the aesthetic and functional appeal of the downtown area to make it more attractive to businesses and visitors.
- **Mechanism:** Increase the facade grant to \$3000 (matched by IDA?). This will encourage more building owners to invest in facade improvements. Put the grant on its own page on the website and include a notice in commercial water bills that publicizes the grant. Have John Cooley reach out to building owners to promote the grant as well.
- **Metric:** Track the number of building facades renovated, streetscaping projects completed, and new public spaces created. Aim for at least five major renovation projects per year.

3. Improve Infrastructure

- **Goal:** Upgrade transportation and utilities to support business operations and attract new businesses.
- **Mechanism:** Identify sidewalk repairs or improvements to connect neighborhoods to the commercial areas of the town in order to support business operations and attract new businesses. Pursue the necessary funds to engineer and redo Route 15 coming into Orange from the north. Add tree-lined sidewalks along the road and bury all utilities.
- **Metric:** Measure the number of infrastructure projects completed annually, such as road improvements, sidewalk repairs/installations, etc. Set a target of completing three infrastructure projects each year.

4. Develop Incentive Programs

- **Goal:** Create financial incentives for new businesses, such as tax breaks, grants, and low-interest loans. The county does this, and we should offer similar incentives to maximize the benefit to new business owners.
- **Metric:** Track the number and amount of incentives awarded annually. Aim to provide at least 5 new incentives per year and measure the corresponding increase in business establishments.

5. Promote Local Tourism

- **Goal:** Increase tourism by promoting local attractions, festivals, and events that can draw visitors to the town.

- **Mechanism:** Continue to support and work with the Orange Downtown Alliance to foster more events and encourage those that are already in place, such as the farmer's market, the holiday village, and the Orangetoberfest.
- **Metric:** Measure the number of annual visitors to these events and the revenue generated from tourism-related activities. Target a 10% annual increase in tourism revenue.

6. Hire A Consulting Group that Specializes in Small Towns

- **Goal:** Capitalize on the experience and success represented by groups such as Small Nation (<https://smallnationstrong.com/>).
- **Mechanism:** Fund the consultation of Small Nation to either consult the ODA or the council directly. Fund the travel expenses of some town or ODA representatives to tour a town this organization has helped successfully.
- **Metric:** Count the number of ideas/programs implemented in the town after gaining insights from the success of other small towns that we use as an example for new ideas.

8. Market the Town to Potential Investors Through the County

- **Goal:** Develop and implement a marketing strategy to attract new businesses and investors using the county's marketing resources.
- **Mechanism:** Develop ad campaigns that target the kinds of businesses and investors we currently lack and for which we feel a need.
- **Metric:** Monitor the number of marketing campaigns executed and the inquiries generated from potential investors. Aim for at least three marketing campaigns per year and track the conversion rate of inquiries to actual business investments.

9. Enhance Quality of Life

- **Goal:** Improve local amenities such as parks, recreational facilities, and cultural offerings to make the town more attractive to potential residents and businesses.
- **Mechanism:** Upgrade Taylor Park paving, landscaping, fountain, etc. Fund improvements to any existing parks and connect all surrounding neighborhoods via well-maintained sidewalks.
- **Metric:** Measure improvements in local amenities and track changes in resident satisfaction through surveys. Target a 5% annual improvement in resident satisfaction scores.

11. Measure Economic Impact

- **Goal:** Regularly assess the economic impact of development efforts to ensure goals are being met and to make data-driven adjustments.
- **Mechanism:** Create a current snapshot report that identifies all businesses and their business category that operate within the town.
- **Metric:** Annually track business openings and closings and aim for a net positive number for the year.

Prepared by Jeremiah Pent

6/17/24 - Council member
Pent - handed
out at Town Council
meeting. KS