

City of Melrose

OPEN FOR BUSINESS

Chamber of Commerce Breakfast
February 25, 2010

Mayor's Economic Development Initiative

- Help Realtors & Developers market Melrose as a premier community to live and do business
- Facilitate meetings with new & existing businesses to discuss potential obstacles or issues before they happen
- Streamline permitting processes when applicable and legal

How Is This Done?

- Coordinating access and communication with city departments
- Increasing marketing of Melrose
- Web Enhancements

Permitting Process Can Be Confusing



Dealing with individual departments without a central point of contact leads to breakdowns in communication between business & government leading to crucial losses of time and money

Create Continuous Lines of Communication



Improved communication ensures permitting deadlines and code requirements are met without wasting limited dollars

Immediate Benefits

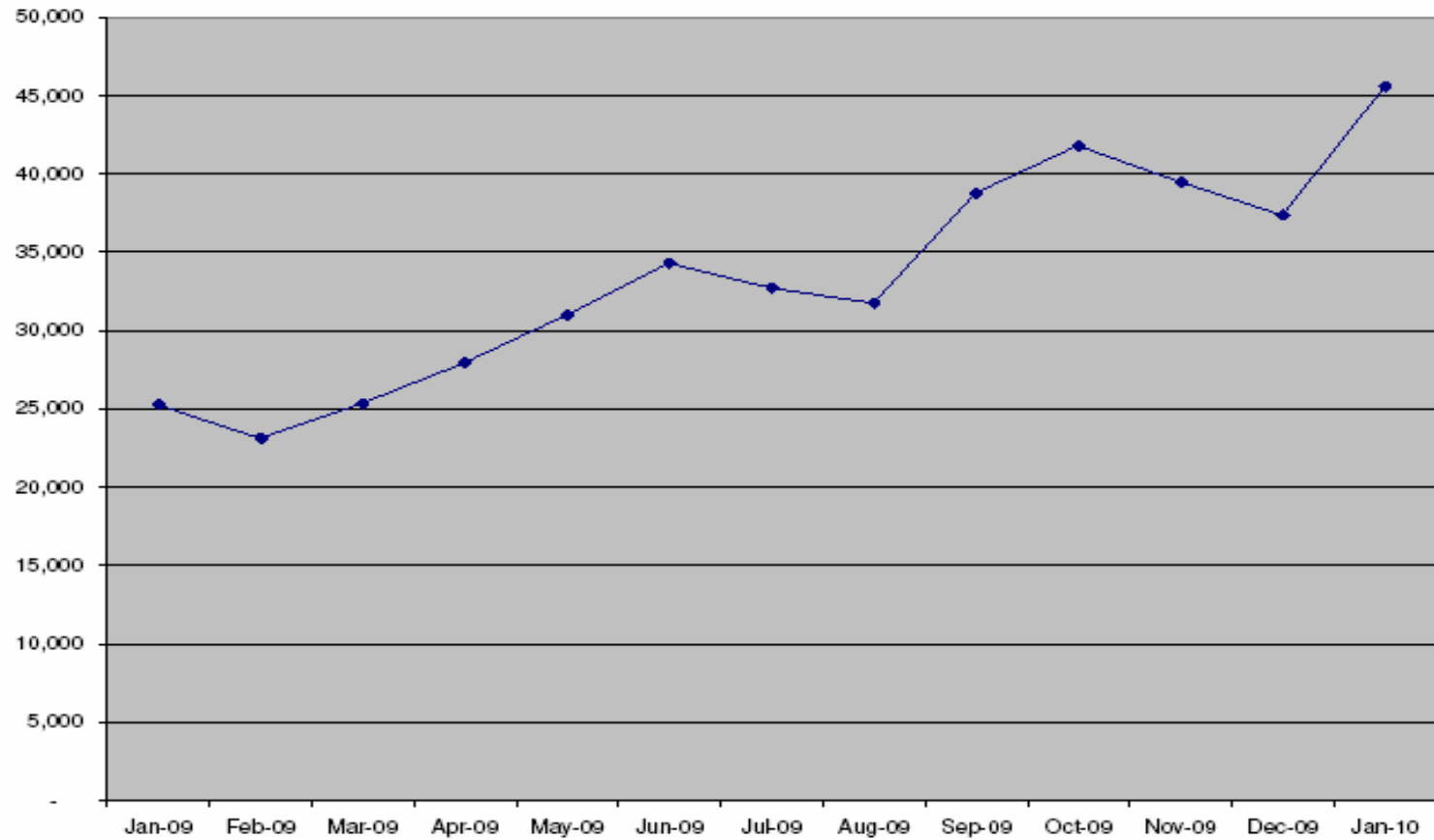
- Since January 1st, Economic Development Team has helped move the following projects:
 - TD Bank (formerly MassBank)
 - Busy Bee Bakery (Hurd Street)
 - Alfredo's (formerly Cedar Perk)
 - Logan Surgical Instruments (formerly NAPA Auto Parts)
 - Spice Thai (formerly Coliseum Skate Shop)
 - Beauty Café (formerly Klassy Kids)
 - Melrose Drug Center

Marketing Improvements

- Through the Redevelopment Authority, the City will be hiring a marketing consultant
- Scope of work will include: Identifying gaps in business districts, vehicle and pedestrian data, business needs of area, unique advantages of Melrose
- Analysis will be used to produce written and online marketing materials that highlight key assets of Melrose

Website Enhancement

Total Monthly Visitors
January 2009 - January 2010



What Does This Mean?

- Over 45,000 unique visitors to the City Website in January 2010, an average of 1,400 per day
- *An engaged and tech-savvy constituency*
- *An increased demand for e-services*
- *An increased delivery/offering of e-services*
- *A dedication from departments to provide both content and services via the web*

Create an opportunity for the city and local businesses



