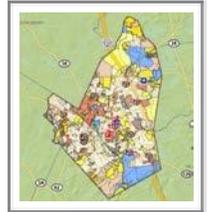




# W . E . D . C .

Wilmington Economic Development Committee  
121 Glen Road, Wilmington MA 01887



## *Did you know ...*

Wilmington has an **Economic Development Committee** dedicated to the business/community interests of the town?

### OUR VISION

The WEDC is a group of volunteers passionate about seeing Wilmington as a vibrant community promoting economic growth while preserving and building on the assets that make our town a great place for both residents and businesses alike.

### OUR MISSION STATEMENT

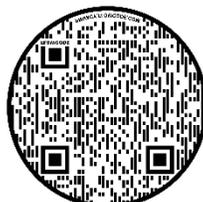
To be the proactive arm of the Town of Wilmington to the business community. We seek to collaborate with residents, property owners and businesses to help promote an atmosphere conducive to smart economic growth, by thoughtfully identifying and targeting key business sectors that complement the fabric our community, are beneficial to the residents, and create jobs.

The WEDC will serve as an advisory board and liaison between businesses and municipal government providing recommendations for planning and permitting processes that best serve the business and resident communities, while being consistent with the town's master plan and being respectful of environmental and traffic considerations.

**Please see the reverse side for highlights and achievements**

For more information about WEDC, please visit:  
[www.wilmingtonma.gov/economic-development-committee](http://www.wilmingtonma.gov/economic-development-committee)

or scan:



## Highlights and Achievements

In January 2020, the WEDC conducted an online survey directed to residents, business owners and business professionals who work in Wilmington. WEDC wanted to gather and document important feedback and observations from those who live and work in town. This survey data, along with other sources, will aid WEDC in developing strategies to reinforce our local economy and promote an atmosphere conducive to smart economic growth. This data is key to understanding residents' ideas about business sectors that complement the fabric our community, are beneficial, and create jobs. While the Covid-19 pandemic is still having an impact on our national, state, and local economy, WEDC believes it is more important than ever to help prepare Wilmington for a business community post-pandemic. WEDC received over 1,000 survey responses. Full results can be viewed on the WEDC website with key takeaways listed below: (note: the last two bullets are actively in process)

- Residents see the idea of “Community” as an asset of Wilmington. Business growth and economic development must reinforce and be consistent with this idea.
- The survey confirms residents generally agree with the findings of the UMass Donahue Institute Main Street Study.
- “Experiential” Businesses are most likely to be well-received by residents and achieve success. These include restaurants, craft brewery/winery/taprooms.
- Encourage local-owned dining options over national/regional chains.
- Entertainment venues like bowling, laser tag, and other services that draw people out to shared experience with food and drink available.
- Work towards creating a “Main Street” shopping & dining district conducive to foot traffic and social gathering and interactions.
- Town would benefit from an organized, cohesive marketing message promoting Wilmington assets for existing and prospective businesses.
- Explore streamlining of zoning where appropriate to simplify siting of certain businesses and the process for them securing appropriate operating permits.

In December 2020, the WEDC submitted a Local Rapid Recovery Plan Grant request to the Massachusetts Department of Housing and Economic Development through the MA Downtown Initiative Program. Wilmington was awarded the technical grant in January 2021. Below is a brief overview of the award:

- Goal to develop recovery plans tailored to economic challenges and Covid-19 impacts affecting Wilmington.
- Consultant assigned to assist with identifying specific challenges that have led to business slowdown/vacancies and conclude with an actionable project recovery plan.
- Project timeline is March 1 – August 20, 2021.
- Currently in Phase 1: Diagnostic stage which includes a “Rt 38 Main St. and Rt 129 Lowell St. Business Corridor” survey.

We encourage you to visit the WEDC page on the Wilmington Town website to view recorded committee meetings, January 2020 WEDC survey results, the University of Lowell Main Street Market Study and to download the “Guide for New Businesses” brochure.

To submit questions or suggestions, email WEDC: [wedc@wilmingtonma.gov](mailto:wedc@wilmingtonma.gov)