

**Town of Canton
Economic Development Agency
Implementation Timetable – By Quarter Year*
11/06/14**

Program Element
2/16

Champion 4/14 1/15 2/15 3/15 4/15 1/16

Program Element	Champion	4/14	1/15	2/15	3/15	4/15	1/16
Business Recruitment/Communications	TB, RB						
Messages/Brand Defined		x					
Communications Plan Completed		x					
Outreach Communications			x			x	x
Social Media Launched			x	x	x	x	x
Sales Package Produced		x					
Sales Website Launched			x				
Business Welcome Package Produced					x		
Business Recruitment/Site Inventory	RB, TB						
Online Platform Determined			x				
Initial Inventory Completed				x			
Inventory Goes Live				x			
Maintenance System Established				x	x	x	x
Business Recruitment/Business Liaison Program	TDB						
Ambassadors Recruited						x	
Ambassadors Training Completed							x

*e.g., 2/15 is second quarter 2015

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Local Business Support	TSB, DB							
Cooperative Advertising Program Plan Completed			x				x	
Chamber/Canton Main Street Participation (ongoing)	AP	x	x	x	x	x	x	x
Editorial Contributions to Chamber/Canton Main Street Communications			x	x	x	x	x	x
Local Business Event Held (annual)					x			
Business Visits (ongoing)		x	x	x	x	x	x	x
Entrepreneurship Promotion	TBD							
Recruit New Member/Area Champion		x						
Community Education	TB, TSB							
Benchmark Survey - annual	RB	x				x		
Blog		x	x	x	x	x	x	x
Media Relations		x	x	x	x	x	x	x
Community Event Held (annual)						x		
Improve Development Proposal/Review Process	RB							
Finalize Economic Impact Methodology				x				
Engage in Ongoing Process Improvement w. Town Agencies, Admin.		x	x	x	x	x	xx	x