

TOWN OF CHESAPEAKE BEACH

ECONOMIC DEVELOPMENT COMMITTEE

REPORT FOR OCTOBER 2017 TOWN COUNCIL MEETING

The Chesapeake Beach EDC met on October 9th in the Town Hall. Committee members present were:

Tiffany Geare
Jen Sanders
Greg Morris
Larry Jaworski

Discussion items included:

Taste the Beaches

The first annual Taste the Beaches was a success with approximately 2000 attendees. While finances aren't 100% complete, it appears sponsorships were about \$6650 and expenses about \$7800 for a net expense of about \$1150 from the Town's Special Events budget. Members of the Event Planning Committee have conducted Post Event discussions with sponsors, vendors and staff of both Towns. This information will be very useful in the planning for the next Taste the Beaches tentatively planned for Saturday September 8, 2018.

Future EDC Activities

The committee discussed future EDC activities. Items discussed included:

- It was agreed that our Town needs to increase the "marketing" of events and activities offered in Town. We need to increase public awareness of the reasons to visit our Town and increase interest of appropriate businesses in possibly locating here.
- Discussed working with the North Beach EDC to enhance the appeal of both towns. Discussions have already been held with a tentative agreement to have a joint meeting of both EDCs in next several months.
- Discussed possible summer concerts in Veteran's Park. Possibly military organizations such as appear during the Stars and Stripes Festival.
- Discussed working with other Town committees to strengthen the bike trail system to make our Town a "destination" center. Also discussed a possible 5K race through both towns with proceeds going to a local non-profit.
- Discussed need for additional signage to direct visitors to Town features such as the Railway Trail, our Boardwalk and other local attractions.
- Discussed how to attract new businesses that are appropriate to our small town atmosphere while increasing interest of residents and visitors to visit these businesses.
- Discussed a possible Christmas Tree Mulch event to recycle used trees. Possibly offer music, hot chocolate, etc.
- Discussed need to coordinate with Town staff to clarify activities of Town staff and volunteers such as the EDC.
- Discussed idea of possibly reinstituting a limited trolley service between the towns.

The EDC will schedule future meetings to continue discussion of the above items. Notice of these meetings will be posted on Town Event site. The public is invited to offer their input to future EDC activities.

Submitted by
Larry Jaworski
Chair, EDC