On Colorado’s northern Front Range, between the high plains to the east and the majestic Rocky Mountains to the west, lies the Town of Hudson. Located at the crossroads of Interstate 76 and Colorado State Highway 52 in rural southeast Weld County, the town is served by the BNSF Railway and has easy access to Denver International Airport. Businesses operating in Hudson have the opportunity to produce and deliver products to locations all across the globe. Residents enjoy small town country charm and the many amenities found in the nearby Denver metro. The public school system, along with the several exceptional academic institutions of higher education that surround the region, provide added value to our community. In recognizing all of these diverse assets, the Town has expanded its water and wastewater infrastructure, improved roadways, updated plans, and streamlined development processes to better serve current customers as well as new investors. Hudson stands poised and ready for future growth!
Purpose of Economic Development

Economic Development is a key part of the Comprehensive Plan and the vision for the future of Hudson. The economy plays a central role in maintaining the vitality and quality of life within a community. A healthy economy creates good paying jobs, providing economic opportunities to all citizens. The economy also supports the tax base, providing for schools, police, fire protection, parks and many other community facilities and services. A vibrant and diverse local economy is the cornerstone of a sustainable financial future for Hudson.

The purpose of the Economic Development Chapter is to present goals and projects that support and encourage a strong, vibrant economy. The Chapter focuses on business retention, expansion and recruitment; regional issues; income; infrastructure; marketing and branding; and education and training. While this Chapter looks at these specific topics, it is important to recognize that the entire Comprehensive Plan can be considered as an economic development tool.

What You Will Find in This Chapter

- A description of Hudson’s economic setting,
- Why economic development is important,
- A discussion of issues that affect economic development in the Town, and
- Goals, priorities and projects for enhancing the community’s economic well-being.

A key part of using this Chapter as a tool is the Implementation Action Plan Matrix that is attached. The Action Plan shows the Goals, Projects and Strategies (GPS) and also lists the specific action steps, the due date, the resources needed, the team responsible, and how to measure success. After all, goals on paper are no good if there isn’t focus and commitment to support accomplishing those goals!
The Hudson Community

Approximately 1,650 residents call Hudson home. Nearly 34,000 people live within a ten mile radius and 165,685 are within a twenty mile radius of the town. The population base within a thirty mile radius increases dramatically to over 1.06 million people. Businesses in Hudson find that employees can easily commute from the Denver and Greeley/Weld Metropolitan Statistical Areas. This provides for a significant area from which to draw a quality workforce and customer base.
Overview of Economic Development

A key component of economic development is land use. By ensuring that designated land uses are supportive of, and consistent with, goals and priorities of the Town’s economic development strategies, Hudson intends to provide an expanding tax base and employment opportunities for residents and business owners, while improving the overall standard of living. In order to ensure that these purposes are fulfilled, the Town’s economic performance should be continually monitored so that adjustments can be made as appropriate.

Why is economic development important? The reasons are quite basic. Economic development helps pay the bills. Economic development is about working together to maintain a strong economy by creating and retaining desirable jobs, which provide a good standard of living for individuals. Jobs are supported by education, training, housing and infrastructure, and good jobs increase income. Increased personal income and wealth increases the tax base so that Hudson can provide the level of services residents expect. A balanced, healthy economy is essential for community well-being. Influencing and investing in the process of economic development allows a community to determine its future direction and guide appropriate types of development according to its own values.

Recent academic literature has increasingly placed more emphasis on the importance of the quality of life factor to local economic development. High environmental quality, culturally desirable working and living conditions, and convenient local amenities are believed to be vital to foster economic growth and job creation by retaining local businesses and attracting inward investment.
Why plan for economic development?

Economic development planning is the process by which a community organizes, analyzes, plans, and then applies its energies to the tasks of improving the economic well-being and quality of life for those in the community. The nature of economics is cyclical, based on a combination of factors, including product life cycles, applications of technology, government interventions, and a host of other indicators. Because of this, development will happen in a community whether or not it is planned; the community will experience economic changes whether or not they are desired changes. The advantage in comprehensive planning is that communities can anticipate these changes and guide development to the best of their abilities and capacities. Consequently, each plan will be unique and tailored to each community’s needs and desires.
Partners with Hudson

**UPSTATE COLORADO**
The primary advocate of economic development in Hudson is Upstate Colorado. Upstate is a private/public nonprofit organization that is supported by a broad-based membership of businesses and organizations and by Hudson. Over the years Upstate has been instrumental in attracting and retaining quality primary employment (i.e., manufacturing and industrial) businesses in Weld County. In addition to recruitment efforts, Upstate has been involved in studies of the regional economy, creating demographic reports and providing site selection services and lead generation to communities in Weld County.

**SMALL BUSINESS DEVELOPMENT CENTER (SBDC)**
The SBDC specializes in providing business and training services to entrepreneurs and existing businesses, in order to be successful in today’s economy. The center provides:

- Knowledgeable, trusted and confidential one-on-one advice on all aspects of your business.
- A link to other SBDC centers in the statewide network for additional advice.
- Guidance on the purchase of an existing business or a franchise.
- Assistance in finding the best sources of capital to grow your business.
- A proven pathway to breakout growth for established businesses ready to take their business to the next level.
- Benchmarking your company’s performance with others in your industry to uncover improvement opportunities.
- Matching you with resources that can best accelerate the success trajectory of your business.
- Developing prospect lists through targeted database searches.
- Information about little-known training and funding to grow your business.
- A “can-do” attitude about anything you need to successfully grow your business.
The SouthEast Weld County Chamber of Commerce is a newly formed organization (late 2012) that was spawned from the former Hudson Chamber of Commerce. The previous Chamber’s Mission and Goals began to change as the area located North East of Denver - along the I-76 corridor - began to develop.

The community at large realized the town’s chamber needed to adapt and grow if they were going to continue to offer meaningful benefits to the businesses and residents that live within this ever-changing landscape. The new Chamber is comprised of many businesses and organizations throughout the Communities of Hudson, Keenesburg, Roggen, Lochbuie, Prospect Valley, Kersey, Wiggins and many other communities located in Weld, Adams and Morgan counties.

The Chamber now focuses its efforts in a much wider area than the original chamber, and its mission has now broadened to include a number of important topics that will benefit both the businesses and customers within the area... as well as many other residents throughout Colorado. The new Chamber's number one focus is to promote policies that promise greater economic growth and more jobs!
Background and Current Situation

**Population:** 1,650 (2016 estimate)

**Location:** Hudson is adjacent to I-76 and is approximately 20 miles northeast of the Denver Metro area.

**Industries:** Agriculture, Oil and Natural Gas

**Enterprise Zone:** Yes

**Official Website:** [www.hudsoncolorado.org/](http://www.hudsoncolorado.org/)

**Features:** Hudson is known for its trains and grand views of the Rocky Mountains.
In Hudson, there are three primary ways in which local economic activity can be affected:

1. Land use and infrastructure that determine the space available for residential and nonresidential development (including multifamily, mixed used, workforce, single family, and estate type housing);
2. Directly or indirectly influencing private-sector decisions as to location, operation and development of business real estate; and
3. Helping coordinate public and private sector efforts to enhance the employability and job progression of the residential population.

All three of these critical factors are addressed in the overall Comprehensive Plan, and this Strategy give more detail and specifics on how Hudson will implement Action Steps to accomplish economic development goals.

The existing Comprehensive Plan was updated in 2009 and gives the foundation for a long range vision of the future of Hudson. As a part of that Comprehensive Plan, several ideas were raised and goals were set forth. Many of those goals have been reached.

Through this 2016 update process, a Business Survey was conducted of all the business owners in Hudson through direct mail, on line options, phone calls, and by face to face visits. Three Economic Summits were held in Hudson for the local residents and the business community. One of those Summits focused on housing while the other two were more general to economic development. Through a series of focused facilitation and questions, several issues were identified and priorities suggested for where the Town of Hudson should focus their economic development efforts.
Issues and Trends

Based on the community survey, the business survey, three summits (two general and one focused on housing), and current economic research, specific issues and needs for economic development in the Town of Hudson were identified. They include:

- Provide access to the regional and state highway system in a way that does not handicap local property development and redevelopment efforts.
- Explore possible Town actions to increase the median income of Hudson’s residents, including support for entrepreneurship, small business startups, and vocational training.
- Support further enhancement of commercial and residential areas in the Town’s neighborhoods.
- Develop projects, programs, and plans that include input from diverse groups within the residential and business community, using innovative engagement models.
- Seek opportunities to join other organizational entities to accomplish effective public-private partnerships to promote economic development in the Town.
- Enhance regional recognition of Hudson as an economic hub, promoting the success and diversity of its businesses and focusing on its positive business climate.
- Explore strategies to maintain a favorable and diverse tax base, to support the needs of our daytime and nighttime populations.
- Meet the needs of our residential neighborhoods while maintaining the economic health of our business community.
- Ensure that adequate public services are in place to support existing and proposed commercial, mixed-use and industrial developments.
- Fund infrastructure and services by maintaining a solvent and diversified revenue stream.
Key Themes

The **key themes** emerging from the issues and trends include the following:

- The Town should encourage the retention and expansion of its existing businesses
- The Town should further diversify its economic base
- The Town should encourage development of sufficient industrial/office parks available for both new and existing businesses
- The Town should create a long term plan for residential development to support the workforce in the area
- The visual appearance of the Town, and in particular the first impression a visitor or business investor might have when entering the Town, could be significantly improved.
- The Town should “rethink” the current downtown development in light of the future land uses, access, and location of retail business.
Useful Tools

The following are tools available to the Town to enhance economic development in the Town:

- Incentives

  *The Town of Hudson has partnered with the State of Colorado's Office of Economic Development and International Trade (Enterprise Zone Tax Credits), Upstate Colorado Economic Development, East Colorado Small Business Development Center, UNC BizHub Collaborative (Virtual Technology Business Incubator), I-76 Economic Development Initiative, Weld County Workforce Development, the Southeast Weld County Chamber of Commerce, Aims Community College, and the Weld County RE-3J Public School District to find innovative ways to support new businesses and to develop creative methods to retain and help grow existing businesses. The Town is flexible in working with businesses to meet their needs.*

- Industrial revenue bonds for certain areas
- Targeted government and private resources (state, local and federal)
- Use of infrastructure investment to attract new firms and development to designated areas
- Lodging tax for marketing, branding and promotion, infrastructure improvements and more.
- Enterprise Zone promotion to support new and expanding business, industrial, office and multi-use projects by ensuring appropriate land use designations are in place, facilitating priority consideration for development of infrastructure, and provide fast-track permitting.
- Site Development with appropriate infrastructure, land use designations that encourage and support economic development investment, and favorable permitting processes.
- For more information, please see the Town website
- Impact Fee Credits
- Enhanced Sales Tax Incentive Program
Economic Setting

Small Town Charm

Hudson is a quiet small town where neighbors gather at local restaurants to visit and catch up on the news of the day. Families and dog walkers stroll along, and children ride their bikes on the neighborhood streets and sidewalks. Neighbors know each other and watch out for one another. Residents enjoy many annual community events sponsored through collaborative efforts of the Town, local businesses, the Chamber of Commerce, the Hudson Fire Protection District, and Weld RE-3J School District. Some of these events include: Easter Egg Hunt; Fishing Derby; Yard of the Month Competition; Town Clean-ups; Hudson Festival; Trunk or Treat; and the Christmas Lighting Celebration. More recent community amenities include a 1.1 acre stocked fishing pond, an upgraded playground, and a Veterans Memorial.
Nearby Cultural, Entertainment and Sporting Opportunities

Hudson is a short, thirty minute drive to downtown Denver. Our Denver neighbors offer a wide array of cultural and entertainment venues such as the Denver Museum of Nature & Science, Colorado Symphony, Denver Zoo, and Red Rocks Amphitheatre. For the sports spectator, Denver is home to several professional sports franchises including: Colorado Rockies (MLB); Denver Broncos (NFL); Denver Nuggets (NBA); Colorado Avalanche (NHL) and the Colorado Rapids (MLS). The Greeley Stampede and the National Western Stock Show are annual reminders that we have roots in the western United States. Spectacular adventures for the outdoor enthusiast are available in the nearby mountains, including: fishing/hunting; camping; hiking/biking; rock climbing; boating/kayaking; and of course skiing. The Wild Animal Sanctuary is a world renowned attraction located in Hudson’s back yard. Whatever your recreational desire is, Colorado has something for everyone.

The Hudson Public Library is a first-rate small town public library. The recently constructed library building provides a full range of library services and events for adults, teens and children. A new community room is available for events. The library hosts the regional field office for the East Colorado Small Business Development Center.
**Education**

The people of Hudson are well served by Weld County’s RE-3J public school system. In 2012, the district converted Hudson Elementary School into a “magnet school” and changed the name to **The Hudson Academy of Arts and Sciences**. The mission of the Academy is to provide a student-centered, integrated and active approach to 21st century learning.

The RE-3J district, in partnership with local community colleges, provides opportunities for students to graduate from high school with college credits in hand as part of the Concurrent Enrollment Program. In fact, 46% of the 2014 graduating class received their high school diploma along with college credits or an Associate’s Degree. The 2014 graduation rate at Weld Central High School was 85.7%.

There are several collegiate opportunities surrounding Hudson. The two primary institutions include: the University of Northern Colorado in Greeley and Aims Community College with campuses in Fort Lupton and Greeley. These institutions of higher learning help to create our qualified workforce. An added value to your business is the fact that our local community college can structure educational curriculums specifically designed to meet the unique needs of your business.
Economic Development Data

The attached economic development data sets help set the background for economic development projects. Upstate Colorado on their website www.upstatecolorado.org offers additional demographic information for Hudson and Weld County. Please note this data will change regularly and is from one source: Upstate Colorado.

Population and income data is a key factor in economic development because many retail, commercial, and industrial businesses want to locate where people live, work, and shop.

Usually, long term retail sales growth is based on population growth, household growth, and the increase in median household income. Hudson also stands ready to take advantage of tourism, high traffic counts on I-76 and 52, and the increase in the energy economy.

Because economic development is so dependent on retail sales tax in Colorado, these are good measurements on which to base success over time. If more housing is provided, and good jobs are created, more retail development will take place to support those residents, and they will have disposable income to spend in Hudson.
Goals, Priorities and Projects

Goals

Goals are big, visionary, long term and are designed to meet the economic development vision for Hudson in the future. If these goals were accomplished, the Town would have achieved success in economic development! Since goals are overarching, the Town has developed Priorities, Projects, Strategies and Action Steps to make sure progress is made toward achieving these goals.

The four main visionary goals for Economic Development within the Comprehensive Plan in Hudson are:

**Goal One:** Expansion and diversification of the tax base

**Goal Two:** Economic stability through land use and infrastructure

**Goal Three:** Job retention and creation

**Goal Four:** Housing and services to support the community
Priorities

Priorities are the most important areas of focus, and they are driven by the goals. From these goals, major priorities will include:

**Priority One**: Sustainable regional economic development efforts

**Priority Two**: Local business expansion and retention (BEAR) programs

**Priority Three**: Job Creation

**Priority Four**: Qualified Labor Force

**Priority Five**: Capitalize on Tourism

**Priority Six**: Adequate Land and Infrastructure

**Priority Seven**: Marketing and Branding

**Priority Eight**: Downtown Redevelopment
**PRIORITY ONE: SUSTAINABLE REGIONAL ECONOMIC DEVELOPMENT**

The Town of Hudson has a strong interest in supporting cooperation and coordination at a regional level to ensure sustainable economic development. Sustainable economic development can be measured by the positive net revenue flow over a long period of time, thereby ensuring that the Town can afford to provide the necessary services and amenities for residents and businesses. There are a number of established organizations in the region that are engaged in economic development activities. It is in the best interests of Hudson to support and collaborate with these regional organizations. By focusing on common goals and allocating resources accordingly, government and private organizations can work together regionally to maximize successful business start-up, retention, expansion and recruitment efforts.

**Vision:** Hudson will cooperate regionally to:

a) Promote a sustainable, strong, diverse and healthy economy;

b) Promote the retention and expansion of existing businesses;

c) Foster the startup and development of new businesses;

d) Promote income levels that are higher than the current average in the region;

f) Ensure the sustainable economic use of agricultural resources and the safe and effective economic use of mineral resources.
**PRIORITY TWO: BUSINESS EXPANSION, ATTRACTION AND RETENTION**

Business retention, expansion and recruitment efforts work hand-in-hand in maintaining a successful economy. Business retention and expansion programs address the issues that might affect decisions by established businesses and industries to remain or expand. Such issues might include availability of public services and facilities, workforce housing, labor-training programs, and assistance with specific issues. Recruitment programs largely focus on attracting industrial users as a major economic development strategy. Retaining, expanding and attracting industrial businesses is important because they generally provide higher-paying jobs, which creates an increase in the flow of revenue (the economic multiplier effect) throughout the region.

**Vision:** Hudson will create a healthy and sustainable economy by the retention, expansion and recruitment of businesses.
**PRIORITY THREE: JOB CREATION**
One of the primary reasons to pursue economic development is to increase the standard of living for the citizens of Hudson. Employment opportunities in Hudson diversified considerably in past years. However, at the time of Plan preparation, Hudson’s average annual wage continues to be below the regional average. One of the primary goals of this economic development chapter is to create more living-wage jobs by focusing on primary employment attraction. A strategic approach in the pursuit of new jobs is to recruit, retain and expand the types of industries that provide quality, good-paying jobs. Encourage job recruitment efforts towards those sectors that:

- Provide higher wages than the regional average;
- Help diversify the economy; and
- Capitalize on the strengths of the region (e.g., energy and transportation).

**Vision:** Hudson will encourage the creation of jobs that provide above the regional average annual incomes.

**PRIORITY FOUR: QUALIFIED LABOR FORCE**
Qualified labor is essential to retain and recruit business. The basic cornerstone in the development of a qualified labor force is the educational community. Located in close proximity to Hudson is a diverse group of higher-education facilities, including community colleges, universities, and private technical and business schools. These schools, as well as the K-through-12 public and private schools, should be encouraged to constantly evaluate their programs to be responsive to the changing job market. Partnerships between business and the educational community should be nurtured to further this process.

**Vision:** Hudson will promote a qualified labor force that is regionally competitive and responds to the changing needs of the workplace.
PRIORITY FIVE: CAPITALIZE ON TOURISM
The cultural, recreational and scenic opportunities in the Hudson area make tourism an excellent provider of employment. Within easy driving distance of Hudson, visitors can enjoy fishing, lakes, scenic mountains and unique attractions.

Vision: Hudson will encourage the growth of tourism as a provider of jobs and income in the region and work together with community groups and businesses to make the region a tourist destination.

PRIORITY SIX: ADEQUATE INFRASTRUCTURE AND LAND SUPPLY
Each potential business has its own unique set of location requirements. To attract new employers and to allow existing business to expand, a diverse inventory of industrial and commercial land and buildings must be maintained. Sites must be available in a range of sizes and locations with appropriate zoning and compatible surrounding land uses. Infrastructure availability is one of the most critical factors to encourage economic development. Sewer, water, transportation facilities and communications facilities must be available or easily obtained. For attracting industrial uses, an adequate supply of usable industrial land unencumbered by conflicting land uses and/or environmental constraints, is important.

Vision: Hudson will ensure an adequate amount of usable industrial and commercially available land in which new businesses may locate. The Town will also ensure adequate transportation and utility availability in order for new businesses to locate in the area.
**PRIORITY SEVEN: MARKETING AND BRANDING CAMPAIGN**
In order to continue to be successful at all of the goals and priorities, Hudson will have to create a brand image and market that brand image to potential investors: new businesses, new residents, and tourists. Working with economic development partners such as Upstate several printed materials as well as website materials can be designed and shared.

Vision: Hudson will create marketing materials focused on positive aspects of the community and region to highlight successes and attract investment.

**PRIORITY EIGHT: DOWNTOWN REDEVELOPMENT**
At the core of any small community is a vibrant downtown. Hudson has elements for a great downtown infrastructure: a wide street and quality buildings. However, access is limited and private investment has not been forthcoming. The studies have indicated that Hudson should focus resources on the developing areas of Town. There are some continuing opportunities in the downtown that a focused redevelopment effort can help support.

Vision: Hudson continues to support and attract quality private investment into the Downtown core while developing a long range plan for land use and infrastructure.
Projects

Projects are a major accomplishment or change in the organization that will have a significant and sustainable impact. Projects are an investment with dedicated resources (staff and money). They directly meet the goals and priorities.

Priority One: Sustainable regional economic development efforts

Projects

1. Encourage a regional effort to recruit and retain primary employers that bring new money into the community and pay regionally competitive wages.
2. Support regional economic development that will benefit Hudson’s long range plans.
3. Strengthen Hudson’s engagement and partnership with other jurisdictions, educational institutions, agencies, economic development organizations, and local business associations to encourage business creation, retention and growth, and to implement regional strategies.
4. Improve Hudson’s image, participation and influence in regional forums, especially those that influence Hudson’s future and interests.
5. Seek funds from non-Town sources for use by the Town to directly encourage economic development.
Priority Two: Local business expansion, attraction and retention (BEAR) programs

Projects

1. Implement a BEAR program using best practices including an annual survey
2. Support and provide, where appropriate, economic development techniques to provide a business climate conducive to new and start-up businesses.
3. Encourage creation and retention of home-based businesses that are consistent with neighborhood character.
4. Encourage the retention, expansion and recruitment of new businesses that hire local residents.
5. Work with local chambers of commerce on business retention, business development, outreach and joint efforts to promote the Town.
6. Support existing uses, proactively developing programs and incentives to attract new businesses, investing in infrastructure and public amenities, and encouraging business owners and developers to invest in the quality of both the built and natural environment.
7. Support collaborative marketing initiatives with businesses.
8. Increase communication between the Town of Hudson and Hudson businesses using innovative community engagement models.
Priority Three: Job Creation

Projects

1. Encourage job recruitment efforts towards those sectors that:
   a. Provide higher wages than the regional average;
   b. Help diversify the economy; and
   c. Capitalize on the strengths of the region (e.g., energy and transportation).
2. Support business skills training for entrepreneurs and small businesses through partnerships with universities, colleges, community colleges, community-based organizations and other third parties.
3. Encourage the creation of "living-wage" jobs that include health and retirement benefits by:
   a. Recruiting major primary employers
   b. During recruiting, using incentive tools such as ESTIP, PIF, TIF, GIF, IRB’s and others

Priority Four: Qualified Labor Force

Projects

1. Encourage educational institutions to locate in Hudson, especially those that provide technical training to support businesses targeted for recruitment and retention.
2. Hudson should support and encourage K-through-12 education to include skills-based training and creative partnerships with business.
3. Encourage community colleges and technical schools to develop customized training programs for new and start-up businesses.
4. Encourage the development of the region’s colleges and universities into a world-class higher-education consortium that prepares students for the highly technical jobs of the information age, improves communication skills and delivers comprehensive education (post-secondary through the doctorate level)
5. Encourage employers to provide and support continuing education for their employees.
6. Encourage an interactive relationship between schools and businesses through apprenticeship, mentoring and other programs.
Priority Five: Capitalize on Tourism

Projects

1. Attract travelers on 76 and 52, encourage spending in Hudson
2. Support and promote the natural, historic and cultural features of the Hudson region as part of our economy and quality of life.
3. Promote outdoor recreation opportunities including, but not limited to, biking, hiking, hunting, fishing, boating, horseback-riding and touring.
4. Promote regional and local attractions such as a farmer’s market.
5. Identify sites of historic and tourism significance on a Town Map.
6. Use Bus Tour to market Hudson
7. Continue to utilize code enforcement as a tool to ensure a clean, friendly, inviting community for visitors
Priority Six: Adequate Land and Infrastructure

Projects

1. Encourage the development of business/industrial areas that can supply readily available sites and buildings for new businesses or industries.
2. Maintain an inventory of usable industrial and commercial land that is sufficient to meet projected demand and encourage marketability of the region.
3. Create land uses that would support multifamily, mixed use and higher density housing suitable for families and the work force.
4. Provide adequate transportation and utilities to support future industrial and commercial needs through capital improvement.
5. Create land use projects that maximize the designation of areas around the interstate highway interchanges for business development.
6. Ensure sufficient infrastructure (transportation and utilities) to support commercial and industrial development in designated areas.
7. Encourage developments that contribute to community improvements (i.e., contributions to active recreation, culture, recreation, tourism, public improvements, and other community projects).
8. Encourage development of sufficient industrial/office parks available to business prospects.
9. Partner with the private sector to fund infrastructure as part of a sub-area plan, in order to encourage redevelopment and as an inducement to convert outdated and underutilized land and buildings to high-valued and/or appropriate land uses.
10. Focus public infrastructure investment to provide capacity in areas targeted for growth.
11. Establish broadband as a utility within Hudson.
12. Focus on BN and overpass/underpass opportunities.
Priority Seven: Marketing and Branding Campaign

Projects

1. Develop a brand image around the outdoor recreation industry (hunting, fishing, and hiking)
2. Work with Upstate to create marketing documents for Hudson such as a Community Profile
3. Continue to fund economic development staff to serve as a single contact point and information source for the business community.
4. Design and update a website with pages dedicated to economic development issues and concerns.
5. Continue to build on the bus tours to market the area to investors and brokers.

Priority Eight: Downtown Redevelopment

Projects

1. Create land uses that would allow for mixed use development, flex development, and multifamily development in the downtown area
2. Address infrastructure issues such as transportation, broadband and utilities
3. Create incentive programs based on public/private partnerships to encourage investment into the uses desirable in the downtown.
4. Create a Downtown Master Plan
Strategies and Action Steps

Strategies

Strategies are how the goals will be accomplished....they are the tools the Town will use to accomplish the long range vision. They serve as a guide for how we will accomplish the projects.

Communications

Marketing

Relationships

Regional Presence

Planning
Action Steps

Actions are what will create forward momentum. Because each action is assigned a due date, a leader and team, and there are measurables associated with the action, clear progress can be made toward accomplishing the GPS (Goals, Projects and Strategies) outlined in this Chapter.

The Actions are included in detail in the Implementation Action Plan and Matrix. They were developed during the Economic Development Summits and the community and business surveys. In real life, not all projects will be funded, so the Implementation Action Plan should be reviewed and updated every quarter. In that way the Town can plan ahead for major capital projects, and set budgets that reflect grant funding opportunities and partnerships to accomplish the action steps.
Summary

Economic development is a critical component of the overall Comprehensive Plan for the Town of Hudson. While there are many facets to economic development, the outcome and goals are the same: to improve the quality of live by raising the standard of living. Hudson is focused in a few major areas: jobs, infrastructure, housing, and local business support. With that as a guiding vision, the Town can implement the projects and action steps to achieve success!

This Plan is focused on action, and to have forward momentum the Plan should be reviewed every 90 days at the staff level. Since every Action ties back to the Vision, demonstrable success can be measured and communicated. Regular updates through social media, newsletters and meetings with the Board and Commissioners can keep the forward momentum and alignment.

Implementation and Action Plan

Attached is the Implementation and Action Plan. This is a workbook for the Town of Hudson and captures all of the discussions. Many of the columns will be filled in over time as measurables are development. Since each Action is tied to the overall Goals, each Action can also be linked to the Priorities and the Projects...and together they accomplish the Vision and Mission of the Town of Hudson. Over time success will lead to new Projects and new Action Steps, and Key Performance Indicators (KPI’s) and a Return on Investment (ROI) can be established, measured, and reported on for every area.