



2016-2017 RDA Road Map as of August 8, 2016

* Expand footprint to include all of Rockville

* Focus on our niche: the business community and economic vitality

TASK / ACTIVITY	DESCRIPTION	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Leadership / Vision												
Executive Roundtable	Quarterly think tank											
Board of Directors meetings	Bi-monthly											
Board recruitment	Ongoing (rebuilding the Board)											
Visioning document from Roundtables	Periodically publish/post updated visioning document (PDF)											
Business-Building												
One-on-one outreach, assessment, invitations	Direct mail, phone calls, emails and personal visits											
Seminars	1-2 hour sessions at local venues; topics & speakers TBD											
Networking/tours	Showcase Rockville businesses											
Business of the Month	Salute/encourage Rockville businesses											
Small Business Saturday	Partner with American Express											
Farmers' Market	Ongoing											
Online directory	Create database of "all" Rockville businesses											
Member Relations												
2016-2017 Membership invitations/renewals	Mail packages and email announcements											
E-newsletter	Monthly											
Hard copy newsletter	8.5 x 11 two-sided version of e-newsletter											
E-news announcements	Email distributions as needed											
Website	Hosting / content management system TBD											
LinkedIn	Create new account and group(s)											
Government Relations												
Town of Vernon (various contacts)	Mayor, Econ Dev, Parks & Rec, Public Works											
CT Economic Resource Center	Ongoing collaborations											
CT Main Street Program	Ongoing collaborations											
CT DECD	Ongoing collaborations											
State and Federal officials (elected and non-elected)	Ongoing communication											
(key contacts will receive e-newsletter)												
Media Relations												
Ongoing publicity via print, digital, radio & TV	Keep the media pipeline filled with good news											
(key contacts will receive e-newsletter)												
Community Relations												
Communication with other Rockville groups	Cultivate ongoing relationships, non-financial ways to help											
Rockville storefront/point-of-sale items	Create RDA resources placed in storefronts for visibility											
Rockville flags, banners, flowers	Ongoing beautification efforts											
Rockville events	Explore ways to help to promote, support in non-financial ways											
Rockville lighting	Ongoing efforts at Amerbelle waterfalls											
RDA office in Citizens Block building	Explore ways to augment our presence (pending building facelift)											
(key contacts will receive e-newsletter)												