



Canaan Economic Development

Just imagine –

Then do it!

There will be 6 different discussions

- Commercial Activity,
- Recreation Activity,
- Agriculture Business,
- Non-profit/Government,
- Education Development,
- Industrial Development

Eventually, all 6 will work together

Typical Questions to us

- Why are you doing this?
- Why should I bother with this stuff?
 - I'm already doing well
 - I have all I can do to keep my head above water
 - Nothing ever happens anyway
 - We are too small and will fail
- How will this impact me?
- Is this another form of regulation?
- Are you trying to make Canaan into another Hanover?
- What about more rental housing?
- Why aren't we doing something about junk yards on Rt. 4?

Typical Questions

- Why are you doing this?
 - Lower Taxes, Better Wages, More profit, Better Community, Future for our families, Pride
- Why should I bother with this stuff?
 - I'm already doing well
 - Times can change – this will help you to see it coming and adjust
 - This will help get the word out about your business
 - I have all I can do to keep my head above water.
 - Sometimes you have to remember that draining the swamp gets rid of the alligators
 - This will help you to compete – locally and regionally
 - Nothing ever happens anyway.
 - Need to figure out why and fix it

– We are too small and will fail.

- We have 4,000 people and a mean family income of \$68,269

There are 1,530 households in Canaan

- 36 make over \$200,000 – 294 in the 5 town area
- 76 make over \$150,000
- 304 make over \$100,000
- 575 make over \$75,000

And yes, 328 households make less than \$25,000 per year

- How will this impact me?
 - The idea is to help all of us.
- Is this another form of regulation?
 - Nope.

	Canaan town, Grafton County, New Hampshire				Dorchester town, Grafton County, New Hampshire				Enfield town, Grafton County, New Hampshire				Grafton town, Grafton County, New Hampshire				Orange town, Grafton County, New Hampshire	
	Estimate	Error Margin	Percent	% MOE	Estimate	Error Margin	Percent	% MOE	Estimate	Error Margin	Percent	% MOE	Estimate	Error Margin	Percent	% MOE	Estimate	Error Margin
Total households	1,530	+/-112	1,530	(X)	134	+/-24	134	(X)	2,031	+/-178	2,031	(X)	563	+/-61	563	(X)	162	+/-30
Less than \$10,000	61	+/-36	4.00%	+/-2.3	3	+/-7	2.20%	5.0	0	+/-11	0.00%	+/-1.5	39	+/-24	6.90%	+/-3.9	12	+/-13
\$10,000 to \$14,999	71	+/-50	4.60%	+/-3.1	4	+/-4	3.00%	3.2	52	+/-62	2.60%	+/-3.0	23	+/-18	4.10%	+/-3.1	3	+/-4
\$15,000 to \$24,999	196	+/-91	12.80%	+/-5.6	13	+/-7	9.70%	5.4	142	+/-98	7.00%	+/-4.7	66	+/-27	11.70%	+/-4.5	8	+/-7
\$25,000 to \$34,999	130	+/-66	8.50%	+/-4.3	14	+/-10	10.40%	7.0	134	+/-98	6.60%	+/-4.9	61	+/-33	10.80%	+/-5.6	16	+/-11
\$35,000 to \$49,999	188	+/-67	12.30%	+/-4.2	17	+/-10	12.70%	7.2	222	+/-94	10.90%	+/-4.6	117	+/-33	20.80%	+/-5.5	17	+/-9
\$50,000 to \$74,999	309	+/-99	20.20%	+/-6.2	32	+/-17	23.90%	10.2	339	+/-139	16.70%	+/-6.4	94	+/-31	16.70%	+/-5.6	32	+/-12
\$75,000 to \$99,999	271	+/-78	17.70%	+/-5.2	20	+/-13	14.90%	9.2	423	+/-138	20.80%	+/-6.8	82	+/-28	14.60%	+/-5.0	36	+/-16
\$100,000 to \$149,999	228	+/-74	14.90%	+/-4.9	22	+/-11	16.40%	8.1	312	+/-112	15.40%	+/-5.6	65	+/-27	11.50%	+/-4.8	14	+/-11
\$150,000 to \$199,999	40	+/-31	2.60%	+/-2.0	6	+/-8	4.50%	5.5	170	+/-100	8.40%	+/-4.9	12	+/-11	2.10%	+/-1.9	10	+/-7
\$200,000 or more	36	+/-34	2.40%	+/-2.2	3	+/-3	2.20%	2.5	237	+/-123	11.70%	+/-5.9	4	+/-5	0.70%	+/-0.9	14	+/-15
Median household income (dollars)	61,667	+/-12,224	(X)	(X)	63,750	+/-10,742	(X)	(X)	80,038	+/-10,394	(X)	(X)	46,490	+/-4,834	(X)	(X)	70,714	+/-19,851
Mean household income (dollars)	66,269	+/-8,000	(X)	(X)	100,534	+/-45,582	(X)	(X)	100,194	+/-13,880	(X)	(X)	56,209	+/-5,874	(X)	(X)	80,953	+/-18,301
With earnings	1,200	+/-95	78.40%	+/-5.2	113	+/-24	84.30%	6.3	1,847	+/-175	90.90%	+/-3.8	444	+/-56	78.90%	+/-6.7	119	+/-25
Mean earnings (dollars)	69,914	+/-8,852	(X)	(X)	99,221	+/-46,522	(X)	(X)	90,356	+/-12,143	(X)	(X)	54,459	+/-6,018	(X)	(X)	88,429	+/-22,798
With Social Security	602	+/-108	39.30%	+/-6.6	39	+/-15	29.10%	10.5	569	+/-108	28.00%	+/-5.7	160	+/-35	28.40%	+/-6.0	53	+/-18
Mean Social Security income (dollars)	18,270	+/-1,540	(X)	(X)	18,785	+/-3,135	(X)	(X)	17,752	+/-2,936	(X)	(X)	17,764	+/-2,318	(X)	(X)	22,121	+/-5,630
With retirement income	291	+/-87	19.00%	+/-5.7	16	+/-10	11.90%	7.2	423	+/-131	20.80%	+/-6.5	99	+/-31	17.60%	+/-5.1	40	+/-16
Mean retirement income (dollars)	11,683	+/-3,216	(X)	(X)	22,756	+/-14,393	(X)	(X)	29,567	+/-21,825	(X)	(X)	12,459	+/-3,840	(X)	(X)	24,618	+/-6,680
With Supplemental Security Income	37	+/-31	2.40%	+/-2.1	12	+/-9	9.00%	6.8	73	+/-50	3.60%	+/-2.5	15	+/-12	2.70%	+/-2.1	1	+/-2
Mean Supplemental Security Income (dollars)	12,057	+/-5,004	(X)	(X)	7,217	+/-1,845	(X)	(X)	9,392	+/-4,342	(X)	(X)	18,020	+/-3,950	(X)	(X)	14,000	+/-88

- Are you trying to make Canaan into another Hanover?
 - Nope. Canaan is a really diverse community and that is its strength and makes us different from cookie cutter “new” towns.
- What about rental housing?
 - More young families, more public assistance, need more jobs, greater demand for schools, increased share of school cost, little tax base to support additional services
- Why aren't we doing something about junk yards on Rt. 4?
 - We are. We adopted a policy to enforce against junk yards in 2012. Two have been remediated. Three are pending. We give people a reasonable period to clean them up. All three are going to criminal fines starting in July.

7 Goals

1. Strengthen what we have
2. Increase commercial activity
3. Increase light industry
4. Increase service trades
5. Coordinate activity
6. Develop people in Canaan - Improve training opportunities, motivate youth and adults to learn, improve standard of living, increase wages and provide full employment for all who are willing
7. Believe

Goal 1

1. Strengthen what we have

- Get more customers
- Advertising, Hours, Word of Mouth, Reputation
- Learn from each other & people who've done it
- Shared services
- Increased efficiency
- Lower costs = utilities, taxes, health, workers compensation
- Better communications and advertising
- Higher wages / greater profit
- Capital for expansion - Other town resources

Goal 2

2. Increase the volume of commercial activity

- Increase traffic of visitors to Canaan - Organize events that draw outsiders into Canaan - Website
- Increase business from people who sleep here but work elsewhere
- Identify what people want from their “Village”
- Develop way to market goods and services from rural parts of Canaan in the Village
 - Village retail for rural products, activities in rural areas
- Develop new commercial venues in Canaan – fill existing venues
- Village cellular & broadband

Goal 3

3. Increase light industry

- Employ people with mechanical and physical skills
- Develop sites for light industry
 - Land, water, sewer, permitting, fire protection, electricity, roads, buildings, training, transport
- Fund development – directly or indirectly
- Manage taxes during start-ups
- Recruit light industry
- Secure funding for local or regional light industry
- Closed loop contracting

Goal 4

4. Increase service trades

- Create real-world training programs for adults and youth
- Shared support services – telephone, scheduling, advertising, shop areas, acceptance of deliveries, bookkeeping, estimates, package bids etc.
- One-Stop shopping for plumbing, electrical, carpentry, heating etc.
- Employ people with mechanical and physical skills
- Coop education

Goal 5

5. Coordinate Activity

- Knowing what's being planned means you can make better decisions and adjust your plans
- Working together to solve problems that are common to many businesses means stronger solutions
- Learning is easier if you are communicating together
- Coordination of events means more businesses take advantage of an influx of potential customers
- One person may have just what another needs
- Maximize usefulness of limited resources
- Coordination means we are more likely to avoid unintended consequences

Goal 6

6. Develop people in Canaan –

- Improve training opportunities
- Partner with community college, VOTEC center, High School and businesses
- Create real-world training programs for adults and youth
- Motivate youth and adults to learn – Kids see the need for life long learning, why learning is important, why math and read is important, and how it is used. Adults who want to learn new skills are an inspiration to kids and build pride for adults.
- Higher wages and increased profits improve the local standard of living and fuel new purchases
- Training and employing people with mechanical and physical skills allows people to contribute to their greatest ability
- Coop education supports students and businesses

Goal 7

7. Believe

- All human endeavor flows from someone wanting to do something
- Most great ideas have resulted from a need and the use of imagination to meet the need
- Many insoluble problems have been solved by peeling the onion to find out why the problem exists and the real core issues – keep asking why
- The lack of resources can often be overcome by finding a different way to do things
- All boats rise with a rising tide – well compensated employees spend money that drives business that hires employees
- Believing means you are still trying – Despair means no belief in a better future

Commercial Roundtable

Our History

1. What has happened in the past?
2. What worked to stimulate commerce?

Why

3. What failed?

Why?

Our Future

4. What do you think will revitalize Canaan?

The Tools

5. What resources do we need?
6. What resources do we have?
7. What can we use to replace the needed resources?

8. What's it cost to start and run a business in Canaan?

The Town

9. What do want from the Town?

10. What the Town can help with.

CDBG

Internet – web hosting

Advertising

Broadband

Cell phone

Peer Counseling

Economic data

Planning Board survey

Focus groups

Information clearing house

Events

11. What are the steps for change?

12. Village and whole town

13. How does this group relate to the other five groups?

- Commercial Activity,
- Recreation Activity,
- Agriculture Business,
- Non-profit/Government,
- Education Development,
- Industrial Development

How can they help me?

How can I help them?

What commercial businesses
would work in Canaan Village?

Brainstorming / Conversations

Five people have ideas – three other people see a way to benefit from the idea and partner – two other people see a way to integrate with existing business and make the ideas more efficient and viable.

Community Needs

- Identified Needs From Focus Groups
 - Grocery/Coop
 - Pharmacy/Health Center/Dentist
 - Fitness Center
 - Convenience/Dollar General
 - Liquor Store
 - Up-scale Restaurant & Tavern
 - Up-scale coffee shop/Deli Sandwiches/Ice Cream
 - Laundromat
 - Artisans Retail Outlet
 - Bed & Breakfast
 - Sporting Goods

Community Needs

- Identified Needs (Green means it is already underway)
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Planning Board Master Plan Survey

2013 Commercial Activity Summary

- 400 surveys were received by the Planning Board – 200 in detail
- The Numbers
 - Commercial
 - Grocery Store 165 people
 - Drug Store 17 people
 - Convenience Store 7
 - Coffee Shop 5
 - Car Wash 5
 - Bakery 4
 - Sporting Goods 3
 - Book Store 3
 - Car Repair 3
 - Laundry 2
 - Dry Cleaning 2
 - Florist 2

Planning Board Master Plan Survey

2013 Commercial Activity Summary

- 400 surveys were received by the Planning Board – 200 in detail
- The Numbers
 - Commercial (Green means it is already underway) (Pink means we already have it)
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 - Book Store 3
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 - Florist 2

Other Commercial

- Arts & Crafts
- Music Store
- Video Store
- Clothing Store
- Gift Shop
- Liquor Store
- Sock Store
- Home goods
- Electronics
- Antiques
- Movie Theatre
- Hardware
- Mall
- Gas
- High Tech Hobby

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Professional

- From 200 detailed responses
 - Doctor, medical, Eye, Chiropractor, Clinic 86
 - Dentist 33
 - Lawyer 24

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Other Professional

- Hair Salon/Barber Shop
- DMV
- Financial Services
- Gym
- Holistic Health
- Accountant
- Insurance
- Vet
- Real Estate
- Energy
- Tech Repair
- Engineering
- Massage
- Acupuncture

Other Professional

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- Financial Services
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- Insurance
- Vet
- Real Estate
- Energy
- Tech Repair
- Engineering
- Massage
- Acupuncture

10. What the Town can help with.

CDBG/CDFA/TIF/Federal Tax

Credits/BFA/USDA/GCEDC/Northern Borders etc.

Water & Sewer Capacity – 35,000 gallons a day capacity avail.

Internet – web hosting

Advertising / Promotion

Broadband

Cell phone

Peer Counseling

Economic data

Planning Board survey

Focus groups

Information clearing house

Possible Events



Formula for Success

1. There is a need
2. Have a quality product or service that meets the need
3. Have sufficient capital to open and operate for 3 to 5 years
4. Have passion or at least enjoy what you do
5. Be able to survive financially for 3 to 5 years
6. Work like hell – give the time – invest yourself
7. Know your market – be competitive – know what your limits are
8. Treat customers with respect
9. Be gregarious
10. Spend cautiously
11. Timing is everything
12. Look for efficiency
13. Don't be too greedy
14. Grow your business but not faster than you can afford or deliver
15. Reinvent yourself periodically

Formula for Success

(Green means individual responsibility)

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Commercial Roundtable – NEXT MEETING

- Homework for Next Time
 - What needs do you see for the Village?
 - What needs do you see for the rural area?
 - What do you think people will want?
 - Why is there so little business in the Village?
 - Other problems you may think of.
- What resources do we need?
- Where can we get them?
- What's it cost to run a business in Canaan?
- What can the Town do?
- Events
- NEXT DATE