

**Town of Guilderland
Comprehensive Plan Update Committee
Economic Growth Subcommittee**

B.4 Business, Employment, and Fiscal Resources Goal: Establish and promote a diverse and strategic economic base that provides income, employment, and fiscal resources to the community in a manner that is compatible with the future land use plan and unique identity of Guilderland.

- Objective 1. Continue and expand relationships and incentives available through federal, state, county and local organizations that support both the existing and future business community and promote Guilderland's economic future.
- Objective 2. Identify existing and potential centers for economic and community development and encourage appropriate development in those locations with marketing efforts, infrastructure investment and economic development incentives.
- Objective 3. Identify and establish the desired mix and scale of businesses in a manner that recognizes, and is sensitive to, the neighborhood setting and cultural diversity of the Town. This includes supporting home-based businesses.
- Objective 4. Promote the growth of local business. In doing so the Town should organize, advertise, and encourage local small businesses to participate in marketing programs, i.e., nationally recognized Small Business Week.
- Objective 5. Support agriculture in Guilderland and identify ways in which the town can make this possible.
- Objective 6. Develop strategies to attract well-paying, job-creating employers who will be able to provide employment opportunities for Guilderland's community and offers high quality of life.
- Objective 7. Encourage partnerships with higher learning institutions including the University at Albany, the Albany Nanotech Complex and related entities to promote economic development opportunities in the town.
- Objective 8. Seek relationships with educational schools/institutions as they play a crucial role in the well-being and future success of a community. A skilled and educated workforce can attract businesses to the area, leading to economic development and job opportunities.
- Objective 9. Explore developing a new village-like "planned community," built from the ground up, in the north-west corner of Guilderland. (*Perhaps an all Green Community.*)
- Objective 10. Periodically do a formal review of the Comprehensive Plan and report on progress towards its goals.