

**Watertown Economic Development Authority**

March 28, 2023

<b>Agenda Item:</b>	<b>2023 Developer's Day Discussion</b>
<b>Request for Action:</b>	<b>Discussion and Direction on 2023 Developer's Day</b>
<b>Employee/Dept.:</b>	<b>Jake Foster, City Administrator</b>

**Background:**

The City has held an annual "Developer's Day" event for landowners and both residential and commercial developers to market the City and answer questions participants might have relating to developing in Watertown. This event has largely been used to encourage both commercial and residential development.

The City has been receiving some interest in the construction of buildings within the industrial park, and is anticipating applications for both single-family and multi-family residential developments. With that being said, staff would like to discuss the approach taken for the 2023 Developer's Day events.

One potential idea would be to pivot to a focus on Watertown as a destination for this year. Marketing materials could be made to showcase and encourage "tourists" to visit Watertown to enjoy the City's retail, restaurants, and recreation opportunities. Staff is also open to hosting an event similar to that of years past, or other alternatives.