

## **“Do It in Danbury” Innovation Places**

**Vision:** The Danbury Innovation Places effort is based in the city’s history of repetitive resurrection through innovation. Since Danbury’s rebuilding after the British burning and looting in 1777, the Hat City has transformed and grown. Currently ranked the seventh-largest city in Connecticut, Danbury’s portfolio of assets prepares it to prosper. As a city of 83,684 people that is accessible via road, rail and air, just 65 miles from New York City and the last urban outpost between the bourgeois values of the big city and the idyllic beauty of New England, Danbury boasts a history steeped with entrepreneurial verve and is poised to be reborn as a magnet for talent that will drive innovation through the next half century and beyond.

**Team/Partners:** City of Danbury, City Center Danbury, Western Connecticut State University (WCSU), Cultural Alliance of Western CT, Danbury Hackerspace, Western CT Health Network, Danbury Library, Small Business Development Center and several entrepreneurs.

### **Major Catalytic Projects:**

- **Collective Impact Infrastructure.** Builds the organizational capacity and governance structure to drive the initiative, using the Collective Impact model of a common vision, shared metrics and a backbone organization to support and coordinate autonomous projects.
- **Sustainable Fashion Retail Incubator.** Expand Workspace Collective to create a shared space for startup retailers in the sustainable fashion segment.
- **Street Art Project.** Install murals and light art installations on blank walls in downtown Danbury.
- **Startup and Business Services.** Include Arts Professional Development Series (Cultural Alliance of Western CT), GrowthWheel® Development Series (SBDC) and ERIC@THEGARAGE, an entrepreneurship resource and innovation center of WCSU.
- **Marketing Services.** Develop marketing plan to promote downtown Danbury as an Innovation Place.

**Impact Area:** Downtown Danbury.