

Town Supervisor
Kevin J. Tollisen

Town Board
Paul Hotaling
John Wasielewski
Daphne Jordan
Jeremy Connors



TOWN of HALFMOON
BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE
Daphne Jordan, Chair
2 HALFMOON TOWN PLAZA
HALFMOON, NY 12065
COUNTY OF SARATOGA
(518) 371-7410 Ext. 2200 · Fax (518) 371-0936

COMMITTEE MEMBERS

Peter Bardunias
*The Chamber of Southern Saratoga
County*

Jennifer Boutin
NBT Bank of Halfmoon

Dennis Brobston
*Saratoga Economic Development
Corp.*

Lynda A. Bryan
Halfmoon Town Clerk

Gerald Christie
Getting to College, Inc.

Ron Cole
Cornerstone

Jeremy Connors
*Committee Co-Chair, Town Board
Member*

Arthur Curto
Halfmoonjewelers.com

Kevin M. Hedley, MS, CPA
Hedley & Co, PLLC

Daphne Jordan
*Committee Chair, Town Board
Member*

Jean C. Maloney
21st Century Properties

Scott Roth
RLF Realty

Thomas R. Savino
CBRE - Albany

Nadine F. Shadlock, Esq
Law Office of Nadine F. Shadlock

Re: HALFMOON MEANS BUSINESS! - Business Development Questionnaire

Dear Business Owner:

The Town of Halfmoon has formed a Business and Economic Development Committee. You are being contacted today because we believe that your Halfmoon business is vital and important to our Town's continued success. The Committee welcomes your comments and input on how the Town of Halfmoon can assist you.

We are developing plans to strengthen our relationship with Halfmoon businesses while assisting Halfmoon businesses to prosper. Some of the items the Town Board and the Committee are working on are as follows:

- (1) Adding all Halfmoon businesses to our Town Website that was launched in early December 2014. All Halfmoon businesses will be located in a dedicated Business Directory based on category of goods and services offered. This will be a service provided by the Town at absolutely no cost to you. Halfmoon residents will be able to search for businesses on the website and encouraged to shop HALFMOON FIRST.
- (2) Work on setting up a business forum in Halfmoon to give your business the opportunity to showcase your goods and services.
- (3) Allow your business to host seasonal events at your business location that are related to your business purpose (Ex. Allowing your business to host a "tent" sale to advertise the goods and services you sell). This proposal was passed unanimously by the Town Board in October 2014. The amended zoning will allow businesses to hold these events up to three (3) consecutive days at a time and up to four (4) times per year without Planning Board approval. A permit must be obtained in the Code Enforcement Office for each event.
- (4) We will continue to work to identify ways for our Town government and your business to communicate and work better together.

We are excited about Halfmoon's business future! The Business & Economic Development Committee is honored for the opportunity to work with you and your business. Please fill out the enclosed questionnaire and mail it back to Town Hall in the envelope provided.

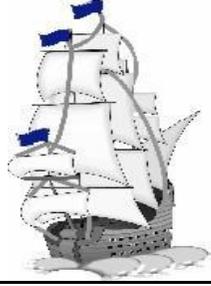
The information you provide to us will be showcased in our new Town Website (www.townofhalfmoon-ny.org). Please note that this is completely voluntary and you are not required to participate if you do not wish to do so. Thank you for your energy, dedication and the investment you make every day in the Town of Halfmoon. We look forward to strengthening and fostering a positive business relationship with you.

Very truly yours,

THE TOWN OF HALFMOON

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BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE
BUSINESS WEBSITE QUESTIONNAIRE

Owner Name(s): _____
(Will appear on web site unless otherwise noted)

Name of organization/business: _____

Address: _____

Phone #/ Fax #: _____

Email address for Town's website: _____
(Please provide name/title [ex. Manager, Customer Service] associated if not Owner's email)

Website: _____

Type of goods/services offered: _____

Please Circle Category:

- Automotive Sales & Services
- Contracting Services
- Entertainment
- Food & Beverage
- Professional Services
- Retails Services
- Security/Storage
- Wellness
- Other

In business since _____

Any upcoming special anniversaries or important dates for your business? _____

Long term, do you plan to keep your Business in the Town of Halfmoon? _____

Suggestions/Recommendations for The Committee to Review: _____
(How can the Town do better?) _____

THANK YOU FOR PROMOTING HALFMOON!