

*City of Taunton  
Office of the Mayor*



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Contact Person: Ligia Madeira, 508-821-1000

**O’CONNELL ANNOUNCES CREATION OF “LEADING CITY” INITIATIVE TO PROMOTE ECONOMIC AND COMMUNITY DEVELOPMENT**

Taunton, MA... Today Mayor Shaunna O’Connell announced the creation of the “Taunton Leading City” (TLC) initiative to build long-term economic success for the City. The TLC initiative will consist of innovative programs to support local businesses, promote community and economic development, and provide residents with a helping hand when needed.

The MPP is the first program of O’Connell’s Taunton Leading City initiative geared toward supporting Downtown and city-wide economic development for businesses, housing, and gap financing programs.

The MPP is a catalogue of all city-owned property and an asset management plan which will be used to determine the highest and best use of city properties to create a recurring revenue source for the TLC initiative which will help grow the city’s economy. The account will be funded with 50 percent of all proceeds of the sale of city-owned land through the MPP program.

“Today we are taking another major step forward in our goal to revitalize Taunton, generate more economic activity, and expand housing options. The opportunities we are bringing forward through this first-of-its-kind Taunton Leading City Initiative and the Marketable Property Program will further our lasting investments throughout the City,” said O’Connell. “I want to thank the Finance Team, City Planner, City Engineer and the Office of Economic and Community Development for all their help in making these programs a reality and the Taunton City Council for passing this plan.”

“Mayor O’Connell’s innovative and forward thinking to repurpose city-owned land that is currently not on the tax rolls will create revenue and spur development in a way that no other community is doing,” said Chief Financial Officer Patrick Dello Russo.

The MPP is scheduled to take its next steps on July 18th when the Municipal Committee on Public Property will meet to review the properties included in the program catalogue and further assess the highest and best use of each parcel which may include business development, housing, open space or other options.

Colleen Simmons, Executive Director of the Taunton Business Improvement District (BID) and Downtown Taunton Foundation (DTF) is eagerly awaiting the roll out of this program. “The BID/DTF are excited about the Mayor’s creation of the TLC initiative and MPP program that will promote economic development and support local businesses across the city. Since taking office, Mayor O’Connell has worked with the BID/DTF to drive progress Downtown, and the results speak for

themselves. Mayor O'Connell is a strong supporter of Downtown, and we applaud her commitment to strengthening the local economy and providing resources for the growth and success of our entire community," said Simmons. ###