



TOWN OF MIDDLEBURY

Economic Development Commission

Office of the First Selectman
1212 Whittemore Road, Middlebury, CT 06762

Business Video Backgrounder

Video Title: “Should you consider Middlebury Connecticut for your business?”

Catchphrase: “Make Middlebury a Destination”

Objectives: The video positions Middlebury, Connecticut as a top destination for upscale businesses, emphasizing its unique charm, scenic beauty, and historic appeal. It highlights the town’s proximity to Waterbury’s hospitals, offering advantages for medical and related businesses. The focus is on maintaining Middlebury's small-town quality of life, attracting businesses that align with community values and support economic growth while preserving its identity.

Target audience: Targeting entrepreneurs, high-end medical professionals, and owners of boutique shops and specialty services, the video appeals to those seeking an upscale location and valuing community quality. It introduces Middlebury’s charm and strategic advantages to those unfamiliar with the town, aiming to attract innovators interested in opportunities that meet their high standards and contribute to the local economy.

Featured in the video: In the video, we feature Middlebury leaders who stand out in the business world. First Selectman Edward B. St. John welcomes new businesses and shows how the town supports them. Curt Bosco, the Zoning Enforcement Officer, talks about the town's zoning rules to help potential businesses. Kimberly Laflamme Valimont highlights the medical campus and professional buildings her dad, Robert Laflamme, developed, showing growth in healthcare and business. Sue Cummings, who owns “Meet Me Here” restaurant, is a local success story. Brian Godin of Godin Property Brokers shows how Middlebury can pull in big commercial projects. Dr. Dean Yimoyines, his son Dean Jr., and daughter-in-law Rachel have turned old buildings into high-end places, blending Middlebury’s history with new growth and adding to its economic appeal.

Why were these businesses chosen: Robert Laflamme, Dean Yimoyines, Sue Cummings, and Brian Godin were selected due to their active roles in Middlebury's economic development. Their participation in EDC meetings and constructive feedback to the EDC's Business Surveys highlight their commitment to the town's growth. As influential community figures with a direct impact on economic initiatives, they were the natural first choices for the EDC marketing video, embodying Middlebury's dynamic economic progress.

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Narrative-driven focus: The video tells Middlebury's story through the experiences of local people, not just numbers. This way, it builds a stronger connection, showing off the town's spirit and what makes it special. It makes viewers feel closer to Middlebury by sharing stories of people working to improve the town and highlighting the great opportunities for business and community life.

With only 6 minutes, the video sticks to these personal stories instead of drowning in too many details, making it more interesting and touching. If viewers want more numbers, they can check the town's website.

Development Team Collaboration: Joseph Colombatto of Video Heritage Productions, based in Kent, CT, was responsible for the direction and production of the EDC video. His involvement encompassed initial planning, script development, editing, music selection, and voiceover coordination. Terrence McAuliffe, former Chairman of the EDC and owner of Tribury Media, LLC., assumed the role of executive producer, overseeing the project's overall planning, topic selection, and the crafting of the script and video sequence. Both Colombatto and McAuliffe have a history of collaboration, having previously worked together on Middlebury's Bicentennial Video in 2007.

Costs: The cost of the video to the town was \$7,250. None of the featured businesses contributed financially to the video or provided food and beverages. Those costs, along with other ancillary expenses, were covered by Tribury Media, LLC.