

North Yarmouth Economic Development and Sustainability Committee (EDSC) Mission, Goals and Strategies

EDSC Mission

To be the catalyst for smart economic development and sustainable growth in North Yarmouth that supports the values of the residents and our prized natural resources for the long-term.

EDSC Goals

- Promote the North Yarmouth community values defined by the Vision for the Year 2020 contained in the 2004 Comprehensive Plan
- Support current North Yarmouth businesses to build awareness and grow annual sales by a minimum of 10%
- Target and attract new North Yarmouth businesses to deliver incremental economic benefit while addressing the needs and values of our multigenerational community
- Work with the Board of Selectmen to define a North Yarmouth TIF district to support economic viability
- Insure the sustainability and resilience of the North Yarmouth economy in the face of possible economic and physical challenges
- Increase tax base

EDSC Strategies:

Product

- Develop specific EDSC initiatives - NY Shop Local Initiative, NY Outdoor Trails Day, NY Family Fun Days, NY Clean-up Days, NY Farmers Market/Farm Day, NY Decathlons (Summer/Winter)
- Establish NY Chamber of Commerce/Business Recognition award

Marketing

- Research community for shared values, storytelling and positive imagery of North Yarmouth.
- Promote NY business community through website.
- Develop and integrate NY brand marketing effort.

Organizational

- Coordinate with Board of Selectmen and other town committees to insure maximum synergy.
- Work with NY Business Association to coordinate and prevent duplication
- Consider adding a full-time EDSC director to insure consistent long-term effort.

6/3/2015

Operational

- Integrate best practices and learning from most successful Maine small-town economic development efforts.
- Create physical infrastructure and operational programs that will make North Yarmouth economically resilient.
- Identify and implement infrastructure, programming, and service opportunities to make NY more resident and business-friendly.

Financial

- Develop an Economic Development budget that maximizes EDSC dollar impact.
- Seek grants and other sources of funding to supplement EDSC budget.
- Create and efficiently utilize the financial benefits of TIF district(s).