
North Yarmouth Economic Development

Beginning the conversation...creating a vision

*Joint Meeting of the Economic
Development & Sustainability
Committee & Board of Selectmen*

Monday, February 29, 2016

6:30 PM, No. Yarmouth Town Hall

Purpose

To share a perspective on small town economic development, and to assist North Yarmouth's leadership to guide direction on economic and community development.

Economic & Community Development Focus

- Build strong, diverse and consensus-building community leadership
- Planning and partnerships
- Asset-based economic development
- Business retention and expansion
- Small business and entrepreneurial development
- Retiree and tourism attraction
- Build community and civic infrastructure

Voice – Vision – Viability

Voice

- Innovative governance, partnerships and organizations
- Credibility, civility, consensus-building, community, capacity
- Proactive, future-oriented, willing to embrace change and assume risk
- Asset-based economic development: focus on community's natural environment, socio-cultural, and economic advantages to leverage into sustained economic growth and productivity.

Vision

- Create a broadly held community vision – be inclusive
- Planning – staff planner with economic development experience
- Define assets and opportunities, competitive advantage, your niche(s)
i.e. residential, retail, Village Center, commercial development, agribusiness
- Use existing studies, reports, GPCOG (Esri Reports); conduct additional business and community surveys
- Update Comprehensive Plan

Viability

- Comprehensive economic development package of strategies and tools: website, TIF, grants, outside resources – SBA, Maine DECD
- Capitalize on natural resources and amenities; adaptive reuse of underutilized buildings; historic / cultural resources, leverage transportation networks. Improve / update existing infrastructure
- Highlight short-term successes, use as springboard for growth

Materials

Meeting Outline

2015 Yarmouth Annual Report

Presenter

Denise Clavette,
*Economic Development Director,
Town of Yarmouth*

For Attendees

Town Manager

Board of Selectmen

Economic Development &
Sustainability Committee