



Welcome!

**STAKEHOLDER FOCUS GROUP
DECEMBER 15, 2021**

PLEASE FEEL FREE TO WEAR
YOUR MASK INDOORS

streetsense.

PUBLIC SECTOR + NON-PROFIT SOLUTIONS

Our place strategies are rooted in local market conditions and our expert insights from working with retail and hospitality brands globally.



Public Sector/ Non-Profit Clients

FOUNDATIONS



STATE, COUNTY, MUNICIPALITIES



TRANSPORTATION AUTHORITIES



PLACE-MANAGEMENT ORGANIZATIONS

(BIDs, Main Street, CDC)



ANCHOR INSTITUTIONS



TOURISM/ CONVENTION CENTER BUREAUS



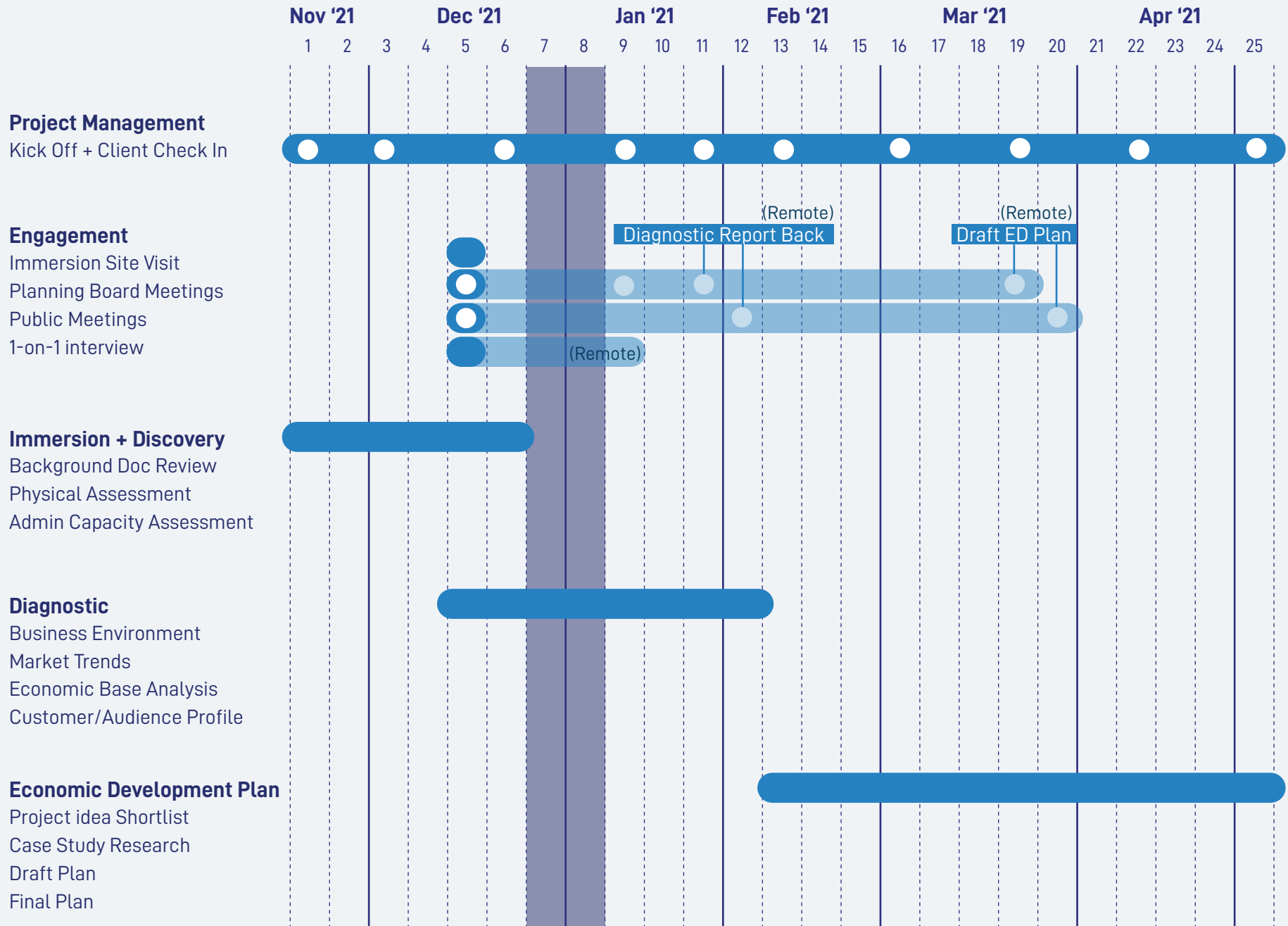
AFFORDABLE HOUSING DEVELOPERS



What is Economic Development?

The International Economic Development Council defines economic development as the **“practice of improving a community’s economic well-being and quality of life”** through a broad range of activities that **“attract, create, and retain jobs”**, and **“foster a resilient, pro-growth tax base and an inclusive economy”**.

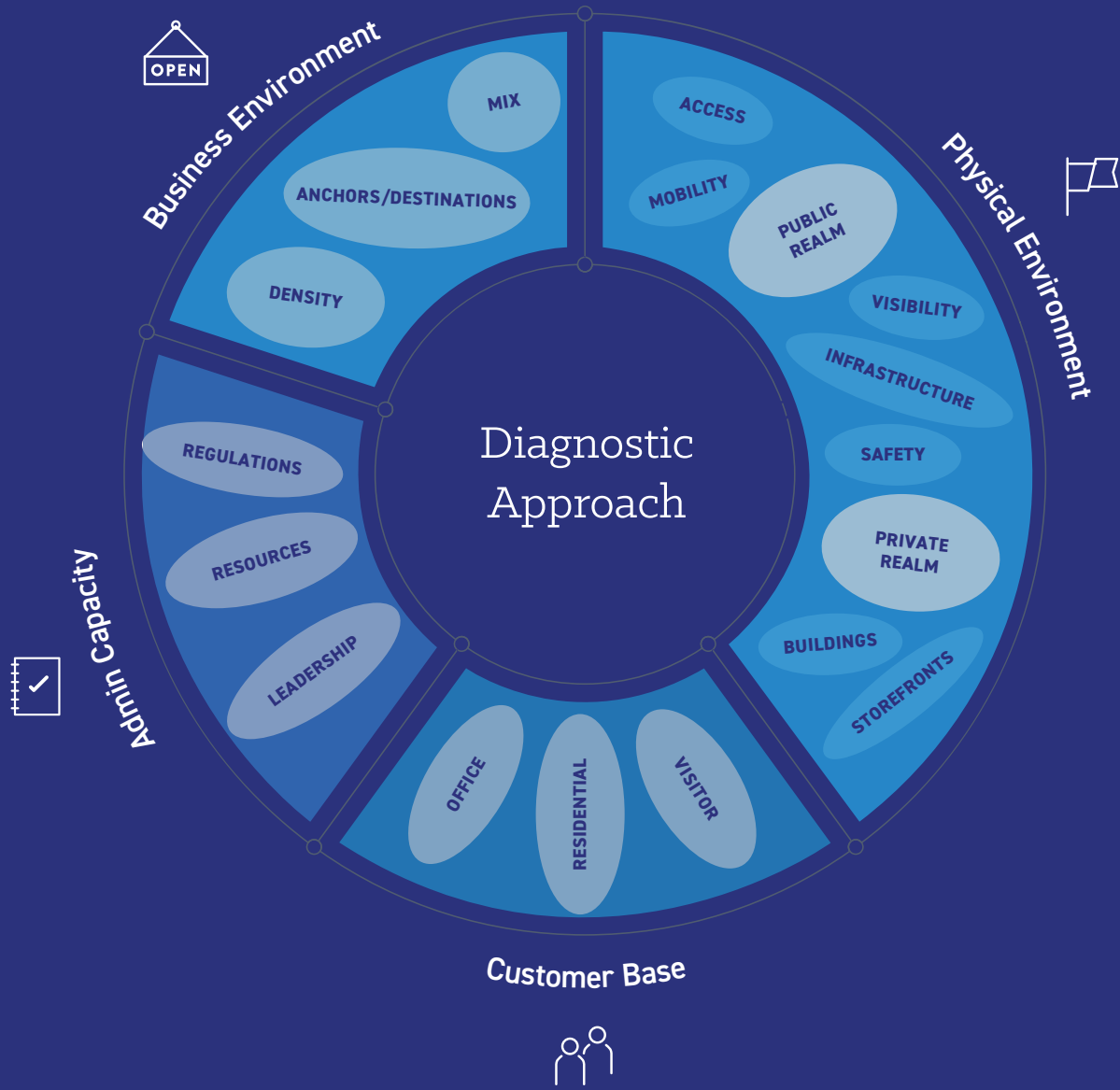
Schedule



Project Goals

PHASE 1-2: Immersion & Discovery/Diagnostic

To uncover shared challenges and opportunities across the Cape and across Town of Orleans commercial nodes that impact job growth and diversity, commercial real estate performance, and quality of life.



Project Goals

PHASE 3: Plan & Recommendations

To develop a set of actionable policy, program, and capital investment recommendations that build on the Town's economic strengths and assets, and address barriers/challenges to business activity.

Strategy	An action-oriented statement
Category	Public Realm, Tenant Mix/Private Realm Redevelopment, Organizational Capacity, Branding + Marketing
Guiding Principles	Economic Goals
Priority Locations	Town-wide or in specific commercial nodes
Magnitude of Time & Cost	Low: <\$50,000, Medium: \$50,000-\$200,000, High: \$200,000> Short: <1 year, Medium: 1-5 years, Long: 5 years>
Diagnostic	A challenge or opportunity identified in Phase 1 that necessitates the implementation of the strategy
Key Actions & Processes	Detailed description of key actions that should be taken by the Town to implement the strategy
Partners and Resources	Potential public/non-profit/private entities and individuals whose support and cooperation is critical to successful implementation of recommendation
Best Practice	Exemplary case studies (local/regional/ national) that point to trends occurring across the industry that the Town should be matching or surpassing.

Today's Agenda

10-15 minutes Sign-In/Introduction

15-20 minutes Assets/Strengths: "What's Working?"

15-20 minutes Challenges & Lessons Learnt

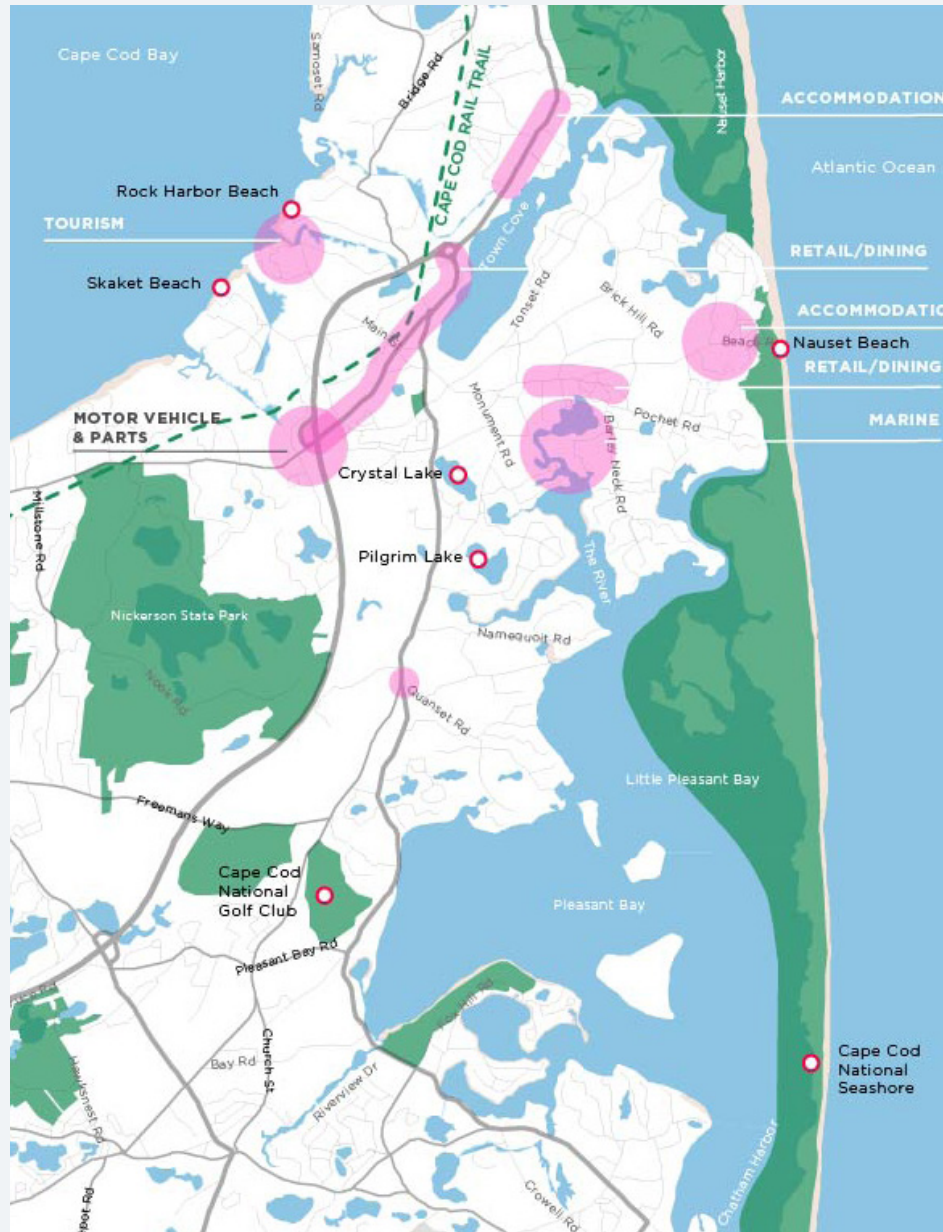
15-20 minutes Community Priorities



Town of Orleans - Commercial Nodes



The Cape



Town of Orleans Key Commercial Nodes

- Village Center
- East Orleans
- South Orleans
- Rock Harbor Marine District
- Finlay Industrial District



Thank You for
Joining Us!

**STAY TUNED FOR UPDATES ON THE
ECONOMIC DEVELOPMENT PLAN**

ANY QUESTIONS, E-MAIL [GMESERVEY@
TOWN.ORLEANS.MA.US](mailto:GMESERVEY@TOWN.ORLEANS.MA.US)