

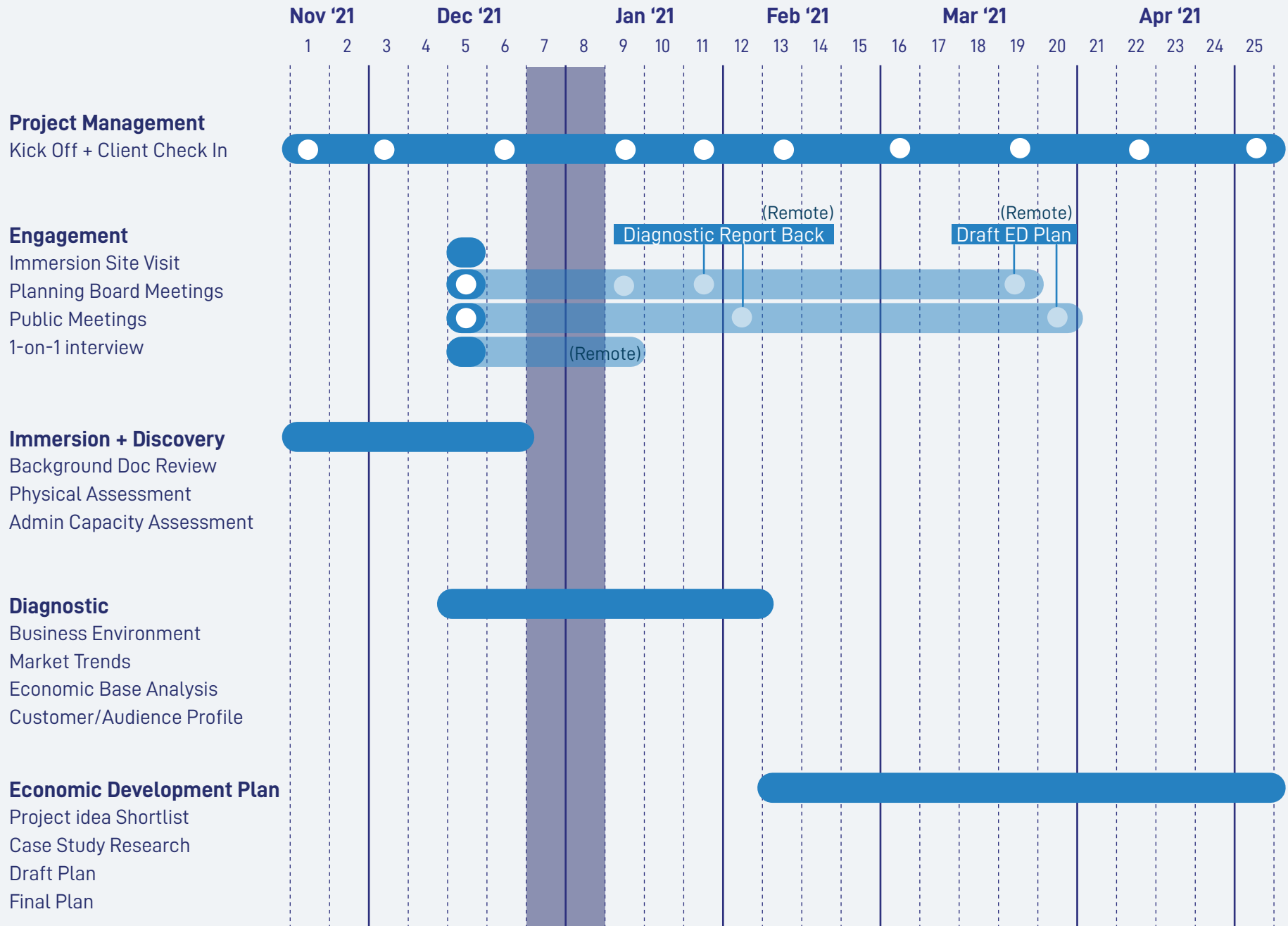


Town of Orleans

ECONOMIC DEVELOPMENT PLAN

PLANNING BOARD MEETING
DECEMBER 14, 2021

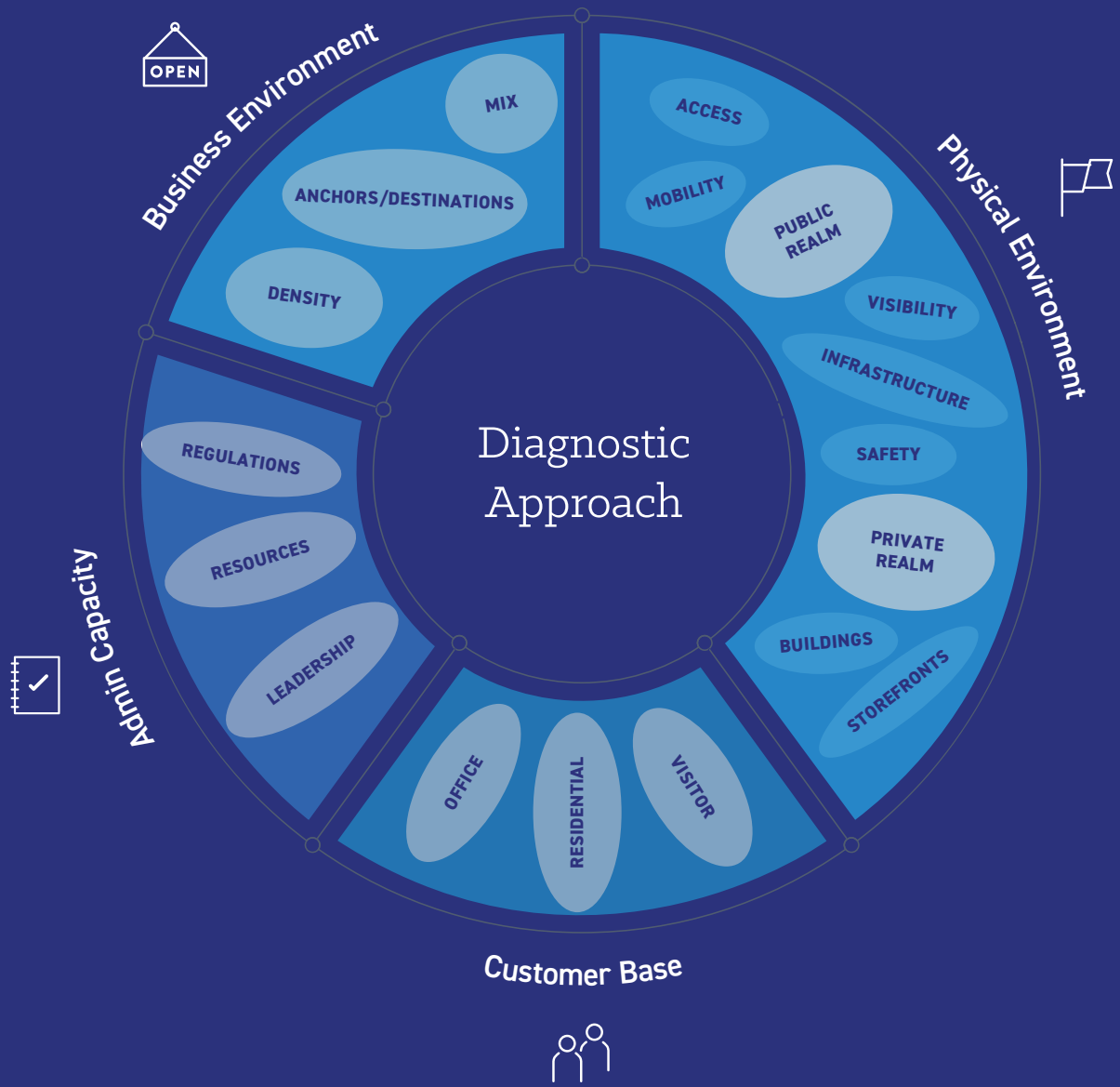
Schedule



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.



Stakeholder Interest Groups

Outreach To-Date: 89 stakeholders

Public Sector

Planning &
Development

Environment/
Quality of Life

Non-Profit

Arts and
Culture

Business/
Economic
Development

Environment/
Quality of Life

Private Sector

Real Estate

Retail/ Hospitality/
Entertainment

Industrial/
Manufacturing

Outreach Methods

E-mail Newsletter



Local Media Outlets



Key Research Questions:

- What are the levels of quality/gaps in existing assets and business mix?
- What is the landscape of stakeholders that can drive the implementation of the economic development strategy – what are their resources and capacity? Are there anchor institutions and businesses that are driving economic development in the Town?
- What regulations (including permitting/licensing/zoning) impede business success/activity?
- What is the Town's customer profile/audience (residents, workforce, visitors)?
- What sectors/industries are competitive advantages for the Town as a seasonal economy? How can the Town diversify job opportunities?
- What is the future of remote work and how will it impact Orleans?
- What is the historic performance of commercial real estate in key economic clusters/commercial districts?
- In what geographic locations should the Town be focusing resources and near-term investments?

Any Others?

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.

Key Research Questions:

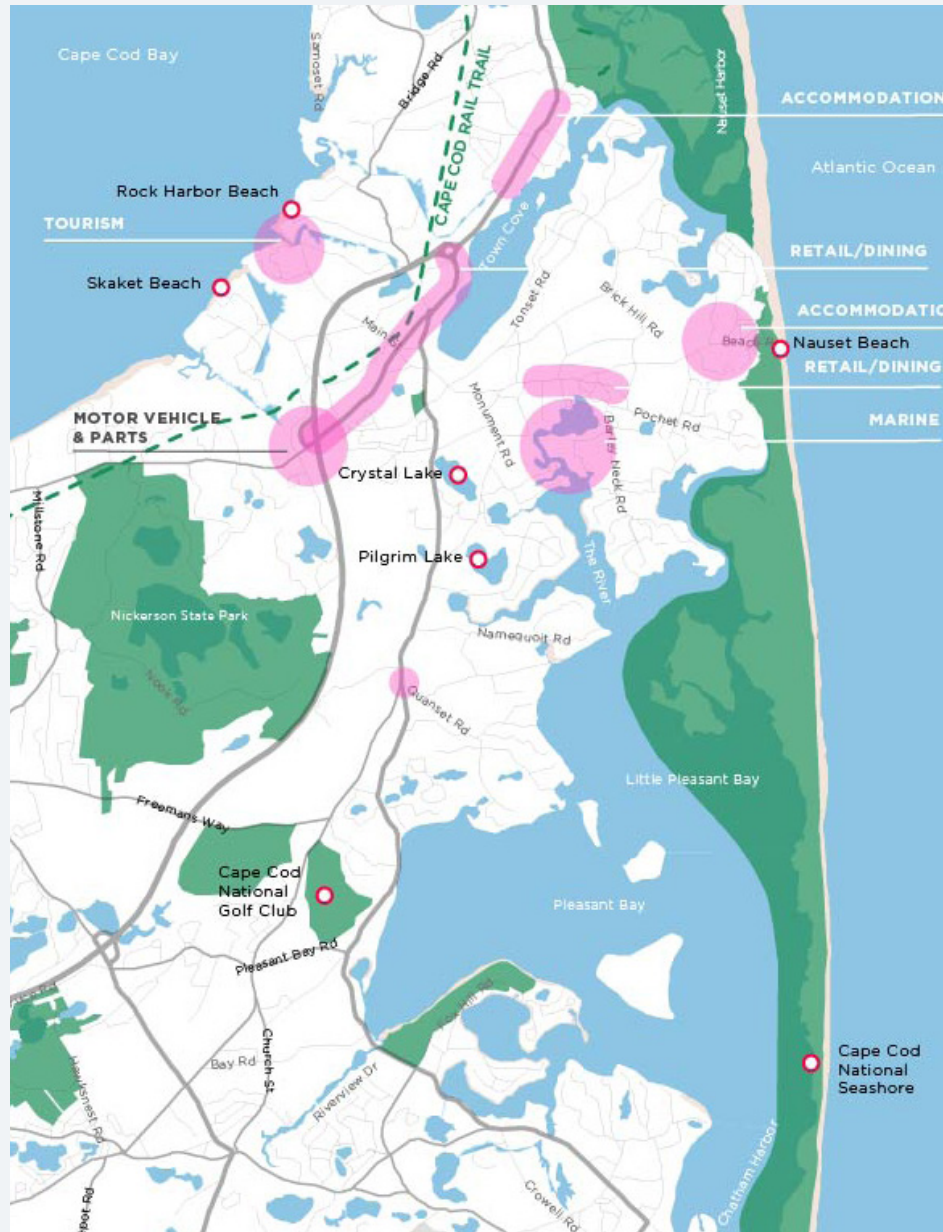
- What best practice strategies (programs, policies, capital investments) in peer towns (with similar assets and demographic/workforce composition) have been implemented to support growth in sectors/industries identified as competitive advantages for Orleans?
- Who were key partners in the implementation of the strategies? What resources were leveraged to implement strategies and are there similar mechanisms in the Town, Barnstable County and the Commonwealth?

Any Others?

Town of Orleans - Commercial Nodes



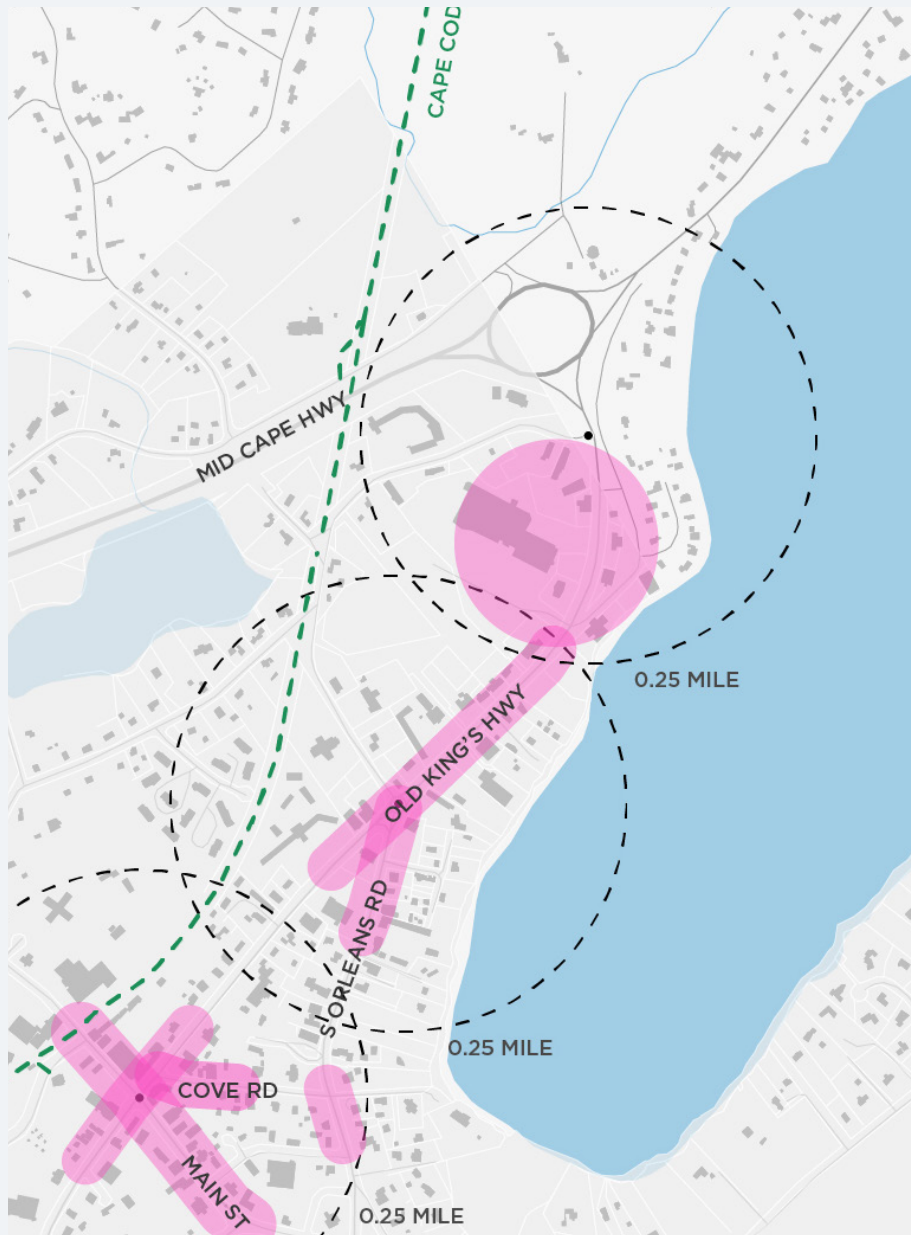
The Cape



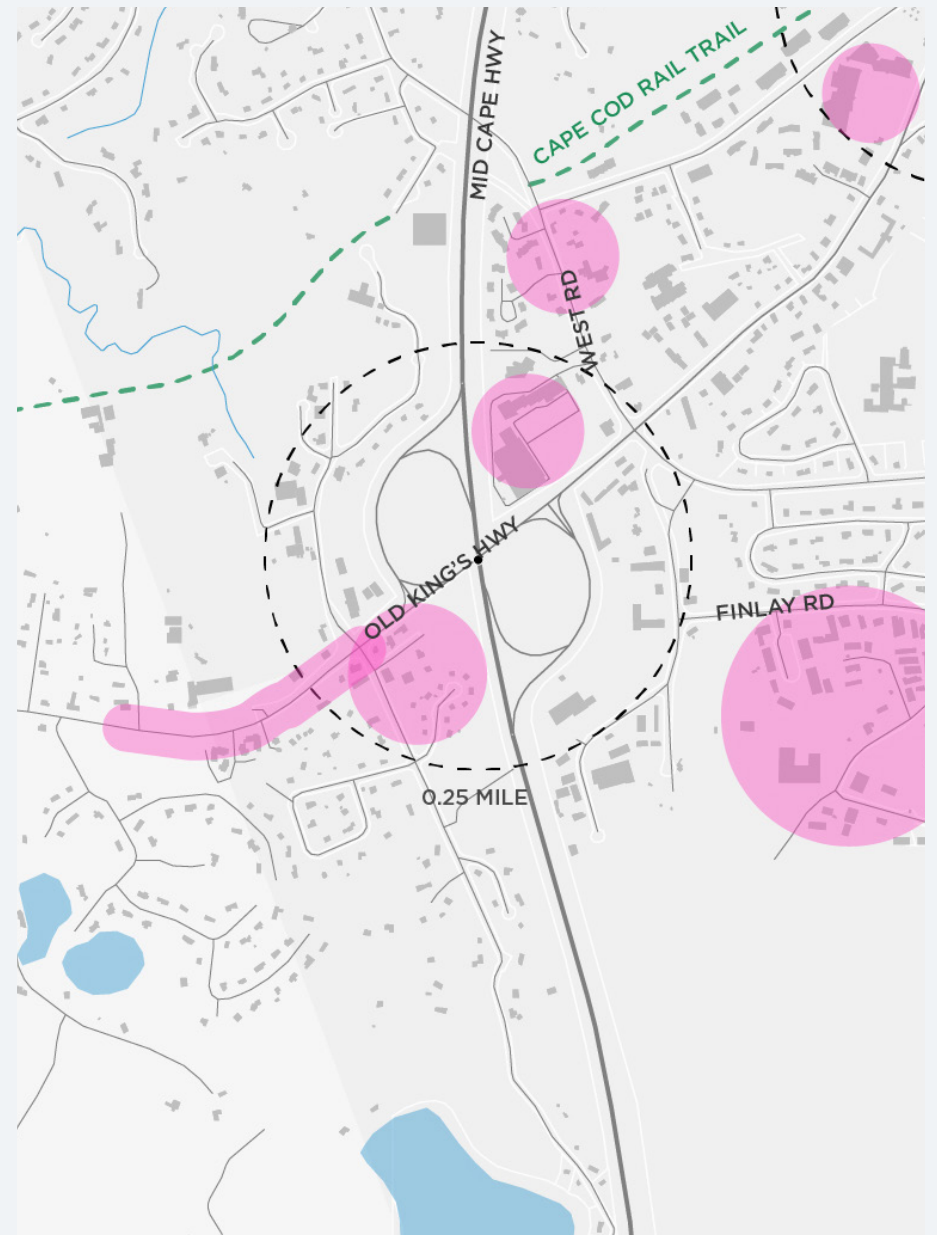
Town of Orleans Key Commercial Nodes

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

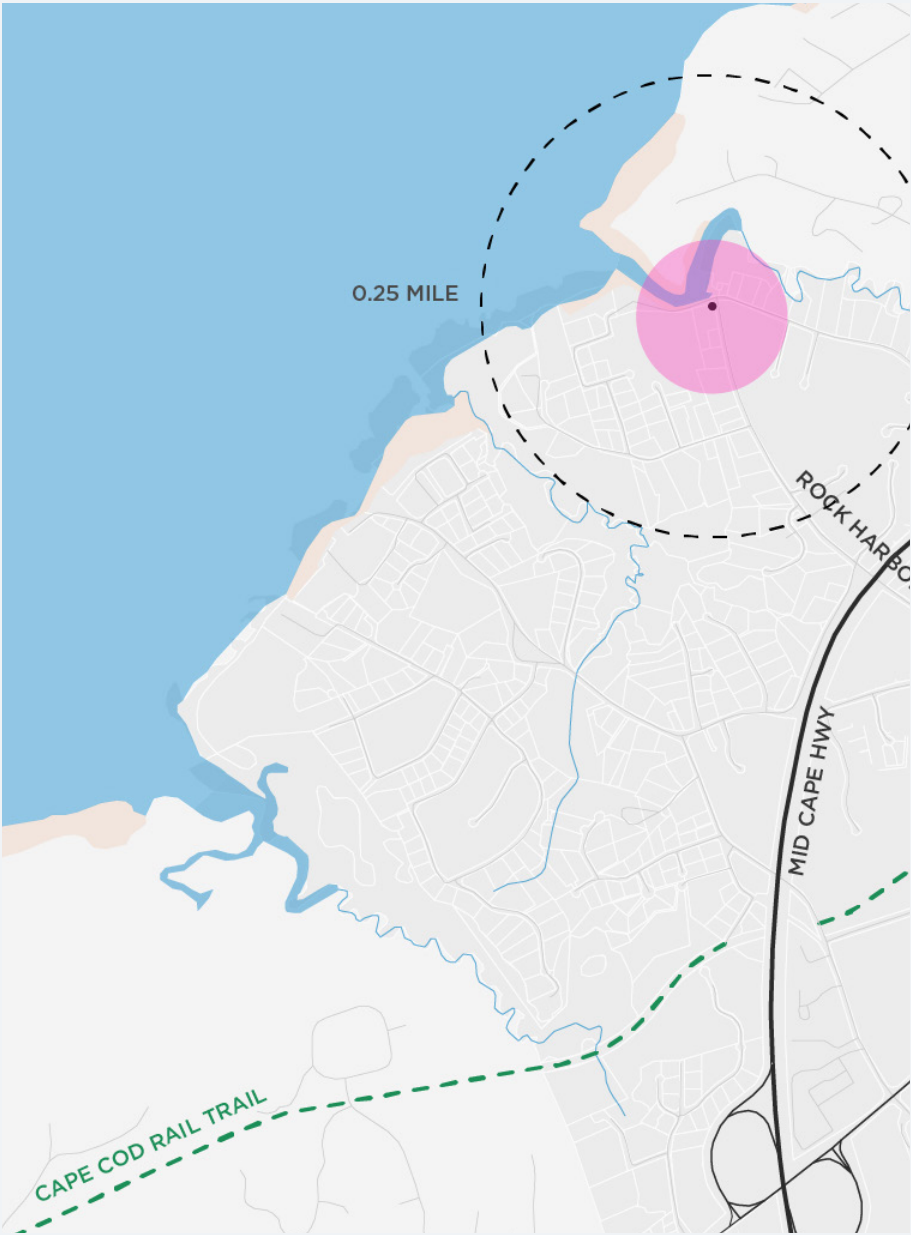
Village Center/Route 6



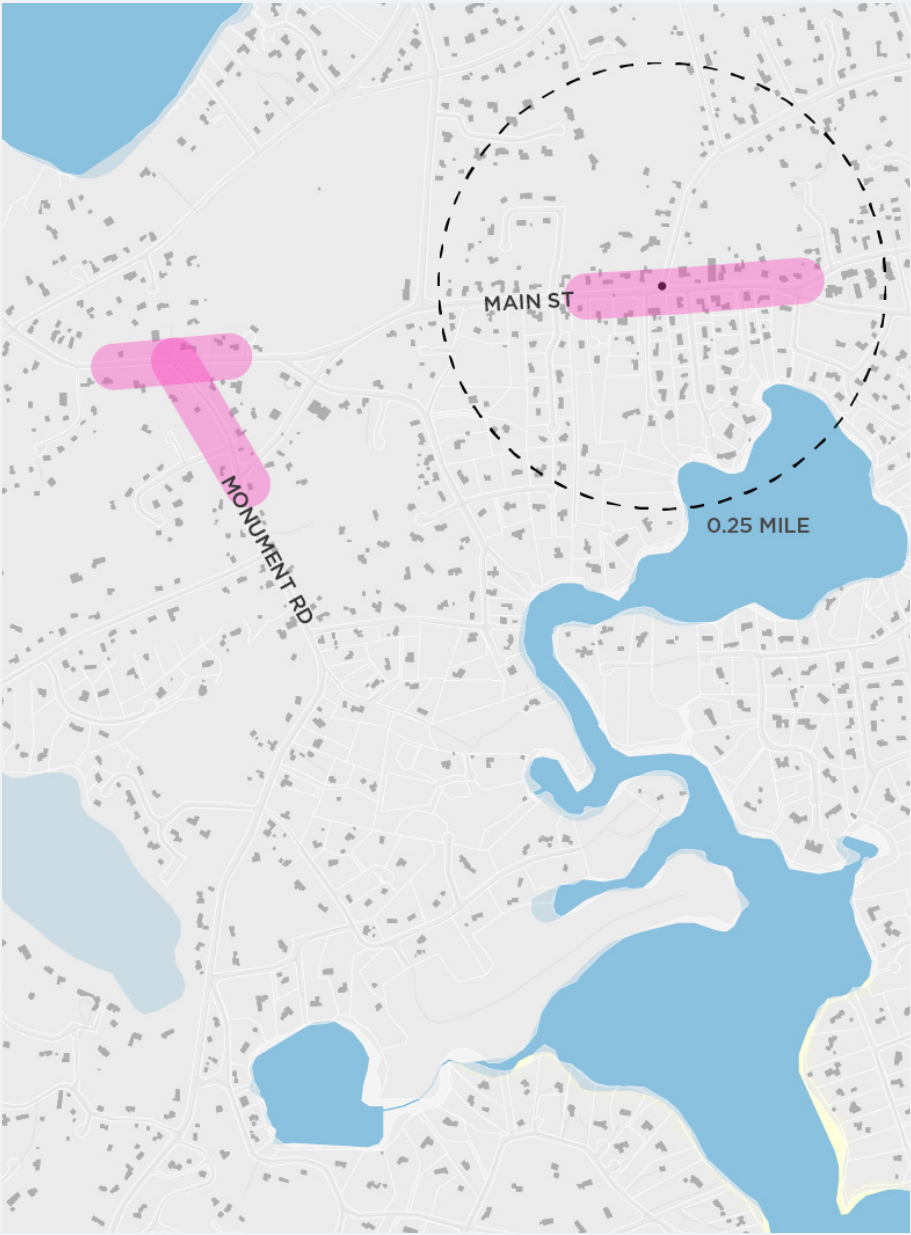
Route 6/Finlay Industrial District



Rock Harbor Marine



East Orleans





Appendix

PLANNING BOARD MEETING
DECEMBER 14, 2021

Outreach To-Date (89 stakeholders)

Name	Association/Organization
George Meservey	Orleans Planning Board and Department
Tavi Prugno	Snow Library
Heather McElroy	Cape Cod Commission
Thomas E. Daley	Orleans Department of Public Works and Natural Resources
Nate Sears	Parks & Beaches Manager
Helen Addison	Addison Art Gallery
-	Orleans Historical Society
-	Orleans Cycle
-	Idle Times Bike Shop
-	Mahoney's Atlantic Bar and Grill
-	Namequoit Sailing Association
-	Ships Knee Inn
-	Nauset Beach Inn
-	Eastwind Gallery
Kely and David Knowles	Knowles Fine Art

Name	Association/Organization
Janice	Artists Cottages at the Orleans Market Square
-	Gallery West Art Gallery
Mike Donovan, Owner	Tree's Place Gallery
-	Garvey Rita Art & Antiques
-	Orleans Modern Art
-	The Gallery at Orleans Camera
Brian	Friends Marketplace
Todd Thayer	Nauset Marine Inc
Mary	Nauset Disposal
-	Trove Art Gallery
Jane	Oceana
Meri Hartford	Momento at Artworks
-	Orleans Photo Art & Framing
Robin and Dylan	Earth House
Audrey Sherwin Parent	Left Bank Gallery

Outreach To-Date (89 stakeholders)

Name	Association/Organization
Sherry Rhyno	Gallery 31 Fine Arts
-	Olde Tavern Motel and Inn
Chris Desisto	Boston Developer for Rte 6 property
Todd Thayer	Cape Cod Brokerage
Betsy Sorensen	Elements Theater
Gretel Norgeot	Orleans Farmers Market
Art Zilleruelo	Academy Playhouse
Justin Alex	The Creative Arts Center
Lisa Simundson	Orleans Chamber of Commerce
Walter North	Orleans Citizen Forum
Jay Coburn	Community Development Partnership
Marcia Bechtold	Orleans Improvement Association
-	French Cable Station Museum
-	Orleans Conservation Trust
Kristen	Cape Cod Young Professionals

Name	Association/Organization
Larry Marshland	Lower Cape Outreach Council
Steve Bournemeier	former Planning Board chair
John Murphy	Land Ho! Restaurant
Sassy Richardson	Orleans Chamber of Commerce
David Currier	Orleans Bowling Center
Luke Chapman	DelMar Vacation Rental
Shirley Lotuff	Attorney Shirley Lotuff
Bryant Besse	Bryant Besse
Leon Narbone	Leon Narbone
Maury Feigenbaum	Maury Feigenbaum
Phil Howarth	Goose Hummock Shop
Ed Maas	Orleans Inn
Brian Junkins	Friend's Marketplace
Sid Snow	Snow's Home & Garden
Clark Doody	Trove
Sparrow	Hot Chocolate Sparrow

Outreach To-Date (89 stakeholders)

Name	Association/Organization
Andrew Stern	Pants Factory
John Kelly	Town of Orleans
Lynn Bruneau	Town of Orleans
Brian Sosner	Brian Sosner
John Meyer	Town of Orleans
Laura Clements	Cove Road Real Estate
Joanna Keeley	Town of Orleans
Lisa Simundson	Chamber of Commerce
Chuck Carey	Carey Commercial Real Estate
Andrea Shaw Reed	Select Board member
-	Centers for Culture & History in Orleans (formerly OHS)
Jim Seaboldt, President	Nauset Model Railroad Club
Judy Hamer, President	Academy Playhouse
Alice Mongeau, Owner	Alice Mongeau Gallery and Studio
-	Collins Gallery

Name	Association/Organization
-	The Gallery at Post Office Square
Bob Korn, Owner	The Gallery Upstairs
Rosalie Nadeau, Artist	Rosalie Nadeau Studio
Jenny & Molly Avellar	Adorn
-	Blake and Co.
Mike O'Connor, Owner	Bird Watchers General Store
Gretel Norgeot, President	Farmer's Market
Meri & David Hartford, Owners	Memento at Artworks!
-	The Nauset Lantern Shop
Mari Porcari, Owner	Weekend
Alan McClennen	former Select Board Chair
Bob Odonnel	Orelans Firebirds