

FREEPORT: VISION 2025

Summary of Goals and Action Items

Goal A: Diversify Freeport's Economy and Employment Opportunities

Action A.1: Foster New Business Development

Action A.2: Target Industries and Subsectors That Are Strong and Growing Regionally

Action A.3: Research the Feasibility of Expanding Agriculture Industries in Freeport

Action A.4: Develop a Marketing Campaign Around the Downeaster Amtrak Service and Leverage Opportunities Created

Action A.5: Conduct a Feasibility Analysis on the Potential for a Shared Office Complex Concept

Action A.6: Research the Market and Financial Feasibility of Various Redevelopment Options

Action A.7: Consider Various Funding Models for Infrastructure and Site Improvements

Action A.8: Provide Small Business and Start-up Training and Networking Programs Throughout the Year

Action A.9: Increase Small Business and Start-up Assistance Capacity at FEDC

Action A.10: Explore Town Regulations as They Relate to Business Climate

Action A.11: Establish a Business Development SWAT Team

Action A.12: Maintain Comprehensive, Easily Accessible and Up-to-date Inventory of Parcels in Town

Goal B: Enhance and Promote Freeport's Quality of Life and Community-based Assets

Action B.1: Complete a Town-Wide Asset Map

Action B.2: Educate Hospitality and Retail Employees on Assets Available Within Town

Action B.3: Connect with Regional Communities and Higher Education Partners to Offer Job Skills and Workforce Training Programs

Action B.4: Celebrate Improvements of the Freeport School System Including Curriculum and Facilities

Action B.5: Enhance Town and School District Partnership

Action B.6: Work with Town of Brunswick, SMCC, and Bowdoin College to Better Market and Package Education and Training Programs

Action B.7: Increase Availability of Workforce Housing

Action B.8: Expand Current Cultural Offerings

Goal C: Promote Freeport as a Unique Outdoor Recreation Destination

Action C.1: Conduct Business Attraction of Additional Adventure and Recreation Activities

Action C.2: Research the Feasibility of a Town-Wide Trail System to Further the Town's Healthy Lifestyle and Active Living Initiative

Action C.3: Host Inaugural Meeting of Adjacent Municipalities to Discuss Working Together to Brand the Area as an Outdoor Recreation Destination

Action C.4: Identify and Contact Race Event Management Companies and Tournament Managers

Action C.5: Begin Search for a Recreation or Sport Museum

Goal D: Support Freeport's Retail Base

Action D.1: Continue to Improve the Freeport App for Smart Phones, Tablets and Emerging Technology

Action D.2: Implement an International Way-Finding Program

Action D.3: Promote the Use of "QR" Codes at Businesses

Action D.4: Implement Streetscape Enhancements and Signage to Get People to Travel North on Main Street Beyond L.L. Bean.

Action D.5: Study the Feasibility of a "Virtual Freeport"