

Maynard 2020 - An Economic Action Plan

The Six Areas of Concentration

1. **Business Environment**
2. **Downtown Development**
3. **Community and Living**
4. **Gateways**
5. **Recreation/Leisure/Culture**
6. **Branding**

The Core Strategies

- ✧ Identify Maynard's strategic investment opportunities
- ✧ Utilize and protect all our existing assets
- ✧ Proactively address our weaknesses
- ✧ Target key land acquisitions
- ✧ Communicate the Maynard message
- ✧ Evaluate and adjust our regulatory tool box

BUSINESS ENVIRONMENT

- Strengthen existing businesses
- Demonstrate why Maynard for business
- Assistance/guidance/partnership for the business community
- Create high-quality employment opportunities

- *Business friendly with predictable, but effective, approval processes*
- *Attract and retain innovation*
- *Where/how can the town make the greatest impact?*

DOWNTOWN DEVELOPMENT

- Development/Redevelopment
- What will work here and today?
- Role of public space
- Attract and capture outside capital
- Clocktower connection

- *Residential – urban life*
- *Commercial is specifically targeted*
- *Continue creating community destination*
- *Are we making people want to get out of their cars?*

COMMUNITY

- Maynard offers:
 - *A New England lifestyle*
 - *Metropolitan amenities*
 - *A community for a lifetime*
- Housing variety
- Lifestyle options

- *Increase transportation options*
- *A great hometown*
- *First time homebuyers*
- *Where do our schools need help?*

GATEWAYS

- Transition
- First impression
- Precise and concise message

- *Town commitment to key nodes*
- *Arrival!*
- *Are we saying what we want to about Maynard?*

RECREATION/LEISURE/CULTURE

- Increasing role in town's lifestyle appeal
- Arts – something for everybody
- Outdoor life – abundance of activities
- Dining and entertainment

- *Further cultivate art identity*
- *Rail Trail impact*
- *Continue developing restaurant base*
- *Are we celebrating the Assabet River?*

BRANDING

- A place you want to call home
- Community for a lifetime
- New England living/Metropolitan innovation base
- Ideal location for small and startup business

- *Targeted audiences*
- *High school Communications program and marketing budget*
- *Effective branding is essential to success*
- *What is our message?*