



Town of Windham

Economic Development Department
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Quarterly Report January 2025

Focus on “Windham Outdoors” Initiative

Windham’s new Economic Development Strategic Plan calls for Windham to become a Premier Outdoor Recreation destination and to work to attract both outdoor and indoor recreation businesses to our community.

Based on the recreation strategies of the Plan, the Economic Development Department, and the Windham Economic Development Corporation have been working closely with other departments and outside resources to make progress on these initiatives.

Grants progress:

Community Outdoor Recreation Assistance Program

Subaward of: US Department of Commerce’s Economic Development Administration (EDA)

Maine Department of Economic and Community Development

Maine office of Outdoor Recreation

After a successful collaboration between WEDC, Windham Economic Development Department, and Windham’s Parks and Recreation Director Linda Brooks, the Town received a \$163,750 award from the Maine Office of Outdoor Recreation, Maine Department of Economic and Community Development, to:

Concept Design and Preliminary engineer the proposed Presumpscot Riverfront Park, and the connector trail and wetlands walkway from Franklin Drive to the Donnabeth Lippman Park trail network/playground area.

Design brand specific multilingual kiosk and trail signage within Windham’s 5 park areas:

- Donnabeth Lippman Park (kiosk and 15 signs)
- Lowell Preserve (kiosk and 20 signs)
- East Windham Conservation Area (kiosk and 30 signs)
- Dundee Park (kiosk and 5 signs)
- Proposed Presumpscot Riverfront Park (kiosk and 15 signs)

Acquisition of kiosks and trail signs.

Windham Town Hall, 8 School Road, Windham ME 04062

Develop Trail Mapping and Digitization of all of Windham's trails through the hiring of an intern as well as utilizing GIS data for Mobile App integration.

Cumberland County CDBG grant application

Another collaboration between the Windham Economic Development Department, and Windham's Parks and Recreation Director Linda Brooks, the Town applied for a \$40,000 grant, with a Town match of \$10,000, to the Cumberland County CDBG Program as described below:

The proposed project is the development of a neighborhood park on a 1.33 acre parcel of land purchased by the Town in 2021. This parcel has been known locally as "the path" which served as a connection between two housing developments, but the Town proposes to provide additional recreational amenities at this location to serve the residents in this area of Windham. Establishing connectivity in these neighborhoods through development of a trail suitable for walking and biking would be one key component of this project. Additionally, we have proposed picnic tables, benches and a small neighborhood scale play area to be incorporated into the park plan. The picnic pavilion will be available to be reserved for use, which has been a practice in some of our other facilities which has been much appreciated by groups or individuals seeking a space for outdoor gatherings. Access to a storage shed on the property will be provided through a combination keypad so that those reserving the pavilion can utilize lawn games for their gathering. This project would be used to address Goal 1.3 of the Open Space Plan, which is to develop neighborhood-scale playgrounds and public spaces in underserved areas. The Varney Mill Road area is one of Windham's most dense neighborhoods and the closest public recreation amenities are at Manchester School in North Windham, which isn't in walking distance. Neighbors who attended a community meeting in 2021 reported that residents of Tall Pines, Collinwood, Birchwood, Briarwood, Varney Mill, Falmouth Road, Varney Mill Rd, and Walnut Dr. all currently use "the path" and would benefit from this neighborhood park.

Linda will be presenting to the application review committee in early February, and we hope to hear within a month if we are to receive the grant.

Windham Outdoors Marketing

The WEDC has engaged, and along with Windham Communications Director Roger Cropley, and Parks and Recreation Director Linda Brooks are working with the staff at Pine Point Creative to develop branding and marketing materials for the Windham Outdoors Initiative. The branding and marketing materials have already been used in advertising, please see the below Portland Magazine Winter Guide ad, and will continue to be used as the basis for marketing Windham as a

great place for year round recreation as well as for recreation based retail and manufacturing businesses.



WINDHAM
OUTDOORS
Find it Here



You're invited to enjoy all the beauty of Windham in winter. From snowshoeing and ice skating to cross-country skiing, snow tubing, or nature walks. You can find it here. Windham, building a community supporting outdoor recreation and local businesses!
FMI: WindhamMaineEDC.com

Windham Parks Visitation

We have engaged with Placer Ai, a location data firm to provide us with visitation reports in several different categories. One such report is a monthly report on visitation to some of our outdoor destinations. Please see the attached report and, for instance, please note the loss of visitation to Dundee Park during the dam maintenance project.

Selected Locations

