



# Windham Maine

## Economic Development

### Strategic Plan

### 2024 Update

#### **Vision**

To create a business-friendly environment that provides a high-quality of life, a vibrant economy, and a welcoming atmosphere, while protecting our town's rural characteristics and natural resources.

#### **Mission**

To encourage economic growth and development in a manner that supports increased prosperity in the Town of Windham and improves the quality of life for all its citizens.

#### **Core Values**

• Industry Diversity • Innovative Community Building • Sustainable Growth • Expanded Employment Opportunities • Skilled Workforce • Up-to-date Policies & Processes

#### **Objectives and Strategies**

##### **Objective 1: Develop Windham's niche in the Region's manufacturing cluster**

##### **Strategies:**

Attract manufacturers in the Bio-Medical Device and Reagents supply chain

Attract Recreation Equipment Manufacturing

Develop Business Incubator Facilities

Manufacturing Incubator

Entrepreneur Innovation Co-Working Space

Shared Commercial Kitchen

## **Objective 2: Pursue opportunities in Amusement and Recreation**

### **Strategies:**

Create the Region's Best Trail Network

Attract Indoor Recreation Facilities

Promote **"Windham Outdoors"**

## **Objective 3: Attract Professional and Business Services to "downtown"**

### **Strategies:**

Create a Live/Work/Play Community

Implement the North Windham 21st Century Downtown Master Plan

Encourage development of appropriate professional services spaces

## **Objective 4: Update and maintain Windham's Support System for Economic Development**

### **Strategies:**

Maintain the collaborative efforts of town officials, departments, WEDC with local businesses and regional agency groups on attraction initiatives

Maintain and expand outreach efforts to state and national business organizations

Identify and initiate appropriate development policy and process updates

Identify new and continuing funding opportunities for programming and infrastructure