

# Windham Communications

4th Quarter Report 2025

I continue to work with all Departments to produce the monthly Windham Newsletter, which consistently has an open rate around 55%. I worked with Linda at Parks and Rec along with Tom at WECD to help with the design and approval of the soon to be installed Soofa kiosks. I also worked with Tom to create several Magazine ads to promote winter activities in Windham, Local Holiday shopping and dining, and "Selling Windham" ads for promoting Windham as a business destination. I am working with an outside vendor, Windham's own Pine Point Creative, to gather four seasons worth of outdoor activity footage along with interviews and broll from Windham businesses. The goal is to capture enough material to create 4 seasonal videos, 1 Brand film and several pieces touting Windham as a great place to do business. I worked with Brian and Antonio to redesign the town's Cemetery signage, which will hopefully go to the sign company shortly. Lastly, in December, I spent an evening riding along with a Plow truck driver and produced a video about the demands of the job and how the public can help make the process easier and safer.





# Make the Spirit Bright. Shop Local.

This holiday season, give gifts that truly matter. When you shop local in Windham, you're not just checking off your list you're spreading cheer throughout our community. Every purchase supports local families, keeps our town thriving, and brings unique treasures to your holiday celebrations.



[windhammarketplace.com](http://windhammarketplace.com)





#### Windham, Maine: Where Business Growth Meets Natural Beauty – Find it Here

Just 15 miles northwest of Portland, is poised to become a premier destination for businesses and tourists seeking the perfect blend of opportunity, accessibility, and outdoor charm. With major infrastructure investments, housing expansion, and a rapidly growing retail and recreation economy, Windham offers a compelling case for companies looking to relocate or expand—and for visitors seeking an authentic Maine experience.

#### A Strategic Location for Business Success

Positioned as the commercial heart of the Sebago Lakes Region, Windham serves a regional population of over 85,000 with a full range of amenities—from national big-box retailers to independent boutiques and farm-to-table dining. With more than 935 new apartments and condos under development, with over 600 planned for downtown, Windham offers both a growing workforce and a thriving customer base.

For businesses, Windham's location offers the best of both worlds: the proximity to Portland's metropolitan assets, abundant open space, and a welcoming community.



#### Smart Investments Driving Economic Opportunity

Windham is investing boldly in the future. The \$47.5 million North Windham Sewer Project—featuring Maine's first large-scale membrane bioreactor system—will support clean, sustainable growth and open the door for new commercial and mixed-use developments. Completion is expected in 2026, dramatically increasing the town's development capacity while preserving its pristine waterways.

Complementing this, the \$31 million Windham Moves project is transforming Route 302 into a modern, walkable corridor. Supported by a \$25 million federal RAISE grant, this initiative includes smart traffic signals, raised medians, bike lanes, sidewalks, and three connector roads. The result: smoother traffic flow, greater accessibility, and a more attractive environment for businesses and customers alike.



Thomas Bartell, Director  
207 892-1936  
[windhammaine.us](http://windhammaine.us)

Median age:  
41.9 years  
Median  
Household  
Income:  
\$98,373  
Labor Force:  
13,540  
Local  
Employment:  
8,009

Primary Trade  
Area: 66,335  
Secondary  
Trade Area:  
86,418

**Visitors to the  
Sebago Lakes  
Region**  
900,000 +-  
Annual Visitors  
– Four Seasons



#### A Destination for Outdoor Recreation and Tourism

Windham is more than a commercial center—it's a gateway to outdoor adventure. With over 1,000 acres of parkland and conservation space, and more than 20 miles of scenic trails, the town is fast becoming a regional recreation hub. From family walks at Donnabell Lippman Park to backcountry biking in the East Windham Conservation Area, Windham offers something for every nature lover. Combined with lake access, local shops, and a vibrant food scene, Windham is positioned to become a must-visit destination in southern Maine.

#### A Growing, Welcoming Community

Windham's population has grown nearly 20% over the last decade—and is projected to surpass 20,000 by 2030. This steady growth is powered by quality schools, strong home values, and a lifestyle that balances work, play, and community. As new neighborhoods spring up and town planning prioritizes both residential and commercial needs, Windham is creating an environment where businesses can thrive, and employees can live well.

#### Why Choose Windham?

Strategic Proximity: Easy access to Portland, the Lakes Region, and major transportation corridors.  
Robust Infrastructure: Forward-thinking investments in sewer, roads, and mobility to support long-term growth.  
Outdoor Appeal: A destination for hiking, biking, boating, and relaxation in nature.  
Community Growth: A rising population with increasing demand for retail, services, and entertainment.

**Whether you're looking to expand your business footprint or explore a vibrant, nature-connected town for your next getaway, Windham, Maine, is ready to welcome you.**

# Enjoy the Beauty of Winter in Windham, Maine



Crisp air, vibrant landscapes, snow covered hills and trails – Winter in Windham is filled with outdoor activities to enjoy. From snowshoeing and iceskating to cross-country skiing and snow tubing. After, why not enjoy Windham's many shopping and dining options.

**Check out these winter programs & activities visit [WindhamRecreation.com](http://WindhamRecreation.com) for details!**

- Free adult and youth size snowshoe loan program for residents to use for a day or a weekend.
- Discounted Unlimited Night Season Passes for Pleasant Mountain
- Family Skating Party at Lippman Park

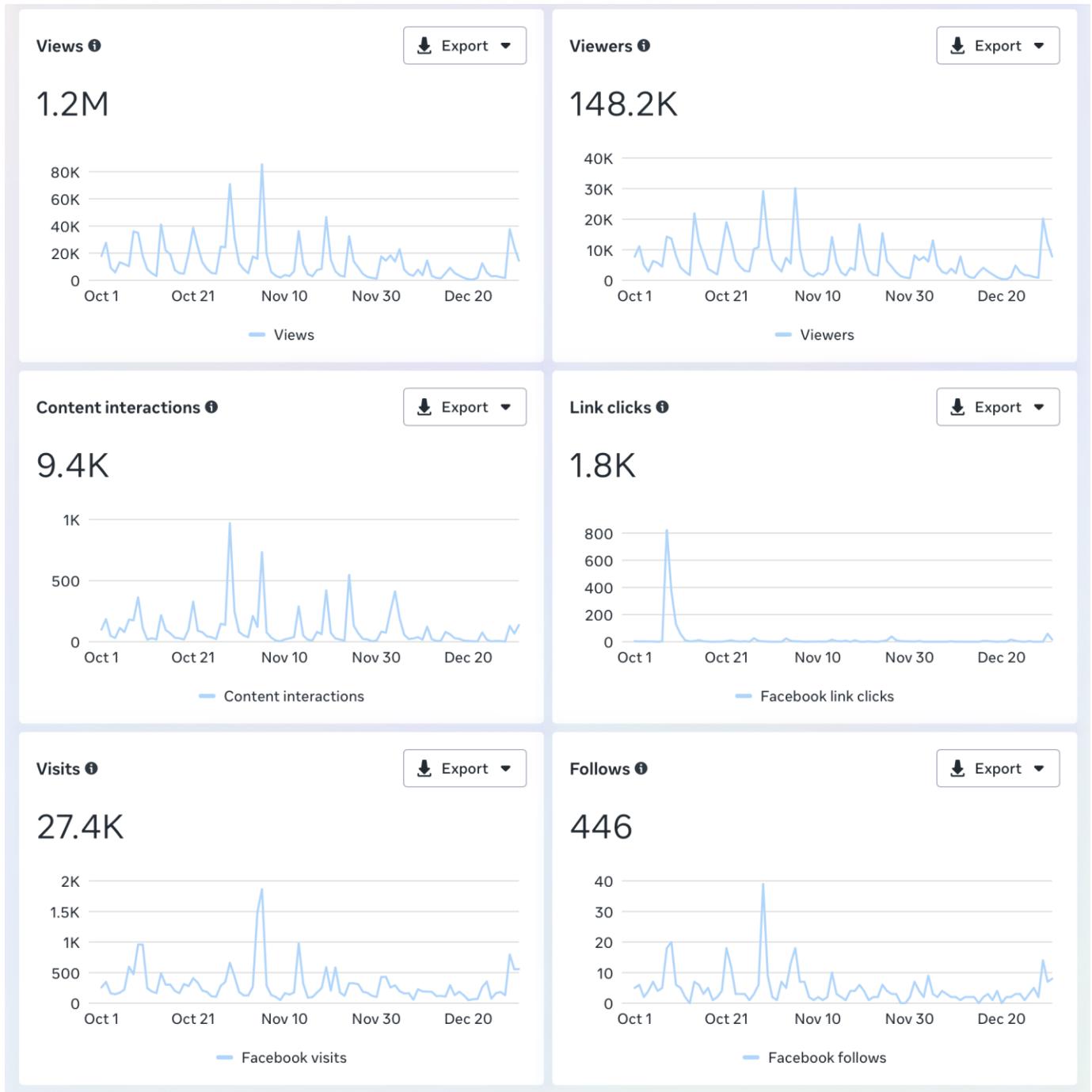


Plan your adventure@  
[windhamoutdoors.com](http://windhamoutdoors.com)



✉ [outdoors@windhammaine.us](mailto:outdoors@windhammaine.us)

I make daily posts to Facebook, Instagram and Threads involving events, special happenings, construction updates, meeting agendas, public safety statistics, job openings and other materials the public might be interested or need to be informed of. Our Facebook posts are doing quite well, and we add subscribers every month.



## Compare your performance against businesses in the Government Agencies category

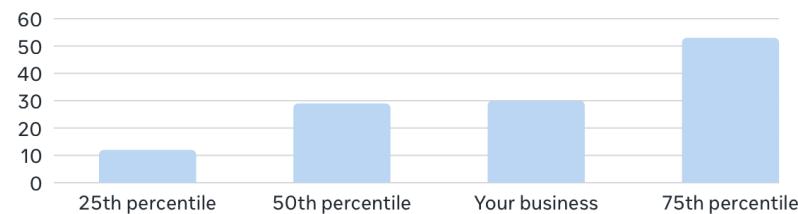
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

### Published content ⓘ

30

Similar to others

How often your business published versus others in this category



Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Nice work! Stay on track by creating a new post or scheduling in advance.

[Create post](#)



### Facebook followers ⓘ

10,521

Similar to others

Typically: 7,878

### Follows ⓘ

120

Similar to others

Typically: 133

### Content interactions ⓘ

2,425

Similar to others

Typically: 2,382

I've been doing my best to continually build a valuable line of communication between Town Officials and residents. I am in contact with Ed Pierce at the Windham Eagle, sending press releases, and occasionally sharing photos. I set up the local candidate night events for the November election, including corresponding with candidates and moderators to ensure a smooth and unbiased approach. These events not only received praise from candidates and moderators, but also from citizens who were thankful for the opportunity to get to know the Town Council and RSU Candidates before voting.

Roger Cropley II  
Communications Director