The Road Ahead:

Recovery
Growth
Prosperity

WINDHAM ECONOMIC DEVELOPMENT CORPORATION

Windham Recovery

On Tuesday, May 26th, the Windham Town Council approved restaurants and retailers may use outside designated areas for their businesses.

- Restaurants can use outside dining to increase the allowable seats due to spacing restrictions
- Retailers can use outside display and sales areas to increase the number of customers allowed in the store due to spacing restrictions

The Town of Windham responded well to the Covid 19 Pandemic in support of our residents and our business community, and the WEDC is pleased to have assisted with much of that support.

- WEDC Loan Program
- Windham ordinance changes to accommodate outdoor dining and sales
- Windham Parks and Recreation's weekly senior meal program during the Summer of 2020 helped serve over 150 seniors and support the local restaurants who provided the meals
- WEDC Local Gift Card Bonus Program during the holidays
- Town of Windham/WEDC/Sebago Lakes Region Chamber collaboration on the Keep Sebago Lakes Region Healthy campaign.

Windham Recovery

Covid-19 Disaster Relief Business Loan Program

Objectives:

- Support Windham's economy though business retention.
- Retention of employment opportunities within the Town of Windham.
- Respond to natural and pandemic disasters with customized loan programs.
- Provide low-cost, low-barrier loans to Windham-based businesses.

The WEDC Covid-19 Disaster Business Loan Fund was funded with $100,000 from Town of Windham TIF Funds allocated by the Town Council, and $50,000 from WEDC reserve funds for a total of $150,000. It is expected that loan amounts will range from $5,000 to $30,000.

Two Loan Types:

The **Business Continuation Loan** is for existing businesses which have remained open but whose operations have been reduced due to Federal, State, or local mandates in reaction to the Covid-19 Disaster.

The **Business Restart Loan** is for existing businesses which have ceased operations due to Federal, State, or local mandates in reaction to the Covid-19 Disaster and have committed to restarting the business when the mandates are lifted.

Windham Recovery

WEDC Board and Loan Committee will look to transition the Covid-19 Disaster Relief Business Loan Program to provide additional Small Business Assistance:

Additional possible categories:

- Start-up capital
  - Capital Improvements
  - Equipment Purchases
  - Operating Capital
- Micro-Loans
  - Start-up capital
  - Inventory purchases
- Real Property Improvements
  - Façade improvements
  - Entrance improvements
- Utility connection upgrades
  - Water/Wastewater
  - Electricity
  - Broadband

The WEDC Loan Committee accepted applications beginning in April 2020. Seven applications were received, four were accepted. Meetings were held when applications were deemed complete. Loan Committee Members declared any **Conflicts of Interest** prior to deliberations on each application and did not vote on any application that was so declared.

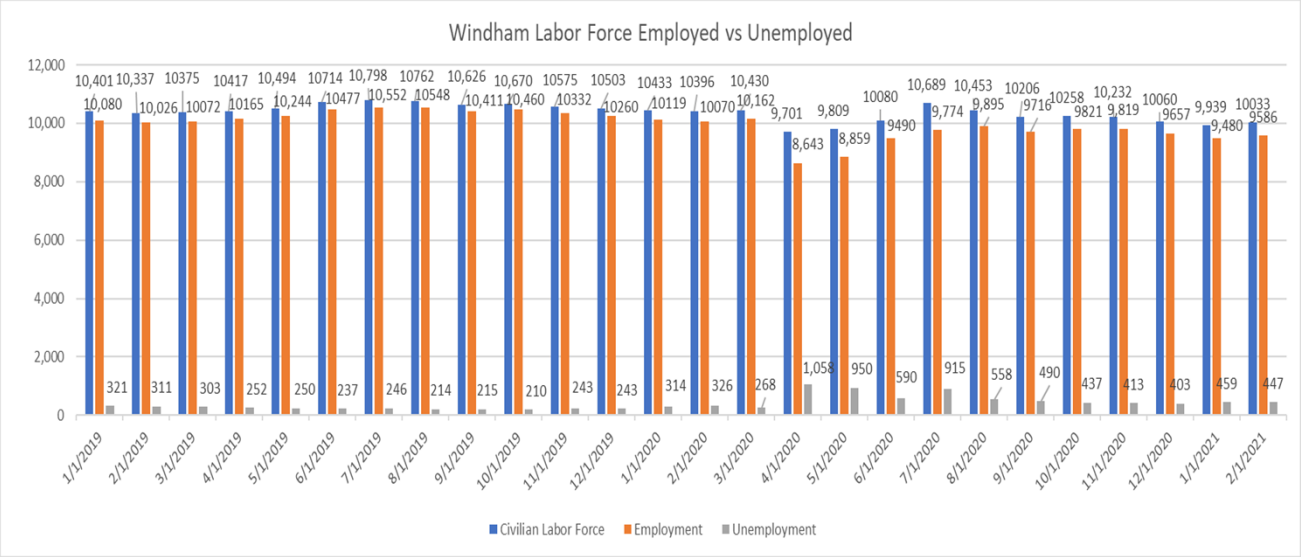
WEDC Loan Committee:
Jeff Vermette, Chairman, WEDC Treasurer
Jarrod Maxfield, Town Councilor, WEDC Board Member
Beth Schidzig, WEDC Board Member
Dustin Roma, WEDC Board Member
Charles Hawkins, WEDC Board Member

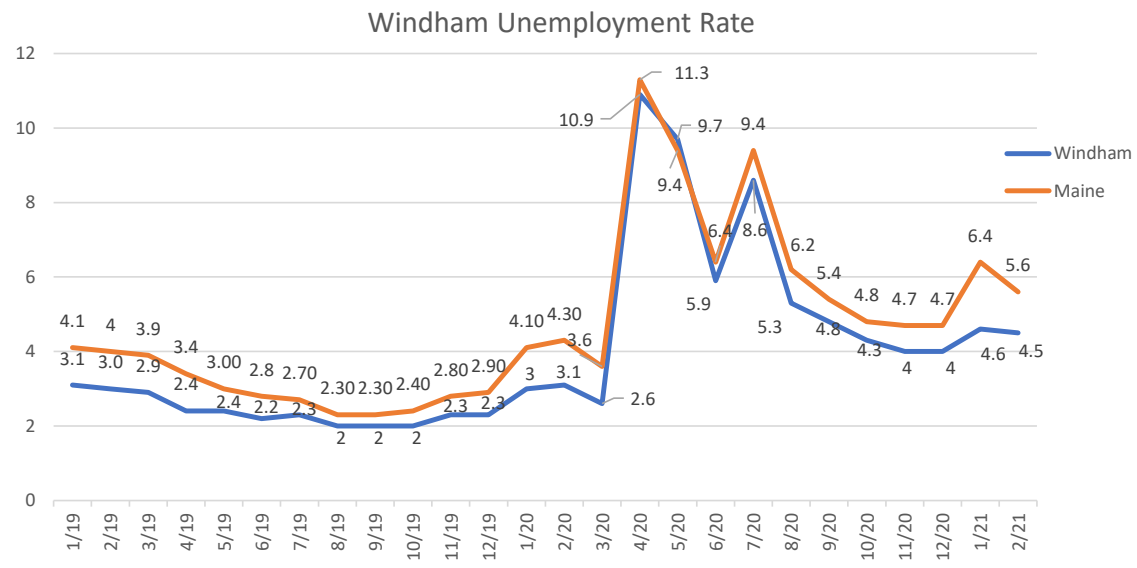
Total loans outstanding:
4 loans – all in good standing
4 loans – total: $63,000
4 loans – outstanding balance (3/31/21): $59,166.69
3 loans have been adjusted to terms and payment schedule
2 loans have been adjusted to increase loan amount
Loan Fund balance (3/31/21): $90,955.98

Windham Recovery

The path to recovery for Windham's workforce population continues to be inconsistent.

Compared to February 2020, February 2021 shows we have 484 fewer residents employed, 363 fewer workforce participants, and 121 more unemployed residents. While better than the low point of April 2020, the labor recovery has been up and down, and we have a ways to go to fully recover.





Path to Prosperity

Recovery

COMING BACK STRONGER THAN EVER

Small Business Assistance

- SmallBiz360
- Small Business Loans
- Local Product Marketing through Farmers Market Model
- Maintain Ordinance Changes

Prosperity

LONG TERM PROSPERITY

Reaching every corner of Windham

- Downtown North Windham
- South Windham Village
- Windham Center Civic and Cultural Village
- Enterprise Development District
- Industrial Zone

Growth

SUSTAINABLE GROWTH IN EVERY SECTOR

Business Retention, Expansion, Attraction

Infrastructure Improvements

Targeted Zoning Improvements

Encouraging Activity in the Windham Commercial Real Estate Marketplace

Industrial Zone - new owner = new activity

- Land sales
- New manufacturing project inquiries

Enterprise Development Zone

- Land sales
  - Delayed projects moving forward
  - New interest spurred by Marijuana Industry
- Building Construction
  - Marijuana Industry
  - Delayed projects moving forward

C3 Zone

- Changes in allowed uses has spurred
  - Contractor Services
    - Land Sales
    - Building construction
- Self-storage unit construction
  - Removal of use from C1 moved focus to C3

Long-term existing vacancy conversions

- Nissan Bakery Outlet
  - New lease signed
  - Renovations this spring
- Former Pinelyne Furniture Retail Store
  - New lease signed
  - Renovations starting soon
  - New niche retailer entering market
- Windham Mall
  - Jersey Mikes Opening soon

Former Pizza Hut

- Long delayed approvals granted
- Demolition and Reconstruction Beginning
  - Starbucks
  - Chipotle

To do list:

Extend outdoor seating, sales, and liquor licensing (Expires June 30,2021)

Industrial Zone adjustments
- Setbacks and other standards
- Add Contractor Services

Enterprise Development Zone
- Analyze current zoning
  - Modern development patterns
  - Potential mixed uses
- Infrastructure needs
  - Traffic Signal at Enterprise Drive and Rt 302
  - Water/Wastewater/Stormwater needs

Enterprise Development Zone (cont.)
- Transfer Station Lot
  - Survey
  - ESA Phase II

South Windham Village
- Execute CDBG Grants
  - Planning Grant with Gorham
  - Sidewalk and Public Parking Project
  - Former South Windham Fire Station Redevelopment
- Andrews School Redevelopment
  - Document Site
  - Prepare RFP

To do list (continued)

Downtown North Windham

- Wastewater Project
  - Continue work with Portland Water District and engineers to design and cost project
- Transportation Planning Project
  - Continue work with engineers to design and cost
    - Access Roads
    - Pedestrian Connections
    - Bike Connections

Windham Center Civic and Cultural Village

- Continue current zoning discussion
  - Modern development patterns
  - Potential mixed uses
- Infrastructure needs
  - Wastewater
  - Pedestrian Connections
  - Bike Connections
- Town-owned Properties
  - Analyze property list for use and/or reuse
  - Prepare for reuse or disposition