

Economic Development
Committee

Kickoff Meeting – 8/12/14

*Kevin Sweet
Town Administrator*

Maynard 2020

An Economic Action Plan



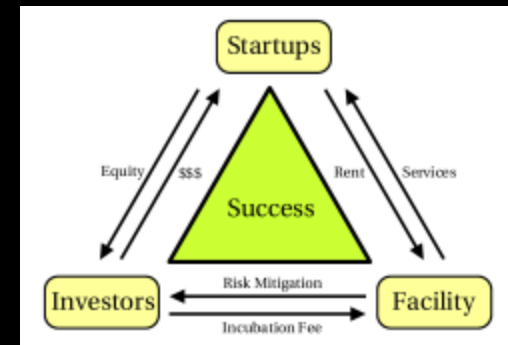
Six Areas of Concentration

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



BUSINESS ENVIRONMENT

- *Strengthen existing businesses*
- *Why Maynard for business?*
- *Assistance/guidance/partnership for the business community*
- *Create high-quality employment opportunities*
- *Foster start-up businesses*



Downtown Development

- *Development/Redevelopment*
- *What will work here and today?*
- *Role of public space*
- *Outside capital*
- *Clocktower connection*



Community and Living

- *Maynard Offers:*
 - *A New England lifestyle*
 - *Metropolitan amenities*
 - *A community for a lifetime*



Gateways

- *Transition*
- *First impression*
- *Precise and concise message*
- *Are we saying what we want to say?*

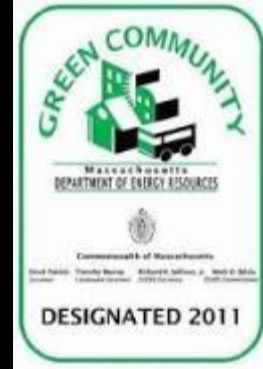


Recreation/Leisure/Culture

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



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*



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

Maynard's strategic investment opportunities



utilize and protect all our
existing assets



Proactively address our
weaknesses



Target key land acquisitions



Evaluate and adjust our
regulatory tool box



Communicate the Maynard
message!

Overview of Current Projects/Status

- Walgreens
- MacDonald Development - Main Street
- Shoppers @ Maynard Crossing (129 Parker Street)
- State Police Crime Lab Expansion
- Former Oriental Delight (Waltham Street)
- Powder Mill Road (86 and 109)
- Residential Development (Taylor Rd, Pine St, Keene Ave)