The 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
- Demonstrate why Maynard for business
- Assistance/guidance/partnership for the business community
- Create high-quality employment opportunities

**DOWNTOWN DEVELOPMENT**
- Development/Redevelopment
- What will work here and today?
- Role of public space
- Attract and capture outside capital
- Clocktower connection

**COMMUNITY**
- Maynard offers:
  - A New England lifestyle
  - Metropolitan amenities
  - A community for a lifetime
- Housing variety
- Lifestyle options

**GATEWAYS**
- Transition
- First impression
- Precise and concise message

**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

**Business friendly with predictable, but effective, approval processes**
- Attract and retain innovation
- Where/how can the town make the greatest impact?

**Residential – urban life**
- Commercial is specifically targeted
- Continue creating community destination
- Are we making people want to get out of their cars?

**Increase transportation options**
- A great hometown
- First time homebuyers
- Where do our schools need help?

**Town commitment to key nodes**
- Arrival!
- Are we saying what we want to about Maynard?

**Further cultivate art identity**
- Rail Trail impact
- Continue developing restaurant base
- Are we celebrating the Assabet River?

**Targeted audiences**
- High school Communications program and marketing budget
- Effective branding is essential to success
- What is our message?