

<b>Policies:</b>	<b>Strategies:</b>	<b>Implementation:</b>
<b>LOCAL ECONOMIC DEVELOPMENT:</b>  Winthrop's local economy is essential to the health and vitality of the town and is also linked to many areas of town policy. Like many other communities, Winthrop is facing economic challenges due to lack of investment capital.  Winthrop's unemployment rate is low, and the town has many favorable assets such as its water bodies, recreational opportunities, commercial and retail establishments, proximity to services, and a good quality of life.  The town should strive to promote these assets, cooperate with private businesses and regional economic players, while maintaining a focus on suitable economic development to succeed in building a more robust economy.  <b>State Goal: To promote an economic climate which increases job opportunities and overall economic well-being.</b>		
<b>Policies:</b>	<b>Strategies:</b>	<b>Implementation:</b>
1. To support the type of economic development activity the community desires, reflecting the community's role in the region.	1.1: If appropriate, assign responsibility and provide financial support for economic development activities to the proper entity (e.g., a local economic development committee, a local representative to a regional economic development organization, the community's economic development director, a regional economic development initiative, or other).	Town Manager, Town Council. Long term.
2. To make a financial commitment, if necessary, to support desired economic development, including needed public improvements.	2.1: Enact or amend local ordinances to reflect the desired scale, design, intensity, and location of future economic development.  2.2: If public investments are foreseen to support economic development, identify the mechanisms to be considered to finance them (local tax dollars, creating a tax increment financing district, a Community Development Block Grant or other grants, bonding, impact fees, etc.)	Town Manager, Town Planner, Town Council, Planning Board. Mid-term.  Town Manager, Town Council. Long term.

<b>Policies:</b>	<b>Strategies:</b>	<b>Implementation:</b>
	<p>2.3: Explore grant opportunities for appropriate economic development.</p> <p>2.4: Update the 2000 Downtown Revitalization Plan.</p>	<p>Town Manager, Town Planner, Town Council. Ongoing.</p> <p>Town Manager, Town Planner, Town Council, Planning Board. Mid-term.</p>
3. To coordinate with regional development corporations and surrounding towns as necessary to support desired economic development.	3.1: Participate in any regional economic development planning efforts.	Town Manager, Town Planner, Town Council, Planning Board. Ongoing.
4. Continue to market Winthrop to entice and draw new businesses into town.	<p>4.1: Reintroduce a weekly farmer's market in the downtown area.</p> <p>4.2: Explore ways to encourage Main Street business owners in both commercial/retail locations to focus on and improve curb appeal.</p> <p>4.3: Consider a town-sponsored contest for best landscaping, best holiday décor, or similar event to create a sense of community.</p> <p>4.4: Maintain sidewalks throughout town to encourage walkability, which in turn, would promote more business.</p>	<p>Town Manager, Town Council. Short term.</p> <p>Town Manager, Town Planner, Town Council. Long term.</p> <p>Town Manager, Town Council. Long term.</p> <p>Town Manager, Town Council, Public Works. Short term.</p>

<b>Policies:</b>	<b>Strategies:</b>	<b>Implementation:</b>
	<p>4.5: Consider creating an economic development plan that recognizes gaps, evaluates the downtown area, works to fill vacant store fronts, and supports all existing businesses, including home businesses.</p> <p>4.6: Engage Winthrop Lakes Region Chamber of Commerce in creating a regional, 5- to 10-year marketing plan.</p> <p>4.7: Explore opportunities and possibilities to fund the effort of creating the regional marketing plan.</p>	<p>Town Manager, Town Planner, Town Council, Planning Board. Mid-term.</p> <p>Town Manager, Town Council. Mid-term.</p> <p>Town Manager, Town Council. Mid-term.</p>
5. Update the Zoning Ordinance with consideration given to specific areas that will affect the local economy.	<p>5.1: Explore the option of revising the performance standards in the Zoning Ordinance to include Best Management Practice requirements for new business.</p> <p>5.2: Consider developing a Site Plan Review Ordinance to give the Planning Board more oversight.</p> <p>5.3: Consider developing a set of standards and guidelines for Winthrop's commercial storefronts in both the commercial/retail district locations.</p>	<p>Town Manager, Town Planner, Town Council, Planning Board. Mid-term.</p> <p>Town Manager, Town Planner, Town Council, Planning Board. Mid-term.</p> <p>Town Manager, Town Planner, Town Council, Planning Board. Mid-term.</p>
6. Promote both commercial/retail district locations.	6.1: Support and promote programs to engage middle school and high school students in participating in Main Street cleanup and maintenance.	Town Manager, School Superintendent, Town Council, School Board. Long term.

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	<p>6.2: Support and promote programs in which students assist elderly living along Main Street in private property maintenance.</p> <p>6.3: Promote and encourage Main Street activities such as the Memorial Day parade.</p> <p>6.4: Explore options and the need for a local business organization to promote new businesses and coordinate events.</p> <p>6.5: Energize the Winthrop Lakes Region Chamber of Commerce to promote small businesses and work toward improvements.</p> <p>6.6: Explore tools to help existing businesses stay in Winthrop.</p>	<p>Town Manager, School Superintendent, Town Council, School Board. Long term.</p> <p>Town Manager, Town Council. Mid-term.</p> <p>Town Manager, Town Council. Short term.</p> <p>Town Manager, Town Council. Mid-term.</p> <p>Town Manager, Town Council. Mid-term.</p>
<p>7. Promote pedestrian safety and traffic calming measures.</p>	<p>7.1: Explore ways to restrict U-turns on Main Street.</p> <p>7.2: Consider traffic calming measures, such as narrowing, deflecting, or restricting traffic, in areas known to be unsafe for pedestrians.</p> <p>7.3: Investigate ways to enhance existing crosswalks, such as improving signage or repainting.</p>	<p>Town Manager, Town Council, Public Works. Mid-term.</p> <p>Town Manager, Town Planner, Town Council, Public Works. Mid-term.</p> <p>Town Manager, Town Council, Public Works. Mid-term.</p>

<b>Policies:</b>	<b>Strategies:</b>	<b>Implementation:</b>
	7.4: Investigate the need for a bicycle police officer from May through October.	Town Manager, Police Chief, Town Council. Mid-term.
8. Continue to promote Winthrop's downtown village area.	<p>8.1: Establish Winthrop as a leading center for remote work by, among other initiatives, providing public internet access to core village areas where the public congregates.</p> <p>8.2: Continue to provide appropriate support and an overall environment in which all of Winthrop's local, small businesses thrive.</p> <p>8.3: Explore options for adaptive reuse of underutilized historic buildings to develop a strategy and long-term implementation plan for their rehabilitation and reuse.</p> <p>8.4: Support future economic growth compatible with the environment and landscape of the village area by improving public access, sidewalks, update infrastructure, bury utilities, and promote connected parking lots to improve walkability.</p> <p>8.5: Work to install new benches along Main Street to encourage community gathering.</p> <p>8.6: Continue to work to maintain existing parks in the downtown area.</p>	<p>Town Manager, Town Council. Short term.</p> <p>Town Manager, Town Council. Ongoing.</p> <p>Town Manager, Town Council, Planning Board. Long term.</p> <p>Town Manager, Town Planner, Town Council. Long term.</p> <p>Town Manager, Town Council. Mid-term.</p> <p>Town Manager, Public Works, Town Council. Long term.</p>

<b>Policies:</b>	<b>Strategies:</b>	<b>Implementation:</b>
	8.7: Establish community gateways and landscaping at both ends of Main Street to better define the village area.	Town Manager, Town Council, Public Works. Mid-term.