

Members of the Kennebunk Community

Please Join Us!

Help Create a Vision for the Economic Future of Kennebunk

- Who:** Any citizen or committee member with an interest in Kennebunk's future
- What:** A Strategic Economic Development Action Plan for Kennebunk
- When:** Various dates, (September through November, see page 4)
- Where:** Various locations in Town (see page 4)
- Why Come:** Be a part of a dynamic process that will produce a strategic Action Plan for Economic Development in the community.

As a participant, you can help us guide our future as a community while also coordinating activities across each of the village areas.

Work on a very local level, within the village or area you work or reside, or participate in the Town-wide sessions to help us develop strategies for our future.

Work together with neighbors, businesses and friends to set a vision, both small and large, that will guide the community over the next 1-10 years

**Watch for further information on Kennebunk Public Access TV
or on our Website at www.kennebunkmaine.us/stretegicplanning**

For further information: Contact Mathew Eddy at: 207-604-1366 or meddy@kennebunkmaine.us

Tentative Outline: Kennebunk Economic Strategic Plan Program

Phase 1: An Introduction to the Strategic Planning Process.

Purpose: To place economic development in Kennebunk areas within a historical and planning context.

Presentation:

- Introduction to the Process and Purpose
- Historical Context
- Economic Demographics
- Comprehensive Plan
- Recent Activities

Exercises: (1) Wayfinding (2) Question: From a day-to-day needs perspective, what part of the community do you identify with and why?

Phase 2: An Economic Development SWOT analysis for the community, one each conducted in West Kennebunk, the Downtown, Lower Village, and Route 1 North.

Purpose: To understand the strengths, weaknesses, opportunities, and threats to economic development in Kennebunk.

Report Out: Summary from Session 1

Exercises: Economic SWOT Assessment for the community with sessions in West Kennebunk, the Downtown, Lower Village, Route 1 North, with Staff/Division Directors, and with the Manager/Selectmen

Phase 3: Community Session-Emergent Themes and Actions for Economic Development

Purpose: From previous material, present and develop a series of themes and actions that will lead to a strategic plan

Report Out: Summary of SWOT analysis

Exercises: (1) Expand on base themes and actions (2) Initial priority session

Phase 4: Meetings in the core areas on developing details around themes and goals

Purpose: Area sessions focused on developing goals and action step details for each area, with a focus on Town-wide implementation.

Report Out: Summary of initial themes, actions and priorities

Exercises: identification of goals, strategies, and actions, with priority setting

Phase 5: Presentation of Initial Strategic Plan for community reaction, input, and further refinement

Purpose: Develop material, for review and comment, for the Strategic Plan for community input

Report Out: Staff will take previous session and organize a first draft that identifies goals, strategies, and actions by initial cost, responsibility, and suggested timeline

Exercises: (1) Community reaction to report out, modification (2) Priority setting revisited

Final Phase: Final Plan Presentation to the Kennebunk Community

Purpose: Share final plan with the community

Report Out: Review Strategic Plan by goals, strategies, actions, timeline, cost and responsibility

Exercises: (1) Presentation and celebration of work (2) adoption by Selectmen

Sample Strategy Statement: For the sake of thinking about the final product and how we get there, here is a sample of a goal and supporting action statement. It is meant to show how we will move from very general discussions about our strengths and weaknesses to an end product that is definitive and measurable. Mission and value statements will precede these action statements. This is not your typical five-year planning process.

THIS IS ONLY A SAMPLE!

Goal: Kennebunk will develop the following key business clusters: finance and technology, energy innovation, tourism, innovative environmental clusters, composites and machining.

Strategy: Kennebunk will market itself as the core community for financial and technology assistance in York County.

Action: the Kennebunk Economic Development Committee will implement a strategy that will engage existing businesses in the technology and financial sector, develop a joint marketing strategy and work to grow and expand that cluster within Kennebunk.

Who: KEDC with subcommittee; staff (M.Eddy)

What: Develop a strategy that is coordinated with key partners; implement marketing program

When: Strategy by Feb. 2014; Implementation by June 2014

Budget: Staff for design; budget for implementation TBD

Benchmark: Create 5 new businesses

Strategic Plan-Tentative Schedule

Preliminary Meetings	Meeting Date	Report Date	Place
<i>Board of Selectmen</i>	7/9/2013		Town Hall
<i>Kennebunk Economic Development Committee (KEDC)-Process Review</i>	8/1/2013		Town Hall
<i>Downtown</i>	8/1/2013		Town Hall
<i>West Kennebunk Village</i>	9/5/2013		Dorothy Stevens
<i>Lower Village</i>	9/9/2013		Washington Hose Fire Co.
Phase 1: An Introduction to the Strategic Planning Process	9/12/2013	9/17/2013	Town Hall
<i>KEDC-Strategic Plan Update</i>	9/12/2013		Town Hall
Phase 2: An Economic Development SWOT Analysis			
<i>Lower Village</i>	9/16 - 6:30p	10/1/2013	Washington Hose Fire Co.
<i>Downtown</i>	9/17 - 6:30p	10/1/2013	Town Hall
<i>West Kennebunk Village</i>	9/18 - 6:30p	10/1/2013	Dorothy Stevens
<i>Route 1 North</i>	9/23 - 6:30p	10/1/2013	Town Hall
<i>Board of Selectmen/Town Manager</i>	9/24 - 6:30p	10/1/2013	Town Hall
<i>Staff</i>	TBD	10/1/2013	Town Hall
Phase 3: Community Session-Emergent Themes	10/3 - 6:30p	10/4/2013	Town Hall
<i>KEDC-update</i>	10/10/2013		Town Hall
Phase 4: Meetings with Core Areas: Themes and Goals			
<i>Lower Village</i>	10/7 - 8:00a		Washington Hose Fire Co.
<i>Route 1 North</i>	10/9 - 6:30p		Town Hall
<i>Downtown</i>	10/10 - 8:00a		Town Hall
<i>West Kennebunk Village</i>	10/10 - 6:30p		Dorothy Stevens
<i>Staff</i>	10/15 - 12:00p	10/21/2013	Town Hall
<i>KEDC-Initial Draft Discussions</i>	10/17/2013		Town Hall
Phase 5: Presentation of Initial Strategic Plan	10/24 - 6:30p	10/30/2013	Town Hall
<i>Tentative follow-up date</i>	11/6 - 6:30p	11/13/2013	Town Hall
<i>KEDC Draft Review</i>	11/21/2013	11/26/2013	Town Hall
Final Phase: Final Presentation to the Kennebunk Community	12/3/2013		Town Hall
<i>Presentation to Board of Selectmen/KEDC/Celebration</i>	12/10/2013		Town Hall