

## 1: Natural Resources

*Initial Goal Statement: To clearly identify, celebrate, and link the natural resources of Kennebunk into an economic development strategy.*

### Initial strategies and comments

Beaches	Water quality, aesthetics, general quality
Rivers and Fisheries	
Conservation Areas	
Wildlife	
Parks	
Trails	Bridle Path, connectivity

**2: Kennebunk’s Location**

*Initial Goal Statement: To take advantage of Kennebunk’s location along major access routes, nearby to major natural resources (the ocean and the mountains), and within modern commuting distance of major urban areas.*

**Initial strategies and comments**

Access to Turnpike	Entrance to Maine
Connectivity	
Access to Eastern Trail	
Proximity to Urban Markets	
Location of our Gateways	Maintain/making a good impression
Available Space	To rent, to own, choice, vacancies; to live or to work
Access to Technology	
Access to Airports	
Access to Train	Development of multi-modal centers

### 3: The Provision of Key Infrastructure and Town Services

*Initial Goal Statement: To maintain and develop the necessary service and infrastructure to serve a diverse and growing economy.*

#### Initial strategies and comments

Trolley	Needs to be year round
KLP	
Water District	
Sewer District	
Recreation facilities	
Cleanliness of community	
PD	
FD	
Parking	Proximity vs. supply
Code and zoning enforcement	Insure efficient management
Perception of tax rate	Too high or too low?
Working harbor	
Train Station	Work towards development
Roadway system	Maintain good quality
Public Restrooms	
Public works	
Community Event areas	
Modernize School systems	
Define appropriate levels of service	Across all municipal services, tell story for businesses

#### 4: Sense of Community

*Initial Goal Statement: Kennebunk must continue to celebrate the diversity, passion, and commitment of its people to each other and to the built environment around them, attracting industry and business that is consistent with this sense of place.*

#### Initial strategies and comments

People	Diversity, skill sets, networks
Events	All kinds, high level
Scale and quality of Physical environment	
School systems	Connecting students to community and business development
Youth	Youth flight, connecting, providing for choice
Cultural base	Library, museum, history, foodie industry
Strong geographic centers	Competition/interdependence
Working harbor	
Community Passion/proactive	
Traditional downtown	
Civic volunteerism	
Unwillingness to change	Parochial mindset as obstacle to change
Recognizing diversity	
Needs for Citizens vs. business	Competition for scarce resources

## 5: Industry clusters

*Initial Goal Statement: This plan recognizes, at a minimum, the following industry clusters and will develop strategies to grow and expand them in Kennebunk.*

### Initial strategies and comments

Tourism	Rooms, foodies, arts, things to do
Creative Economy	Arts, techies, professionals, youth, supporting building and natural environment
Health care	Aging in place, broad definition of industry
Retail	
Financial	
Manufacturing	Composites, plastics, food, machining
Construction	
Energy	Using our location, machining and energy advantages

## 6: Kennebunk's Identity

*Initial Goal Statement: To create a consistent economic message about who and what we are, while also recognizing the individual strengths, talents and diversity of the community—both people and in the sense of place.*

### Initial strategies and comments

Identity Disorder	Recognize, define and address the need to protect the individual while create a sense of the whole
Kennebunkport	Friend or Foe?
Marketing perspectives	It is confused about who we are
Wayfinding	Consistent message, directions
The seasonal identity split	There needs to be a melding of community spirit
Marketing Plan	Develop one; provide focus
Outside perceptions of Kennebunk	Need to change, create consistent message
Consistent naming	

## 7: Business Attraction

*Initial Goal Statement: To clearly identify unique businesses of scale and type that meets the synergistic goals of this plan.*

### Initial strategies and comments

Small business assistance	Develop consistent program of assistance for companies of all sizes
Utility cost and fees	Plan for addressing increasing costs
Affordable Housing	For all ages
Room to grow	Available space, unique assets, diverse dev. Capacities of individuals and properties
Schools	Aligning skills training
Schools	Business/community connections
Creative talent	Pooling and understanding the extent of this talent
Merchant support groups	
Plan for route 1 south	
Route 1 North	Further develop a jewel and attractive campus
Quality job development	
Wk rep on EDC	
Balanced tax base development	