

# 2023-2024 GOALS



**FEDDC**

**FREEPORT ECONOMIC DEVELOPMENT CORPORATION**



We identify opportunities and anticipate trends to provide long-range economic context that informs Town development priorities, while working daily to implement community goals that improve quality of life and increase Freeport's standard of living.

# Tonight

Recap 2023 Impact to Date

Overview of Mission & Leadership

Community Collaboration

Goals for Coming Year

**Council Feedback & Endorsement of  
Goals and Expenditures**

## FEDC COLLABORATED w/ PARTNERS TO SUPPORT:

- 97 downtown housing units approved
- 6 new businesses absorb 25,000 SF of commercial space
- \$102,000 in grant funding to support Town priorities
- Key commercial properties acquired by new owners
- Positive local coverage highlighting Freeport's resurgence
- Help drive Downtown Vision Steering Committee
- Inform policy work to reduce barriers to development
- New website at [www.choosefreeport.com](http://www.choosefreeport.com)

# Impact

# Mission

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FEDC partners with the community to promote sustainable economic growth that strengthens and **diversifies the economic base and enhances the quality of life** and unique character of Freeport.

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Non-profit corporation that provides free and confidential assistance to businesses

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Advance the economic development goals set by the Freeport community

# Leadership & Guidance

## **Town Council Liaisons**

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Dan Piltch

Ed Bradley

## **Board of Directors**

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Mary Davis (Pres)

Dan Bacon (VP)

Candice Rinaldi (Treasurer)

Chip Gray

Sarah Tracey

Leanne Barschdorf-Nichols

Nikki Yanok

Stefanie Millette

Mark Malone

Tawni Whitney

Jason Sulham

Jimmy Hendrix

## **Staff**

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Brett Richardson (Executive Director)

## **Partners**

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Town Staff & Committee

Biz Community

DTV Task Force

# FEDC Helps

# Connect

# the Dots

# Across

# Partners ...

## Downtown Vision Steering Committee

*Coordinating with Partners to Drive Progress*

## Local Business Support & Recruitment

*Representing Freeport and supporting entrepreneurship*

## Streamline Permitting Process

*Simple & clear expectations for developers and Board reviewers*

## Town Housing Committee

*Collaborating w/ stakeholders to increase desirable housing production*

## Town Sewer Committee

*Mitigating connection fees to reduce barriers for qualified projects*

## Downtown Parking Requirements

*Assessing minimums that increase costs & consume valuable infill land*

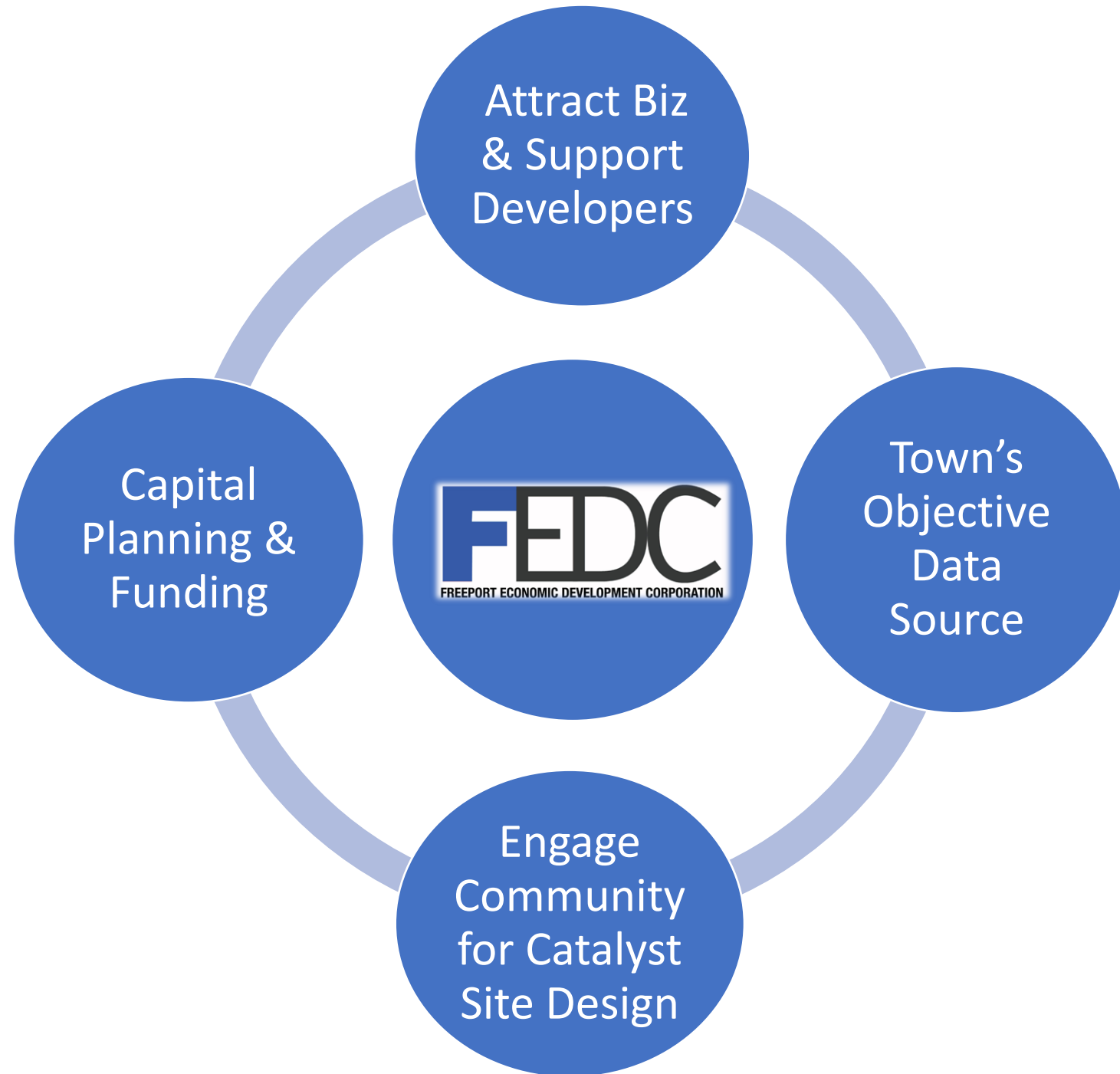
## Local Micro Transit & Trail Development

*Increasing mobility and recreational opportunities*

## Transit-Oriented Development

*Leveraging unique transit assets to target development and funding*

# Goals 2023-2024





# CORE MISSION: Attracting Biz & Supporting Developers



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## Filling Vacancies with “right kind” of business

Healthy 7% vacancy today from 13% in 2020

Percentage rents

More local and regional

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## Multifamily & Downtown Housing

Connecting the dots across Boards and Committees

Project development support

Policy & Process advocacy

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## Representing Freeport in the Region

# Be an Objective Data Source For Town

FEDC Data Team,  
Housing Committee  
Chair, & Assessor on  
Project Team.

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## Identify Key Metrics & Data Sources

Commercial Vacancies

Housing Supply & Affordability

Tax Burden by Property Type (Commercial vs Residential types)

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## Summer Intern from Muskie School

Identify primary data sources

Develop tracking templates

**Estimate housing production goals**

Partnership between Housing Committee & FEDC

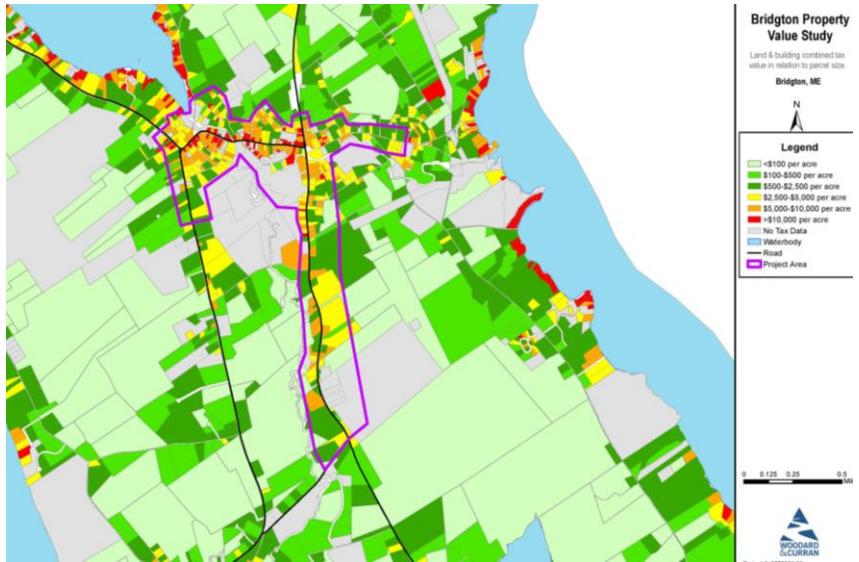
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## Communicating Trends to Council & Boards

Participate in Comprehensive Plan Update

Regular updates to partners

# Economic Development Capital Planning



## Map Infrastructure within Identified Growth District

*Downtown & Route 1 South to Maine Beer Co. Breeze stop*

- Town pedestrian assets
- Maine Water Co.
- Connect Freeport
- Sewer
- DOT
- Private Sector

## Smart Growth on Existing Infrastructure

Create Strategic Plan to Seek State and Federal grants  
 Focus growth in walkable areas supported by water and sewer  
**Anticipate timing to capture efficiencies & leverage investment**

## Proposed Scope of Work & Deliverable ~ \$5,000 FEDC

- Map existing assets to inform Comprehensive Plan update
- Identify infrastructure deficiencies and cost for upgrades
- Estimate development potential unlocked by new infrastructure
- Calculate new valuation and ROI for infill infrastructure investment

# Catalyst Site Community Design Charette

## Engage the Freeport Community

Select Catalyst Site from Downtown Vision

Bring community together to help design key areas of downtown

Create tool to seek grant funding & public private partnerships

## Phase I Catalyst Site Recommendation

**Public Streetscapes & Pedestrian Amenities at Intersection of Bow & Main Streets** (South to Bartol; North to School St.)

**Benefits 4 Catalyst Sites** (Main St, Bow & Main, Bean Flagship, Village Station)

**Additional Catalyst Sites undertaken in future Phases**

## Scope of Work

**\$45,000 total cost share between FEDC and Town**

**-\$10,000 for survey and CAD work to ensure accuracy**

**-\$35,000 for urban designer**

- **Public workshop for education and input**
- **Concept design and illustration of street section**
- **Community Open House & Presentation**





# FEDC Seeks Council Endorsement to Move Forward

*Draft for Board Review*

## Attract New Businesses and Support Developers

*FEDC's core activity*

## Be the Town's Objective Data Source

*Data Team ~ Muskie School Intern ~ Collaboration with Town Committees / Boards*

## Economic Development Infrastructure Capital Planning

*\$5,000 FEDC funding for Woodard and Curran to map existing assets, quantify needed investment, & calculate investment and return on investment via valuation growth*

## Catalyst Site Community Design Charette

*\$45,000 for survey work & urban designer to engage community & illustrate concept*

- *\$15,000 FEDC funding*
- ***\$30,000 Town funding***

## Transit Oriented TIF District Exploration

*\$5,000 FEDC funding to retain TIF Attorney to calculate tax shifts and benefits to local taxpayers as due diligence that can subsequently be used as part State District application*