

Building on Our Strengths

Please Join the Gorham Planning Board

for a Brainstorming Session on

PLANNING FOR ECONOMIC DEVELOPMENT

Monday, November 5, 2018

6:00 – 8:00 PM

Gorham High School Cafeteria

INVITED:

- Residents
- Business owners
- Economic development professionals
- Everyone with an interest in the local economy

The ideas generated in the discussion will help us update the Economic Development element of the Gorham Master Plan.



Agenda

1. Welcome and Introductions
2. What is a Master Plan? And what does it have to do with Economic Development?
3. What do we know? Economic data trends
4. What do we want? Vision for the future and community survey results
5. How do we get there? Brainstorm updates, strategies, recommendations, opportunities

Information for Participants

To ensure the most constructive use of this two hour meeting, it will be very helpful if everyone who plans to attend can spend some time reviewing the following material in advance. This will enable you to give some thought to this topic ahead of time and bring some ideas to kick off the discussion. Our goal will be to discuss the recommendations contained in the 2005 plan, decide if they are still relevant, and, if so, see if we can add more details. Also, what else can we add to the list?

2005 Gorham Master Plan - Economic Development Recommendations

- 1) Encourage and facilitate appropriate economic growth and development which will benefit area residents, including the protection of their property values, natural environment, and community character.
- 2) Expand existing training opportunities by enhancing linkages with the College of Lifelong Learning, New Hampshire Community Technical College in Berlin, and Plymouth State University.
- 3) Work with local organizations on attracting and retaining employment opportunities, especially jobs at higher pay scales, which will contribute positively to the community's economic well being.
- 4) Strengthen Berlin-Gorham's market position as a regional employment center, through positive promotion and marketing, to attract desirable growth, development or redevelopment investments.
- 5) Continue to strengthen the downtown as the historic center of commerce, serving as a complement to surrounding retail districts and the core of the community.
- 6) Attract and retain more tourism related businesses and a wider range of industries to help diversify the local economy and increase the non-residential tax base.
- 7) Pursue opportunities to reuse or redesign existing industrial and commercial areas, including the reuse of existing buildings and infill with new development. Building design, signs, landscaping, and overall appearance of these areas should be encouraged to meet high standards. Attention to image and appearance is part of being a regional center and will help attract more commercial, industrial and tourism growth.
- 8) Discourage industries posing a substantial health, safety, or environmental hazard.
- 9) Continue to recognize, encourage, and promote volunteer, public, and private efforts as a mechanism for promoting economic growth.
- 10) Ensure that growth is properly managed, rather than attempting to attract an absolute amount of growth. The amount of growth desired is to be measured in relative terms so that:
 - There is enough growth to support a broader range of goods and services;
 - The unemployment or underemployment rate is reduced;
 - Undeveloped areas with public utilities are in-filled;
 - Vacant office, industrial, and commercial space is absorbed; and
 - The proportion of higher wage opportunities are increased.