

# 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**

# Impact

## 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)

# Mission

---

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.

---

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

---

Advance the economic development goals set by the Freeport community

# Leadership & Guidance

## Town Council Liaisons

---

Dan Piltch

Ed Bradley

## Board of Directors

---

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

---

Brett Richardson (Executive Director)

## Partners

---

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*

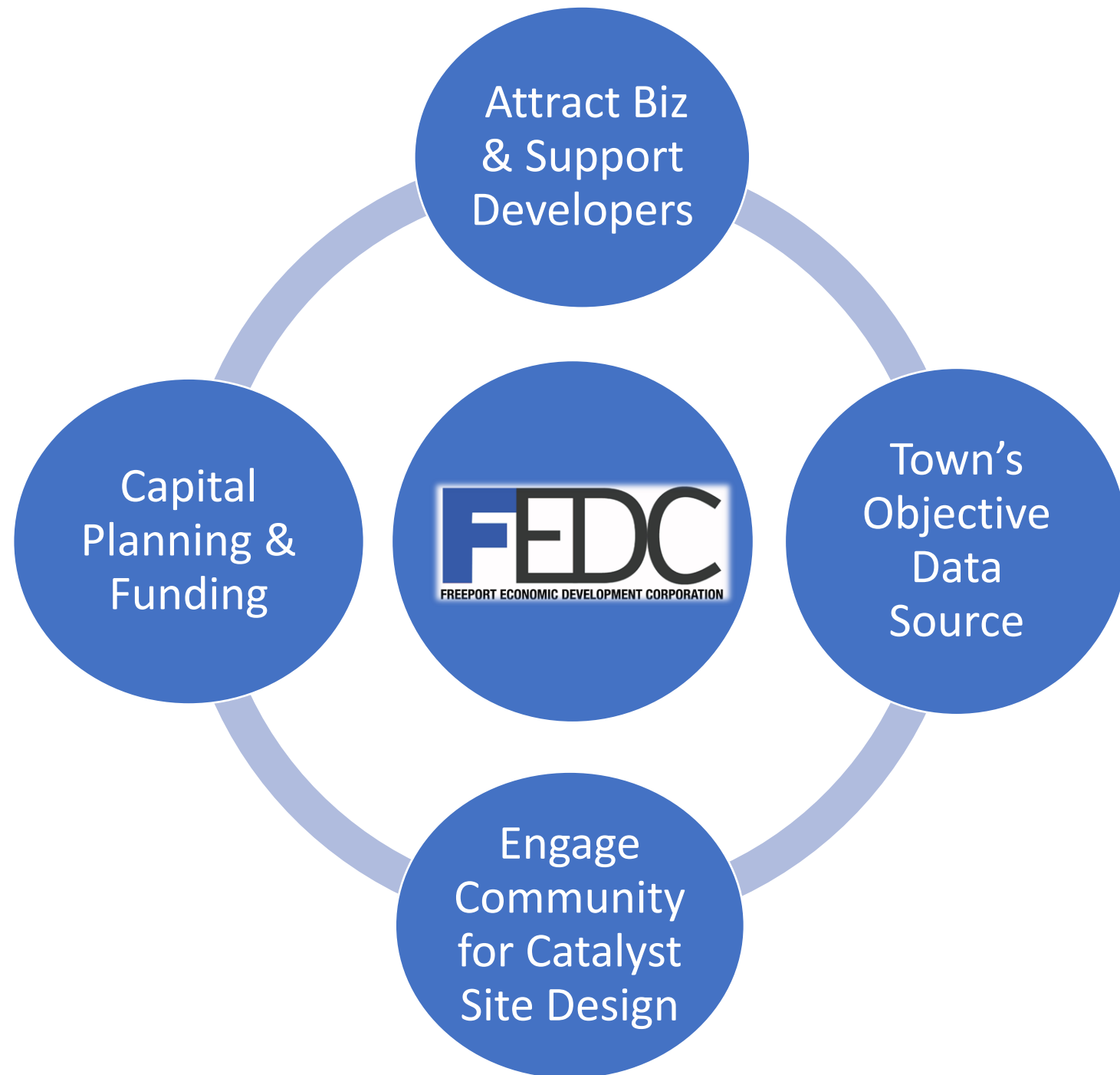
**Local Micro Transit & Trail Development**

*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



---

## Filling Vacancies with “right kind” of business

Healthy 7% vacancy today from 13% in 2020

Percentage rents

More local and regional

---

## Multifamily & Downtown Housing

Connecting the dots across Boards and Committees

Project development support

Policy & Process advocacy

---

## Representing Freeport in the Region

# Be an Objective Data Source For Town

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

---

## Identify Key Metrics & Data Sources

Commercial Vacancies

Housing Supply & Affordability

Tax Burden by Property Type (Commercial vs Residential types)

---

## Summer Intern from Muskie School

Identify primary data sources

Develop tracking templates

**Estimate housing production goals**

Partnership between Housing Committee & FEDC

---

## 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

Sewer

Maine Water Co.

DOT

Connect Freeport

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 FEDDC

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



# 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

# Catalyst Site Community Design Charette





# Transit-Oriented TIF District

\$5,000 for TIF Tax Attorney to calculate tax shifts and local impacts to taxpayers to illustrate benefits and trade-offs.

The tax shift calculations could be used in subsequent TIF application by same law firm and represent a methodical, incremental step.

Beneficial “Shelter” for new investment

*Does not increase Town valuation, which drive State funding formulas*

Fund Capital Improvements & Public Safety within District

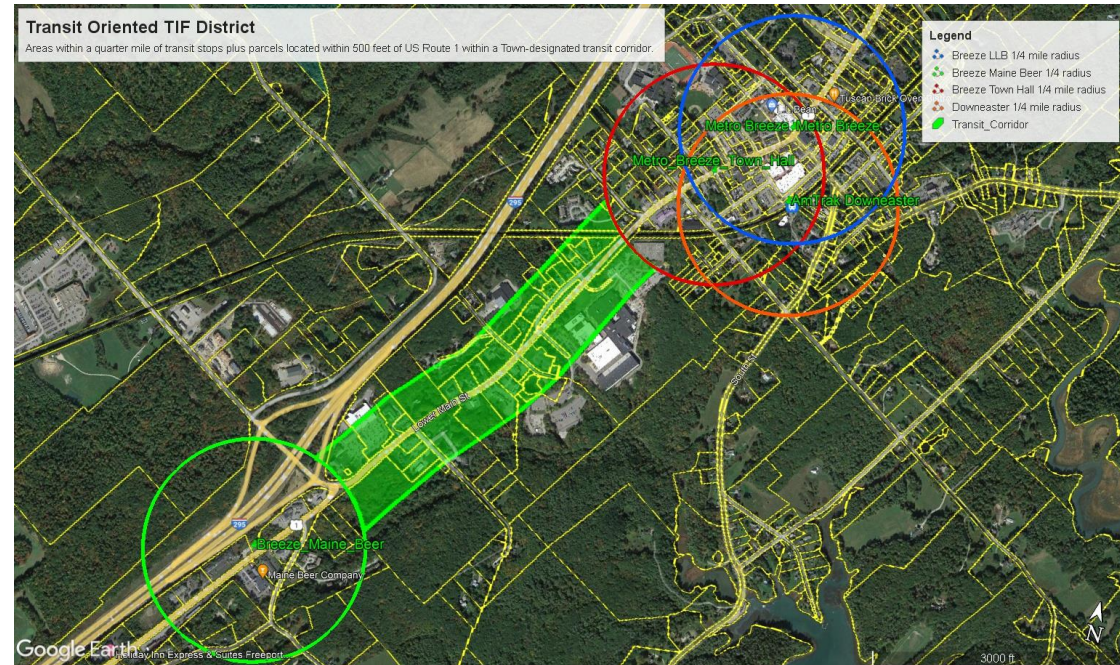
*Sidewalks, Police & Fire, and other infrastructure*

Invest in Priorities from the Comp Plan & Downtown Vision

*Housing, Trails, Catalyst Sites, Building Retrofits, and more.*

Avoid State Caps on Valuation and Land included in TIF

*The State limits TIF to 5% of land and valuation, but TOD is Exempt.*



# FEDC Seeks Council Endorsement to Move Forward

## 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*