

Economic Development Workshop – Winchendon 2025

July 6, 2015 6-8 p.m. Winchendon Town Hall 2nd Floor

Background

A steering committee was recruited by the Planning Board in the Spring of 2014. The committee, working with the Town's Planning and Development Office, was charged with updating Winchendon's 2001 Master Plan and its most recent 2007 update.

Building a master plan provides residents of Winchendon an opportunity to consider what kind of community we will be and to make choices about the place we live. In Massachusetts, a master plan is intended to provide a basis for decision-making regarding the long-term physical development of the town. It is a guide for the work of our town committees and employees.

On April 28, a Master Plan vision session was held at Murdock High School. People were asked to consider what they would like the Town of Winchendon to be in 2025. A vision asks what you value and what you want. The opportunity is to have a vision that is compelling and shared by people who are willing to work together to make it a reality.

Purpose of this Workshop

- Continue to develop the vision for Winchendon's Economic Development.
- Begin to translate the vision into specific goals, objectives or actions that will, over time, produce this vision and close the gap between where Winchendon is today in terms of Economic Development and what we'd like to see in 2025.

Looking Ahead to Next Steps

- Assemble a work group to use the results of today's workshop and other available relevant research to produce a first draft plan for Winchendon's Economic Development within the next 60 days.
- Share this draft with the community via the Town Website.
- Conduct future workshops to review and refine the draft in order to complete a final draft that will be presented to the community for discussion and to the Planning Board and Board of Selectmen for approval.

Topics for Tonight

Open with a review of the agenda, introductions, etc.

1. Vision – What do you want Winchendon to be in 2025 regarding Economic Development? Economic development relates to the Town's economic base and employment opportunities.
 - a. Review ideas from the April vision session that are relevant to Economic Development.
 - b. What would you add or change or clarify? What specific results should these actions be targeting? If we could project ourselves towards 2025, what would you like to see in Winchendon in terms of our economy and employment?
2. Potential ideas for Action - With this vision for economic development in mind
 - a. What strengths (assets, resources, momentum) does Winchendon have today? And, how can we best use these?
 - b. What challenges should we anticipate in moving towards this vision from where we are today? How might we minimize or overcome these?
 - c. What other ideas should be added for consideration?
3. Priority ideas for Action – Impact/Feasibility Grid
 - a. Evaluate each of the potential ideas for action by placing a post-it with the idea in the square on the grid that represents the group's consensus.
 - b. Select the group's top 3 ideas for action to report back to the larger group

Impact/Feasibility Grid

- Impact: how much will it matter for economic development; how much difference will it make?
- Feasibility: how possible is this in our town; what is the likelihood we can make this happen. Note: we won't dismiss an idea just because it may be hard to achieve

Impact			
• High			
• Moderate			
• Low			
Feasibility->	Low	Moderate	High

4. Recruit a work group – to help review relevant data and studies and prepare an interim draft report on economic development that will invite community input.
 - a. We will be asking for help on each of the chapters/topics in the Master Plan. Who here is interested and able to participate in drafting the economic development plan?
 - b. Ideas on who else we should reach out to with an invitation/request?
5. Closing – review of next steps, thanks, etc.