City of Biddeford
2016 Strategic Plan
Engaging our Neighbors
Why and Who

- City Council decides Biddeford needs a Strategic Plan
  - A Strategic Planning Steering Committee is formed
    - Councilors Mike Ready (W7) and Steve St. Cyr (W3); Nathan Bean; Susan Deschambeault; David Flood; Julian Schlaver; Phil Radding; Kerri Lesieur; Janice Lamontagne; Craig Pendleton; Vassie Fowler; Rev. Shirley Bowen and Susan Swanton
What does Strategic Planning Do?

- Provides an opportunity to:
  - reflect on where we have been
  - thoughtfully consider where we would like to be in the future
  - have a real framework for implementation
<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
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</thead>
<tbody>
<tr>
<td>Walkable &amp; architecturally significant downtown</td>
<td>Housing stock</td>
<td>Expanding Riverwalk</td>
<td>Narrow vision of some people; impatience</td>
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<td>Location: coastal, urban, rural, Boston-Portland</td>
<td>Lack of parking for downtown</td>
<td>The tunnel system in the mill district</td>
<td>‘Nay-sayers controlling the message</td>
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<td>Positive energy about the future because of downtown redevelopment</td>
<td>Good stories being drowned out by negative stories</td>
<td>The alternative to Portland and Boston</td>
<td>Aging population</td>
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<td>Strong heritage</td>
<td>Bad perception of City</td>
<td>3 Lincoln St redevelopment and impact on downtown</td>
<td>Drugs and crime perception</td>
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<td>Attracting younger citizens</td>
<td>Using negative lens to view opportunities</td>
<td>University of New England</td>
<td>Rapidly increasing housing costs</td>
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<td>Employment center</td>
<td>Traffic</td>
<td>Rehab of mills</td>
<td>Aging infrastructure</td>
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Community that Cares
- Encourage a culture of compassion, opportunity, resiliency and positive engagement within the community

A Community of Neighbors & Neighborhoods
- Work with naturally defined neighborhoods to identify unique characteristics; encourage ‘a sense of place and belonging’

Creating a New Downtown
- Partner with stakeholders to establish downtown as destination for commerce, diverse residential opportunities
Creative Arts

- Foster and support the creative arts (artists, artisans and performing arts) as a central part of community

Protecting and Enhancing Natural Resources

- Balance policies and investments with the natural resources of the community

‘Sharing the Story’

- Celebrate the proud history, highlight the positive changes and transformational activity

Social-Economically Balanced Community

- Continue the historical economic diversity of the community
Thanks for YOUR Help!

- Reflect and let us know what you think
  - More community meetings
  - Strategic Plan Steering Committee
  - Future City Council meetings

Email us at: Strategicplan@biddefordmaine.org
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