ARUNDEL

Economic Development Committee ("EDC")

April 2014

The Mission of the ***Arundel Economic Development Committee*** is to:

- Promote policies, strategies, and funding mechanisms that foster stable and sustainable economic growth; & provide for the product, service, and leisure needs of the townspeople;
- Expand the non-residential tax base;
- Promote job and entrepreneurial opportunities, in a manner that enhances the image, competitiveness, and quality of life of the community.

EDC Members

Ira Camp, Chairman

Linda Zuke

Jen Burrows

John Bell

Sam Hull

Sally Bates

AEDC@groups.live.com

News and Happenings

In fulfillment of our ongoing Mission to "*foster responsible economic growth in Arundel by promoting entrepreneurial opportunities, job creation & business development in a manner that enhances the image, competitiveness and quality of life in the community*", the EDC Newsletter supplement will be included with the regular issues of the Arrow and posted on both the Town website and the EDC Facebook page.

Arundel Market Study

The Market Study authorized by town voters last year has been completed by The Chesapeake Group and after intensive review & discussion by the EDC, was presented in January 2014 to the Board of Selectmen. The complete Market Study and the EDC review are available for your review on the Town website. The EDC's recommendations can be summarized as follows:

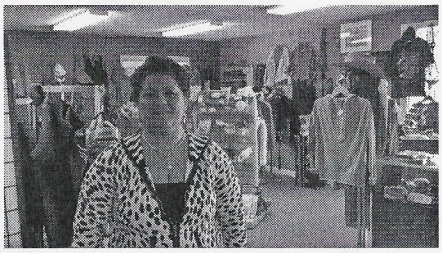
- The preservation and enhancement of Arundel's unique rural character and growing sense of community must be continued as our dominant value. Once lost, these unique qualities can never be regained. The recent selection by Down East Magazine of Arundel as one of the "six best small towns in Maine" reinforces the importance of this. Nevertheless, the EDC feels there is very limited potential for substantial new agro-business development in Arundel.
- The potential in Arundel for promoting development of residential retirement facilities, continuing care, health care and medical research facilities represent a strong area of opportunity for new business..
- Arundel's continued integration with, & proximity to, the established & vibrant tourist industry in our neighboring towns presents a major opportunity for Arundel to support development of services & businesses that compliment and support what's available nearby.
- Arundel has a strong & growing business community focused on the arts & crafts, antiques, agricultural & dairy products (including agro-tourism), automotive & motorcycle trade, high-quality industrial manufacturing and general business. We need to support their continued growth and job creation.
- Streamlining and simplifying our real estate & business development approval process is critical. If we make it tough for companies to start up, relocate here or grow, desirable economic growth won't happen. Without substantial business development, Arundel residential property owners will continue to bear the major tax burden in supporting the town services and facilities that we all need & use.

The Comprehensive Plan Review Committee and the Planning & Zoning Board are engaged now in reviewing and re-drafting rules for development of the business and commercial zones in Arundel. Your thoughts and participation in this process is vital, so please try to attend their upcoming meetings or watch meeting rebroadcasts from links on the town website, www.arundelmaine.org

Spotlight on Arundel Business

We will be spotlighting a local business & speaking with Arundel business owners- large & small, new & old – to let them tell you about who they are, what they do and why you might be interested in supporting them. People need to know about the wide variety and breadth of the vibrant business community in our town.

Melissa's Mighty Finds (*T: 207 229-5065; E: melissasmightyfinds@gmail.com*) is a specialized consignment store filled with goods that reflect owner Melissa Paquette's colorful personality and interests. It's jam-packed with adults & children's clothes, furniture, interesting lamps, motorcycle gear, games, artwork and other finds that Melissa carefully selects. She takes goods on consignment for resale and caters to people who are looking for something special, whether they be local residents, area horse-lovers, tourists passing by on busy Rt. # 1, bikers from nearby Bentley's or increasingly, those who find her on her Facebook page. Melissa says that most people come to her with stuff from their lives that are too valuable to just give away and too much trouble to sell at a yard sale. She's an expert in re-selling unique goods at fair prices, she says!



Melissa's daughter Jessica takes care of the adjacent **Spotted Horse Tack Shop** *(T: 207 284-3752; E:spottedhorsetack@gmail.com)* as part of her life-long passion for horses and riding. She buys new & used gear from Wyoming, Minnesota and elsewhere that's hard to find in York County and has some great horse & pony saddles, belts & hats, grooming supplies and gear. They're even thinking about offering supplies of horse grains and hay next year, something not now readily available in the area. Both shops are open year-round, 7 days a week in the summer and Wed. – Sat. in the winter. 10 a.m. to 5:30 p.m. Stop by and take a look at what's there!

The Kennebunk- Kennebunkport - Arundel Chamber of Commerce

"Three Towns, One Community"

The KKA Chamber advocates, educates and works on behalf of the business community and supports economic development and success of member businesses in all three towns. The Arundel EDC sees close cooperation with the Chamber as a key step in promoting responsible business development in Arundel and greater integration of Arundel's businesses into the fabric of the KKA business community.

In future editions of this Newsletter, we'll highlight upcoming Chamber of Commerce activities and events that might be of interest to Arundel residents and businesses. Membership in the KKA Chamber is not expensive and is a great way to market your business to both residents and visitors to our community. Big or small- you need to be a member! Call the Chamber at (207) 967-0857 for more information.

Here's what being a part of the KKA Chamber can do for your business:

- **Greater Online Marketing -** You can promote events, special offers, share news and can post employment opportunities through the Chamber's website, online app, e-newsletters and social media.
- **Increased Visibility -** The Chamber provides cost effective ways to advertise in the "Experience the Kennebunks" guidebook, "Maine Invites You" travel guide, Chamber map, website, and e-newsletter.
- **Information and Visitor Services -** Directly target new residents and over 70,000 annual visitors through the "Experience the Kennebunks" guide book, by promoting your business with a complimentary listing; it is distributed in over 150 high-traffic locations in the Northeast and Canada, visitor centers, Amtrak passenger terminals and Portland International Jetport.
- **Referrals -** On average, the Chamber receives 75 calls each week from individuals living in the area, relocating or planning visits.
- **Professional Development –** Chamber seminars address a range of topics, including current trends, marketing, public policy issues, technology, and legislative changes affecting businesses.
- **Professional Development -** The Chamber advocates, educates and works on behalf of the business community and supports economic development and success of member businesses.

So if you're one of the Arundel businesses who are already a member of the newly revitalized KKA Chamber of Commerce – congratulations on a smart business decision! If you haven't gotten around to joining yet – don't delay any longer. Their website is www.gokennebunks.com.