

**Input from 2010 Brookline Master Plan Survey**Economic Development Strategies

- 72% of respondents stated they would be in support of appointing an Economic Development Committee in Brookline to plan for and promote the achievement of the economic goals set forth in the Master Plan.

Strengths, Challenges, Opportunities, and Threats

- Rural Character—41% of respondents stated rural character is a strength, 39% challenge, 16% opportunity, 1% threat
- Tax Rate—47% of respondents stated the tax rate is a threat, 43% challenge, 6% opportunity, 4% strength
- Zoning—54% of respondents stated zoning is a challenge, 18% opportunity, 17% strength, 11% threat
- Safety Services—49% of respondents stated safety services are a strength, 34% opportunity, 16% challenge, 0% threat
- Roads—45% of respondents stated roads are a strength, 35% opportunity, 13% challenge, 7% threat
- School System—70% of respondents stated the school system is a strength, 24% opportunity, 5% threat, 1% challenge
- Transportation Options—41% of respondents stated transportation options are a challenge, 30% opportunity, 17% strength, 11% threat
- Employment Opportunities—35% of respondents stated employment opportunities are a challenge, 34% opportunity, 15% threat, 15% strength
- Public Infrastructure (water, sewer)—49% of respondents stated public infrastructure is a challenge, 24% threat, 22% opportunity, 5% strength

Importance of Attracting Various Types of Businesses to Brookline

- Small Office (dentist, CPA, lawyer, insurance)—53% of respondents stated attracting small office is very important, 35% somewhat important, 12% not important
- Small retail (pharmacy, florist, butcher)—61% of respondents stated attracting small retail is very important, 31% somewhat important, 8% not important
- Industrial—38% of respondents stated attracting industrial is somewhat important, 27% very important, 26% not important
- Large retail (strip mall, Target, Wal-Mart, Home Depot)—61% of respondents stated attracting large retail is not important, 18% somewhat important, 17% very important
- Entertainment (movie theater, skating rink, mini-golf)—44% of respondents stated attracting entertainment is somewhat important, 30% not important, 20% very important
- Service business (oil change, dry cleaner, car rental)—35% of respondents stated attracting service businesses is not important, 31% somewhat important, 29% very important
- Child care/early learning—42% of respondents stated attracting child care/early learning is somewhat important, 34% very important, 22% not important
- Private education facility—39% of respondents stated attracting private education facilities is somewhat important, 39% not important, 13% very important
- Bed & breakfast/inn—35% of respondents stated attracting bed & breakfast/inns is somewhat important, 30% very important, 26% not important
- Nursing home/assisted living facility—48% of respondents stated attracting nursing home/assisted living facilities is somewhat important, 30% not important, 19% very important

- Franchised restaurants—50% of respondents stated attracting franchised restaurants is not important, 39% somewhat important, 7% very important

### **Input from 2010 Master Plan Forum, Economic Development Breakout Session**

#### Current Businesses in Brookline

- Parkers Maple Barn
- Andres Institute
- Auction Gallery/Event Center
- Liquor Store at border
- Bingo Hall

#### Businesses to Attract in the Future

- Emphasis on clean quiet industry
- A fine restaurant and other places to eat
- Small contracting/construction firms
- Pottery studio and art classes for all ages
- Music school
- Small scale – local options
- Light industry
- Grocery store
- Drug store
- Doctors/dentists/professionals

#### Strengths to Economic Growth in Brookline

- Family traditions
- Safe, family-friendly
- Good schools
- Camp Tevya – brings outside people into town
- Lake Potanipo, Melendy Pond

#### Challenges for Brookline's Economic Growth

##### *Lack of a destination*

- People pass through on Rt 13 North/South and don't stop in town

##### *Zoning*

- Limited zoning for commercial growth
- No one willing to vote to change zoning to allow more commercial
- Where would commercial go?

##### *Physical and infrastructure limitations*

- Terrain as a limiting issue
- Need water sewer for industrial; limited to individual lots
- No town water/sewer

##### *Lack of organized effort*

- Too passive in going after development?

##### *Loss of local businesses*

- Lost Grant Plastics
- Lost Riverside Restaurant
- Empty buildings are depressing
- Development from Ft. Devins close – opportunities never happened

### Economic Development Strategies

- Business-savvy committee to bring business into Brookline
- Stop people at the border
- Develop empty lots on Rt 13
- Economic development committee

### Need to Attract Economic Development

- Taxes to support good schools and programs, broaden tax base
- Make it affordable for older residents to be able to stay in the community

### **Input from 2008 Brookline Route 13 and 130 Vision Plan**

- Creation of an Economic Development Group was recommended as a key action item with a 1-3 year timeframe.
- Written responses to the Town Center Survey stated that additional professional services and gathering places such as a coffee shop, small restaurant, gazebo for concerts, a park, and retail shops would create a more vibrant town center and a destination unto itself.

### **Available Data**

- NH Dept. of Resources and Economic Development
- NH Dept. of Employment Security
- NH Dept. of Revenue Administration
- US Census

### **1997 Outline**

*Note—the 1997 chapter was titled “Brookline Economic Profile.” It provided an overview of the current status of economic indicators in Brookline, but had little discussion of economic development aside from the growth management ordinance.*

- Major employers in Brookline
- Employment data for Brookline and Nashua region
- Wage data
- Tax rate data
- Growth Management Ordinance
- Growth Management recommendations

### **2010 Proposed Outline**

- Introduction
- Brookline’s Economic Vision
- Importance of Economic Development in Brookline
- Summary of Economic Development Findings from 1997 Land Use Master Plan chapter
  - Economic Development Strategies in Neighboring Communities
  - Economic Vitality Subcommittee
  - Brookline Economic Development Strategy

- Economic Summary—wage, employment, and tax data
- Current Economic Base in Brookline
- Desired Businesses
- Strengths to Economic Growth in Brookline
- Challenges to Economic Growth in Brookline
- Economic Development Strategies
- Findings/Results
- Recommendations
- Implementation and Timeframe