

## ***Summary and Strategic Action Recommendations***

### **Summary**

The preceding analyses illustrated that Poland has a tremendous potential to grow and diversify its tax base through economic development activity. There are multiple opportunities that if properly nurtured, could put Poland on a very stable and balanced course. There are a number of factors which support the potential economic development opportunities for the community as follows:

- Poland is strategically located in a very robust regional economy that is one of the strongest and fastest growing in the State.
- There are some significant economic development activities occurring in adjacent communities that will benefit Poland.
- Poland is home to one of the most recognizable businesses and market brands in the consumer products business.
- Poland has a rich history in destination tourism which can be further enhanced.
- Poland possesses numerous significant natural resources, including groundwater, surface water and minerals.
- Poland possesses a high value vehicular and rail network, with close proximity to business centers.

### **Strategic Action Recommendations**

While the above described factors support the opportunity to realize economic balance in the community, most of the promising opportunities will most likely not be realized by happenstance. To properly capitalize on these promising opportunities, the Town of Poland needs to take pro-active steps to develop the appropriate plans, structures, infrastructure and mechanisms to support the desirable activities. Following is a listing of specific strategic recommendations that will support the realization of the economic development opportunities.

#### **1. Business Retention and Expansion**

- a. Continue to support the growth of Poland Springs Water Company.
- b. Work with the owners and support the redevelopment of the Poland Spring Inn.
- c. Support other existing businesses as appropriate.

**2. Organizational Development/Project Implementation**

- a. Using TIF proceeds, establish an economic development fund to support economic development staff functions within the community or within a regional context to implement this strategy.
- b. Form a Local Development Corporation to assist the Town in developing properties.
- c. Work with AVCOG and others to identify and include Poland's projects in the regional CEDS program.

**3. Regional Cooperation**

- a. Work with the City of Auburn to explore joint participation in the expansion of the industrial park and areas in Poland adjacent to the rail line.
- b. Work with the cities of Auburn and Lewiston on the airport expansion.
- c. Work with Lewiston, Auburn and Mechanic Falls utility districts to ensure continued capacity to support future development activities.
- d. Work with AVCOG and/or others to establish a business attraction effort.
- e. Work with AVCOG and others to promote Poland's tourism assets in the Western Lakes and Mountains tourism campaign.

**4. Prospectively Re-zone Land**

- a. Expand the General Purpose District in the areas around the junction of Routes 26 and 122 and north of Hacket Mills Road.
- b. Establish a new Downtown Village District, along Route 26, north of Range Pond to facilitate the creation of a Poland downtown.

**5. Downtown Creation/Route 26 Revitalization**

- a. Develop a Downtown Plan and related TIF district to support and facilitate the creation of a new downtown on portions of Route 26.

**6. Infrastructure**

- a. Evaluate utility extensions vs. community based system.