

TOURISM & The CREATIVE ECONOMY

Group 1:

- New England is the brand. New England Village, historic, maritime, quaint.
- We need attractions year round to expand year round commerce.
- What we have:
 1. Beaches
 2. Family oriented
 3. Small town historic atmosphere
 4. Festivals and fairs
 5. Small town villages
 6. Lots of B&Bs
- What we envision:
 1. Newburyport to Portland corridor
 2. Brand: historic New England towns
 3. More places to stay in non-beach areas & more B&Bs & Inns
 4. Infrastructure (roads, water, sewer, power, cell towers)
 5. Design standards---buildings in front, parking behind to create the village look
 6. Rte 1 in Maine and NH---re-do
- What are the obstacles:
 1. Nimbys
 2. Zoning 2-4 acre requirements
 3. Lack of cluster housing
 4. Economics
 5. Infrastructure
 6. Need a backbone
 7. Regional airport

Group 2:

- What we have:
 1. Beaches
 2. Outlets
 3. Retail downtowns, village-like
 4. Historical sites (forts, Strawberry Banke, SPNEA homes, etc.)

5. Arts and culture (Music Hall, theatre, galleries, etc.)
 6. Parks and trails
 7. Restaurants
 8. Scenic drives and vistas
 9. Festivals
- What we envision:
 1. Aquarium
 2. Conference center
 3. Motels/hotels
 4. B&Bs/culture
 5. Youth theatre
 6. High speed ferry service/port facilities (shipyard use?)
 7. More festivals

 - What are the obstacles:
 1. Lack of space---rail
 2. Infrastructure
 3. Oil based economy
 4. Accessibility---no choices in transportation (geographical limits--some roads can't be widened)
 5. Funding---lack of local control
 6. Out of balance---tourism, manufacturing, small biz
 7. Lack of coordinated marketing of seacoast area
 8. Nimbys
 9. Naming our brand---suggestions: The New ME; The Bold Coast

 - Suggested actions:
 1. Develop a bi-state trolley system---check to see if Coast agreement allows expansion into Maine
 2. Regional intermodal transportation services with connections to Boston and cape Cod
 3. New rail to connect Newburyport/Portsmouth/Kittery
 4. Create more trails
 5. Better utilization of state/federal delegation for accessing capital