

TOWN OF ORLEANS ECONOMIC DEVELOPMENT COMMITTEE 2025 FOCUS AREAS AND ACTION PRIORITIES

Focus Area	Initiative	Action	Possible speakers/collaborators
<p>Business Development: <i>attract high-value businesses and industries that enhance Orleans' tax base, create well-paying jobs, and align with the town's vision for sustainable economic growth and elevated resources.</i></p>	Asset Mapping	Asset mapping for the town involves identifying and cataloging Orleans' key resources, such as natural assets, infrastructure, businesses, cultural institutions, and workforce capabilities. This process helps pinpoint strengths, opportunities, and gaps to guide strategic economic development efforts.	MHIC
	Industrial Zone Expansion & Modernization	Assess existing industrial land, infrastructure, and business activity to identify opportunities for modernization. Engaging with local stakeholders, including property owners and businesses, to help gauge interest in expansion and inform potential zoning or permitting adjustments. Additionally, researching incentive structures and answering the question "Why Orleans?"	TOO- Planning & Community Development
	<p><i>Committee Members: Rosalin and Debbie</i></p>	Zoning Reform	Engage in a zoning reform process to adapt to changing community needs, support economic development, and ensure sustainable growth. Zoning reform can address issues like housing affordability and diversification, support local businesses by allowing more diverse commercial uses, and protect natural resources.
<p>Business Ecosystem: <i>developing programs and enhancing existing initiatives to support and amplify the success of Orleans' current businesses, fostering a thriving, profitable, and resilient local marketplace.</i></p>	Workforce development	Coordinate presentations to better understand programs that could assist current and future business owners in Orleans	CIWB; CDP

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Committee Members: Alisa and Dave

Housing Development	Support housing initiatives that strengthen Orleans’ workforce and business community by championing efforts led by the Housing Trust and Housing Committee, tracking the utilization of rental assistance programs, and advancing workforce housing solutions through zoning changes or incentives. Stay engaged in addressing seasonal rental safety concerns, collaborating with the Seasonal Communities Committee, and exploring policies such as a "Good Landlord" tax credit to encourage responsible rental practices.	HAC; Homebuilders Association; CIOR
Supporting Families and Schools	Monitor the number of families in Orleans schools to ensure taxpayers receive strong value for their investment and that schools are properly resourced to meet student needs. Track the utilization of childcare funding to assess whether current programs are effectively supporting families, identifying gaps or opportunities to improve accessibility and exploring options for expansion.	TOO- Department of Health and Human Services; Nauset Regional Schools
Technical Assistance Programs	Launch a micro-grant program for local businesses to equip local businesses with the skills and resources they need to grow, adapt to changing market demands, and remain competitive, thereby strengthening the overall economic resilience of the community.	Eastham; Provincetown; Barnstable
Enhancing Permitting Efficiency	Collaborate with and support the Business Resource Team by providing insights, resources, and advocacy to enhance their initiatives aimed at strengthening the Orleans’ business community by ensuring the town’s processes are as efficient and sensible as possible.	TOO- Business Resource Team

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<p>Marketing Orleans: <i>guide and support efforts that promote Orleans as a vibrant destination for businesses, residents, and visitors by amplifying the town’s unique assets, fostering collaboration among stakeholders, and aligning branding with economic growth goals.</i></p> <p><i>Committee Members: Mike and Judy</i></p>	<p>Collaborate with Local and Regional Partners</p>	<p>Regularly monitor and engage with local and regional economic development organizations, chambers of commerce, and tourism boards by attending meetings, subscribing to newsletters, and reviewing reports to stay informed on their initiatives. Gather insights on trends, challenges, and opportunities that align with Orleans' marketing goals, and use this information to refine local strategies while identifying potential collaboration opportunities.</p>	<p>Cape Cod Chamber; CDP; TOO Cultural District</p>
	<p>Leverage Community Events</p>	<p>Encourage and support events through a tourism mini-grant program that encourages them to market the town of Orleans as a destination.</p>	<p>Orleans Cultural District</p>
	<p>Support Orleans branding project</p>	<p>Support the Orleans branding project by providing input, gathering community and business feedback, and ensuring alignment with local economic development and marketing efforts to strengthen the town’s identity and appeal.</p>	<p>TOO- Economic Development Coordinator</p>
<p>Infrastructure: <i>understand, advocate for, and drive infrastructure projects that foster a thriving ecosystem for businesses and housing, enhancing Orleans’ economic vitality and quality of life.</i></p>	<p>Local Wastewater Infrastructure Improvements</p>	<p>Track progress and develop an understanding of sewer infrastructure, its impact on local businesses and identify areas for further economic development</p>	<p>DPW; Wastewater Management Advisory Committee; 3PO Networks</p>
	<p>Broadband Infrastructure</p>	<p>Stay informed on the Town’s efforts to expand and enhance broadband infrastructure, including upgrades and potential municipal broadband initiatives, by monitoring project developments, engaging with stakeholders, and exploring opportunities for future expansion.</p>	<p>Open Cape; Tech Council</p>

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<i>Committee Members: Stephen and Peter</i>	EV Charging Network	Explore the feasibility of establishing a public EV charging network in Orleans to support economic development by gathering details on the charging stations in development, assessing the requirements for additional charging stations, and investigating funding sources to support the development of the network.	Chatham EV Company; Eversource; Cape Cod Commission
	Land Use Planning	Engage in Local Comprehensive Plan process	TOO- Planning & Community Development
Data Collection to be carried out by staff with EDC support	Creation and continuation of a data dashboard	Track and publish pertinent data	TOO- Economic Development Coordinator
	Local Business Survey	Gather feedback on how businesses interact with and benefit from community assets, such as public spaces, infrastructure, events and programs. Through the survey, businesses can provide insights on which assets they find valuable, how often they use them, and any unmet needs or improvements, enabling the town to assess the effectiveness of these assets and make adjustments that better support economic activity and community vitality.	TOO- Economic Development Coordinator
	Fostering Collaboration with Town Committees and Stakeholders	Convene with other town committees and community groups to address shared economic development challenges, identify synergies, and advance coordinated solutions that benefit Orleans’ businesses and residents.	TOO- Economic Development Coordinator

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<p><i>Other Priorities</i></p> <p><i>Committee Members: Full committee with staff support</i></p>	<p>Building Committee Expertise on Regional Economic Drivers</p>	<p>Prioritize ongoing education on key regional issues—such as transportation, climate resilience, and workforce trends—that influence economic development, ensuring informed decision-making and strategic advocacy.</p>	<p>Cape Cod Chamber; Cape Cod Commission</p>
	<p>Advocacy</p>	<p>Engage in advocacy by collaborating with local and regional stakeholders, voicing support for policies and funding opportunities that align with Orleans' economic and community development goals, and actively promoting the initiatives that enhance these focus areas.</p>	