

Grand Plan MADAWASKA is a strategic planning initiative to shape a thriving and vibrant future for the town of Madawaska, Maine. The plan will present a 10-year road map that focuses on business growth and economic development, quality of life and place, and leadership for regional development. Overseeing the planning process is a team composed of town staff, consultants, a steering committee, and youth advisory group. The aim of Grand Plan MADAWASKA is to help strengthen the community and region, realize progress and prosperity, and create conditions for great things to happen.

### **Additional key messages**

- The planning process is guided by the desire to build a great place to live, work, and visit.
- Our aim is to craft a way to maximize the town's potential, mobilize for unrealized opportunities, lead the conversation for regional development, and foster entrepreneurial and creative capacities.
- Community engagement is a key part of the planning process. We recognize the value and importance of local knowledge and community participation in shaping a strong vision and strategy.
- Our hope is that this plan will lead to unprecedented public and private sector collaboration and investment for Madawaska.
- The goal is to complete the plan by the end of 2017.

### **What is a strategic plan?**

A strategic plan can help the town define its mission, vision and guiding principles; examine issues and identify strategies and resources; establish action steps with realistic goals and objectives; set a timeframe for implementation; and identify ways to measure success and adapt to change. A strategic plan is like a road map for the future, where the journey is as equally important as the final destination.

### **Some steps in planning**

There are many steps involved in the process, such as understanding the community (e.g., assets, challenges, threats, aspirations, opportunities) and how to draw connections and leverage them for new opportunities. The planning process includes extensive research, assessment, and analysis; and engages local and area residents, the private and public sector, and regional/county/state stakeholders.

### **Focus areas being considered**

Our goal is to imagine what is possible and develop an action plan that galvanizes community and economic prosperity and sustainability for Madawaska. Planning will look at issues such as Madawaska's relationship within the region, county, and international area; entrepreneurship and prosperity; education and workforce; making and imagination; community, culture, and place; youth and population growth; collaboration and connection; and the role of municipal government.

### **For more information**

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