

Falmouth Business League Project – *another round of ideation*

“Better Business in a Better Falmouth”

December 03, 2019

What could the purpose of the Falmouth Business League be?

The Falmouth Business League are a set of deliberate initiatives, partnering Town and Chamber, to position and cultivate Falmouth as a location of best-in-class businesses and employees, supporting the success of businesses, as well as that of Falmouth as a mainly residential community (10/90 mix?)

- In broad terms Falmouth might be interested in further developing two business segments to minimize infrastructure stress but maximize economic resilience:
 - Those who primarily serve Falmouth’s residents and workforce
 - Those who do not depend on high volume customer traffic:
 - Higher ring value: professional services, discerning products
 - Regional/National e-commerce reach
- Falmouth needs to set a target for desired “commercial” tax revenue – and estimations for impact on resources: roads, schools and safety

What could the initiatives aim to do?

1. Ensure local regulations are competitive to what surrounding towns are developing to even the cost of doing business and/or attract target segments.
 - i. Ensure careful attention to impact on traffic, but leverage Falmouth’s accessibility
2. Elevate performance and reduce cost of learning by partnering with Library and local talent (“Human Library”) for Best Practices sharing in business topics (up-and-coming examples)
 - i. Retaining employees
 - ii. Effective management of diversity
3. Cultivate a work culture that develops, attracts and retains the best talent in the region
 - i. Pre-college / college – summer jobs
 - ii. Summer intern/job program
 - iii. Apprenticeships
 - iv. Recruitment
4. Attract target businesses to our town through a unique transition offer of “ Falmouth perks”
 - a. Accessibility: Tolls, public transportation and Internet
 - b. Education: Library/ PK’s / Schools / after school access?
 - c. Cost: Taxes

How would this be governed?

- Each initiative has dedicated/interested volunteers from the business community and the Town
- FEIC serves as a conduit of interest, partnerships alignment and performance assessment