



ADHOC FALMOUTH TERCENTENNIAL PLANNING COMMITTEE

*REPORT AND RECOMMENDATIONS
FOR MARKING FALMOUTH'S 300TH ANNIVERSARY IN 2018*

May 2016

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1. Executive Summary

The 300th anniversary of Falmouth's incorporation as a town will take place in 2018. Falmouth has a long record of marking these milestones in our community's history through commemorative events and activities. Residents commemorated our Town founding in 1918, 1968, and 1993. These moments provide an opportunity to come together as a community, to reflect upon and honor the sacrifices and achievements of those who came before us and, at the same time, to consider our future. The Tercentennial Planning Committee appreciates the Town Council's acknowledgement of the importance of marking this occasion and their creation of a Committee charged with determining the shape and form this commemoration should take.

This report presents the research and data gathered by the Committee, including meeting with numerous stakeholder groups in the community, evaluating past commemorative events held in Falmouth and in neighboring communities, hosting a Public Forum, and soliciting input via a survey.

After reviewing this information, the Committee has determined that there is support and enthusiasm among community stakeholders and residents to commemorate Falmouth's 300th anniversary via a town-wide, multi-generational, all-inclusive series of events and activities taking place throughout 2018. The Committee has identified numerous community organizations willing to partner in collaborative efforts to celebrate Falmouth's 300th. Additionally, the Committee has determined that given the magnitude and significance of this milestone, commemorative events must be very well thought-out and well-executed, and the production of such will come with a significant need for financial and human resources. The Committee has also determined that organizing and hosting such events will not only honor a historic event in our town's history, but also promote civic pride, community spirit, and economic impact. As a result, the Committee has established the following goals for a town-wide tercentennial commemoration: ***Honor the Past, Celebrate the Present, Invest in the Future.***

The Committee also proposes four recommendations for marking the 300th anniversary:

1. Amend and extend the charge of the Committee through December 2018 so that it can carry out these recommendations.
2. Serve as the umbrella organization under which a larger town-wide, year long, commemoration of Falmouth300 is organized, promoted, and marketed by maintaining a part-time Tercentennial Coordinator who will assist the Committee with its organization and implementation.
3. Create a collaborative history of Falmouth project.
4. Organize 5-7 commemorative events or activities including community-oriented celebratory events as well as events that attract visitors from elsewhere for greater economic impact.

COMMITTEE'S PURPOSE AND COMPLETED TASKS

2. Town Council's Charge to the Committee

The Tercentennial Planning Committee shall:

1. Develop recommendations for event(s) to celebrate the Town's tercentennial year and to promote Falmouth's historic resources, such as participation in Historic Preservation Week. The Committee is encouraged to work in cooperation with the Falmouth Memorial Library, Falmouth Historical Society, Falmouth Schools, Greater Portland Landmarks, the Maine Historic Preservation Commission and other appropriate organizations.
2. Provide status reports to the Town Council on a regular basis.
3. The Committee shall offer a full report and recommendation to the Town Council, consistent with the purpose and goals of the Committee no later than February 1, 2016.
4. The Committee shall meet as necessary, with the Chair, or Vice Chair in his/her absence, having the authority to schedule meetings.

3. Summary of Committee's Completed Tasks

Since its creation in 2015, the Ad-Hoc Tercentennial Committee has completed the following tasks to inform this report and recommendations.

- Held monthly meetings from September 2015 through May 2016.
- Recognized that greater public input should be sought so that the celebration evolves into a meaningful commemoration for all Falmouth residents.
- Recommended that a hired professional would be necessary to coordinate event planning, volunteers, and all other aspects of this important celebration.
- Presented its findings to the Town Council via a memo dated November 19, 2015.
- Provided an update at the Town Council Meeting on November 23, 2015, regarding the development of a plan to celebrate the 300th anniversary of the Town's incorporation and an Order to authorize the expenditure of \$25,000 to support the planning efforts, namely hiring professional help, such funding to be available through TIF district development plans. The funding was approved.
- Hired Erin Bishop Cadigan to staff the Committee as the new Tercentennial Coordinator.
- Drafted a workplan for December 2015 through April 2016, to present to the Council, which defined the process of identifying and focusing the goals, objectives, events, activities, and resources necessary to commemorate the 300th anniversary.
- Met with stakeholder groups for one-on-one and group meetings to engage and build consensus.
- Hosted a Stakeholder Forum on February 29, 2016, with the purpose of generating interest in 300th, soliciting input from stakeholders, brainstorming ideas, and identifying priorities and goals.
- Hosted a Public Forum on March 7, 2016, for the purpose of gauging interest in the 300th, gaining input from Falmouth's residents, brainstorming ideas, activities, events, and goals.
- Created and promoted a public survey online and in print to gather additional feedback from Falmouth residents.
- Reviewed findings from stakeholder meetings, forums, and surveys to determine best organizational structure and to identify overarching goals and priorities for the commemoration.
- Identified key events and activities that would best meet identified goals.
- Gathered information and data on costs associated with identified key events.
- Identified funding sources and drafted a budget for commemorative events.

DATA GATHERED

4. Review of Falmouth's Past Commemorations

In March 1918, Falmouth held a town meeting. On the agenda, among other items was, "To see what action the town will take in relation to the 200th anniversary of its incorporation, November 11, 1918, by raising a sum of money, or acting anything relative thereto." Over 1,000 people attended the resulting commemorative event held on the grounds of the Town Hall that summer. Performances by the American Legion Band kicked off the day followed by "athletic stunts,"—three legged and potato sack races as well as a 50 and 100 yard dash. After a free baked bean dinner, attendees heard lectures and musical performances before an awards ceremony honored race winners as well as "the oldest man and woman present" and "largest family." The day concluded with a baseball game between West Falmouth and Falmouth Corner.

In 1968, the Town appropriated funding from its Economic Development line to mark the 250th anniversary of incorporation. Held in July, celebratory events included an auction and carnival hosted by the Lions, an outdoor religious service, lobster bake, historic house tours, sailing races, and a fair held on the high school athletic grounds as well as a parade and Teen Dance. The event was capped off by the Clamdiggers Cotillion. A commemorative book was published and given free to residents. Other souvenir items sold to raise funds included bronze coins, straw hats, and banners.

In 1976, the Town formed a commission to mark the occasion of the U.S. Bicentennial. Commemorative events were held in June including a big band concert, a bike rodeo, historic tours, "firemen's water fight," church suppers, and a Bicentennial Ball. In addition, the Falmouth Historical Society conducted a survey of historic homes. Town beautification projects and the extension of bike paths were also part of the commemoration.

In June 1993, Falmouth marked its 275th anniversary with a day-long celebration held on the high school fields. The event included a parade, a 10K race sponsored by the Forecaster, tours of historic homes, games, and entertainment. In addition, the Town Clerk oversaw the publication of a collection of photographs and text "displaying a sampling of the quality and diversity of living in Falmouth."

5. Select Examples from Other Communities

Phippsburg 200th

Phippsburg hosted 93 events during its year-long commemoration in 2014 including a bonfire, firefighter's field day, fireworks, memorial dedications, concerts, historic tours, lectures, and exhibits. In 2007, the Phippsburg community also recognized the 400th anniversary of the Popham Colony.

Cape Elizabeth 250th

Cape Elizabeth began their year-long celebration in Fall 2014 and concluded November 1, 2015. The committee partnered with local organizations to offer a wide-range of experiences that would enable residents to learn more about the legacy of the town and celebrate it as a distinct community. Events included a Farm to Table dinner showcasing locally harvested food, films, lectures, parades, an ice cream social, a pancake breakfast, and self-guided historical tours. The largest event was a "Night at the Light," featuring a concert by the Portland Symphony Orchestra at Fort Williams Park attended by 3,000 people.

Saco 250th

Saco chose to commemorate with a series of events over five weekends beginning in June and ending July 8, 2012. Kicked off by a parade, events included a reading of the proclamation at the original meeting house in Biddeford, a city-wide historic scavenger hunt, photo displays in storefronts, historic timeline, an authentic encampment, horse drawn historic tours, guided historic walking tours, events at the Dyer Library and the Saco Museum, and a 2-day old fashioned street fair.

Hallowell 250th

Hallowell used their annual Old Hallowell Day event to cap a year-long celebration of their 250th anniversary in 2012. The year kicked off in January with the city council inauguration. Lectures, dinners, the dedication of a Veteran's Memorial, a dramatic play, historic tours, and an art show were also held throughout the year. The Old Hallowell event, held in July, included a 5K road race, fun run, parade with the Maine Army National Guard marching band, Hallowell Community band concert, craft show, food vendors, musical performances, birthday cake contest, bocce tournament, and fireworks.

Bristol 250th

Bristol marked its 250th year in 2015 alongside the annual week-long Olde Bristol Days in August. Events included a parade, concerts, 10K road race, craft and food vendors, kids' games, chicken BBQ, antique cars, and lobster boat races.

Berwick 300th

Berwick marked its 300th with a weekend-long celebration in 2013. A flag raising ceremony attended by political dignitaries was followed by a festival including historical displays, quilt show, live music, and vendors. Other events included a pancake breakfast, parade, firefighter's muster, youth baseball game, and fireworks. A Sunday worship service and car show rounded out the weekend.

Georgetown 300th

Georgetown marks its 300th anniversary in 2016. Thus far, they have raised funds via merchandise sales, fundraising events and raffles, hosted a trivia night at the historical society in February, planned a "birthday party" in June and a blessing of the fleet and fireworks show in July.

6. Overview of Stakeholder Meetings and Forum

During the past several months, the Committee has met with numerous stakeholder groups through one-on-one conversations and group presentations to engage these organizations and determine interest in, capacity for, and resources available to mark the 300th anniversary. These groups included:

- American Legion
- Cumberland-Falmouth Chamber of Commerce
- Falmouth Economic Improvement Committee
- Falmouth Education Foundation
- Falmouth Fire/EMS, Police and Public Works

- Falmouth Food Pantry
- Falmouth Historical Society
- Falmouth Land Trust
- Falmouth Lions
- Falmouth Memorial Library
- Falmouth Rotary
- Falmouth Senior Citizens Advisory Committee
- Falmouth School District
- Falmouth Parks & Community Programs

During these conversations, the Committee encouraged these organizations to think of ways to mark the anniversary that did not significantly drain their resources (time, money and personnel). The Committee recommended that organizations “tweak” events or activities they already regularly host to fit with the theme of the 300th anniversary. Organizations were also encouraged to consider long-held ideas or plans that might now be possible when packaged as a “legacy project” to mark the tercentennial. The response from these meetings was an overwhelmingly positive and enthusiastic desire to participate in marking the town’s 300th anniversary.

Falmouth stakeholders are eager to participate in commemorative events to promote the Town’s history, honor the past, educate its youth, and encourage community spirit and pride of place. They supported the goal of increasing economic impact with events that would showcase all Falmouth has to offer and bring visitors to Falmouth, to shop in its stores, dine in its restaurants, and enjoy its recreational offerings. They hoped the 300th would send a message to entrepreneurs, as well as potential residents, that Falmouth was a great place to live and do business. Additionally, they recognized the unique opportunity the anniversary presents to leverage publicity for their own organizations. The level of attention such a high-profile event generates offers opportunities for increased support for their organizations. They were excited at the prospect of working collaboratively and developing new partnerships with other Falmouth groups. They believed the commemoration will generate increased attention to the work they do that could, in turn, enhance visitation, membership, volunteerism, and charitable support.

The Committee also hosted a Stakeholder Forum on February 29 with the purpose of gauging interest in 300th, soliciting input from stakeholders, brainstorming ideas, and identifying priorities and goals. Open to the public, organizations represented at this meeting included:

- Falmouth Education Foundation
- Falmouth School Board
- Falmouth Elementary School
- Class of 2018
- Falmouth Memorial Library
- Falmouth Lions Club
- Falmouth Town Council
- Falmouth Historical Society
- Local Girl Scouts
- The Forecaster
- Falmouth Food Pantry
- Maine Audubon
- OceanView at Falmouth
- Maine State Ballet
- Falmouth Congregational Church

During the forum, the group considered why they love Falmouth and what goals are important in marking its 300th anniversary. They identified the audience for commemorative events and then brainstormed ideas for events and activities. Several themes emerged from this session. Participants gravitated toward ideas that:

- Spanned the entire anniversary year, possibly culminating in a week-long or weekend event;
- Offered something for all ages (multi-generational);
- Demonstrated a love of Falmouth, a pride of place;
- Showcased all we as a community have to offer;
- Provided an opportunity for the community to get together;
- Provided an opportunity for raising funds for charitable giving;
- Focused on telling the story of Falmouth residents;
- Focused on Falmouth's history;
- Allowed for celebration and fun;
- Brought visitors to Falmouth for economic impact on the town;
- Highlighted the environment, getting outside and taking advantage of Falmouth's nature, trails, and open spaces.

7. Overview of Public Forum

The Committee strongly believes that in order to make the commemoration meaningful to the entire town of Falmouth and inclusive of all the varying interests in the community, public input is required in setting priorities and goals, as well as identifying events and activities. Therefore, on March 7, the Committee hosted a Public Forum for the purpose of gauging public interest in the 300th, gaining input from Falmouth's residents, and brainstorming ideas, activities, events, and goals. Approximately 20 individuals attended.

Like the Stakeholder Forum, attendees discussed what they love about Falmouth and why it was important to mark the occasion of its 300th anniversary. They continued by identifying goals and priorities, the audience for commemorative events, and concluded with brainstorming specific ideas for events and activities.

As with the Stakeholder Forum, clear themes emerged. The group overwhelmingly supported the idea of marking the 300th anniversary in a significant way. They were most drawn to events and ideas that:

- Focused on education;
- Offered a variety of activities throughout the year, not just on one day;
- Inspired involvement from all sectors of the Falmouth community, including the business community;
- Highlighted Falmouth's history and heritage;
- Celebrated the natural attributes of the community with lots of outdoor activities;
- Expanded on existing events;
- Promoted collaboration amongst Falmouth organizations.

8. Overview of Public Survey and Results

In an effort to gather more public input, the Committee created a survey for additional feedback. The 7-question survey was available online and promoted via email. Hard copies were also available at the Town Hall, Library, and other locations throughout town. The 84 respondents were overwhelmingly in favor of marking the town's 300th anniversary in a significant way. Forty-one said it was "very important" to mark the occasion, an additional 32 respondents felt it was "fairly important" or "important." Four respondents indicated it was "not at all important" to celebrate the anniversary. The majority of respondents identified learning about Falmouth's history and having a fun celebration as important goals for the commemoration. While respondents were

interested in a variety of events and activities to mark the occasion, historic preservation, historical tours, and a fair or festival were the top choices.

When asked why we should mark the occasion, comments from respondents included:

"Falmouth is viewed by many as a bedroom community to Portland. This is an event that could help embolden Falmouth's identity."

"Falmouth needs to celebrate as a community more :)"

"It increases joy in life to celebrate landmark events."

"I was a new resident of Falmouth during the "sestercentennial" and felt that it was a good way to bring the community together."

"It's a wonderful opportunity to celebrate our town, its history and a look to the future. It is something in which we all can participate; I think it has the potential to increase a sense of community as people experience what binds us all, our town's particular biography. It may provide an opportunity to try something new... that may be replicable another year, making a new tradition. It's an opportunity to celebrate! It's an opportunity to bring new people into a community project."

"Milestones are important to acknowledge and celebrate. They provide an opportunity to remind residents of the town's history from its inception and the changes and events that have formed the town we know today. It is also a good time to look forward and set goals that ensure we pass along to the generations to come a community to be proud of."

"We'd look pretty lame if we didn't!"

"It's an opportunity to strengthen the community and celebrate."

Themes also emerged from the comments in the survey. Respondents who favored a commemoration encouraged events that:

- Spread across the year;
- Included a multi-day fair or festival;
- Were multi-generational, offering something for all ages;
- Emphasized nature and getting outdoors;
- Focused on history and historic events;
- Brought the community together in celebration;
- Highlighted personal stories of residents.

For those against the idea of a commemoration, opposition was based on the financial costs associated with hosting these types of events. Comments included:

"I feel it would be a waste of our tax dollars. We already pay a high number and I would like to see those funds go to something worthwhile, not a one time event."

"[I] feel the town spends too much money on non-essentials. The tax rate is terrible!"

"THE COST. The town will no doubt spend a lot of money we can't afford. Stop spending!!"

FINDINGS

Upon concluding its research, the Committee has determined that there is enthusiastic support among community organizations, stakeholders, and residents for marking the Town's 300th anniversary. The Committee also takes very seriously the concerns of residents who are opposed to commemorative activities that place an undue financial burden upon the Town and its residents. There is an opportunity to form collaborative partnerships with Falmouth's non-profit and business community to minimize costs, as well as distribute event organization among these groups. Finally, the commemoration presents an opportunity to shine a spotlight on Falmouth's diverse offerings in order to attract visitors to shop, dine, work, and play here.

9. Purpose and Goals of Commemorating Falmouth's 300th

The Ad-hoc Tercentennial Planning Committee has established three goals for the commemoration of Falmouth's 300th anniversary: ***Honor the Past, Celebrate the Present, Invest in the Future.***

Honor the Past

- The primary purpose of marking the tercentennial is to honor the sacrifices and steadfastness of the people that founded and developed the Town of Falmouth. The commemoration seeks to educate residents, students and the larger community about Falmouth's place in Maine and American history and to showcase the wealth of historical resources Falmouth has to offer. Our goal is to tell the story of Falmouth through the personal stories of its founders and residents from its inception to today in an exciting and engaging way. In doing so, residents will feel more connected to their home and understand its place in the larger world. The creation of a multi-media history project will provide a legacy of historical scholarship for future generations.

Celebrate the Present

- The commemoration also provides an opportunity to celebrate who we are as a community today by showcasing the many cultural, recreational, and natural resources Falmouth offers its residents and visitors. By celebrating the present, the commemoration will encourage community spirit and civic pride while enhancing the quality of life here in Falmouth. We will emphasize that Falmouth is a giving community by organizing collaborative events with fundraising capacity in support of our local non-profits and service organizations. Creating multi-generational activities, events, and opportunities in Falmouth will allow our community to come together and strengthen our links to local organizations.

Invest in the Future

- Finally, we seek to invest in the future of Falmouth through the creation of events and activities that will generate economic impact for our businesses and non-profit organizations. Working collaboratively to create both community events for residents and events that will attract visitors will result in increased revenue for our town, its businesses, and community organizations. By shining the spotlight on Falmouth during its 300th year, we will promote Falmouth's businesses and services and well as its recreational opportunities, its membership and service organizations, and its cultural offerings to a broader audience.

10. Organizational Structure and the Committee's Role

The Committee sees its role in reaching these goals as:

- Encouraging and building consensus among constituent groups to participate in the commemoration as partner organizations who will then organize, implement, and host their own events, activities, or initiatives to mark the anniversary.
- Developing a branding strategy that unites all participating organizations, activities, and events into a single, identifiable town-wide commemoration.
- Serving as an information hub for all commemorative activities via a commemoration website and social media outlets as well as providing the presence of a dedicated project coordinator who serves as the town point person/liason for all commemorative activities.
- Organizing a realistic number of significant events and activities to mark the commemoration and meet the goals outlined above.

RECOMMENDATIONS

11. Committee Recommendations to the Council

The Committee's recommendations are:

- Consistent with prior commemorative events held in the Town of Falmouth;
- Consistent with the actions of neighboring communities;
- Consistent with the outcomes of our survey and public forum;
- Consistent with the opinions voiced by community stakeholders;
- Consistent with the Town's Comprehensive Plan;
- Consistent with the Town's Economic Development Strategy.

A. Recommendations

1. Amend and extend the charge of the Committee through December 2018 so that it can carry out these recommendations.
2. Serve as the umbrella organization under which a larger town-wide, year-long, commemoration of Falmouth300 is organized, promoted, and marketed by maintaining a part-time Tercentennial Coordinator who will assist the Committee with its organization and implementation.
 - Host a web and social media presence;
 - Develop a logo and branding;
 - Market and promote all commemorative events;
 - Facilitate partnerships between the town, schools, businesses, organizations, and community groups to develop commemorative activities;
3. Create a collaborative history of Falmouth project.
 - Digitizing current oral histories held by Falmouth Historical Society;
 - Town-wide Oral/Video History Project in partnership with Falmouth Memorial Library, Falmouth Historical Society, Falmouth Schools, and the town's senior community;
 - Publishing history of Falmouth;
 - Travelling exhibit documenting the town's history;
 - Self-guided historical tour of Falmouth.

4. Organize 5-7 commemorative events or activities including community-oriented celebratory events as well as events that attract visitors from elsewhere for greater economic impact. The Committee suggests:
 - *Community Celebrations*
 - Kick-Off Event such as a New Year's Eve Kick Off with bonfire, music, and fireworks on December 31, 2017
 - Multi-Day Event such as bringing back Old Home Days to be held in July or September 2018 and include a community picnic, parade, festival, boat race/regatta, art show, historical tours, and concert
 - Closing Event (November or December 2018) either in conjunction with anniversary date of November 11 or as part of Shop Falmouth
 - *Economic Impact Events* to bring visitors into Falmouth. The Committee suggests:
 - Triathlon or Road Race as a stand-alone event or in conjunction with Old Home Days
 - Wine or Beer Tasting Festival/Taste of Falmouth restaurant showcase as part of Old Home Days or Shop Falmouth
 - *Falmouth300 Challenges*
 - Engage Falmouth Residents to participate in the 300th anniversary and potentially generate long-term impact by challenging them to act individually or collaborate as families, neighbors, and businesses/organizations to reach the challenge goals.
 - Challenge opportunities might include walking 300 miles during 2018; donating 300 volunteer hours or dollars to a Falmouth non-profit; or a completing a passport program by visiting a number of Falmouth businesses or participating in designated recreational or cultural activities.
 - *Grant Program*
 - Encourage local non-profit, booster, and service organizations to host events and activities or enhance current offerings to mark the 300th anniversary.
 - Provide support to these organizations so they can showcase their organization and assist in filling out the anniversary year with a variety of events, activities, and offerings, thus mitigating the workload required on the part of the volunteer Committee and Town staff and overall costs of the commemoration.

B. Estimated Costs and Proposed Funding

The estimated costs of the above recommended commemorative events and activities are \$282,000. The Committee has identified a combination of funding sources to support the expenses referenced above, including the following:

- Sale of Food and Merchandise
- Fundraising/Sponsorship
- Admission Fees/Ticket Sales/Registration Fees
- Grants
- In-Kind Donations

It is estimated that revenue generated from the above items could total approximately \$90,000. The Committee is advised that additional funding (approximately \$192,000) could come from TIF development plans.

C. Policy Support for Town Funding

i. 2013 Comprehensive Plan

Volume I, page 64. Theme 2: Conservation, Protection, and Connectivity, Action 23: Continue to promote awareness of existing open space properties and the recreational opportunities they offer to Falmouth residents.

The Committee recommends commemorative activities to encourage and promote the recreational opportunities of Falmouth's open space properties.

Volume I, page 68. Theme 4: Communication and Coordination

Action 28: In cooperation with the Falmouth Memorial Library, Falmouth Historical Society, Falmouth Schools, Greater Portland Landmarks, and the Maine Historic Preservation Commission and other applicable organizations, conduct educational event(s) to celebrate Falmouth's Tercentennial in 2018 and promote Falmouth's historic resources, such as participation in Historic Preservation Week.

Action 27: Provide a signage system and town website to guide people to, and provide information about, sites (buildings and open spaces) of significant historic and cultural value.

Part of the recommended multi-media history project includes the creation of a self-guided driving tour of Falmouth's significant historic and cultural sites.

ii. 2015 Economic Development Strategy

Goal 1: Improve Falmouth's Economic Development Climate

Strategy 1D: Improve engagement and dialogue to promote the future of economic development in Falmouth; Encourage open communication and collaboration among the business and resident communities through different outlets.

Working collaboratively with other for-profits, non-profits, and schools toward the shared goal of commemoration will open communication channels and allow for greater networking and interaction between these organizations. This will facilitate long-term opportunities for future joint efforts.

Strategy 1E: Work regionally to attract businesses to Falmouth. Description: Actively market Falmouth to the Maine business and real estate community as a viable option within the Greater Portland region. Action 10: Create promotional material and a website that highlights the assets of Falmouth including the schools, recreation, transportation, accessibility, and quality of local workforce. Focus on digital and web mediums as opposed to brochures and hard copy material.

Cohesive promotional and marketing materials created around commemorative events and activities will showcase all the amenities and attractions Falmouth has to offer and promote Falmouth as a great place to live, work, and do business.

Goal 3: Enhance Falmouth's Recruitment, Creation, Retention, and Expansion Efforts of Retail Businesses

Strategy 3A: Increase patronage of local businesses and community organizations. Description: Support programs and events that increase activity in the town, bring in new visitors, and create a more vibrant commercial environment. Action 37: Create an expanded calendar of events that will bring people into Falmouth including festivals, fairs, races, celebrations, and other events. Encourage participation from local retailers.

Well-planned and well-marketed commemorative events and activities have the potential to bring increased traffic and new patronage to local businesses and community organizations. The calendar of events created for the commemoration can be a prototype for an ongoing community calendar.

Strategy 3C: Support and enhance the expansion of culinary establishments and events." Description: "Work with local and regional partners to build up Falmouth as a "food" destination including the attraction of restaurants.

Recommended commemorative events that feature the pairing of local restaurant offerings with a beer or wine tasting have the capacity to attract visitors from beyond Falmouth and promote Falmouth as a "food destination."

Strategy 3D: Support existing and establish new cultural and recreation options throughout Falmouth. Description: Maintain and enhance the quality of life and healthy living culture of Falmouth by attracting cultural and recreational options such as health clubs, racquet clubs, indoor swimming, and multipurpose performance spaces. Action 48: Support and market existing cultural and recreational resources.

Recommended commemorative activities such as the Walk300 Challenge or bringing a Triathlon or Road Race to Falmouth foster and support the idea that Falmouth is a community committed to healthy living and recreational opportunities. Other proposed events that promote the use of Falmouth recreational facilities, trails or bike routes further promote the quality of life and healthy living culture of our community. Marketing town-wide commemorative events hosted by partner organizations in a cohesive package will support existing cultural and recreational opportunities by broadcasting them to a larger and broader audience.

Goal 4: Cultivate Falmouth's Innovation and Entrepreneurial Community

Strategy 4B: Build on the town's healthy living culture. Description: Build the town's formal and informal brand as a healthy and active community by leveraging the many assets and continuing to build on the recreation, arts and culture. Action 53: Host a community calendar to be able to list all the events in the community and continue to build this.

Marketing all events and activities in Falmouth during 2018 under the umbrella of the commemoration and creating a community calendar to promote these events can serve as a prototype for future community calendars and event listings.

iii. 2013 Route 1 South Tax Increment Financing District

New project added with Third Amendment:

Costs of funding economic development programs and events and marketing materials that increase the municipality's identity and "brand" and market it as a business location including promotional activities by Falmouth Economic Improvement Committee and Greater Portland Economic Development Corporation membership fees. Cost: \$100,000 (2013-2030)

iv. 2015 OceanView-Natural Gas Tax Increment Financing District

Exhibit G: Municipal TIF Improvements

Project 17: Economic Development Projects

- 1. Project Description: Economic Development Projects including business marketing/promotion, market studies aimed at commercial vacancy reduction. Total cost (30 years): \$500,000.*