

Essex/Manchester- by-the-Sea Rapid Recovery Program

Dodson & Flinker



Agenda

1. Brief Overview of Project

2. Breakout Groups

- Confirm project details
- SWOT analysis: Customer Base, Physical Environment, Business Environment, Admin Capacity

Overview

Primary Project Objectives

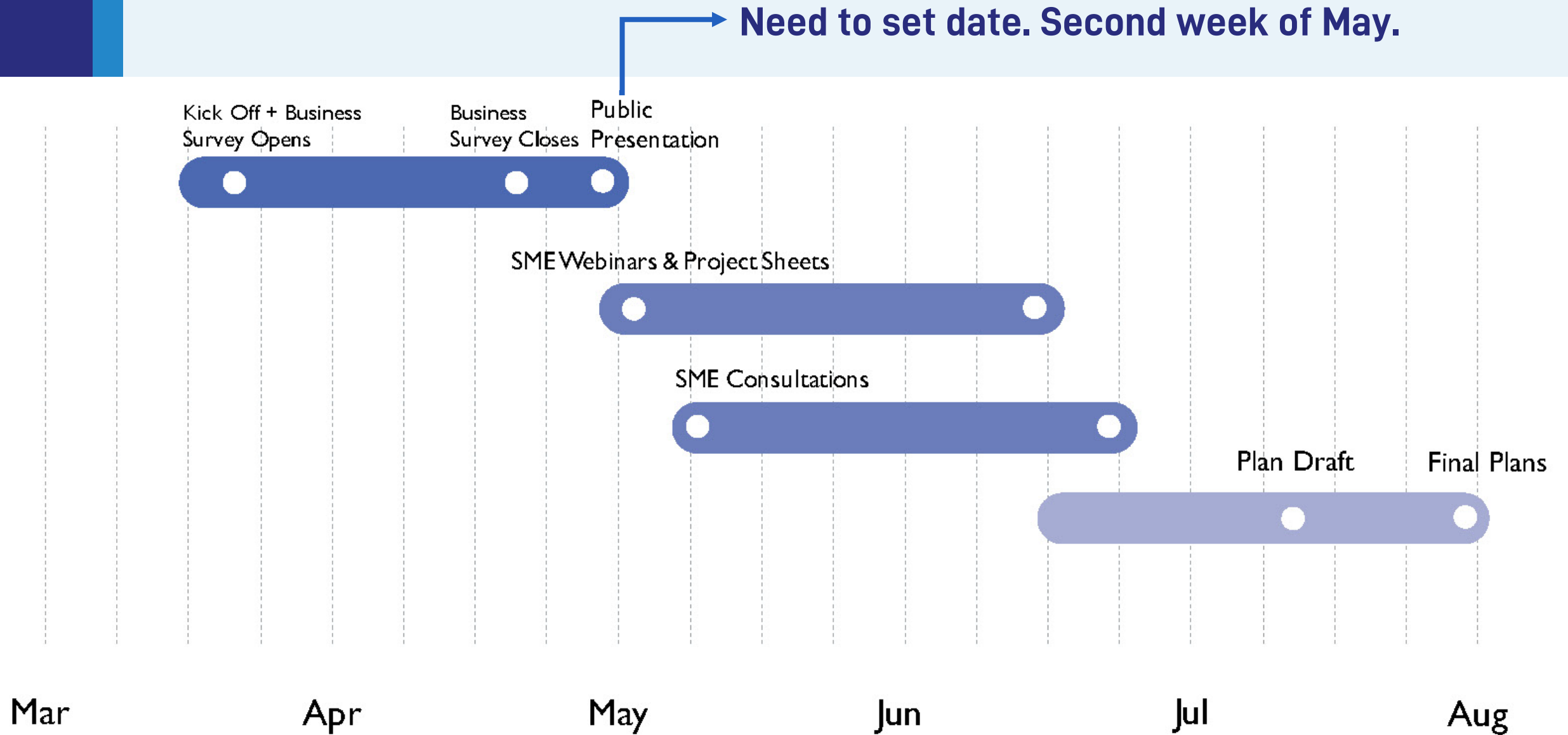
1. Ensure that communities have data-driven plans to aid in COVID-19 recovery effort
2. Support the Commonwealth in the collection and standardization of baseline data to measure COVID-19 impacts

Overview

Phase I
DIAGNOSTIC

Phase II
PROJECT
RECOMMENDATIONS

Phase III
PLAN



Overview

Project Categories



Public Realm



Private Realm



Revenue & Sales



Admin Capacity



Tenant Mix



Cultural/Arts

+ OTHERS

Time for Break Out Groups!

Confirming Key Info

- Study Area Name
- Date of Public Presentation (Second week of May)
- Data, Plans, etc.
We have info from Town. Is there additional data that businesses or organizations have?
 - List of businesses
 - Details about businesses, employees, customers
 - Local Goals



**CUSTOMER
BASE**



**Who are the
customers of the
businesses in the
study area?**



PHYSICAL
ENVIRONMENT



How conducive is the physical environment to meeting the needs & expectations of both businesses and customers?



BUSINESS
ENVIRONMENT

What are the impacts of COVID-19
on businesses in the Study Area?

How well does the business mix
meet the needs of various
customer groups?





ADMIN
CAPACITY

Who are the key stewards of the Study Area? Are they adequately staffed and resourced to support implementation of projects?

Are the regulatory, zoning, and permitting processes an impediment to business activity? Why or why not?

If lacking a stakeholder entity, is a discussion needed on District Management?



Thank You!
