

Goals	Strategy	Action	Primary Partners	Lead Partner	Timeline	Measures of Success	Resources
Strengthen Capacity, Collaboration, and Tools for Facilitating Downtown Economic Development	Make business retention and expansion a core element of the Town's economic development efforts	Develop a data-driven 'smart' business retention and expansion (BRE) program to engage main street business through multiple channels (digital, calls, visit, etc.)	Hyannis BID, Love Live Local, Cape Cod Commission	Town of Barnstable Economic Development Program	1-2 years, and ongoing	Number of businesses engaged through each campaign and on an annual basis. Number of follow-up actions taken to support individual businesses.	Town staff time. Funds to purchase a CRM to manage data collected through program.
		Increase the Town's Economic Development Program by hiring a BRE Program Manager and lead BRE program	Town of Barnstable Economic Development Program	Town of Barnstable Economic Development Program	1-2 years	Creation of BRE Program Manager, number of businesses assisted	New staff position.
		Engage in ongoing networking and collaboration with downtown businesses and community organizations	Hyannis BID, Town of Barnstable, TDI Hyannis Small Business Support Working Group	Town BRE Program Manager	1-2 years, and ongoing	Creation of training program through TDI Hyannis Small Business Support Working Group, number of people recruited and trained	Staff time
		Leverage regional resources and position the Town of Barnstable Economic Development Department as the go-to resource for businesses and entrepreneurs to align resources providers with businesses	Town of Barnstable Planning & Development Department, Hyannis BID, Love, Live, Local, Cape Cod Commission	Town BRE Program Manager	1-2 years, and ongoing	Number of referrals coming in from other business support entities	Staff time
		Conduct targeted business recruitment focus on key economic and market opportunities such as the blue economy, culinary, technology, etc.	Town of Barnstable Economic Development Department, Hyannis BID, Hyannis Chamber	Town BRE Program Manager	1-2 years, and ongoing	Businesses attracted and expanded	Staff time, funds for marketing campaigns
	Diversify boards and membership of economic development entities to reflect the wealth of diversity within the community	Work with BIPOC residents and businesses to increase their engagement with economic development efforts and engage in discussions about how to best encourage new black and brown residents and business owners to participate in leadership positions at organizations that support economic development in the downtown corridor	Town of Barnstable Planning & Development Department, Hyannis Civic Association, Cape Cod Commission, Amplify POC	TDI Marketing and Community Engagement Working Group	1-2 years, and ongoing	Increase in number of BIPOC individuals on local boards/committees	Staff time
		Based on discussions with BIPOC leaders, co-develop a strategy for boards to be inclusive	Town of Barnstable Planning & Development Department	TDI Marketing and Community Engagement Working Group	Ongoing	Increase percentage of POC on existing boards in the town, creation of a diversity target for boards	Staff time
	Explore new and promote existing incentives and financing options	Package and layer incentive and financing packages available downtown to pitch and sell to investors. Promote incentives on Town website and create hard-copy materials to share with prospects	Town of Barnstable Economic Development Program, TDI Hyannis Marketing and Community Engagement Working Group	Town of Barnstable Economic Development Program	3-5 years, and ongoing	Incentive and financing package cut sheets, number of investors engaged	Staff time, consultants, funds to support program
		Evaluate the feasibility of DIF district, and possibly include in incentive packages.	Town of Barnstable, TDI Partnership	Town of Barnstable Planning and Development Department	3-5 years, and ongoing	DIF feasibility study completed	Staff time, funds to retain consultant to support evaluation
		Develop a façade improvement program with secured funding to support façade and storefront improvements downtown	Town of Barnstable, TDI Hyannis Small Business Support Working Group	Planning & Economic Development Coordinator	1-2 years, and ongoing	Amount of secured funding, funding partners, number of facades improved	Staff time, funds to support program
		Evaluate and update retail market analysis and positioning strategy on a periodic basis. Share findings with local business community and local/regional economic development partners.	Town of Barnstable Economic Development Department, TDI Small Business Support Working Group	Hyannis Main Street BID	Annually	Reduction in retail vacancy downtown	Staff time
	Broaden marketing, communications, and engagement	Collaborate with adjacent communities around tourism, marketing strategies, etc. and to share marketing data and information, best practices, etc.	Town of Barnstable Housing & Community Development Department, Teachers, Cape Cod Chamber, Hyannis Chamber	Greater Hyannis Chamber of Commerce	3-5 years, and ongoing	Increased visitation, longer stays, diversification of visitor types	Raise capital for main street projects through community and regional investment. Examples include Crowdfunding into downtown projects (ex: Neighborhood Ventures).
		Create a regional marketing campaign to address the negative perceptions of downtown. Work with partners to establish connect to promote the community and work to educate stakeholders and community about the importance of a positive perception.	Town of Barnstable, TDI Marketing and Community Engagement Working Group, Live Love Local, Chamber, BID	Cape Cod Commission and Town Marketing Director	1-2 years, and ongoing	Community perception survey	Staff time, resources for marketing campaign
		Connect tourism-related businesses in Hyannis with others throughout Cape Cod to cross promote to visitors	Town Economic Development Department, Cape Cod Chamber, Hyannis Chamber, Hyannis and Cape Cod business owners	Town Marketing Director	3-5 years, and ongoing	Increased visitation, longer stays, diversification of visitor types	Staff time
		Hire Marketing Director to support marketing for business attraction and expansion and small business engagement at the Town	Town of Barnstable Economic Development Department	Town of Barnstable Planning and Development Department	1-2 years	Creation of Marketing Director, number of businesses engaged and assisted	New staff position
		Market downtown Hyannis as an attraction for everyone and create opportunities for diverse groups and generations to infuse their identify in the downtown area	Town of Barnstable, Hyannis BID, TDI Partnership	TDI Marketing and Community Engagement Working Group	3-5 years, and ongoing	Increase in diversity of recreational activities, diversity of community	Staff time

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Build Downtown as an Arts + Culture Destination	Employ downtown as a canvas for local arts and culture that can expand Capewide	Collaborate with downtown businesses to host gallery, event, and studio space	Town of Barnstable Housing & Community Development Department, HyArts	TDI Arts and Culture ecosystem Working Group	3-5 years, and ongoing	Number of businesses engaged, hosted gallery and studio space, marketing and support materials	Staff time, space
		Pursue project recommendations in the Utile Public Space Activation study including big impact curated light installations and public space activation strategies within the downtown to help build the arts and culture experience	Town of Barnstable Housing & Community Development Department, HyArts	TDI Public Realm Improvements and Activation Working Group	1-2 years, and ongoing	Light installations become a noted feature of downtown drawing visitors and residents, enhanced arts and placemaking in Hyannis	Staff time, funds for materials
		Establish a vacant storefront art installation program	Town of Barnstable Economic Development Department, Hyannis BID, HyArts	TDI Arts and Culture Ecosystem Working Group	1-2 years, and ongoing	Number of property owners engaged, vacant storefronts utilized	Staff time, resources to support program
	Expand and create downtown places that support the arts	Encourage and support HyArts campus expansion to allow for increased capacity in arts and culture	Town of Barnstable Housing & Community Development Department, TDI Partnership, HyArts	Town Arts and Culture Coordinator	3-5 years	Increased capacity of campus	Staff time
		Evaluate and encourage artist housing to support vibrant arts and culture downtown	Town of Barnstable Housing & Community Development Department, TDI Partnership, HyArts	HyArts	3-10 years	Number of artist housing units created	Staff time
		Continue to invest in spaces for performing arts including ocean front band stand	Town of Barnstable Economic Development Department, Hyannis BID, HyArts	TDI Arts and Culture Ecosystem Working Group	3-10 years	Increased number of events at venues	Funding
		Create incentives for the development of a arts and culture incubator and/or artist coworking space	Town of Barnstable Housing & Community Development Department, TDI Partnership, HyArts	TDI Arts and Culture Ecosystem Working Group	3-5 years	Secured funding and partnerships	Staff time, resources for program development
		Create a task force that focuses on the development of the proposed new performing arts center to accommodate a wide array of events including local performers, dancers, artists, and musicians. After creation of the task force, they should focus on conducting a feasibility study for a new performing arts center.	Town of Barnstable Housing & Community Development Department, TDI Partnership, HyArts	Town Arts and Culture Coordinator	3-5 years, and ongoing	Creation of task force, performing arts center feasibility study	Staff time

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Support Downtown with State-of-the-Art Infrastructure	Expand infrastructure to support development	Continue build out of fiber network to serve every property downtown	Town of Barnstable, OpenCape	OpenCape	3-5 years, and ongoing	Availability of broadband downtown	Staff time, infrastructure funding
		Invest in aging or under-capacity water and sewer infrastructure to ensure the availability for adequate infrastructure for existing development and infill development and redevelopment.	Town of Barnstable, Cape Cod Commission, water and sewer departments	Town Manager's Office	3-10 years	Collaborative infrastructure projects completed	Staff time
		Conduct an internal assessment of water fees and plan to restructure costs to encourage development. This includes hiring an outside consultant to assess Hyannis in relation to other communities.	Town of Barnstable, Cape Cod Chamber, Hyannis Chamber	Greater Hyannis Chamber of Commerce	1-2 years	Issue of RFP, consultants engaged, completed water fee assessment	Staff time, funding to support consultant
		Evaluate roadway capacity, intersection design, curb access, and sidewalk/multi-modal infrastructure to enhance safety for all users, mitigate congestion, and beautify the public realm.	Town of Barnstable, TDI Public Realm Improvement and Activation Working Group	Town of Barnstable	1-2 years	Reduction in traffic accidents	Staff time, funding to implement projects
		Identify strategic sites and work with property owners, developers, and regional partners to redevelop/develop parcels to their highest and best use	Town of Barnstable, TDI Housing Working Group, property owners, developers	Town of Barnstable Economic Development Program	1-5 years, and ongoing	Number of assisted sites	Staff time
	Create transportation gateways and parking that promote highest and best use of parcels	Support the development of a transportation gateway area surrounding the transit authority including mixed use development, high quality green space, etc.	Town of Barnstable, TDI Partnership	TDI Housing Working Group	3-5 years, and ongoing	Green space projects, mixed use developments	Staff time, possible incentives
		Work with a planning and engineering firm to explore different multi-modal roadway scenarios for Main Street, including the potential for reconfiguring the one way street to two way traffic.	Town of Barnstable, TDI Partnership, DOT	Town of Barnstable	1-2 years	Secured engineering firm for feasibility models, pilot program with results	Staff time, resources to support scenario development
		Create clear pathways from transportation hubs to downtown to limit car dependence downtown	Town of Barnstable, TDI Public Realm Improvement and Activation Working Group	CCRTA	3-5 years, and ongoing	Traffic counts along main street	Staff time, funding to support improvements
		Reconstruct/expand sidewalks and bike lanes to increase pedestrian and bicyclist usability and safety	Town of Barnstable, CCRTA, DOT	Town of Barnstable DPW	3-5 years	Safety indicators such as bike and pedestrian accidents, expanded sidewalks, walkability score	Staff time, funding to support improvements
		Work with owners of large parking lots to explore infill development opportunities. Ensure highest and best use of developable parcels and address parking in economic nodes by supporting property owners of underutilized parking lots to make improvements to enhance visibility and usability.	Town of Barnstable, TDI Partnership, DOT	Town of Barnstable Economic Development Program	3-5 years, and ongoing	Number of parking spaces, list of properties for sale	Staff time, possible incentives
		Work with an engineering firm to understand the appropriate build out and feasibility of a parking garage	Town of Barnstable, TDI Partnership, DOT	CCRTA	3-5 years	Parking garage feasibility study	Staff time, funding for study
		Facilitate the development of a parking garage in a centralized location by working with property owners of strategic locations, sourcing funding opportunities, and assisting in the marketing of the project to developers	Town of Barnstable, TDI Partnership, DOT	Town of Barnstable Planning and Development Department	5-10 years	Secured funding, issuing RFP, project underway	Staff time, funding for development
	Create a downtown environment rich in human experience	As new housing comes online and residents move in, track demand for goods, services, and amenities by this new resident population (i.e. grocery store, child care, laundromat)	Town of Barnstable Economic Development Program	Town of Barnstable Economic Development Program	3-5 years, and ongoing	Data used to attract additional services downtown	Staff time
		Convene stakeholders to continue to implement public space activation strategies as identified in UTILE Downtown Hyannis Public Spaces Activation 2021 report	Town of Barnstable Planning & Development Department, Public Works	TDI Public Realm Improvements and Activation Working Group	3-5 years, and ongoing	Projects completed and maintained	Staff time
		Secure funding to implement wayfinding improvements	Town of Barnstable, TDI Partnership	Town of Barnstable Economic Development Program	3-5 years, and ongoing	Secured funding and public realm improvement projects	Staff time
		Secure funding to implement street scape and public realm improvements	Town of Barnstable, TDI Partnership	Town of Barnstable Economic Development Program	3-5 years, and ongoing	Secured funding and public realm improvement projects	Staff time
		Continue to expand events and programming downtown to engage residents and attract visitors	Town of Barnstable, TDI Partnership, Hyannis BID	Hyannis BID	1-2 years, and ongoing	Number of Hyannis events	Staff time, funding for events

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Increase Resiliency Through Economic Diversity	Work regionally to attract workers and businesses	Conduct a workforce skills and target industry analysis and market Hyannis to specific industries, demographics, etc. to attract workers and businesses	Town of Barnstable, TDI Partnership, Cape Cod Commission, local colleges and institutions	Cape Cod Commission	3-5 years	Research completed, action plan created, implementation started	Staff time, funding for analysis
		Continue to build quality of life amenities to attract remote workers	Hyannis BID, Town of Barnstable, TDI Partnership	Hyannis Main Street BID	Ongoing	Number of remote workers, increased demand for collaborative work spaces (co-working, coffee shops, etc.)	Staff time, resources for projects
		Facilitate partnerships with regional colleges and universities	Town of Barnstable, Cape Cod Community College, Upper Cape Tech	Town of Barnstable to initiate conversations with potential partners (Local education and/or financial institutions)	3-5 years, and ongoing	Number of colleges and universities engaged, ongoing engagement/collaboration	Staff time
	Grow the local workforce from within	Facilitate the creation of a workforce training program that targets lower wage employees in Hyannis and works with them to grow and learn how to start their own businesses	Town of Barnstable, local colleges and institutions, Cape Cod Culinary Incubator	Cape Cod Community College	3-5 years, and ongoing	Workforce training program, Number of workers aided	Staff time, resources for program development
		Facilitate the creation of a job prep and training program to engage the unemployed and homeless population	Town of Barnstable, local colleges and institutions	Town to engage local service providers who would develop this program	3-5 years, and ongoing	Job prep and training program, Number of people engaged.	Staff time, resources for program development
		Design a campaign to engage k-12 students with businesses in Hyannis and help them explore local career opportunities	Town of Barnstable, TDI Partnership, k-12 schools	Town Marketing Director	3-5 years, and ongoing	Program created, number of students engaged annually	Staff time, resources for program development
	Building off of ongoing regional Blue Economy efforts	Build on the Expedition Blue initiative, which will create a waypoint in Aselton Park connected to a network of Blue Economy locations. Work with private companies and/or organizations in Hyannis connected to the Blue Economy to erect similar waypoints of their own.	Town of Barnstable Economic Development Program, Cape Cod Blue Economy Foundation	Cape Cod Blue Economy Foundation	3-5 years, and ongoing	Waypoints created	Staff time
		Include information about the Blue Economy in marketing and communications with existing and prospective businesses. Ensure building owners and real estate professionals attracting tenants downtown also have access to this information.	Town of Barnstable Economic Development Program, Cape Cod Blue Economy Foundation	Town of Barnstable Planning and Development Department	1-2 years, and ongoing	Number of Blue Economy businesses in Hyannis	Staff time, resources for marketing
		Connect any future culinary program downtown with Blue Economy and promote 'sea to table' opportunities unique to Hyannis.	Town of Barnstable Economic Development Program, Cape Cod Blue Economy Foundation		3-5 years, and ongoing	Creation of a Blue Economy culinary program	Staff time, resources for program design and marketing
	Support the creation of space for entrepreneurs and innovators to create, connect, and collaborate including Coffee shops, Coworking, Business Support Services, Incubator/Accelerator programming	Facilitate the development of a downtown coworking space and assist in marketing the space to professionals in the region. This includes exploring grant opportunities, incentives, and financial packages.	Town of Barnstable Economic Development Program, Cape Cod Blue Economy Foundation	Hyannis Main Street BID	3-5 years, and ongoing	Development of coworking space, number of professionals utilizing space	Staff time, explore funding for incentives
		Support the creation of a commercial kitchen/culinary incubator by partnering with local institutions that provide culinary arts education. This includes exploring grant opportunities, incentives, and financial packages.	Cape Cod Community College, Upper Cape Tech	Town to serve as convener to initiate this project and identify lead	3-5 years, and ongoing	Space created, number of users, number of partners	Staff time, explore funding for incentives

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Build Out the Housing and Commercial Stock to the Highest and Best Use to Meet Current and Future Needs	Encourage housing at a variety of price points to meet the demand of the local workforce and attract new residents	Renovate underutilized second floor office space downtown into multifamily offerings and class A commercial space	Town of Barnstable Economic Development Department, property owners, realtors	Property Owners	3-5 years, and ongoing	SF of vacant second floor office space, SF of class A commercial space and multifamily space along Main Street	Staff time, funding for program
		Educate realtors, developers, and key stakeholders about new zoning as it relates to residential development and housing initiatives	Town Economic Development Department, Realtors, Developers	Town of Barnstable Planning and Development Department	1-2 years, and ongoing	SF of vacant second floor office space, SF of class A commercial space and multifamily space along Main Street	Staff time
		Host a regional housing forum and invite Cape communities and regional partners to participate	Cape Cod Commission	Cape Cod Commission	3-5 years, and ongoing	Additional affordable housing projects	Staff time, funds for event
		Prioritize conversations with property owners to share resources and promote redevelopment and property improvements	Affordable Housing Growth and Development Trust Fund Board	Town of Barnstable Economic Development and Housing & Community Development Departments	1-2 years, and ongoing	Meetings and forums for collaboration	Staff time
		Encourage second home owners to rent year-round to provide housing for workforce	Housing Assistance Corporation, Town of Barnstable, TDI Partnership	Town of Barnstable Economic Development and Housing & Community Development Departments	3-5 years, and ongoing	Incentivized year-round rentals	Staff time, funds to support communication (fact sheets, etc.)
		Assist with the homebuying process by working with local banks to establish mortgage education and loan programs	Town of Barnstable Economic Development and Housing & Community Development Departments, Affordable Housing Growth and Development Trust Fund Board	Local Banks	5-10 years	Secured funding, creation of homebuying fund/incentives	Staff time, funds to create training and communication materials
	Advance redevelopment and development downtown for priority sites	Use 200 Main Street's redevelopment as a pilot for how the town can advance economic development projects	Town of Barnstable, TDI Partnership	Town of Barnstable Economic Development Program	1-2 years, and ongoing	Developed concept plan, public process, prepared inventive packages, issued RFP, engaged developers, etc.	Staff time, possible incentives
		Establish a program to redevelop vacant or underutilized parcels	Town of Barnstable, TDI Partnership	Town of Barnstable Economic Development Program	1-2 years, and ongoing		Staff time, incentives for program
		Develop concept plans for underutilized sites that serve as potential transformative projects	Town of Barnstable, TDI Partnership	Town of Barnstable Economic Development Program	3-5 years, and ongoing		Staff time, funds for concept plan
	Commercial space supports community and visitor needs	Consider strategies for attracting boutique hotels and explore incentives to support type of development	Town of Barnstable, TDI Partnership	Town of Barnstable Economic Development Program	5-10 years	Investors/developers engaged	Staff time, funds for marketing/outreach
		Work with realtors, property owners, and developers to create a commercial property listing database with up to date information on available properties to connect potential tenants and developers with spaces in downtown Hyannis	Town of Barnstable, TDI Partnership, realtors, property owners, developers		3-5 years, and ongoing	Commercial property database created, number of listings	Staff time to build database and ongoing management of information
		Educate property owners on securing thoughtful commercial tenants as it relates to the overarching system of Main Street and the residential/visitor experience	Town Economic Development Department, Realtors, property owners	Hyannis Main Street BID	1-2 years, and ongoing	Number of engagements with property owners, seminars/workshops/conversations	Staff times, funds for educational programming
		Actively recruit hotel developers through RFPs that outline Hyannis' vision and key resources and partnerships in the area.	Town of Barnstable Comprehensive Planning and Economic Development Departments	Town of Barnstable Planning and Development Department	5-10 years	Number of proposals to RFP, construction of hotel	Staff time, funds for campaign
	Engage downtown property owners in downtown vision	Host a regular zoning discussion with downtown properties owners to explain the new zoning uses and allowances, available incentives, and address questions and concerns.	Town of Barnstable, TDI Partnership	Town of Barnstable Planning and Development Department	1-2 years, and ongoing	Schedule of zoning discussions, number of participants	Staff time
		Direct outreach to property owners for parcels to be developed to their highest and best use	Town of Barnstable, TDI Partnership	Town of Barnstable Economic Development Program	1-2 years, and ongoing	Number of property owners engaged	Staff time