Town of Franklin

Title formatted in 26-point Berlin Sans FB, character scale 90%, centered, in white font with Orange, Accent 6 shading

Economic Development Authority Report

Font color of “Executive Summary” changed to Purple, Accent 4, Darker 25%, character scale 150%, with 24 points of space before and 6 points of space after, centered

Two-line drop cap (in dropped position) added to first paragraph

Executive Summary

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he Town of Franklin Economic Development Authority (EDA) has written an economic policy plan for the Town of Franklin. The plan is intended to advance dynamic and interactive discussion. It will be used to continuously assess and foster decision-making about the following in the Town of Franklin:

First list formatted in round, purple bullets, with 1.5 line spacing

Body text formatted in 12-point Californian FB

* Development
* Infrastructure

Headings formatted in 14-point Berlin Sans FB, Purple, Accent 4, Darker 25% color, with 12 points of space after paragraph and a 1-point Orange, Accent 6 border below

* Quality of life

Mission Statement

*The purpose of the EDA is to foster a sustainable economy consistent with the town’s planning objectives. The mix of industry, commerce, open space, residential development, and the arts in Franklin results in the town’s vitality and an excellent quality of life for its citizens. Maintaining this balance is important.*

Mission statement formatted in italics, indented ½” from the left and the right

Guiding Principles

Six basic principles guide Franklin’s economic policy. These principles seek to safeguard the special features that give the town its character while embracing appropriate economic opportunities.

Guiding Principles and Issues paragraphs indented ½”

All paragraphs justified

1. Franklin should remain a major economic center of the region.
2. Economic activity must respect Franklin’s natural, cultural, and historic heritage.
3. A pedestrian-friendly core commercial center is essential.
4. Sustained economic prosperity requires a balance between residential development, industrial/commercial development, and open space.
5. Open space in the rural district must be preserved.
6. Investing in the infrastructure is necessary to maintain and expand the existing tax and job base.

Guiding principles, with 6 points of space after each, formatted as a list with purple, 14-point Berlin Sans FB numbers

Issues

Of Franklin’s approximately 64,000 acres of land, 12% is zoned for business, commercial, or industrial use, and 88% for residential development. Historically the town has relied upon business and industry to provide 35%-40% of the tax base, as well as employment opportunities. Non-residential development has traditionally been the backbone of the Franklin economy. Today, however, Franklin does not have a great deal of non-residential development potential.

”Years,” “Population Growth” formatted in bold, small caps, with Purple, Accent 4, Darker 50% font color

Years and growth list aligned with tabs at the 2” and 3” marks, with a 1 ½-point Orange, Accent 6 single line box border, with Purple, Accent 4, Lighter 60% shading, indented 1 ¾” from the left and the right

The population of Franklin is expected to rise dramatically over the next few decades. The following chart shows the expected change:

**Years Population Growth**

Years and growth figures formatted in Purple, Accent 4, Darker 50% font color, with 1.15 line spacing

1990-2010 4.5%

2010-2030 53% (projected)

*Source: Office of State Planning*

“Source” line formatted in italics

At issue is the town’s ability to continue to support increasing public costs (most importantly, education) with a tax base shifting toward residential taxpayers. The EDA believes Franklin should remain the market center of the region and avoid becoming a bedroom community. Franklin has maintained a sense of community in part because more than 50% of working residents are able to earn a living within the town. Jobs must be continuously created to sustain the percentage of residents who live and work in Franklin.

Proposed Actions

* Implement a business retention program that focuses on the growth and expansion of businesses already operating in Franklin.
* Build a consortium of technical and skill development resources to assist companies with educational and training needs.
* Sponsor an e-commerce workshop.

Proposed Actions list formatted with purple check mark bullets and 6 points of space after each paragraph

* Allocate funds for expanded downtown parking.
* Develop a strategic open space plan.

**Your Name**

Today’s Date

Student’s name and today’s date are right-aligned