

Sustainable Jamestown

Our Local Economy

For decades, Jamestown has maintained its identity as one of the quieter, but most picturesque destinations along the Rhode Island coastline. This “sense of place” provides the foundation for a steady, but not overwhelming, tourist economy on the island. As Jamestown looks to the future of a sustainable local and regional economy, access to its unique assets will be essential to maintaining a local economy of place.

Issues

- ★ **Maintaining Local Business** – Many residents will travel off-island to purchase basic needs. How do we maintain businesses that provide goods and services to residents?
- ★ **Creative Placemaking** – Promoting the arts, including art in public spaces, creates interesting places to visit and explore.
- ★ **Sustainable Tourism** – Visitors engaging in sustainable tourism respect the cultural, historic, and natural assets of a place.
- ★ **Sustainable Business Practices** – Encouraging businesses to adopt greener business practices (and supporting those that do) can help meet town-wide sustainability goals.
- ★ **Sustainable Agriculture and Aquaculture** – Local agriculture and aquaculture are opportunities to provide healthy foods to residents on the island as well as support food growers and producers in Jamestown and surrounding communities. Sustainable and organic agricultural practices limit pollutants and are less stressful to resources.



Economy Goals

EG1. Nurture a diverse, stable, local economy that supports the basic needs of all Jamestown residents.

EG2. Maintain the distinct sense of place and character in the Jamestown Village, anchored by its historic buildings, and promote sensitive new construction, vibrant public spaces, and the arts.

EG3. Promote the efficient use of resources by businesses, organizations, and local government agencies within Jamestown through the adoption of sustainable business practices

Economy Actions

EA1. The Town, as a member of the Newport Chamber of Commerce, will participate in regional economic development efforts and take advantage of professional support offered through the Chamber's Regional Economic Development Division.

EA2. Determine Jamestown Chamber of Commerce's interest in developing a branding and marketing slogan that benefits Jamestown's small town character, is geared toward visitors, and helps explain Jamestown's culture of sustainability.

EA3. The Town will take a leadership role by developing a toolkit and begin implementation by

2020 to encourage the adoption of sustainable practices by Jamestown businesses.

EA4. Recognize the arts as a viable element of Jamestown economy and include the art community in local economic development initiatives.

EA5. Develop a dialogue to understand farmer's needs to be viable in the future, while maintaining Jamestown's rural character.

EA6. Work with Village businesses to develop approaches that encourage customers to use nearby, underutilized parking areas.

Making Progress

Sustainable Jamestown is more than a plan. It is a framework for making progress toward our shared goals of sustainability and resiliency. The Town will report on how much progress it makes in reaching goals to create a sustainable local economy. Here are some ways we measure success:

- ★ Grow and sustain the number of businesses in Jamestown
- ★ Increase number of businesses selling local products.
- ★ Maintain businesses that provide goods and services to residents.
- ★ Increase education about local farming and local agricultural products.
- ★ Increase participation of local businesses in community-sponsored events.