



# Economic Development Update

Presented on  
March 8, 2023  
Franklin, NH

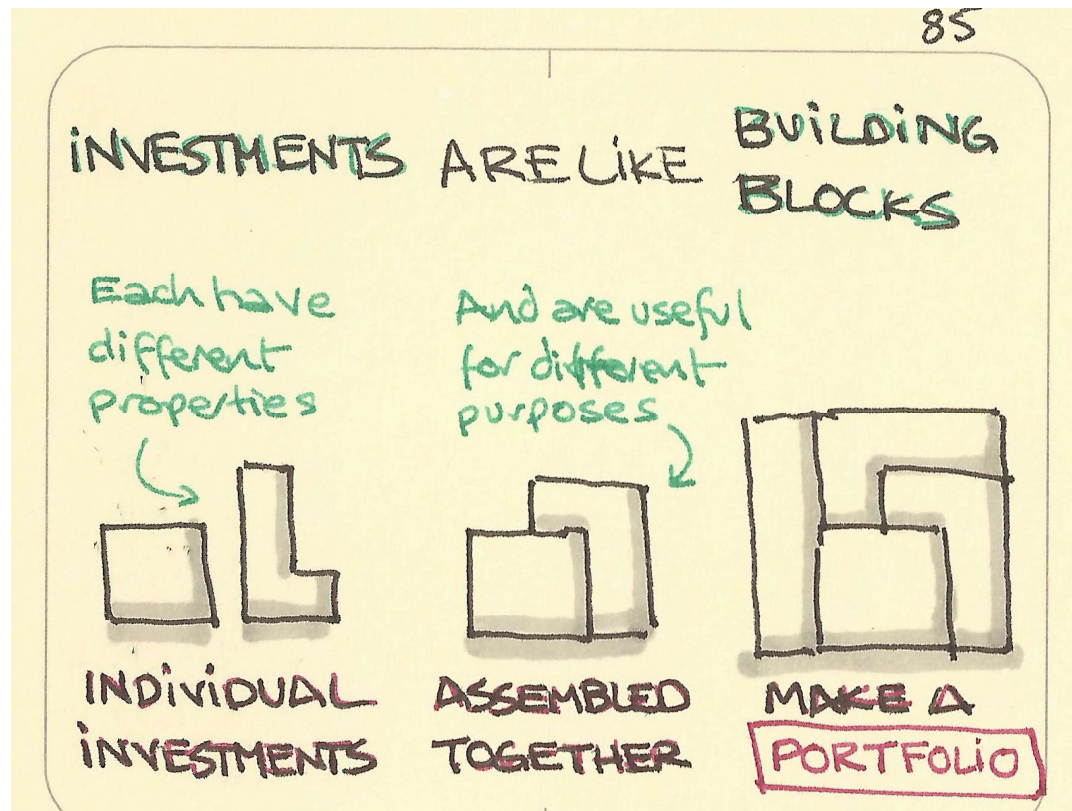
# Economic Development Task Force

- ▶ **Niel Cannon**, Finance and Development Consultant
- ▶ **Jim Aberg**, FBIDC (Franklin Business & Industrial Development Corp)
- ▶ **Marty Parichand**, ONE / MCP (Outdoor New England / Mill City Park)
- ▶ **Seth Creighton**, Franklin Planning & Zoning
- ▶ **Judie Milner**, Franklin City Manager

# Agenda

- ▶ Building Community
- ▶ Construction Projects
- ▶ New Business & Expansions
- ▶ Upcoming Projects & Challenges
- ▶ Change in Franklin
- ▶ Municipal Investment

# Building Community Public & Private





# Under Construction or Completed Projects

1. Facade Building Renovations:  
Shepard Block & Buell Block

2. Odd Fellows Building (IFA)

3. Stevens Mill (Chinburg Properties)

4. Peabody Place

5. Phase 1 of the Whitewater Park



# Under Construction or Completed Projects

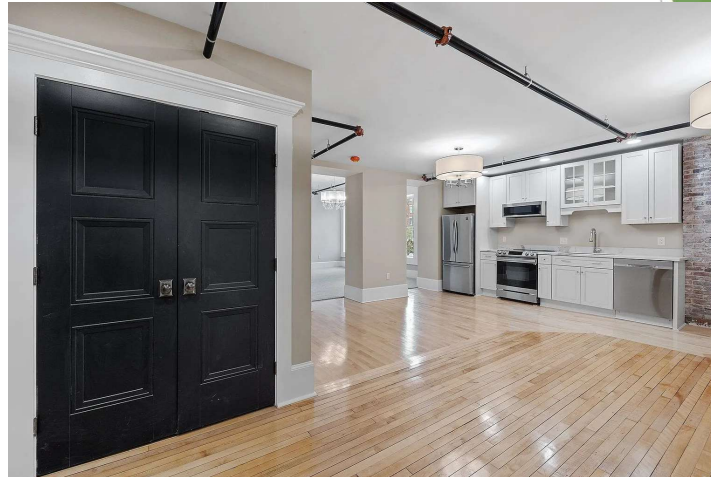
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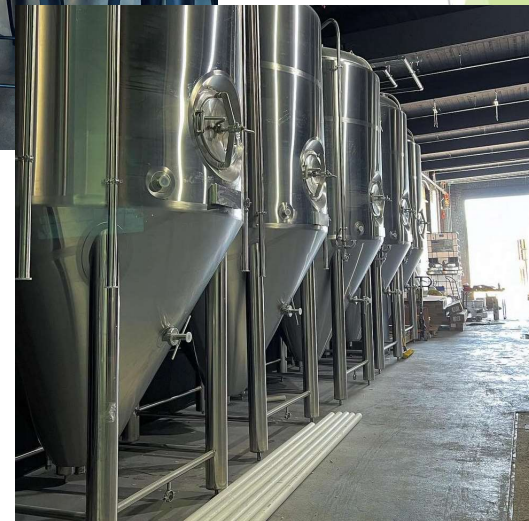
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# New Private Investment Since 8/2021

- ▶ Newfound Pet Center
- ▶ Downtown Crepes
- ▶ Zeke's Sweets
- ▶ Lakes Region E-Bikes
- ▶ Shorey's Grilled Cheese & Ice Cream
- ▶ Mosquito Squad
- ▶ Goodwin Counseling Services
- ▶ US Cellular
- ▶ Mike Rivers Automotive
- ▶ Franklin's Hidden Treasures
- ▶ Waterhorse Irish Pub
- ▶ Kettlehead Brewing Company





# Business Expansions Since 8/2021

- ▶ Vitex Extrusions
- ▶ Franklin Café
- ▶ Innate Therapeutic Services
- ▶ IFA Expansion
- ▶ Potential Projects



# Upcoming Projects (Most Challenging So Far)

1. Opera House & City Hall
2. Roads, Parking, Sidewalks
3. Trestle Bridge
4. Stanley Tool
5. Phase 2 & 3 of the Whitewater Park



# Why???

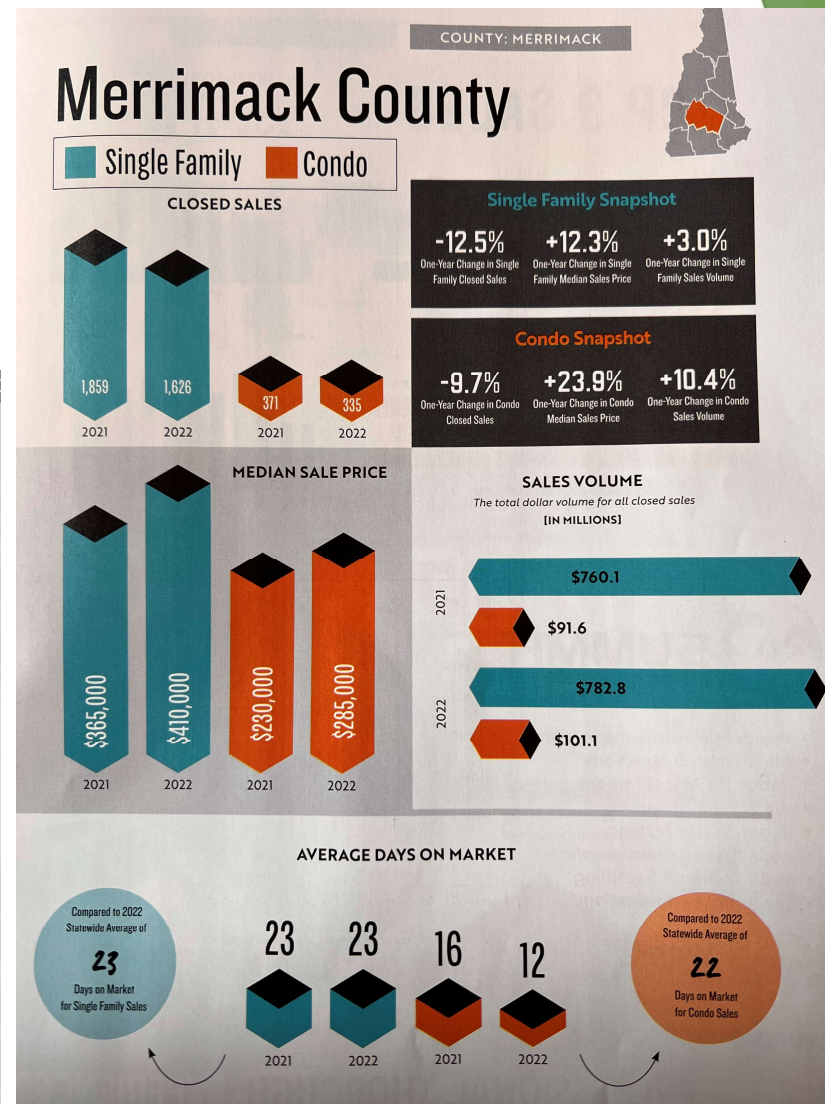
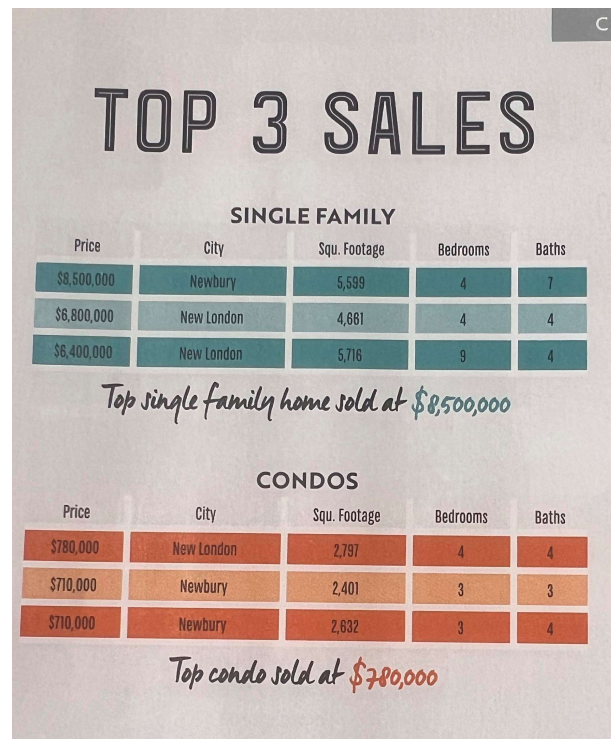
## (Most Challenging So Far)

1. Economic Development Team is part time & voluntary
2. Most projects are related to deferred maintenance
3. The price tags are much larger
4. Franklin's socioeconomics are changing





# Franklin is Changing Merrimack County



NH Real Estate

# Franklin is Changing: Home Values

Single Family Residence Key Metrics	December			Year to Date		
	2021	2022	% Change	Thru 12-2021	Thru 12-2022	% Change
Closed Sales	9	6	- 33.3%	108	91	- 15.7%
Median Sales Price*	\$243,000	<b>\$300,000</b>	+ 23.5%	\$244,000	<b>\$290,000</b>	+ 18.9%
Median List Price	\$319,450	<b>\$340,000</b>	+ 6.4%	\$249,900	<b>\$287,400</b>	+ 15.0%
Volume of Closed Sales	\$2,172,900	<b>\$1,794,800</b>	- 17.4%	\$27,675,500	<b>\$28,026,595</b>	+ 1.3%
Days on Market Until Sale	23	48	+ 108.7%	26	20	- 23.1%
Pending Sales	6	6	0.0%	106	96	- 9.4%
Months Supply of Inventory	0.2	1.4	+ 600.0%	—	—	—
New Listings	4	5	+ 25.0%	122	117	- 4.1%
Inventory of Homes for Sale	2	11	+ 450.0%	—	—	—
Percent of Original List Price Received*	100.6%	<b>99.8%</b>	- 0.8%	100.2%	<b>100.8%</b>	+ 0.6%

New Hampshire Realtors

**50% increase over  
Merrimack County**

## Franklin is Changing: Residents

	Franklin	YoY Change
Total Population	8,766	0.8%
Median Age	45.8	-1.7%
Median Household Income	\$61,664	6.3%
People below Poverty Level		
Poverty Rate		

NH	YoY Change
43	0.2%
\$88,465	1.8%

# Franklin is Changing: Residents

	Franklin	YoY Change
Total Population	8,766	0.8%
Median Age	45.8	-1.7%
Median Household Income	\$61,664	6.3%
People below Poverty Level	413	-16.7%
Poverty Rate	4.7%	

NH	YoY Change
43	0.2%
\$88,465	1.8%
7.2%	

Merrimack County  
Concord  
Laconia

8.7%  
9.3%  
10.3%

2020 American Community Survey  
US Census Bureau



Where do we go from here?



# Benefits of Municipal Investment

## Large scale benefits:

- ▶ Ability to complete signature ROI projects, timely
- ▶ Expenditures will continue to attract private investments
- ▶ Increased Tax Base / Revenue
- ▶ Branding Tourism
- ▶ Job Creation / Leveraging Private Investment (TIF)

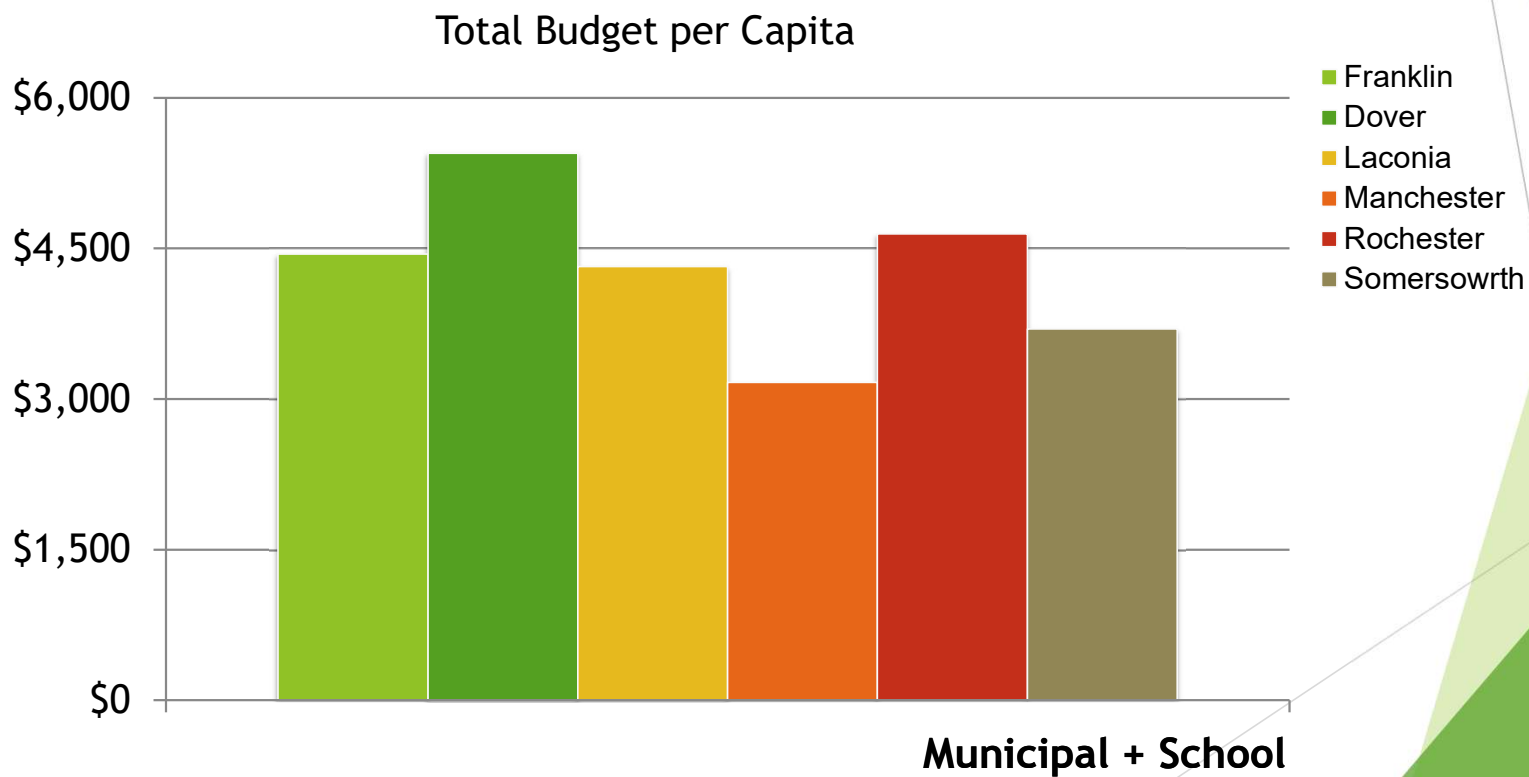
## Direct benefits to residents:

- ▶ Improved health and safety
- ▶ Better quality services
- ▶ Increase in home equity
- ▶ Reduced personal costs (i.e.- smooth roads = less vehicle maintenance)
- ▶ Over time improvements will lead to a fully funded school system

# Current Municipal Investment

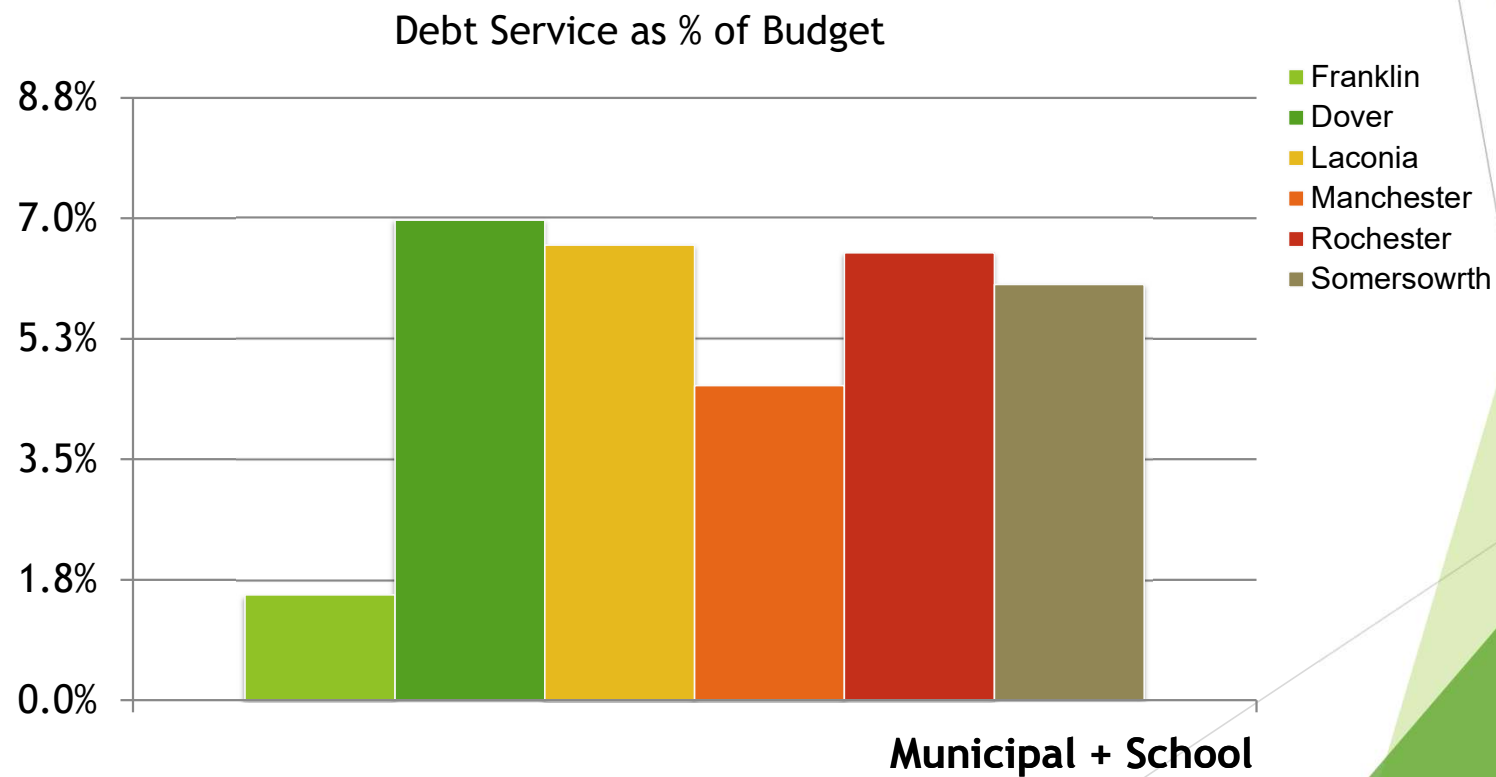


# Is Franklin Serious about Promoting Economic Opportunity?

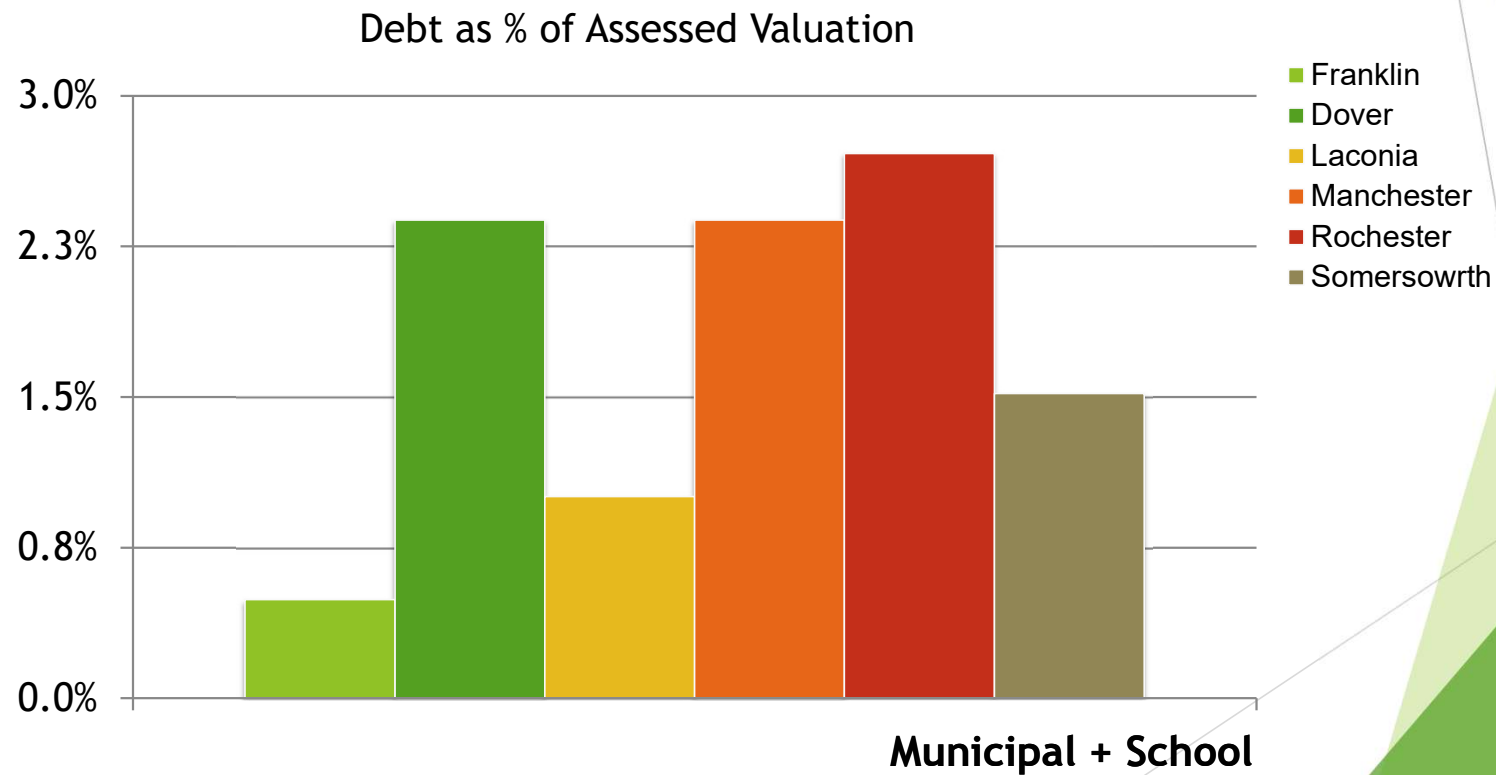




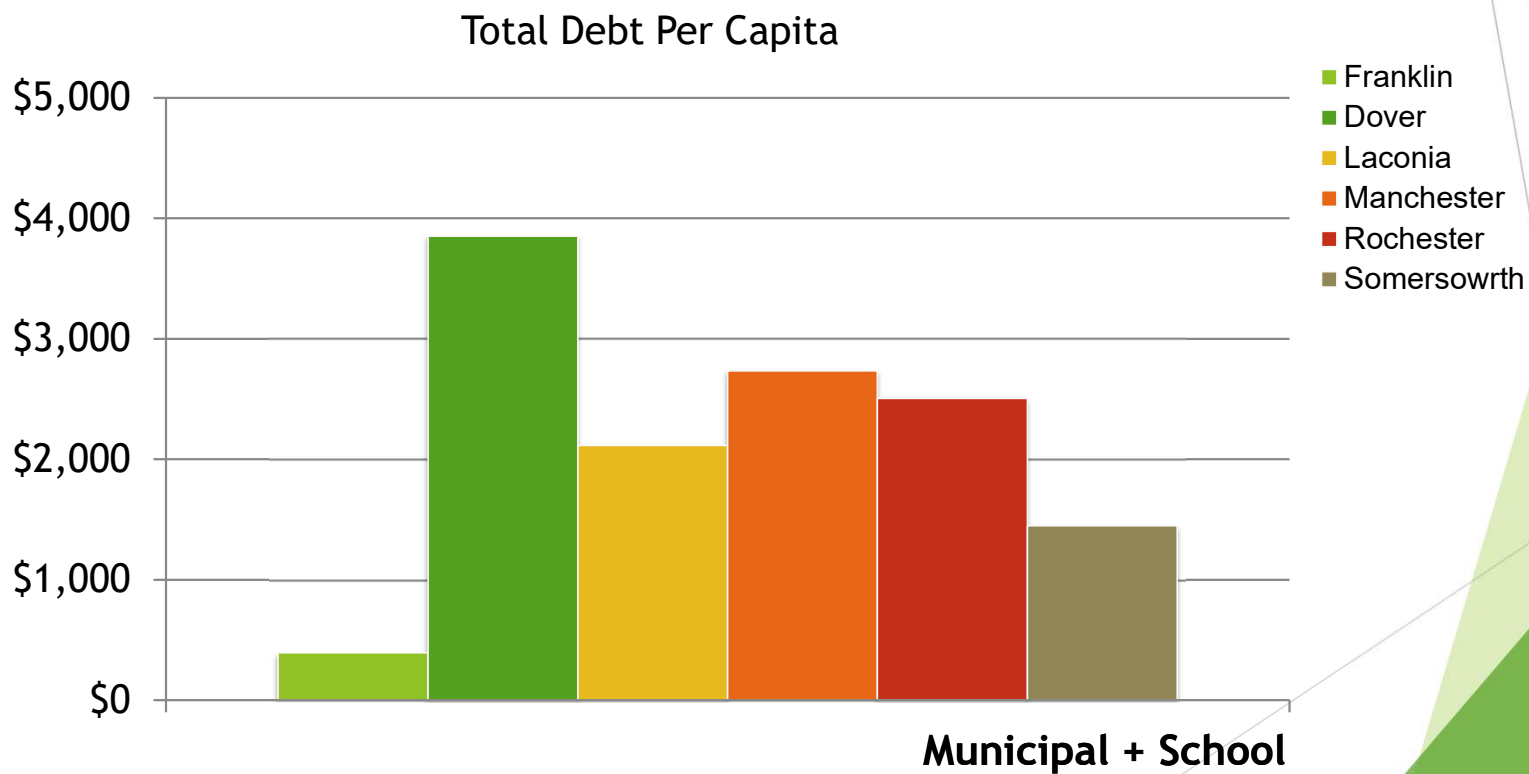
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# Our Recommendation is to consider a \$20M Bond

1. Opera House & City Hall
2. Roads, Parking, Sidewalks
3. Trestle Bridge
4. Stanley Tool
5. Phase 2 & 3 of the Whitewater Park





# The tale of two cities...

## How do we move forward?

This?



Or That?





A photograph of a wooden bridge structure over a river, with bare trees in the foreground and background. The bridge is made of dark wood and has a complex lattice of beams. The river is blue and flows under the bridge. The background is a hazy, yellowish-brown sky.

**THE COST OF BEING WRONG IS LESS  
THAN THE COST OF DOING NOTHING.**

**S. GODIN**



A photograph of a wooden bridge structure, possibly a trestle or a small bridge, spanning a river. The bridge is made of dark wood and has a complex arrangement of beams and supports. The river below is blue and appears to be flowing. There are trees and bushes on the banks, some with green leaves and some bare. The word "QUESTIONS?" is overlaid in white, bold, sans-serif capital letters in the center of the image.

**QUESTIONS?**

# Back Up Slides





# What is the cost?

Bond Amount	\$20M
Annual Payment	\$1.4M
Debt Service	\$2.47 per \$1K

**All numbers are based on current assessment.**

Property Value	Tax Increase Per Year	Tax Increase Per Month	Tax Increase Per Week	Tax Increase Per Day
\$100,000	\$247.00	\$20.58	\$4.75	\$0.68
\$150,000	\$370.50	\$30.88	\$7.13	\$1.02
\$200,000	\$494.00	\$41.17	\$9.50	\$1.35
\$250,000	\$617.50	\$51.46	\$11.88	\$1.69
\$300,000	\$741.00	\$61.75	\$14.25	\$2.03
\$350,000	\$864.50	\$72.04	\$16.63	\$2.37
\$400,000	\$988	\$82.23	\$19.00	\$2.71

	Franklin	Dover	Laconia	Manchester	Rochester	Somersworth
Assessed Valuation	\$ 690,748,259	\$ 5,066,056,620	\$ 3,441,276,113	\$ 13,264,649,054	\$ 2,833,624,409	\$ 1,134,772,148
Tax Rate (2022)	\$ 0.02439	\$ 0.01984	\$ 0.01485	\$ 0.01824	\$ 0.02528	\$ 0.02809
Population	8,586	31,316	16,342	115,470	30,661	11,883
Current Budget						
Municipal	\$ 19,062,530	\$ 95,633,068	\$ 31,729,257	\$ 172,548,076	\$ 60,420,947	\$ 15,319,151
School	\$ 19,080,631	\$ 74,955,593	\$ 38,850,836	\$ 192,917,789	\$ 81,968,777	\$ 28,596,753
Total	\$ 38,143,161	\$ 170,588,661	\$ 70,580,093	\$ 365,465,865	\$ 142,389,724	\$ 43,915,904
<b>Total Budget/Capita</b>	<b>\$ 4,442</b>	<b>\$ 5,447</b>	<b>\$ 4,319</b>	<b>\$ 3,165</b>	<b>\$ 4,644</b>	<b>\$ 3,696</b>
Annual Debt Service Payments						
Municipal	\$ 254,442	\$ 5,528,957	\$ 2,538,851	\$ 11,151,655	\$ 4,493,059	\$ 814,224
School	\$ 306,589	\$ 6,362,322	\$ 2,128,546	\$ 5,558,384	\$ 4,757,615	\$ 1,837,540
Total	\$ 582,529	\$ 11,891,279	\$ 4,667,397	\$ 16,710,039	\$ 9,250,674	\$ 2,651,764
<b>Debt Service as % of Budget</b>	<b>1.53%</b>	<b>6.97%</b>	<b>6.61%</b>	<b>4.57%</b>	<b>6.50%</b>	<b>6.04%</b>
Bonded Indebtedness						
Municipal	\$ 1,042,996	\$ 37,829,457	\$ 20,808,337	\$ 270,572,640	\$ 37,649,640	\$ 5,954,939.0
School	\$ 2,350,649	\$ 82,784,133	\$ 13,745,621	\$ 45,117,000	\$ 39,186,360	\$ 11,261,042.0
Total	\$ 3,393,645	\$ 120,613,590	\$ 34,553,958	\$ 315,689,640	\$ 76,836,000	\$ 17,215,981.0
Debt as % of Assessed Valuation						
Municipal (3%)	0.151%	0.747%	0.605%	2.040%	1.329%	0.525%
School (7%)	0.340%	1.634%	0.399%	0.340%	1.383%#	0.992%
<b>Total</b>	<b>0.491%</b>	<b>2.381%</b>	<b>1.004%</b>	<b>2.380%</b>	<b>2.712%</b>	<b>1.517%</b>
<b>Total Debt Per Capita</b>	<b>\$ 395</b>	<b>\$ 3,852</b>	<b>\$ 2,114</b>	<b>\$ 2,734</b>	<b>\$ 2,506</b>	<b>\$ 1,449</b>

## Franklin is Changing Our Neighbors

		YoY Change
Total Households	3,779	-4.1%
Households with Children	918	3.5%
Households without Children	2,861	-6.3%
Average Household Income	\$77,146	12.1%
Owner Occupied Households	2,503	-4.1%
Of Owner Occupied: With Mortgage	1,374	-2.6%
Of Owner Occupied: Without Mortgage	1,129	-3.0%

**45% of  
homes**



# Franklin is Changing Our Neighbors

