



Ashland Waterfront Redevelopment Project (AWRP)

**Ashland Economic Development Committee (EDC)
Town Briefing
January 17, 2026, 10:00 AM**

Agenda



- Welcome — Peter Ott, EDC Chair
- Introduction to the Waterfront Project — Jana Flores-Jon, EDC Vice Chair and AWRP Lead
- Waterfront Project Catalyst Feasibility Grant — Ellen Levinson, Strategic Planning & Development (Volunteer)
- Next Steps — Benoit (Beno) Lamontagne, Division of Economic Development, NH Dept. of Business & Economic Affairs and EDC Member
- Audience Q&A

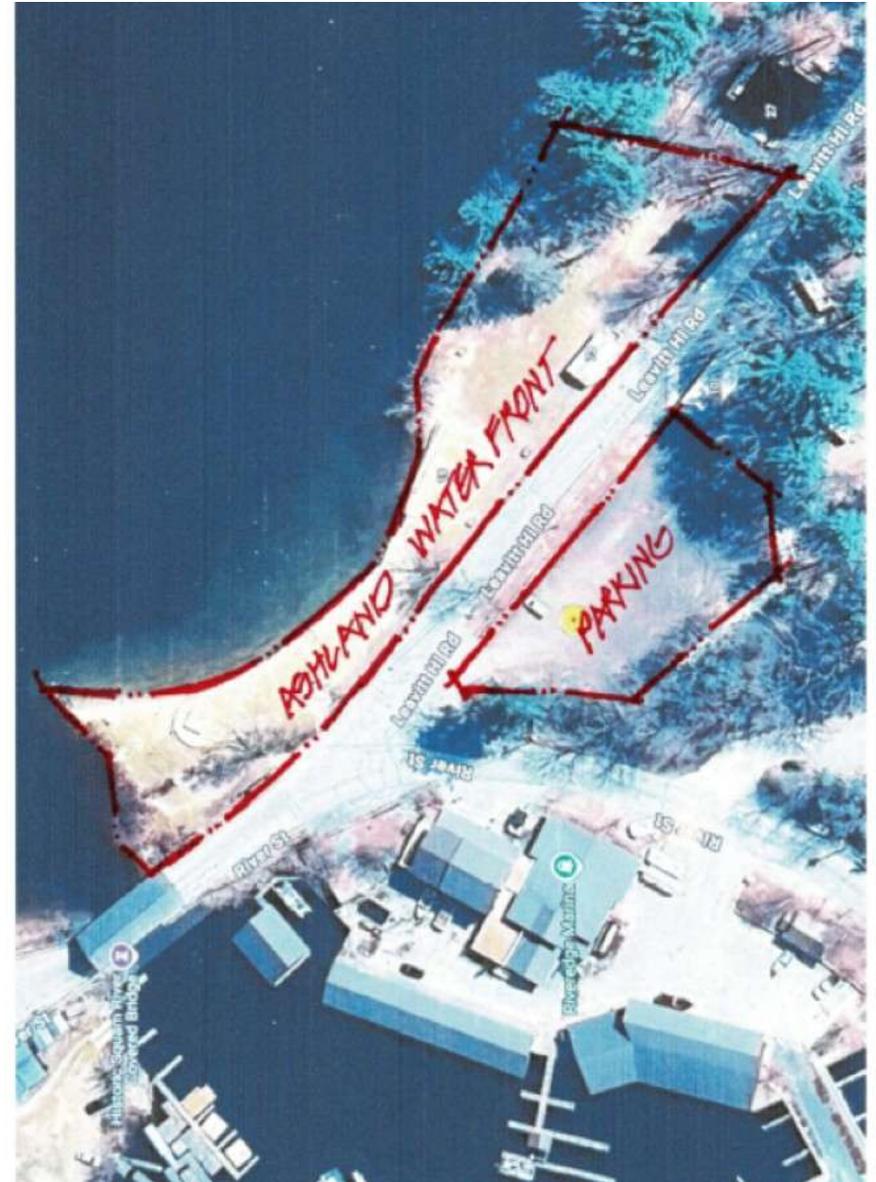


Introduction to the Waterfront Project

What is the Ashland Waterfront?

Ashland's waterfront property on Little Squam Lake is a town treasure.

- Between the Little Squam Lake shoreline and Leavitt Hill Rd. -- about 520' long by 120' wide; and
- The parking area across the road (not including the building on that site).



Purpose of the AWRP

The purpose is to transform the waterfront into a vibrant year-round hub for recreation and entertainment that uplifts the town and boosts its economy.

- Enhance usability for all residents by offering diverse recreational and entertainment options throughout the year and improved access for people with disabilities.
- Increase the town's appeal to attract outdoor enthusiasts, new residents, and customers, thereby boosting the tax base and business income.
- Revive the local economy by attracting new businesses, creating opportunities for existing businesses, and bringing quality jobs to Ashland and the surrounding region.
- Protect the lake and river by ensuring sustainable shoreline management.

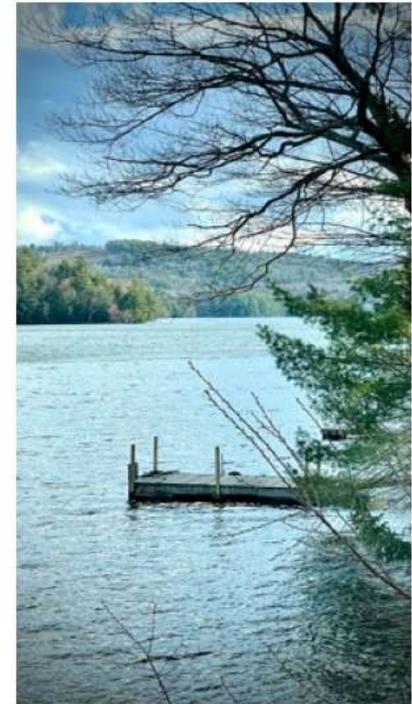




**Waterfront
Project Catalyst
Feasibility Grant**

Why is Ashland Redeveloping the Town's Waterfront Property?

- Achieve Ashland's Master Plan goals: The first goal is "to enhance the town's position as a destination for those seeking quality outdoor recreation.
- Implement Ashland's Recreation Plan, which calls for "creating additional educational and recreational opportunities at the beach."
- The waterfront is rundown: The beachfront, play and picnic areas, beach house, and fencing are in poor condition; the area is unattractive; there are no covered areas where people can shelter.
- In March 2025, the town authorized the EDC to "search for and apply for grants" and "develop a comprehensive plan to enhance the recreational value and overall appeal of the beach."



What is the Purpose of the Waterfront Catalyst Feasibility Grant?



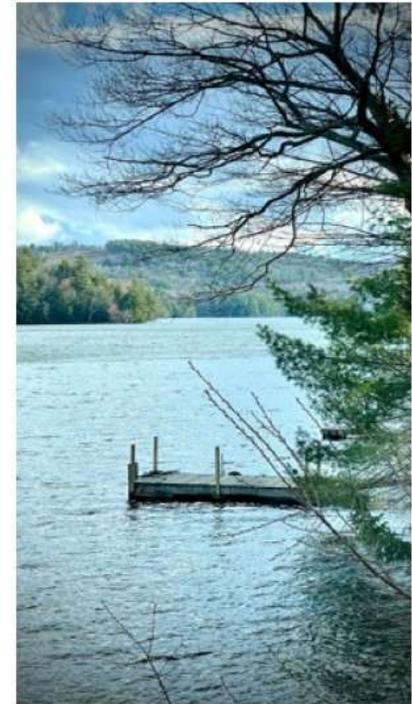
Obtain community input about potential activities and uses; assess technical, legal, economic, and environmental aspects; and produce a report that —

- Identifies recreational and entertainment activities that can be offered, are financially and environmentally sustainable, and meet Ashland's needs.
- Recommends the structures to support the activities, architectural and engineering designs, cost estimates, and expected financial returns.
- Will be used by the town to seek funding to complete waterfront redevelopment.

Compliance with national environment laws is required and the town will proactively engage the NH Department of Environmental Services to address runoff, sand leaching, and other environmental concerns.

Grant Application and Approval

- Oct 6, 2025: BOS approved submission of the AWRP application to the Northern Borders Regional Commission for a Catalyst Feasibility Grant for \$50,000 to develop a comprehensive waterfront redevelopment plan, which requires a \$50,000 match raised and appropriated by the town. The Town Manager is the Project Manager.
- Oct 8, 2025: The town submitted the application.
- Dec 8, 2025: NBRC approved the grant.
- Jan 12, 2026: BOS approved Warrant Article 22 for the March 2026 Town Meeting asking voters whether they approve the grant and raising and appropriating funds for the match. The town is now seeking to raise the funds to apply toward the town match.





Next Steps

Next Steps



Last year, EDC invited officials from the NH Department of Environmental Services (DES) and NH Business and Economic Affairs (BEA) to visit the waterfront and will continue to consult with those State offices as the study progresses.

BEA is impressed by the location and potential for expanding recreational uses and contributing to the town's economic growth. It was pleased with the town's NBRC application and prepared to work with Ashland to help make the Waterfront Project a success, including by helping the town identify sources of funding.

The next critical steps are:

- Securing the town match, which will be voted on at the March 2026 town meeting.
- Ensuring that the Feasibility Study Report is conducted by reputable and expert consultants.
- BOS approval of the Report in time for the Fall 2026 grant application cycle.

Questions!

