

GOALS & RECOMMENDATIONS

Economy

Bowdoinham's economy is made-up of small businesses, the majority of which are home-based businesses located throughout Town.

Goals

1. To promote an economic climate that creates local job opportunities, enhances our sense of community, and improves overall economic well-being.
2. To encourage small business and entrepreneurship.
3. To encourage development that enhances our village and community.
4. To expand economic opportunities by making the most of our recreational, agricultural, natural, marine, historical, and cultural resources including our artisans.
5. To realize the full potential of recreational opportunities along the Cathance River and its access to Merrymeeting Bay.

Key Issues

How can we best support local businesses? What key services and supports do they need?

How can we grow the consumer base for local businesses?

How can we capitalize upon the trend of people working from home using hi-speed Internet?

How can we balance economic development with maintaining the rural and small town character of our community?

Recommendations

1. Support and promote current businesses and community groups through maintaining existing resources including the Town website, Town business directory, and Town newsletters.
2. Develop a brand and branding strategy to promote through multiple media types.
3. Attract complimentary businesses through brand development, maintenance of new business resources, and targeted investments in village/town infrastructure.
4. Support and promote the arts, eco-tourism, agri-tourism, and historic tourism.
5. Draft a strategic plan to support artists, artisans, and crafts people.
6. Implement the Waterfront Plan.
7. Implement the Walkable Village Plan.
8. Support the development and implementation of the Merrymeeting Trail.
9. Develop an Open Space Plan.
10. Plan for and utilize TIF funds to support our economic goals above.
11. Support the work and mission of the Community Development Advisory Committee.
12. Participate in regional economic development efforts.