

GOALS & RECOMMENDATIONS

Economy

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

Goals

1. To promote an economic climate that ~~increases-creates~~ local job opportunities, ~~enhances~~ our sense of community, and ~~improves~~ overall economic well-being.
2. To encourage small businesses and entrepreneurship.
3. To encourage development that enhances our village and community.
4. To ~~enhance our~~ expand economic opportunities by making the most of our recreational, ~~artisans~~, 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 ~~the Town~~ we best support local businesses? What ~~do our~~ key services and supports do they ~~businesses~~ need?

-How can ~~the Town~~ we grow the consumer base for ~~our~~ local businesses?

How ~~can we~~ take advantage of/capitalize upon the trend ~~of that~~ people ~~are~~ 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 existing~~ current businesses and community groups ~~through~~ through maintaining existing resources including the Town website, Town business directory, and Town newsletters. ~~multi-media sites.~~
2. ~~Develop a brand and branding strategy and then~~ 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 eco-tourism, agri-tourism, historic tourism, and the arts.~~
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.~~

1. ~~Support the work and mission of the Community Development Advisory Committee.~~

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Town of Bowdoinham's Comprehensive Plan
Draft for review 6/13/23

- ~~2. Draft a strategic plan to support artists, artisans, and crafts people.~~
- ~~3.1 Support and promote eco-tourism, agri-tourism, historic tourism, and the arts.~~
- ~~4.1 Develop a brand and branding strategy and then promote through multiple media types.~~
- ~~5. Attract complimentary businesses into Town.~~
- ~~6.1 Support and promote existing businesses and community groups through multi-media sites.~~
- ~~7. Plan for and utilize TIF funds to support our economic goals.~~
- ~~8. Implement Waterfront Plan.~~
- ~~9. Implement Walkable Village Plan.~~
- ~~10. Develop an Open Space Plan.~~
- ~~11. Support the development and implement the Merrymeeting Trail.~~
- ~~12. Participate in regional economic development efforts.~~