

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. [Organic vegetable farming is fast growing and the Cathance River is becoming more and more important as a recreational resource.](#)

Goals

1. To promote an economic climate that increases local job opportunities, our sense of community and overall economic well-being.
2. To encourage small businesses & entrepreneurship.
3. To encourage development that enhances our village and community.
4. To enhance our economic opportunities by making the most of our recreational, agricultural, natural, marine, historical and cultural resources.
5. [To emphasize Merrymeeting Bay as the town brand.](#)
6. [To realize the full potential of frontage on the Cathance River and its access to Merrymeeting Bay.](#)

Key Issues

The key issue for Bowdoinham is two-fold:

How can the Town best support local businesses? What do our businesses need?

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

[How to take advantage of the trend that people are working from home due to hi-speed Internet?](#)

[How to keep formula businesses from dominating the area around the I-295 Interchange and creating the impression that Bowdoinham is AnyTown USA?](#)

Recommendations

1. [Draft a strategic plan to support artists, artisans, and crafts people.](#)
2. Support and promote eco-tourism, agri-tourism, historic tourism and the arts.
3. Develop a brand and branding strategy then promote through multiple media types.
4. Attract complimentary businesses into Town.
 - a. Create and promote an economic brochure highlighting the benefits of doing business in Bowdoinham.
5. Create and distribute a new business introductory package.
6. Create and distribute a new resident package that includes a Bowdoinham business directory and Bowdoinham business coupons.
7. Support the work and mission of the Community Development Advisory Committee.
8. Support and promote existing businesses and community groups.
9. Provide resources and education for starting and running a small business.
10. Support and promote business workshops for Bowdoinham businesses.
11. Plan for and utilize TIF funds to support our economic goals.

12. Plan for and develop infrastructure to support business development in the village including a public wastewater system, public bathrooms, sidewalks, bike lanes and public parking.
13. Plan for and develop communication, internet and energy infrastructure to support business development throughout Bowdoinham.
14. Develop and implement a village beautification plan to make changes to the village such as lighting, landscaping, public greenspaces and other amenities to help attract new businesses and visitors alike.
15. Implement means to preserve and enhance the historic character of the village, recognizing its value in attracting businesses and visitors.
16. Develop signage for the village and businesses.
17. Implement Waterfront Plan.
18. Expand the waterfront park eastward by building a foot bridge across Sampson's Creek and path to the West Branch. Also expand it further up-stream by acquiring the large parcels of undeveloped land that lie to the west of the proposed new addition to Maily Park.
19. Implement Walkable Village Plan.
20. Make it safer and more convenient for pedestrians to cross Route 24 from Maily Park to the village.
21. Support the development of and implement the Merrymeeting Trail.
22. Participate in regional economic development efforts.

Blue font – CPC additions

Green font – Yvette's addition