

## **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 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, artisans, agricultural, natural, marine, historical and cultural resources.
5. To emphasize Merrymeeting Bay as the town brand.
6. To realize the full potential of recreational opportunities along 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 Any Town 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.
5. Support the work and mission of the Community Development Advisory Committee.
6. Support and promote existing businesses and community groups.
7. Plan for and utilize TIF funds to support our economic goals.

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

8. Implement means to preserve and enhance the historic character of the village, recognizing its value in attracting businesses and visitors.
9. Implement Waterfront Plan.
10. Implement Walkable Village Plan.
11. Develop an Open Space Plan.
12. Support the development of and implement the Merrymeeting Trail.
13. Participate in regional economic development efforts.