

CDAC – Leveraging town website to promote business locating in Bowdoinham
Updated – 3/5/2023

This document is a work in progress of ideas to use the website vs. brochures or other printed matter

Basic assumptions

- Bowdoinham would benefit by having a wider variety of business in town
- Updating the website periodically is more flexible than producing and distributing printed matter
- Most people are computer and internet literate

On the town website, introduce the following:

Under Local Business

Add entry to Moving/Starting a Business in Bowdoinham

Bowdoinham advantages

Location

- Proximity to I-295
- Directly on Rte 24
- Central intersection is Rte 24 and Rte 125
- Between Topsham and Richmond
- Easy access to Bowdoin, Litchfield, Brunswick, Gardiner

Infrastructure

- Five County Credit Union virtual branch
- Access to Cathance River
 - Boat launch to Cathance River
- Canoe and Kayak storage rentals
- Property available on Main St and other locations
- Village area is walkable, (sidewalks)
- Relatively small area
- Broadband available
- Three phase electricity available
- DSL phone available
- Town water available in central Bowdoinham
- Maily Waterfront Park (Cathance River)
- Skate Park
- Curb side trash pick up
- Outstanding Public Works Department
- Fire Department

Growing village

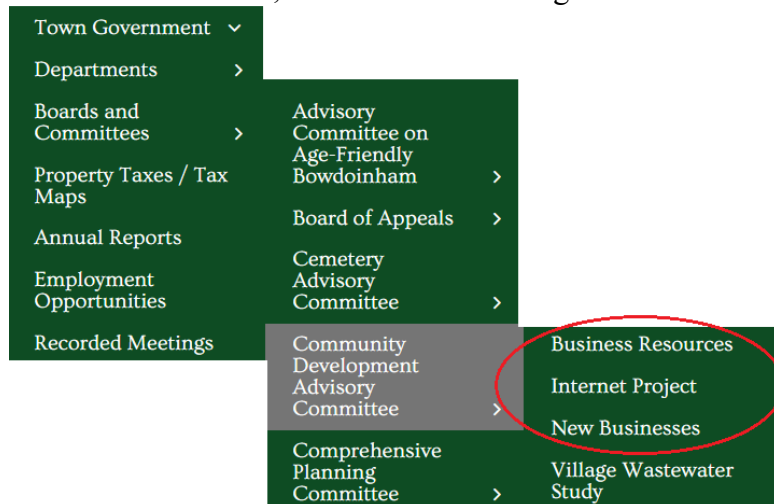
- Tax incentives for these businesses
 - Bakery
 - Cafe – Breakfast, primarily
 - Retail – sundry gifts and craft items
 - Light Manufacturing
 - Call center
 - Retail – clothing sales

Weekly Farmer's Market – Saturdays, June ~ October

Bowdoinham Businesses Profile, largest categories
Construction, Repair and Improvements

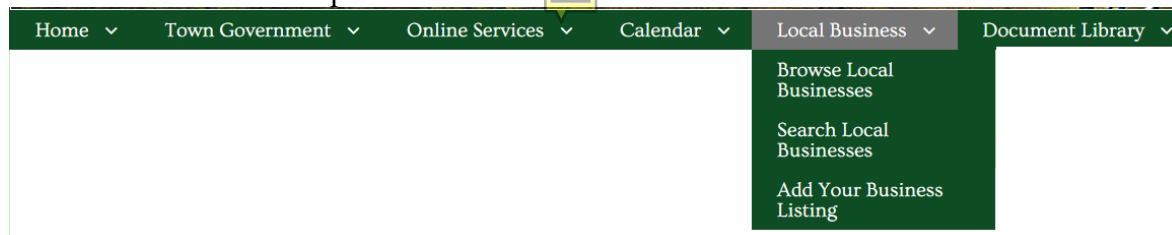
Arts, Crafts and Design
Groceries, Meat, and Produce
Organic farming

On the town website, relocate the following:

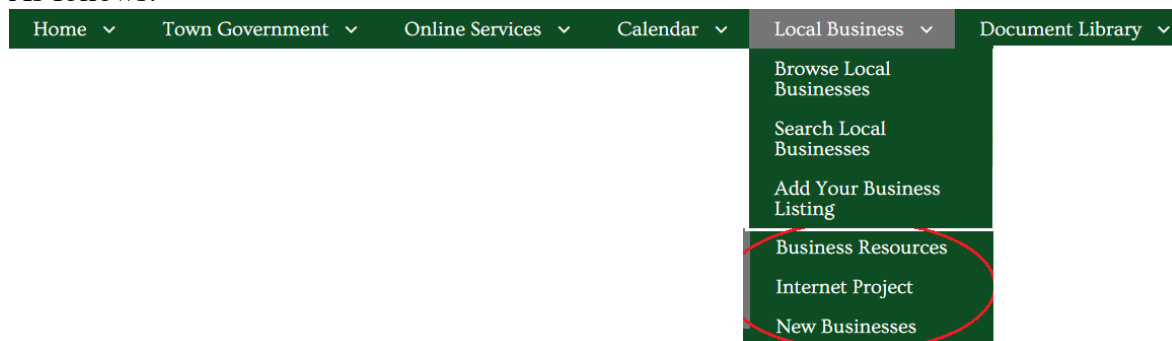


List up to three years of completed projects and a list of projects in progress. Update quarterly or semi-annually.

Move the three circled topics to be under **Local Business**:



As follows:



Business Resources

Review and update underlying document.

Internet Project

Update this to represent all internet availability in Bowdoinham.

New Businesses

We are so glad you have decided to operate your business here in Bowdoinham. There are a lot of resources that may be helpful to you as you move forward with your business activity:

- [Business Resources](#) – this is the same as Business Resources, above.
- [Starting a New Business](#)
- [Business Start-up Checklist](#)
- [Get listed on the Town's Business Directory](#) – This is the same as **Add Your Business Listing**
- [Business Permitting and Licensing](#)

One of our Town committees, the Community Development Advisory Committee, focuses on projects intended to support the economic activity in town. Members of that committee would be happy to visit with you. They will orient you to the services that are available and talk with you about your business goals. Please let the staff at the Town Office know if you would like to have them call on you.