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

 Mailly 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](https://www.bowdoinham.com/sites/default/files/town-document/Business%20Resources_1.pdf) – this is the same as Business Resources, above.
* [Starting a New Business](https://www.bowdoinham.com/page/starting-new-business)
* [Business Start-up Checklist](https://www.bowdoinham.com/sites/default/files/town-document/Business%20Start-up%20Checklist.pdf)
* [Get listed on the Town's Business Directory](https://www.bowdoinham.com/business/add%22%20%5Cl%20%22no-back) – This is the same as **Add Your Business Listing**
* [Business Permitting and Licensing](https://www.bowdoinham.com/code-enforcement%22%20%5Cl%20%22site-plan-review-info)

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.