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

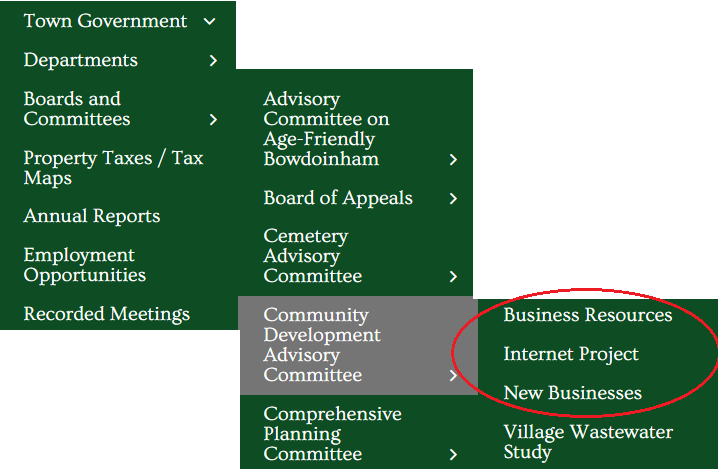
Construction, Repair and Improvements

Arts, Crafts and Design

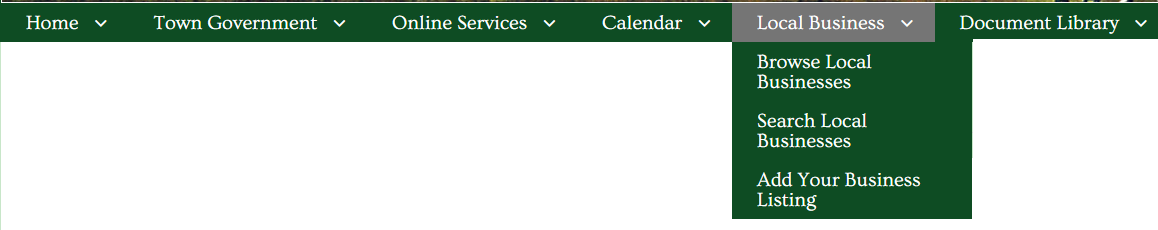
Groceries, Meat, and Produce

Organic farming

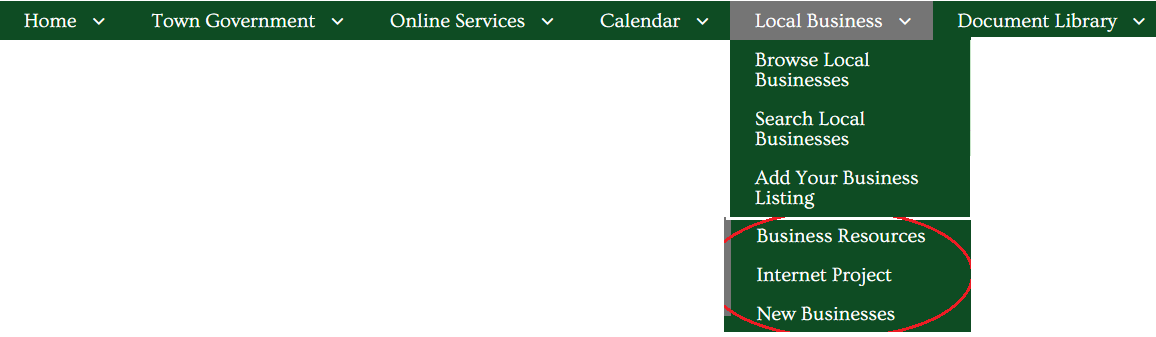
On the town website, relocate the following:

 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 Resources_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 Start-up Checklist.pdf)
* [Get listed on the Town's Business Directory](https://www.bowdoinham.com/business/add" \l "no-back) – This is the same as **Add Your Business Listing**
* [Business Permitting and Licensing](https://www.bowdoinham.com/code-enforcement" \l "site-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.