November 8, 2023

To: CDAC

From: Lee Parker

RE: Developing a Strategic Plan for Artists/Artisans/Micro Entrepreneurs: Drafting a survey

Part 1: The Town currently offers the following supports (include a brief description/example of each) for Artists/Artisans/Micro Entrepreneurs:

* + Business Listing
  + Workshops
  + Events (including listing in Brochures)
    - Holiday
    - Farm Day
    - Celebrate
    - Other?
* What supports have you used in the past?
* What other supports would you use if they were offered?

We hear the following reasons for not participating in Events:

* There isn’t enough “traffic” to these Events
* It is too much work to set up/take down for a day
* It requires too much time spent sitting at a table all day
* Handling payments is challenging

Would you be interested in exploring ways to help with the above such as the Holiday Drop In during Covid with extended periods of sales (no set up/take down), shared staffing (collecting money, managing displays)

Part 2: The Town is working on the Waterfront Development Plan, Merrymeeting Trail Plan and the Sidewalk Plan. We anticipate an increase in traffic to Bowdoinham as these projects are implemented. In addition, the Town Hall Committee is working on plans to restore the Town Hall. These projects will result in possible new venues for sales of items created by Artists, Artisans and Micro Entrepreneurs.

* Pavilion with Farmer’s Market
* Yellow Building (owned by the Town)
* Town Hall (once renovated)

The Sidewalk Plan will include planning for the safe conveyance of people from the Waterfront Park across Route 24 to the Boat Landing up past the Grey Building (connecting to the Trail Plan) to the intersection of Main St. and Route 24 and up the hill.

Creating a “Art Walk” from the waterfront to the Town Hall could include both permanent and changing installations (Event driven). Several locations along this route already provide venues for sales. These venues could potentially increase opportunities for sales.

* Grey Building where Merrymeeting Arts Center, Friends of Merrymeeting Bay and Watersong are located
* Cathance River Gallery (Bill Stanton)
* Merrymeeting Hall (pending renovations)

Would you like more places in town to sell your products? Would you be interested in working with a group to develop these ideas?