



## Economy, Population & Housing Subcommittee

### Meeting Agenda

Wednesday, May 31, 2023 – 4:00PM

Location: Remote via Zoom (pursuant to the Committee's adopted [Remote Meeting Policy](#))

Join Zoom Meeting

<https://us05web.zoom.us/j/89445137711?pwd=MkdscG9RMHNVRTZJOCs4dEZYYVk5OT09>

Meeting ID: 894 4513 7711

Passcode: 04543

1. Call to Order
2. Review of Draft 1: Population & Demographics Topic Area
3. Review of Draft 1: Economy Topic Area
  - a. Discussion of businesses to have 1-on-1 meetings with
  - b. Review of draft Business Interview questions
4. Committee/Public Comment
5. Set next meeting date (to review Housing Topic Area in detail)
6. Adjournment

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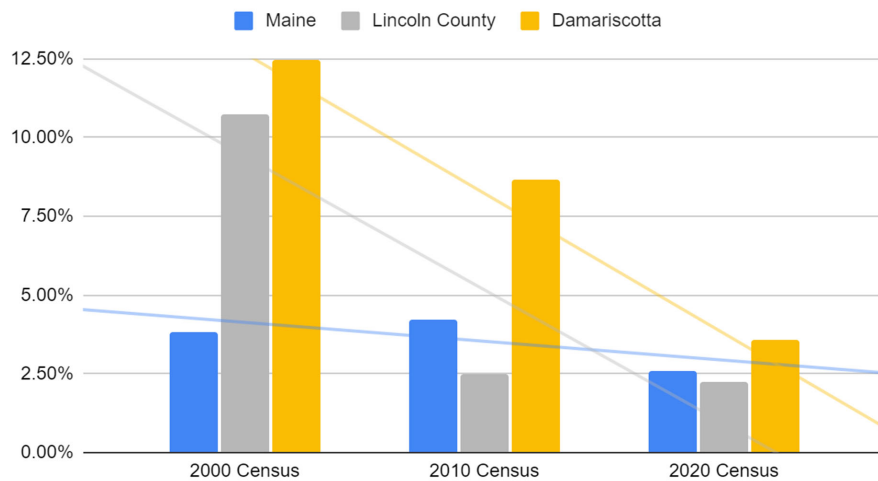
# Population & Demographics

Predicting future population and demographic trends is essential to comprehensive planning, since these trends impact all facets of the community, including housing, the economy, transportation patterns, education, and fiscal capacity. A sustainable, demographically diverse population (particularly in age make-up) is essential to support a community's long-term wellbeing.

## Population Expected to Continue to Increase, Demographics Expected to Change

Damariscotta's population as of the 2020 census was 2,297 residents. Between 1990 and 2000 the population grew by 12.45%, but since the 2000 Decennial Census, the rate of population growth has slowed down. Between 2000 and 2010, the population grew by 8.67%. Between 2010 and 2020, the population still grew but at a rate of only 3.56%. This tends to mirror the whole of Lincoln County. The population of the county exploded between 1990 and 2000, but has slowed down (while still increasing decade over decade) since then.

Percent Change from Previous Decennial Census



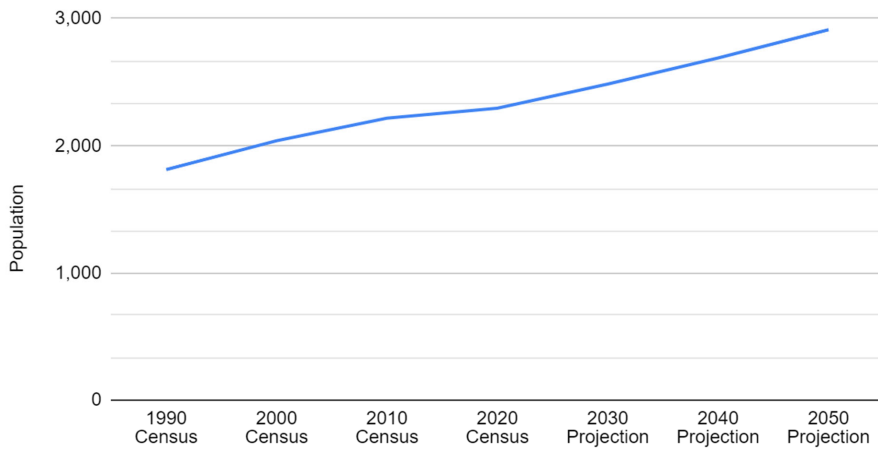
Migration into the community has tended to make up the bulk of Damariscotta's population growth. Deaths in the community have been rising alongside population growth since 1990, and the birth rate has slowed down in the same time frame, as illustrated below.

Natural & Migration Population Change (1990-2020)									
		1990 - 2000		2000 - 2010		2010 - 2020			
POPULATION		COUNT	% EFFECT		COUNT	% EFFECT		COUNT	% EFFECT
Beginning Population	year: 1990	1815		year: 2000	2041		year: 2010	2218	
Births (during decade)		199	11%		165	8%		135	6%
Deaths (during decade)		-300	-17%		-378	-19%		-407	-18%
Natural change		-101	-6%		-213	-10%		-272	-12%
Net Migration* (for decade)		327	18%		390	19%		351	16%
Ending Population	year: 2000	2041		year: 2010	2218		year: 2020	2297	

*Source: US Census (for population); Town Reports on Vital Statistics (for birth and death data)*

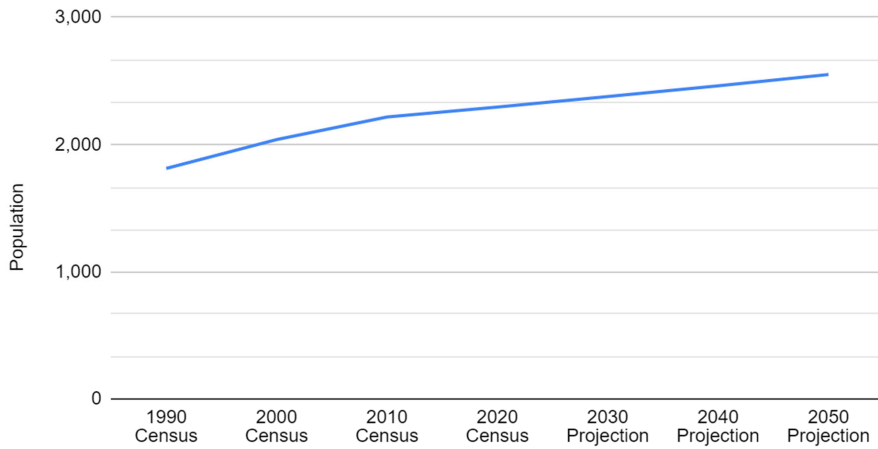
Since 1990, the population of the community has risen by an average of 8.2% per decade. If this trend continues, Damariscotta could see a population of almost 3,000 by the 2050 census.

### Average Projected Scenario (based on average rate of growth between 1990 and 2020)



Alternatively, conservative estimates (using the lowest rate of growth since 1990) would put the population of Damariscotta at approximately 2,550 by the 2050 census.

Conservative Projected Scenario (based on lowest rate of growth between 1990 and 2020)

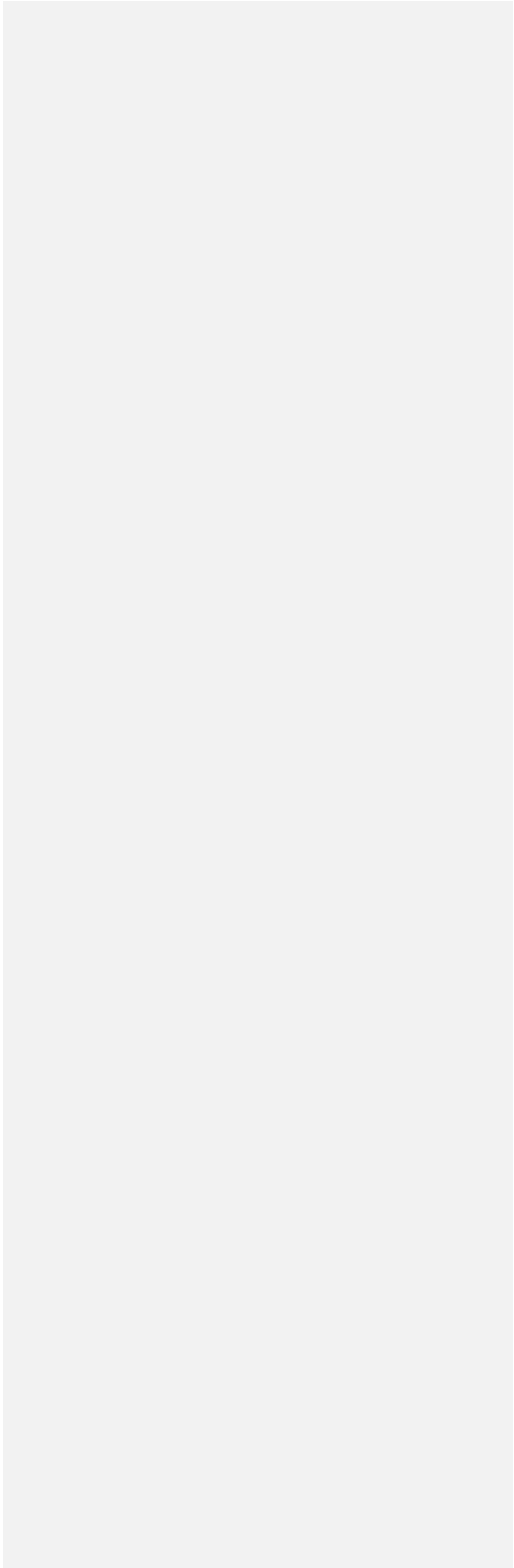
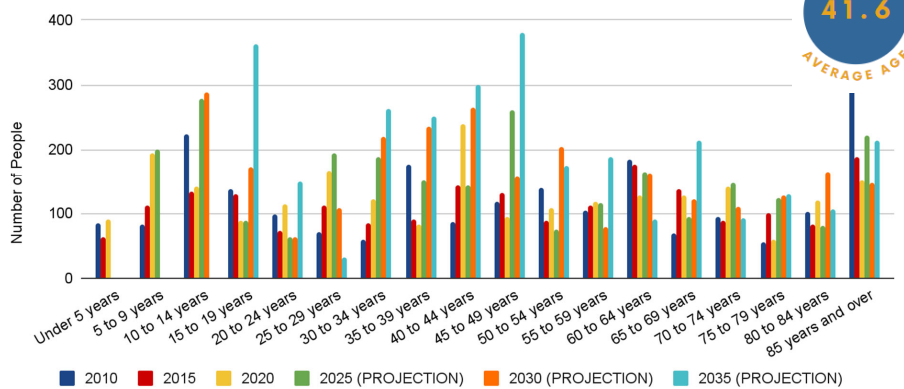


In either case, the demographics of the community (particularly in age distribution) are anticipated to change due to continued in-migration.

**A Place for Families**

According to American Community Survey data from 2020, approximately 26.4% of the population is between the ages of 25 and 44. The average age of Damariscotta residents is 41.6, meaning that residents of the town are younger on average than the whole of Lincoln County, where the median age is 51.2. Additionally, about 14.6% of Damariscotta’s population is school-aged children between the ages of 5 and 14 years old.

Population by Age Group



*Source: American Community Survey data from 2010, 2015 and 2020.*

While there is still a large subset of the population that is aging (approximately 26.2% are older than 65) and will be in need of resources geared towards senior citizens, the increase of parent-aged adults (those between the ages of 25 and 44) and school-aged children (between the ages of 5 and 14 years old) in the past 10 years suggest that the area may slowly becoming more popular with families (either those moving to the area, or parents who grew up here and decided to stay). This suggestion is corroborated by the net in-migration data shown on the previous page, and is projected to continue into the future. As shown on the chart below, population projections suggest that the number of children is anticipated to continue to rise

While the 2014 Comprehensive Plan indicated that net in-migration was likely as a result of an increase in retirees locating to the community, the net in-migration data coupled with the increase (between 2015 and 2020) in school-aged children and parent-aged adults as shares of the total population data tell a different story: one of adults who are either staying in the area or families who are relocating to the area. This is likely due to the reputation of Great Salt Bay Community School (the local K-8 school) and Lincoln Academy, the semi-private high school that residents of Damariscotta are able to attend for free.

#### **Demand on Services Expected to Increase**

As the demographics of the community begin to change, the increase in adults of child-bearing age and the increase in children will result in increased demands on the existing school system. Furthermore, family-friendly planning will be essential.

Some critical components of family-friendly planning are the provision of accessible green spaces and recreation areas, and communal outdoor space in both the rental and owner-occupied housing sectors. Housing choice is important to parents locating to the area to raise their children. As people desire to move to Damariscotta, we should look to provide a diversity of housing options. In addition, it will become increasingly important to understand the areas of the community that child care uses are allowed, including home-based child care uses, to allow for the families who have chosen to locate here to continue living here.

Finally, as children age, it is important to provide recreational opportunities. Currently, the YMCA has a playground and there are basketball courts at Great Salt Bay School, but the Town does not have a Parks & Recreation Department nor its own public playgrounds, ball fields, basketball courts, or other sporting facilities.

#### **Seasonal Population**

There were 271 seasonal properties in Damariscotta in 2020, according to US Census data, with likely capacities of 2 to 8 persons or more per property. This yields a potential range of somewhere between 300 to 1500 seasonal residents. If during the middle of the summer it is assumed that about 90% of the vacation houses are occupied, and each with an average of between 4 and 6 persons, then there would be about 1,084 seasonal residents or overnight tourists on any given summer day. Overnight tourists are noted here as some of these seasonal properties may be being used as Airbnbs or short-term rentals, not occupied by their owner.

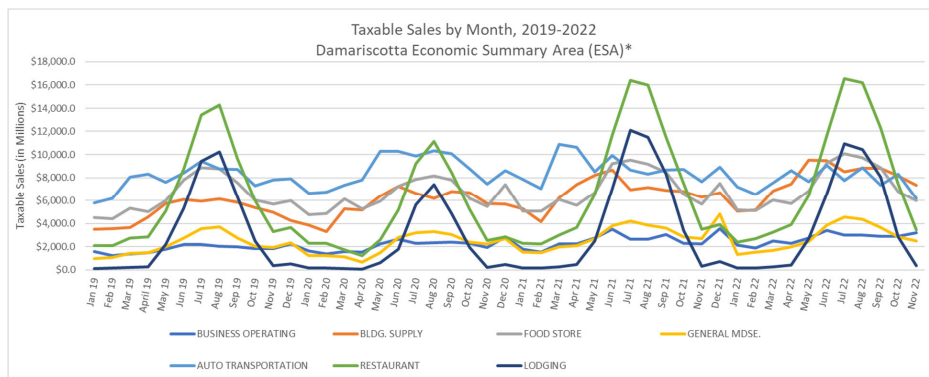
(According to data from AirDNA.co, a website which provides vacation rental data analytics to potential hosts or investors, the average occupancy rate for short-term rentals listed on Airbnb or VRBO in Damariscotta in August is 98%.)

It should be noted that the 271 seasonal properties is up about 46% from the number of seasonal houses captured in the 2010 census (186). This could be as a result of the proliferation of sites like Airbnb or VRBO, which make marketing short-term rentals easier.

In addition to seasonal residents or overnight tourists, there are also day-trip tourists in town and daytime employees and shoppers from the Damariscotta Service Area. Seasonal residents, overnight tourists, and day-trip tourists are considered to be an integral part of the economic fabric of Damariscotta (this is discussed further in Chapter XX).

Commented [1]: economy section

The chart below shows a large seasonal spike in regional lodging sales as well as restaurant sales during the summer months.



\*The Economic Summary Area includes Damariscotta as well as Alna, Boothbay, Boothbay Harbor, Bremen, Bristol, Edgcomb, Jefferson, Monhegan, Newcastle, Nobleboro, South Bristol, Southport, Waldoboro, Walpole, Westport, and Wiscasset.  
Source: Maine Revenue Services

Losing seasonal residents without year-round population growth would likely result in the loss of many local businesses that make up the fabric of the community.

### Service Center Implications

Damariscotta’s location along coastal Route 1 enables it to provide both employment and shopping opportunities to the adjoining Pemaquid Peninsula communities and the adjoining inland Great Salt Bay/Damariscotta Lake towns. The largest employer, Miles Hospital complex (located just outside of Damariscotta’s downtown) alone can bring more than 350 employees into town on any given workday, summer or winter, plus about 160 out-patients and additional visitors and 137 elderly residents of the associated residential complex. This totals about 645 persons.

In addition to existing residents (2297 as of 2020), seasonal residents or overnight tourists (1,084 as noted above), and the number of people associated with Miles Hospital (645), there are also shoppers and day-trip tourists in Damariscotta on any given day during the summer. Throughout the average July day, there may be more than 1,455 shoppers and day-trip tourists in and around downtown.<sup>1</sup>

In the summer or winter, there is clearly a daytime population served by Damariscotta amenities that is far higher than the resident population, especially clustered within the downtown area. Needs of daytime employees are detailed further in the Economy section of this Plan, but include the need for lunch spots, local childcare and ...

**Commented [2]:** Placeholder for now. Will be updated as a result of interviews with businesses and employees as part of the Economy chapter

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<sup>1</sup> Shoppers estimated from Reny's average July day customers - doubled to account for other downtown businesses; day-trip tourists based on 133 harbor parking lot spaces at a rate of turn-over 4 times per day and an average of 2.5 persons per car.



## APPENDIX C UPDATED INVENTORIES & ANALYSES

### INTRODUCTION

Effective comprehensive planning is based upon a thorough knowledge of all aspects of the community: past, present and future. In order to manage trends by guiding them toward desired goals that express the townspeople's vision for the future, Volume II of the Comprehensive Plan displays data, facts, trends, projections and current issues in town. This information is gathered into thirteen chapters addressing different aspects of the Town's demography, economics, public facilities and services, natural, cultural, archeological and historic resources. It is the basis for fashioning responses in the form of policies and implementation measures (in Volume I) that, over time, steer the community towards the townspeople's goals and vision for the community.

### A. POPULATION & DEMOGRAPHICS

#### 1. HISTORIC POPULATION CHANGE

Table I.1 Damariscotta Year-Round Population: 1848 - 2010

YEAR	POPULATION	CHANGE	% CHANGE (PER DECADE)
1848	1,328	~	~
1910	771	-557	-7%
1960	1,093	+332	+9%
1970	1,264	+171	+16%
1980	1,493	+229	+18%
1990	1,836	+318	+21%
2000	2,041	+205	+11%
2010	2,218	+177	+9%

Source: US Census; 1992 Damariscotta Comprehensive Plan;

The drop in Damariscotta's population during the second half of the 19th Century clearly illustrates the period after the Civil War when wooden boat building gradually diminished locally and farmers increasingly moved west attracted by newly accessible and better farmlands. This trend was abetted by returning Civil War veterans who had experienced the more productive Mississippi River basin and other mid-western flatlands during the war. Also, the rise of alternative (industrial revolution) factory work (including iron hull boat building elsewhere on the Maine coast) enticed some, including young women, away from the farms of rural mid-coast Maine, into the newly expanding cotton, woolen and leather mills of Augusta, Lewiston, Portland, Biddeford, Bath and others. By the first half of the 20th Century, however, Damariscotta population stopped decreasing and began again to slowly increase as local commercial fishing and farming again increased, based upon new electrically powered freezer technologies and the railroad innovations for rapid shipping of perishables. The number of summer homes also began proliferating for railroad-transported vacationers which provided more local construction and maintenance jobs for year-round residents. The recent decades after World War II show the effect of the rise of the automobile in allowing Damariscotta to become a 'bedroom community' for people commuting to jobs in Bath, Brunswick, Augusta, Rockland and beyond. And second homes continued to fill-in along the Town's shorelines for automobile-using city dwellers to which to escape the city on weekends and during the summer. Damariscotta also became the regional service center for local shopping and retail related employment for the Pemaquid Peninsula/Great Salt Bay/Damariscotta Lake region. The increase of Damariscotta's year-round population by 9% between 2000 and 2010 has seemed to have continued this moderate expansionary trend in spite of the recession of 2008/10 and its likely resultant slowdown in the number of jobs locally. It may be assumed, however, that the Pemaquid Peninsula/Great Salt Bay/Damariscotta Lake region and the Miles Hospital complex continued

throughout the Decade to attract retirees and the staff that attend them. This and second home and summer vacation tourism seemingly keeps the Damariscotta service center viable.

In the longer term, it may be assumed that many Damariscotta region young people, upon completing high school, will continue to go off to post-secondary training and college elsewhere and subsequently to jobs and careers outside Damariscotta. Except for local fishing, a much larger range and volume of economic, social, recreational and cultural opportunities reside in cities and larger urban areas that so attract young people. However, some area natives do eventually return to Damariscotta and the Pemaquid region as retirees.

**Table I.2 Comparative Population Change: Damariscotta Service Area: 1990 - 2010**

<u>Town Population</u>	<u>1990</u>	<u>2000</u>	<u>% Change: 90-00</u>	<u>2010</u>	<u>% Change: 00-10</u>
Bremen	674	782	+16%	806	+3%
Bristol	2095	2644	+14%	2755	+4%
<b>Damariscotta</b>	<b>1836</b>	<b>2041</b>	<b>+11%</b>	<b>2218</b>	<b>+9%</b>
Jefferson	2111	2388	+13%	2427	+2%
Newcastle	1538	1748	+14%	1752	<+1%
Nobleboro	1455	1626	+12%	1643	+1%
S. Bristol	825	897	+9%	892	<-1%
Service Area	10,765	11,126	+3%	12,493	+12%
Lincoln County	30,357	33,616	+11%	34,457	+3%
Maine	1,227,928	1,274,923	+4%	1,328,361	+4%

**Source: State Planning Office; US Census (Service Area = Damariscotta, Newcastle, Jefferson, Nobleboro, Bremen, Bristol, S. Bristol)**

The US Census recorded a larger percentage increase in Damariscotta's population between 2000 and 2010 in comparison to other towns in the service area. The 9% increase (a net addition of 177 persons) reflects a larger number of new people (390) moving into town compared to deaths (-378) over births (+165) for the decade resulting in a net natural decrease of 213 persons. This higher mortality reflects the recent expansions of the Miles Hospital Center elderly housing complex and the fact that Damariscotta, therefor, has more than twice the percentage of retirees (age 70+) than Lincoln County or the State. Except for South Bristol, the more rural parts of the service area also continued to grow during the first decade of the 21st Century, likely due to somewhat lower cost for land and houses. Certainly, some of this growth reflects continuing in-migration of retirees to the Mid-coast region as a whole. The Damariscotta Service area growth as a whole of 12% over the first decade of the 21st Century was 4 times faster than the 3% growth of Lincoln County or the 4% State growth.

**Table I.3 Density of Population: Damariscotta, Region, State: 2000 and 2010**

<u>Area</u>	<u>Population per square Mile</u>			
	<u>2000</u>	<u>2010</u>	<u>Change: 2000 - 2010</u>	<u>Percent Change</u>
Damariscotta	164 pop/ sq mi	179	+15 pop/sq mi	+9%
Service Area	68	70	+2	+3%
Lincoln County	74	76	+2	+3%
Maine	41	43	+2 pop/sq. mi.	+4%

**Source: US Census, Wikipedia (Service Area = Damariscotta, Newcastle, Jefferson, Nobleboro, Bremen, Bristol, S. Bristol); pop/sq mile figures are rounded.**

Befitting its small geographic size and location at the center of a regional service area, Damariscotta has a population three times more dense than the Pemiqid/Great Salt Bay Region as a whole. This density reflects the historic Damariscotta Village and harbor. And the density of Damariscotta grew three times faster than its service area, Lincoln County and the State.

2. NATURAL & MIGRATION CHANGE

Change in year-round residential population of a discrete area is made up of the combination of two interacting factors. The first is the difference between the number of births and deaths during a specified time period called net native change. The second is the difference between the number of people who migrate into the area (in-migration) versus the number who migrate out (out-migration), called net migration.

Table I.4 Natural & Migration Population Change: Damariscotta: 1990 - 2010

POPULATION	<u>1990 - 2000</u>		<u>2000 - 2010</u>	
	Count	% Effect	Count	% Effect
Beginning Pop (year: 1990)	1815	~	(2000) 2041	~
+ Births (during Decade)	+199	+11%	+165	+8%
- Deaths (during Decade)	-300	-17%	-378	-19%
= Natural change	-101	-6%	-213	-10%
+/- Net Migration* (for Decade)	+327	+18%	+390	+19%
= Ending Pop (year: 2000)	2041	~	(2010) 2218	~

Source: US Census; Town Reports \*(Net Migration = In-migration - Out-migration)

The first decade of the 21st Century shows a reduced number of births compared to the preceding decade while showing a larger number of deaths, which reflects the growing number of retirees in Damariscotta at the Miles housing complex and elsewhere compared to the number of young families of child-bearing age. Damariscotta will continue to show a larger net native population loss due to the much larger number of retirees and elderly in Town. But the 1990's and 2000's have both shown a comparatively larger in-migration of new people (many of these likely being retirees) into Damariscotta which has produced a modest net increase in the overall population.

Table I.5 Nativity of Population: 2000 and 2010

Place of birth: Jurisdiction	<u>Within Maine</u>		<u>Other US</u>		<u>Outside US</u>		<u>Change: 2000 - 2010</u> Born Within Maine
	2000	2010	2000	2010	2000	2010	
Damariscotta	57%*	<b>57%</b>	39%	<b>43%</b>	4%	<b>&lt;1%</b>	0 percentage points
Lincoln County	62%	<b>59%</b>	39%	<b>35%</b>	3%	<b>2%</b>	- 3 percentage points
Maine	67%	<b>65%</b>	29%	<b>31%</b>	4%	<b>4%</b>	- 2 percentage points

Source: US Census: DP 2 SP 3 and ACS (American Community Survey 2005 – 2009)\*(all percentages are rounded)

Damariscotta has a lower percentage of residents born in-state than Lincoln County or Maine. But it has a higher percentage born in the US overall than either Lincoln County or the State. Between 2000 and 2010, while Damariscotta, Lincoln County and Maine all retained a majority of native born residents, the number of residents born in other parts of the US grew as a percentage of the total statewide and Damariscotta populations. In Damariscotta's case this may be attributed, at least in part, to the number of young people leaving after high school for further training, education and careers elsewhere.

**Table I.6** Population Trends by Age Cohorts: 2000 and 2010

Age Cohort	<u>Population 2000</u>			<u>Population 2010</u>			<u>Ten Year Change**</u>		
	Dscotta	Lincoln County	Maine	Dscotta	Lincoln County	Maine	Dscotta	Lincoln County	Maine
Under 5	<b>82</b>	1621	70,726	<b>98</b>	1605	69,520	<b>+20%</b>	+1%	-2%
5 - 17	<b>319</b>	6006	230,512	<b>300*</b>	5502*	241,439*	<b>-6%</b>	-8%	+5%
18 - 24	<b>106</b>	1842	103,903	<b>154</b>	2216	114,148	<b>+43%</b>	+20%	-10%
25 - 34	<b>173</b>	3403	157,617	<b>184</b>	3057	144,624	<b>+6%</b>	-10%	-8%
35 - 54	<b>522</b>	10,603	405,576	<b>359</b>	9551	389,951	<b>-31%</b>	-10%	-4%
55 - 69	<b>354</b>	5742	173,287	<b>467</b>	8351	257,115	<b>+32%</b>	+45%	+48%
70 - 84	<b>338</b>	3580	109,986	<b>320</b>	3930	116,930	<b>-5%</b>	+10%	+6%
85 +	<b>147</b>	819	23,316	<b>200</b>	1031	29,136	<b>+36%</b>	+26%	+25%
<b>Total</b>	<b>2041</b>	33,616	1,274,923	<b>2218</b>	34,457	1,328,361	<b>+9%</b>	+3%	+4%

Source: US Census (STF1 and SF1); \*(5-17 cohort interpolated from 5-19 Census cohort); \*\*(all percents rounded)

Damariscotta's modest increase in overall population (but still more than Lincoln County's and the State's) during the first decade of the 21st Century appears to result primarily from comparatively larger increases in the youth (0-5), the older middle-aged (55-69), the older retirees (85+) cohorts and unexpectedly the college age (18-24) cohort too. The increase in retirees is similar to the general state-wide trend. One explanation for the increase in the post-secondary college-age cohort's increase may be the 2008-2010 recession which may have kept more erstwhile students in Damariscotta, perhaps commuting to school, rather than attending more expensive boarding schools farther afield elsewhere.

**Table I.7** Distribution of Population Among Age Cohorts: 2000 and 2010

Age Cohort	<u>Population 2000</u>				<u>Population 2010</u>			
	Dscotta	Lincoln County	Maine	US	Dscotta	Lincoln County	Maine	US
Youth: Under 5	<b>4% *</b>	5%	6%	7%	<b>4%</b>	4%	5%	7%
School: 5 - 17	<b>16%</b>	18%	18%	19%	<b>14%**</b>	14%	18%	17%
College: 18 - 24	<b>5%</b>	6%	8%	10%	<b>7%**</b>	6%	8%	10%
Family Form: 25 - 34	<b>8%</b>	10%	12%	14%	<b>8%</b>	8%	11%	13%
Middle-age: 35 - 54	<b>26%</b>	31%	32%	29%	<b>23%</b>	28%	29%	28%
Older Mid-age: 55 - 69	<b>17%</b>	17%	13%	12%	<b>21%</b>	24%	19%	16%
Younger retirees: 70 - 84	<b>17%</b>	11%	9%	7%	<b>14%</b>	12%	8%	7%
Older Retirees: 85+	<b>7%</b>	2%	2%	2%	<b>9%</b>	4%	2%	2%
<b>Totals</b>	<b>100%</b>	100%	100%	100%	<b>100%</b>	100%	100%	100%

Source: US Census (\* all percentages rounded); 2010- DP1 Census; \*\* interpolated

In 2000, Damariscotta had twice as many retirees (24% of town population) as Lincoln County (13%), the State (11%) and the US (9%). In 2010 Damariscotta maintained its higher (23 %) number of retirees out of the Town's total population compared to 16% for the County, 10% for the State and 9% for the

country as a whole. Whereas Damariscotta is comparable to Lincoln County and the State in its percentage of young people through high school, thereafter it lags the State and US during the young adult child-bearing years through middle-age up to the retirement years. This reflects the number of young people who grew up in Town but living elsewhere during their working years in pursuit of jobs and careers either very limited or non-existent in Damariscotta. After retirement, people come to Damariscotta for its Maine coastal charm and supportive services at the Miles complex and other retirement venues. Some of these may be natives who had left after high school but who move back after retirement.

**Table I.8** Median age: 1990 to 2010

<u>Area</u>	<u>1990</u>	<u>2000</u>	<u>2010</u>	<u>% Change: 2000 -- 2010</u>
Damariscotta	41.8	48.0	50.7	+5.6%
Lincoln County	37.2	42.6	48.1	+12.9%
Maine	33.1	48.0	42.7	-0.1%
US	?	35.3	37.2	+5.4%

**Source:** US Census, Table DP-1 & DP-2

Lincoln County is one of the older counties, as reflected in its median age, in Maine, itself one of the oldest States in the Union. Even experiencing in-migration of retirees less rapidly than Lincoln County between 2000 and 2010, Damariscotta still remained one of the oldest towns in Lincoln County in terms of its median age.

### 3. SEASONAL POPULATION

**Table I.9** Damariscotta Resident Seasonal Population Estimate: 2010

<u>Av. Pop/house unit</u>	<u>Occupancy of the 186 seasonal housing units</u>		
	<u>If 100% occupied</u>	<u>If 90% occupied</u>	<u>If 80% occupied</u>
2	372	335	298
4	744	670	595
6	1116	1004	892
8	1488	1339	1190

**Source:** US Census, ACS

There were 186 seasonal houses in Damariscotta in the 2010 (US Census) with likely capacities of 2 to 8 persons or more per house. This yields a potential range of somewhere between 300 to 1500 seasonal residents. If during the middle of the summer it is assumed that about 90% of the vacation houses are occupied and each with an average of between 4 and 6 persons, then there would be about 837 (rounded to 840) seasonal residents. In addition to the annual resident seasonal population, on a mid-summer day there are also tourists in town and daytime employees and shoppers from the Damariscotta Service Area. Using the conservative 840 number for seasonal residents, the total seasonal (second home + tourists + regional employees and shoppers) population is estimated in 2010 to be somewhere between 3460 and 4945. This is an estimated total number of anywhere from 1242 to 2727 seasonal people on a summer day in excess of the year-round number of 2218. A conservative estimate for 85% of capacity yields an estimate of about 4205 persons in Town on a good-weather mid-summer weekend afternoon. This estimates about 2320 seasonal visitors out of the total summertime population in town.

**Table I.10 Estimate: Total Damariscotta Year-Round, Seasonal & Visitor Population: 2010**

<u>Population</u>	<u>At 100% occupancy</u>	<u>At 90%</u>	<u>At 80%</u>	<u>At 70%</u>
Year-round <sup>(1)</sup>	2218	1996	1774	1553
Seasonal Residents <sup>(1)</sup>	930	840	745	650
SA* Employees in Dscotta <sup>(2)</sup>	1814 (est.)	1633	1451	1270
SA* Shoppers/patrons in Dscotta <sup>(3)</sup>	125 (est.)	115	100	90
Tourist Visitors <sup>(4)</sup>	1330 (est.)	1195	1065	930
<b>Total</b>	<b>6415</b>	<b>5780</b>	<b>5135</b>	<b>4495</b>

Sources: (1) US Census, 2010

(2) Me. Dept. of Labor – Labor Markets analysis, 2011; estimated from employee ranges for list of Damariscotta employers. A portion work in and around the downtown village.

(3) SA (Service Area) shoppers, patrons & tourists estimates from Damariscotta Region Chamber of Commerce & TVDA – shoppers/patrons estimated from Reny’s average July day customers - doubled;

(4) tourists based on 133 harbor parking lot spaces; turn-over 4 times per day; 2.5 persons per car. Estimate that an average July day downtown would have about half of the estimated 100% capacity of tourists, about 665.

\*SA = Damariscotta Service Area: Damariscotta, Bremen, Bristol, Jefferson, Newcastle, Nobleboro, S. Bristol

Damariscotta's strategic location astride coastal Route One enables it to provide both employment and shopping opportunities to the three adjoining coastal Pemaquid Peninsula towns and the adjoining three inland Great Salt Bay / Damariscotta Lake towns. So on any given day during the summer there could be an estimate of between 4,495 and 6,415 people in town. At 85% of the estimated full summer capacity, there may be about 5,460 people in town. During the winter (when tourists are absent) there is likely to be somewhere from 3,565 to 5,085 people in town. At 85% of the estimated wintertime capacity, an estimate of 4,330 wintertime persons are in town, about 80% of the number of people in town during the summer. The largest employer, Miles Hospital complex, alone can bring about 350 employees into town on any given workday, summer or winter, plus about 160 out-patients and additional visitors and 137 elderly residents of the associated residential complex. This totals about 645 persons or about 15% of the number of wintertime people in town.

#### 4. FUTURE POPULATION

##### Future Year-Round Population

**Table I-11 FUTURE YEAR-ROUND POPULATION: DAMARISCOTTA, REGION, MAINE**

<u>Jurisdiction</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>	<u>% Change: 2015 - 25</u>
Damariscotta	2,214	2,162	2,121	2,074	2,014	-4%
D'scotta Service Area*	12,466	12,082	11,670	11,243	10,757	-7%
Lincoln County	34,379	33,143	31,888	30,597	29,158	-12%
<b>Maine</b>	<b>1,327,379</b>	<b>1,329,823</b>	<b>1,331,607</b>	<b>1,330,821</b>	<b>1,325,751</b>	<b>+1%</b>

Source: Maine Municipal Planning Assistance Program, 2013 (figures differ a little from 2010 US Census)

\*Damariscotta Service Area: Damariscotta, Bremen, Bristol, Jefferson, Newcastle, Nobleboro, South Bristol

Based upon the trend from 1990 to 2010, the State Planning Office’s projection of a 4% decrease of Damariscotta’s year-round population between 2015 and 2025 reflects larger state trends for the period. Maine’s projected overall slight increase over the same period is due to the projected increased

populations of York, Cumberland, Androscoggin and Knox Counties, southernmost area and where larger urban areas are located. These increases just compensate for the net loss of population elsewhere in the State. This decline of population over the 2015 – 2025 period is attributed to the generally low birth rate in Maine.

Future Seasonal and Transient Population

It may be assumed that most of the desirable shoreline in town, both on the Damariscotta River, Great Salt Bay and the smaller freshwater ponds, have already been built-upon or otherwise removed from future development. An example of protected shoreline is the Damariscotta River Association (DRA) permanent open-space land on Great Salt Bay. It is therefore unlikely that new seasonal homes of any appreciable number will be built in Town. On the other hand, it is likely that the number of employees and shoppers in the Service Area will increase if several trends come to pass. First, to the extent that there continues to be increases in Miles Hospital and associated doctors' offices and related elderly housing, more employees will come to town. Secondly, if there is ever significant development of the Piper Commons area, new businesses and residences would result. Thirdly, further development of cultural and arts venues in Town at Round Top or elsewhere would bring more transient visitors. Fourthly, the projected increasing year-round population of the Service Area may, itself, result in supporting new commercial activity in the downtown and the Route 1B corridor as well as at Piper Commons, if this area were ever to be developed in the future. After the Town's voters rejected the proposed expansion of the commercial zoning district into the Piper Common area in 2012, there appears no short-term interest in commercially developing the Piper area for the foreseeable future.

Table I-12 Future Damariscotta Resident, Seasonal and Visitor Population: 2015 and 2025

Population	2010	2015	2020	2025	2030	% change: 2015 – 25
Year-round Residents	2,214	2,162	2,121	2,074	2,014	-4%
Seasonal Residents	840	840	840	840	840	+0%
*Employees, Shoppers <sup>(1)</sup>	1,748	1,708	1,676	1,639	1,591	-4%
Tourists <sup>(2)</sup>	1,195	1,255	1,318	1,384	1,453	+10%
<b>Total (rounded)</b>	<b>6,000</b>	<b>5,965</b>	<b>5,955</b>	<b>5,940</b>	<b>5,900</b>	<b>- ½%</b>

Source: US Census, Damariscotta Region Chamber of Commerce

\*DSA = Damariscotta Service Area: Damariscotta, Bremen, Bristol, Jefferson, Newcastle, Nobleboro, S. Bristol

**(1) Estimated seasonal, Damariscotta employees and shoppers at 90% of estimated full capacity and remaining a fixed ratio of the projected year-round population;**

**(2) Tourists in 2010 estimated at 90% full capacity (see Table I-10) assumed to rise by +1% per year.**

The number of seasonal (second-home) residents are assumed to remain substantially the same to 2030. It is even likely that the number of seasonal homes may decrease over time due to more baby boomers retiring to their second homes and converting them to year-round residences. On the other hand, if the ratio of service area employees and shoppers to total service area population remains similar to 2010, there may be expected a proportional decrease in of out-of-town service area employees and shoppers in Damariscotta between 2015 and 2025.

5. ISSUES WITH POPULATION & DEMOGRAPHICS

(1) What should the town do about projected slow but steady population loss to 2030? Should this be regarded as an inevitable by-product of the relatively large number of retired people in town due to Miles and its associated retirement housing?

(2) If the Town should attract more working age and young families to Town, in order to help

- (6) Work with local property owners, land trusts, and others to protect major points of physical and visual access to coastal waters, especially along public ways and in public parks.

## 6. Population and Demographics

### A. State Goal

None required.

### B. Analyses

To generate minimum analyses to address state goals, use Conditions and Trends data in Section 3.6(C) to answer the following questions.

- (1) Is the rate of population change expected to continue as in the past, or to slow down or speed up? What are the implications of this change?
- (2) What will be the likely demand for housing and municipal and school services to accommodate the change in population and demographics, both as a result of overall change and as a result of change among different age groups?
- (3) Does your community have a significant seasonal population, is the nature of that population changing? What is the community's dependence on seasonal visitors?
- (4) If your community is a service center or has a major employer, are additional efforts required to serve a daytime population that is larger than its resident population?

### C. Conditions and Trends

Minimum data required to address Analyses:

- (1) The community's Comprehensive Planning Population and Demographic Data Set (including relevant local, regional, and statewide data) prepared and provided to the community by the Office or its designee.

### D. Policies

None required.

### E. Strategies

None required.

## 7. Economy

### A. State Goal

Promote an economic climate that increases job opportunities and overall economic well-being.



# Economy

## Overview

Even though Damariscotta is small geographically, its strategic location at the head of flatwater navigation up the Damariscotta River has, nevertheless, made its Village the historic trade center of the Pemaquid Peninsula and the Great Salt Bay/Damariscotta Lake region. In 2002, the State Planning Office designated Damariscotta one of 63 regional service centers in Maine. The historic downtown, for instance, hosts the headquarter store of the Reny's Department store chain. A local theater and bookstore anchors other locally owned gift shops and restaurants within the downtown area. Within a short walk up Rt. 1B are two local grocery stores (Main Street Grocery and Rising Tide Co-op), a pharmacy, and other retail and service businesses. Automobile oriented retailers including a Hannaford supermarket, hardware and lumber/building supply stores have located on Rt. 1B further outside the village center. LincolnHealth Miles Hospital, the largest local employer, is located just south of the downtown village. During the summer, Damariscotta businesses play host to the many summer home occupants and tourists to the Pemaquid Peninsula and Great Salt Bay region.

## Economy: Then & Now

Following the incorporation of the Town in 1848, economic activities included saw mills, a match factory, a tannery and brickyards.<sup>1</sup> Wooden boat building, including several clipper ships, were major local products before the advent of steam powered steel clad boat manufacturing elsewhere on the Maine coast. Fishing has always been a principal activity on the Damariscotta River and estuary and, until the 1970's, land-based agricultural farming was also important locally. Today, the biggest export is oysters farmed from the Damariscotta River. The Damariscotta River hosts a thriving seed oyster industry as well.

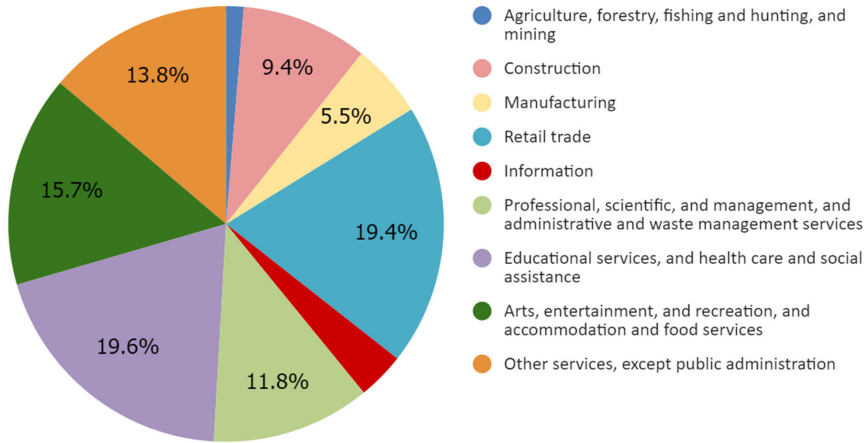
Per American Community Survey 5-year estimates (2020), 39% of Damariscotta residents work in either educational or social services, including healthcare (19.6%) or in retail trade (19.4%). An additional 15.7% of the population works in arts, entertainment, recreation, accommodations or food services.

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<sup>1</sup> Varney, George J. (1886). "Damariscotta". [Gazetteer of the State of Maine](#). Boston: Russell.

## Damariscotta Residents: Employment by Industry

Civilian employed population 16 years and over

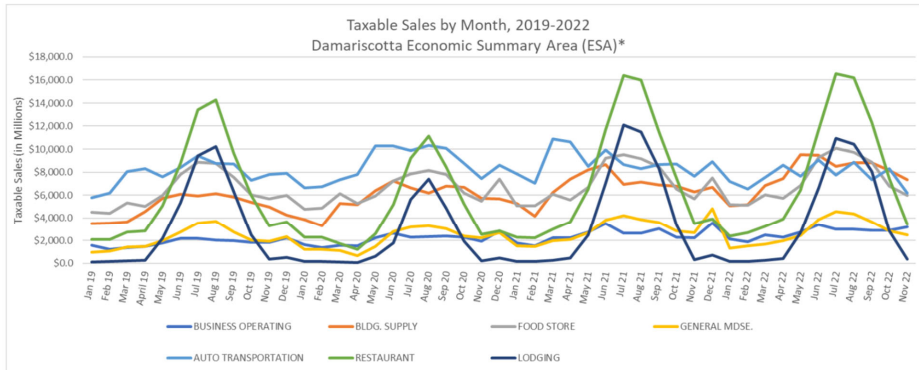


Source: ACS 5-Year Estimates Data Profiles, 2020

According to the Center for Workforce Research and Information, the largest employer in Damariscotta is LincolnHealth's Miles Hospital, estimated at between 250-499 employees. Other large employers include: Mobius Inc., a non-profit providing case management, community support, shared living, career opportunities to persons with disabilities across the region, estimated at 50-99 employees; Riverside at Chase Point, an 18-bed care facility dedicated to the treatment and support of clients diagnosed with Alzheimer's or other dementia, estimated at 50-99 employees; Great Salt Bay Community School, the local K-8 school, estimated at 50-99 employees; and the Central Lincoln County YMCA, whose stated mission is to "enrich lives, strengthen community, and drive social change," estimated at 50-99 employees. As you can see, the largest employees are primarily service-based non-profits or schools serving not just Damariscotta but the whole region.

Separately, however, are restaurant, lodging, and retail-based establishments which are more reliant on tourism and more vulnerable to changing economic times.

**Commented [1]:** Would like to verify all estimates in this section when we meet with employers



\*The Economic Summary Area includes Damariscotta as well as Alna, Boothbay, Boothbay Harbor, Bremen, Bristol, Edgcomb, Jefferson, Monhegan, Newcastle, Nobleboro, South Bristol, Southport, Waldoboro, Walpole, Westport, and Wiscasset.  
Source: Maine Revenue Services

As the graph above shows, the COVID-19 pandemic had an outsized impact on restaurant, lodging, and retail-based establishments in the Damariscotta Economic Summary Area. However, it also shows a rebound in almost every sector to above pre-pandemic levels in the summers of 2022 and 2023.

**Future of Downtown**

Damariscotta has a traditional downtown village located on the banks of the Damariscotta River. Existing downtown businesses provide a mix of retail, office, restaurant, and non-profit uses with some housing located on the upper floors of historic buildings. Surrounding the downtown core are higher-density residential uses. It is a small but successful area; when storefronts become vacant, new commercial uses are quick to fill them. Damariscotta’s historic buildings and adjacent residential neighborhoods, walkable scale, and proximity to the river are assets to continue building from.

During the public engagement process for this plan, downtown was identified as a significant part of Damariscotta’s local identity and one area that residents are most proud of. A thriving, inviting downtown village contributes to quality of life and community character. It helps attract workers looking for an interesting place to live and supports environmental and transportation goals by encouraging people to walk or bike between nearby destinations and reducing vehicular traffic. Damariscotta’s downtown showcases the community’s living history in the buildings that have been reused or repurposed for generations.

Damariscotta’s downtown serves not only residents of Damariscotta but also residents of surrounding communities as well as seasonal tourists. In general, Downtown Damariscotta is a place that can continue to improve and evolve. The Town’s role should largely be to promote economic opportunities through capital investment and ensure regulations allow for the type of growth desired. Creating shared public spaces for gathering will build community and provide more reasons for people to visit and spend time. Integrating public art, local culture, and the city’s history in creative ways throughout the downtown village will add to its character and

appeal. Facilitating shared parking between businesses and providing safe, interesting, well-lit walking routes between parking areas and businesses will support existing businesses and encourage new private investment while minimizing the need for more parking.

**Commented [2]:** This is also referenced as a consideration for the Arts & Culture chapter

A major concern of employers in and around the downtown area is housing for employees. Private investment in and around the downtown is needed to add housing that will allow people to walk or bike to work without adding additional vehicular traffic. A desire identified by residents during the community engagement process was for restaurants to be open later. More people living within a 5- to 10- minute walk of Main Street will help support local businesses and bring more life and vibrancy to downtown streets throughout the day and week.

### Tourism

Seasonal residents, overnight tourists, and day-trip tourists are considered to be an integral part of the economic fabric of Damariscotta. The Population & Demographics section of this Plan provides greater detail regarding the number of tourists visiting on any given peak season day. The Town has supported tourists through capital investments in the downtown parking lot, including adding seasonal restrooms for the use of shoppers visiting the downtown.

### Home Occupations

There is not currently an accurate count of the amount of home occupations within the community. Anecdotally, however, home occupations are an important facet of the community and include things like cottage industry uses (soap-making, crafting, or similar) as well as home-based daycares and professional offices. Per the Town's Land Use Ordinance, home occupations are conditional uses in the zoning districts in which they are allowed at all. The conditional use provisions outlined in the Town's Land Use Ordinance require that anyone seeking to establish a home occupation must undergo Site Plan Review by the Planning Board, regardless of the zoning district in which they wish to locate. In addition, additional parking must be provided on the lot where the home occupation is to be located, and the use of on-street parking related to the home occupation is not allowed (unlike in a typical business venture where the Planning Board can allow some of the required parking spaces for uses to be met using on-street or public parking). This has the impact of limiting home occupations to larger lots where additional parking spaces for employees and patrons can be accommodated.

While it makes sense to review impacts associated with home occupations, the cost associated with Planning Board review (including application fees, fees associated with noticing the project, and also so-called "soft costs" associated with developing an application for the Planning Board such as getting a site plan drawn and renderings created - both requirements of the review process per Sec. 102.5.E of the Site Plan Review Ordinance) can deter would-be business owners from establishing home occupations.

Responses to the community survey conducted as part of this plan indicate that people are proud of the local economy. Considering this response, it would be prudent to review the review process for home occupations and consider allowing home occupations to be reviewed administratively by the Code Enforcement Officer or Town Planner given the relatively low start-

**Commented [3]:** Based on the survey results received thus far, something that the community seems to be proud of is its local economy. Given the low start-up costs for home occupations and the need for more in-home day cares with the projected population trends, it would make sense to allow home occupations to be reviewed differently. The planning philosophy behind making something a conditional use is that it is of such impact to the community that you would want to limit it; that is clearly not the case here

up costs for home occupations. This would assure that potential adverse impacts will still be reviewed and minimized but that the soft costs associated with developing Planning Board applications, as well as the time necessary to go through Planning Board review, would be limited.

### **Economic Development Priorities**

There are several local and regional agencies that assist the Town in promoting the local and regional economies. The Damariscotta Region Chamber of Commerce promotes the regional economy by building upon the character of Damariscotta Village. The Chamber's role is collaborative in bringing regional businesses together to mutual benefit; distributing pamphlet guides to the Pemaquid Peninsula; promoting Damariscotta as the gateway to the Peninsula and generally advertising the Town and Region as "the perfect place in Midcoast Maine to visit, live and work."<sup>2</sup> The Lincoln County Regional Planning Commission (LCRPC) is available to assist Lincoln County towns in single or joint planning ventures. The LCRPC pursues regional planning that benefits Damariscotta such as regional transportation planning and housing studies. In addition, Midcoast Council of Governments (MCOG) administers technical economic development assistance to the Midcoast, including Damariscotta, assisting communities with grants, administration of tax increment financing districts, and similar initiatives.

### **Public Facility Capacity**

**Commented [4]:** Need to begin with the Future Land Use Plan and Public Facilities Topic Area before we can begin to answer this question

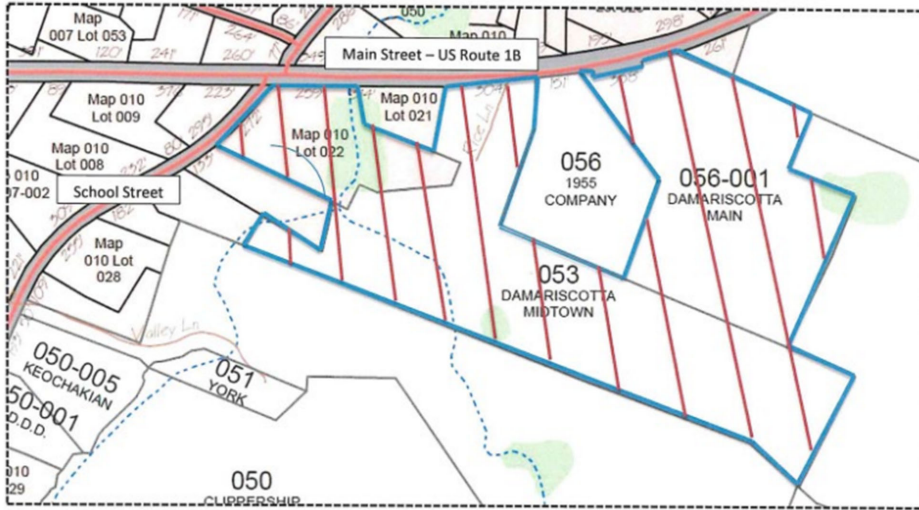
### **Economic Development Incentives**

During a Special Town Meeting on February 19, 2020, voters approved the designation of a Main Street Tax Increment Financing District and associated Development Program. The adopted TIF captured 100% of the increased value over the 30-year life of the TIF (which would end in FY2049) and sheltered those funds to be used for identified Town priorities. Specifically, the sheltered revenue was to be spent on costs associated with the construction of infrastructure improvements (sidewalks, curbing, street and pedestrian lights, and bike trails) within the TIF district and along upper Main Street. Additionally, the Development Program put aside 10% of the cost of a new Pumper Truck for the Fire Department.

The TIF District currently comprises 33.31 acres of land adjacent to Main Street and is made up of two parcels of land (identified on the Assessor's records as Tax Map 10 Lot 22 (now merged with Tax Map 1 Lot 53), Tax Map 1 Lot 53, and Tax Map 1 Lot 56-1).

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<sup>2</sup> See [damariscottaregion.com](http://damariscottaregion.com) for more information.

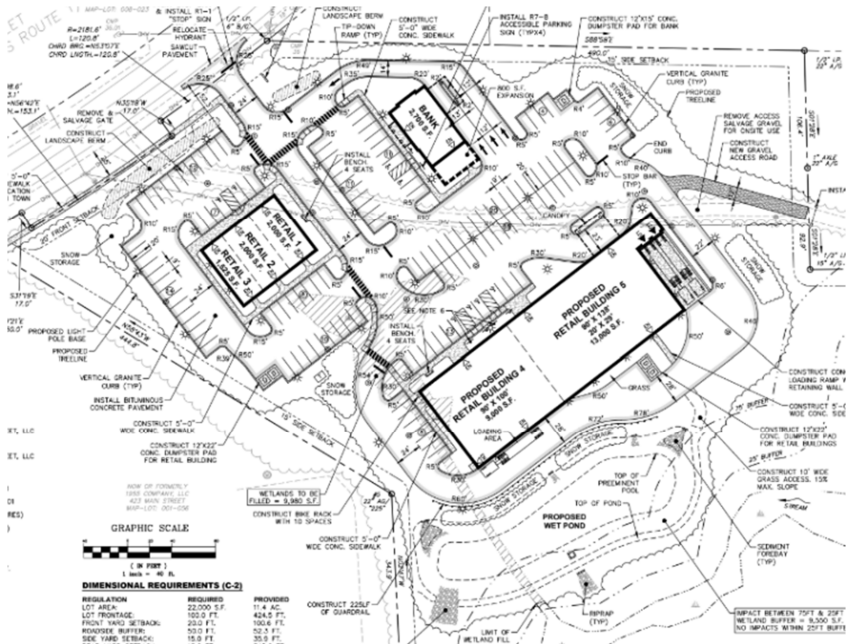


Existing TIF District

The Original Assessed Value of the TIF District was shown on the Assessor's Certificate as \$818,000 (as of March 31, 2019). During the operational period of the TIF, it was projected that the TIF would generate \$1,135,050 in revenue for the Town. By FY2023 (the fourth year of the TIF), it was projected that the TIF would have an assessed valuation of \$3,318,000 and would have already generated \$88,550 in cumulative revenue (or \$40,250 in revenue for FY2023 alone). However, the revenue generated for the TIF by payment of FY2023 tax bills will only be \$12,062.93 (see breakdown below).

Fiscal Year	Assessed Value			TOTAL Assessed Value	Captured Assessed Value (Actual Assessed Value minus OAV)	Tax Rate	Revenue to TIF	Projected Assessed Value	Difference in Projected Assessed Value	Projected TIF Revenue	Difference in Projected TIF Revenue
	Map 10, Lot 22	Map 1, Lot 53	Map 1, Lot 56-1								
FY2019 (OAV)	\$173,300	\$405,000	\$228,000	\$806,300	-	-	-	\$818,000	-\$11,700		
FY2020	\$173,300	\$405,000	\$228,000	\$806,300	-\$11,700	\$16.10	\$0.00	\$818,000	-\$11,700	-	-
FY2021	\$173,300	\$405,000	\$964,200	\$1,542,500	\$724,500	\$16.00	\$11,592.00	\$1,818,000	-\$275,500	\$16,100	-\$4,508.00
FY2022	\$173,300	\$405,000	\$964,200	\$1,542,500	\$724,500	\$15.90	\$11,519.55	\$2,818,000	-\$1,275,500	\$32,200	-\$20,680.45
FY2023	\$173,300	\$405,000	\$964,200	\$1,542,500	\$724,500	\$16.65	\$12,062.93	\$3,318,000	-\$1,775,500	\$40,250	-\$28,187.08

It should be noted that, thus far, only one building within the existing TIF District has been built out (the 2,700 s.f. bank shown on the approved site plan for Tax Map 1, Lot 56-1, shown below). The remaining retail spaces shown on the approved site plan are being marketed as "build-to-suit" retail spaces, meaning that the developer is waiting for clients to sign on to the spaces before spending money on building them out.



As of 2023, it has been recognized that the existing TIF Development Program is not performing as originally intended and is not encouraging development in the Growth Area identified in the 2014 Comprehensive Plan, and the Town is considering possible amendments to the Development Program to allow for additional incentives.

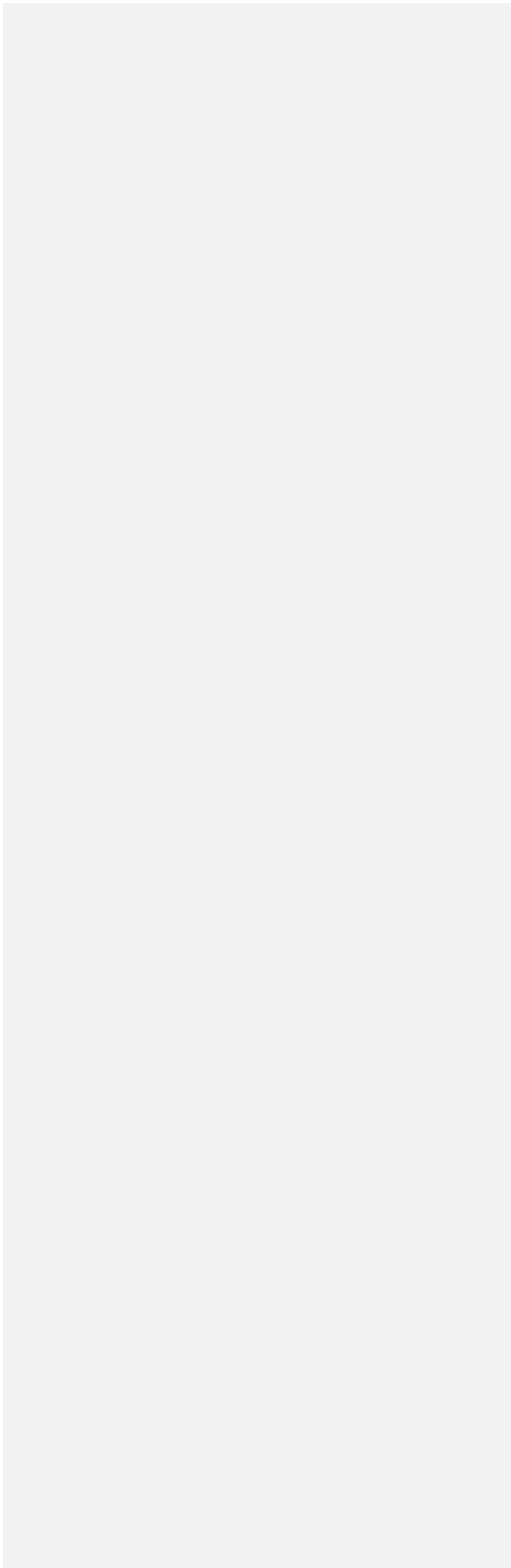
**Commented [5]:** I think too, though, we need to consider if we actually want that area to be the Growth Area going forward

**Using our Unique Assets**

In Damariscotta, it is easy to emphasize the historic character and assets of downtown, the many arts related assets and coastal, environmental and aesthetic assets to be built upon to enhance the economy. The Chamber of Commerce does just that with marketing materials available on their website and in brochures. A signature community event, the annual Pumpkinfest and Regatta, was originally begun to bring people into the downtown and entice visitors to patronize downtown businesses during the off-season. Additional events put on or co-sponsored by the Chamber include the Pemaquid Oyster Festival, held in late September at Schooner Landing restaurant, and the Villages of Light, which lights up downtown Damariscotta and Newcastle with lights to kick off the holiday season. What these events have in common is that they make Damariscotta a year-round destination.

Coastal Rivers Conservation Trust also hosts community events and markets the region's unique environmental assets through their website, educational events, and similar. While this is not specifically to entice economic growth, it does have the effect of showcasing Damariscotta's

resources to those who may otherwise be unfamiliar, drawing people to Damariscotta both as a tourist destination but also as a year-round community destination.





## **D. REGIONAL & LOCAL ECONOMY**

### **1. DAMARISCOTTA REGIONAL SERVICE CENTER**

Even though Damariscotta is small geographically, 14.6 square miles (12.4 sq. miles of land; 2.2 sq. miles of water) its strategic location at the head of flatwater navigation up the Damariscotta River has, nevertheless, made its Village the historic trade center of the Pemaquid Peninsula and the Great Salt Bay/Damariscotta Lake region. The early years of European settlement from 1640 were, however, often turbulent due to uncertain relations with the Wawenock Indian inhabitants (part of the Abenaki Tribe.) The disruptions of King Phillip's War lasted late into the 18th Century. After the Town was incorporated in 1848, economic activities increased and included saw mills, a match factory, tannery and brickyards (Wikipedia). Wooden boat building, including several clipper ships, were major local products before the advent of steam powered steel clad boat manufacturing elsewhere on the Maine coast. The famous 2,500 year-old Whaleback Indian shell midden (mostly oyster shells) along the Damariscotta River upstream of the Village and just downstream from Great Salt Bay, were excavated for chicken feed and fertilizer during the end of the 19th Century. The middens are now a State Historic site. The less exploited Glidden midden across the River in Newcastle is the largest remaining midden on the East Coast north of Georgia (Wikipedia). Fishing has always been a principal activity on the Damariscotta River and estuary and, until the 1970's, land-based agricultural farming was also important locally. Today the largely aquaculturally farmed Damariscotta River and Pemaquid oysters are justly famous and are shipped world-wide. The Damariscotta River hosts a thriving seed oyster industry as well.

In 2002, the State Planning Office designated Damariscotta one of 63 regional service centers in Maine. The historic downtown, for instance, hosts the headquarter store of the Reny's Department store chain. A local theatre and bookstore anchors other locally owned gift shops and restaurants in the downtown. Automobile oriented retailers including a Hannaford supermarket, hardware and lumber/building supply stores have located on Rt. 1B outside the village center. The Miles Hospital and elderly housing complex, the largest local employer, is located just south of the Village. During the summer, Damariscotta businesses play host to the many summer home occupants and tourists to the Pemaquid Peninsula and Great Salt Bay region.

Compared to the statewide average ratio of the number of jobs to the number of workers residing in a municipality, Damariscotta has the highest index in Maine (3.5 times the state average). This documents the fact that there are many more jobs (during good economic times) to be had in Damariscotta than there are workers living in town, thus making jobs available to residents of the surrounding towns. The total retail sales on a per capita basis in Damariscotta is about 2.5 times the statewide ratio, one of the higher indexes in the State. This documents the service center role of Damariscotta as a shopping and dining center for the surrounding service area towns. The ratio of service center type jobs (including educational, cultural, governmental, health care, social service and professional type jobs) to all the jobs in a service center compared to the statewide average for the ratio of such jobs, documents that the Damariscotta Service Center provides nearly twice these type jobs (on a per capita basis) than the state average. The only index in which the Damariscotta Service area is about the same as the state average is in the ratio of federally assisted public housing to all housing (index of .969 compared to the State's index of 1.000). This indicates that Damariscotta has a slightly less ratio of public housing to all housing than the state as a whole.

**Table II-1 Service Area Population Density compared to Lincoln County and Maine, 2010**

<u>Jurisdiction</u>	<u>Population</u>	<u>Land Area</u>	<u>% of Total Land</u>	<u>Population/Sq. Mile</u>
<b>Damariscotta</b>	<b>2218</b>	<b>12.4 sq. miles</b>	<b>7% of Land</b>	<b>179 pop/sq mile</b>
Newcastle	1752	29.0	16%	60
Jefferson	2427	52.7	30%	46
Nobleboro	1643	19.0	11%	87
Bremen	806	16.5	9%	49
Bristol	2755	35.5	20%	78
S. Bristol	892	13.2	7%	68
<u>Service Area</u>	<u>12,493</u>	<u>178.3 sq. miles</u>	<u>100% of Land</u>	<u>70 pop/sq mile</u>
<u>Lincoln County</u>	<u>34,457</u>	<u>456.0 sq. miles</u>	<u>~</u>	<u>76 pop/sq miles</u>
<u>Maine</u>	<u>1,328,361</u>	<u>35,385.0 sq miles</u>	<u>~</u>	<u>38 pop/sq mile</u>

**Source: Wikipedia**

While having only 7% of the land area, Damariscotta accounts for 18% of the population of the service area. As the center of the service area, the Village within Damariscotta's small geographic area generates a population density 2.5 times the service area as a whole and more than twice that of any of the surrounding service area towns. Damariscotta is more than twice densely populated as Lincoln County; nearly five times more than the State.

There are several local and regional agencies that assist the Town in promoting the local and regional economies. The Damariscotta Region Chamber of Commerce promotes the regional economy by building upon the character of place of Damariscotta Village. The Chamber's role is collaborative in bringing regional businesses together to mutual benefit; distributing pamphlet guides to the Penicook Peninsula; promoting Damariscotta as the gateway to the Peninsula and generally advertising the Town and Region. The Twin Villages Alliance (TVA), composed of local business and professional people from Newcastle and Damariscotta, is dedicated "to enhance the long-term viability and well-being of Damariscotta and Newcastle through collaboration across all sectors." Since its inception in 2012, TVA has placed new welcoming signs to the Twin Villages and started a summertime employee parking lot (off Water Street) away from the Harbor Parking Lot to free more parking spaces at the Harbor for tourists and other visitors to the downtown. The Lincoln County Regional Planning Commission (LCRPC) is available to assist Lincoln County towns in single or joint planning ventures such as a hypothetical joint Newcastle-Damariscotta industrial park located, for example, on available land in Newcastle but served by public water and sewer from the Great Salt Bay Sanitary District (GSBSD) located in Damariscotta. Both the expenses and benefits from such inter-local undertakings would be shared by the two towns. The LCRPC pursues regional planning that benefits Damariscotta such as regional arts promotion, local agriculture and farmer's markets, seasonal transit promotion and post-secondary education for the trades needed locally to grow the economy. MCEDD (Midcoast Economic Development District) administers federal economic development assistance to the Midcoast. MCEDD stresses an assets based approach to economic development by first identifying a community's unique assets, secondly thinking hard about how to combine those unique assets to improve the economy and finally clustering the combined unique assets to provide the biggest impetus possible upon which to improve the economy. Applied to Damariscotta and Newcastle, this approach would certainly emphasize the historic character and assets of downtown, the many arts related assets and coastal, e.g. aquaculture and lake related, environmental and aesthetic assets to be built upon to enhance the economy.

2. THE LABOR FORCE

**Table II-2 Labor Force Characteristics: 2000 and 2010, Damariscotta**

	<u>2000</u>		<u>2010</u>		<u>Change: 2000 - 2010</u>	
	Number	Percentage**	Number	Percentage**		
Population	2041	~	2218	~	~	
Pop 16+	1673	100%	1705	100%	+ 32	+2%**
In Labor Force*	877	52%	999	59%	+122	+14%
Employed	843	50%	905	53%	+62	+7%
Unemployed	34	2%	94	6%	+60	+276 %
Not In Labor Force	796	48%	706	41%	-110	-14%

**Source: US Census – DP3 & ACS 2007-11 Survey \*Civilian and 16 years +; \*\*Percents rounded**

It may be assumed that nearly half (48% in 2000, 41% in 2010) not in the labor force are mostly young people in colleges, universities and other post-secondary educational institutions as well as the relatively large number of retirees living year-round in Damariscotta. The effects of the Great Recession is evident in the increase of the unemployed from 2% of the Labor Force in 2000 to 6% in 2010, a near tripling in the number of unemployed residents (+276%).

**Table II-3 Occupations of Employed Civilian Population - Damariscotta, County, Maine ,2010**

<u>OCCUPATION</u>	<u>Damariscotta</u>		<u>Lincoln County</u>	<u>Maine</u>
	Number	Percent	Percent	Percent
<u>Employed Pop 16 Yrs +</u>	905	100%	100%	100%
Management, business, science & arts	247	27%*	35%	36%
Service occupations	179	20%	14%	18%
Sales and office occupations	298	33%	22%	24%
Nat Res, construction & maintenance	101	11%	17%	11%
Production, transp., material moving	80	9%	11%	12%

**Source: US Census – DP3 2010 & ACS 2006-11 Estimates; \*Percents rounded**

As a Service Center town, it is not surprising that Damariscotta has a larger percentage of sales jobs due to the clustering of retail establishments in the Village and Rt 1B, 33% of all jobs compared to about 23% for Lincoln County and the State. Damariscotta also has a moderately higher percentage of persons in service occupations, which likely reflects the relatively large number of nursing, hospital and retirement home maintenance type jobs due to the Miles regional hospital complex in town. Surprisingly for a rural area, Damariscotta and Lincoln County have a relatively high percentage of professional jobs reflecting not only the doctor’s at the hospitals in the Midcoast but also the scientists and assistants at marine related research institutions, the Darling Center in Bristol and Bigelow Laboratories in Boothbay.

**Table II-4      Employment by Industry, 2010 - Damariscotta, Service Area, Lincoln County**

<u>INDUSTRY</u>	<u>Damariscotta</u>		<u>Lincoln County</u>	<u>Maine</u>
	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Civilian Employed Pop 16 Yrs +	905	100%	100%	100%
Agriculture, forestry, fishing, hunting & mining	17	2%*	5%	2%
Construction	46	5%	10%	7%
Manufacturing	109	12%	11%	9%
Wholesale trade	27	3%	2%	3%
Retail trade	164	18%	13%	13%
Transportation and warehousing, and utilities	16	2%	4%	4%
Information	45	5%	2%	2%
Finance & insurance, real estate & rental & leasing	29	3%	4%	6%
Prof, scientific & mnmgt; admin & waste mnmgt services	153	17%	8%	9%
Educational services; health care & social assistance	158	18%	23%	28%
Arts, entertainment, rec & accommodation, food services	97	11%	8%	8%
Other services, except public administration	29	3%	5%	4%
Public administration	15	2%	5%	4%

**Source: US Census – DP3 2010 & ACS 2006-10, 2007-11 Estimates; \*Percents rounded**

Damariscotta reflects its service center role as a retail center for the surrounding towns by providing 18% of its total jobs to retail trade compared to 13% of such jobs in Lincoln County and the State. Interestingly, even though rural, Damariscotta provides 17% of its total jobs to professional or scientific pursuits, while Lincoln County and the State only provide 8 to 9% of their total jobs to the professions and sciences. This undoubtedly reflects the presence of some scientists from the Darling Marine Center in nearby Bristol and Bigelow Laboratory in Boothbay Harbor as well as doctors from the Miles Hospital complex living in Town. Surprisingly, while hosting Great Salt Bay Elementary School and Miles Hospital, Damariscotta in 2010 had a lesser percentage of people working in the educational and health care sector, 18% compared to 23% for Lincoln County and 28% for the State as a whole. This may reflect the relatively more expensive housing costs in Damariscotta compared to surrounding towns thus inducing more nurses and other service and blue collar workers to commute to jobs in Damariscotta from surrounding towns. The other job sectors in Damariscotta in 2010 fell closely in line with the distribution of jobs in Lincoln County and Maine.

**Table II-5      Class of Worker, 2010 - Damariscotta, Service Area, Lincoln County**

<u>INDUSTRY</u>	<u>Damariscotta</u>		<u>Service area</u>	<u>Lincoln County</u>
	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Civilian employed population 16 years +	905	100%	100%	100%
Private wage and salary workers	663	73%*	69%	70%
Government workers	47	5%	14%	15%
Self-employed in own not incorporated business	195	22%	16%	15%
Unpaid family workers	0	0%	<1%	<1%

**Source: US Census – DP3 2010 & ACS 2006-10, 2007-11 Estimates; \*All percents rounded**

As a service center town Damariscotta shows a slightly higher percentage of wage and salary workers as would be expected for the higher percentage of retail and service jobs in town, such as at Miles Hospital. But a large number of the wage and salary workers also must certainly live in the surrounding towns due in part to the lower cost of housing. Interestingly, there is a higher percentage of self-employed persons in Damariscotta than the region or county, likely attributable to the greater opportunity in the service center for such professional services as accounting, architecture, engineering, attorneys and the like. Due to the higher percentage of private sector jobs in the Damariscotta Service Center, results in a lower percentage of public sector government jobs, even if the absolute number of public sector employees living in Damariscotta is comparable to the number living in the surrounding towns.

**Table II-6 Commute to Work, 2010 - Damariscotta, Service Area, Lincoln County**

INDUSTRY	Damariscotta		Service area**	Lincoln County
	Number	Percent	Percent	Percent
Workers 16 years +	893 (est.)	100%	100%	100%
Car, truck, van - drove alone	643	72%*	78%	80%
Car, truck, van - carpooled	67	8%	9%	9%
Public transportation	0	0%	0%	<1%
Walked	65	7%	3%	3%
Other means	17	2%	1%	1%
Worked at home	101	11%	8%	7%

**Source: US Census – DP3 2010; 2007-11 ACS 5-yr Survey; \*All percents rounded**

\*\*Service Area towns: Damariscotta, Bremen, Bristol, S. Bristol, Newcastle, Jefferson, Nobleboro.

In terms of job commuting, Damariscotta reflects its position as the center and main employer in the service area. Lincoln County as a whole has about 80% of job holders commuting alone to work, while only 72% of Damariscotta job holders do so. The greater job density of Damariscotta allows 18 % of its job holders to either walk to local jobs or work at home compared to 11% in the service area and only 8% for Lincoln County.

**Table II-7 Mean Travel Time to Work, 2010 - Damariscotta, Service Area, Lincoln County**

JURISDICTION	Mean Travel Time (in minutes)
<b>Damariscotta</b>	<b>18.1 minutes</b>
Bremen	23.9
Bristol	29.2
South Bristol	22.8
Newcastle	20.0
Jefferson	30.9
Nobleboro	22.5
<b>Lincoln County</b>	<b>23.9 minutes</b>

**Source: US Census – DP3 2010; 2007-11 ACS 5-yr Survey;**

Service Area towns: Damariscotta, Bremen, Bristol, S. Bristol, Newcastle, Jefferson, Nobleboro

The estimated mean travel time for Damariscotta residents is slightly less than for the surrounding towns and the County as a whole. Again, this reflects the greater density of jobs in Town allowing more local residents to walk, bike or drive less distances to local jobs.

### 3. THE WALDOBORO LABOR MARKET AREA

Damariscotta and its service area is included as part of the Waldoboro Labor Market Area (LMA). This LMA is one of 31 labor market areas designated in Maine by the US Department of Labor to estimate labor force characteristics, types of employment and unemployment. The Waldoboro LMA includes 9 towns and one plantation in coastal Lincoln County: Waldoboro, Nobleboro, Jefferson, Alna, Newcastle, Damariscotta, Bremen, Bristol, S. Bristol, Monhegan Island; and the Town of Friendship in Knox County.

Contribution to the Waldoboro region’s economy in terms of the total wages paid shows, not surprisingly, the large effect from the Miles Memorial Hospital and associated activities including retiree and assisted living compounds and doctor’s offices. Retail trade and food services are characteristically large parts of local economies as they provide for the necessary creature comforts of living: clothing, shelter and food. But uncharacteristically, manufacturing and construction looms fairly large in the Waldoboro region, reflecting the local industries concerning boating and port and harbor infrastructure as well as general purpose road building and general construction firms like Hagar’s. In spite of the largely shore location

of the Labor Market area, the overall contribution from natural and marine resources activities is smaller than might be expected, from aquaculture and fishing and shellfish harvesting. It is likely that in the future this natural resource based sector may increase in share of the total regional economy due to technological and ecological advances in aquaculture and the increase in local truck farming as part of the locavore movement. Two new farmers' markets in the 2000's attest to the growing interest in locally produced food.

Table II-8 Waldoboro Labor Market Area: Industry, Employment and Wages, 2012- 3<sup>rd</sup> Quarter

<b>Total All Industries</b>	<b>Total Wages*</b>	<b>Estab-lishments</b>	<b>Average Employment</b>	<b>Average Weekly Wage</b>	
Health Care & Social Assistance	\$7,825.1*	51	1,180	\$510	* (in \$1,000)
Retail Trade	\$6,500.6	128	1,126	\$444	
Accommodations & food service	\$4,453.3	56	907	\$378	
Manufacturing	\$3,787.0	39	508	\$573	
Construction	\$2,850.6	127	344	\$627	
Finance & Insurance	\$2,306.5	18	229	\$793	
Administrative & waste services	\$2,025.1	39	224	\$696	
Other services, except Pub. Admin.	\$1,637.9	79	271	\$456	
Professional & Tech. services	\$1,536.8	74	145	\$813	
Transportation & warehousing	\$1,218.4	21	153	\$613	
Educational services	\$1,169.9	8	134	\$670	
Information	\$1,026.5	7	103	\$764	
Public administration	\$848.5	12	159	\$411	
Agriculture, forestry, fishing	\$848.4	68	120	\$545	
Wholesale trade	\$794.1	36	129	\$475	
Real estate, Rental, Leasing	\$503.8	24	74	\$526	
Arts, Entertainment, Recreation	\$244.8	15	56	\$334	

**Source: Maine Department of Labor, Center for Workforce Research & Information**

The amount of total wages paid for the various economic sectors in Table II-8 above may be used to explain the structure and yearly functioning of the Waldoboro regional Labor Market economy including Damariscotta. In particular, comparison of the 3<sup>rd</sup> Quarter (July, August, September) wages to the average annual wages (derived by dividing the total yearly wages by four to get an average quarterly amount) helps to document the seasonality of the Waldoboro regional economy. Table II-9 below, which presents the comparison of the 3<sup>rd</sup> Quarter wages to the average quarterly wages, shows the Waldoboro regional economy to be characterized by three groupings of activities. The first grouping is those economic activities that cater to the summer seasonal second home, visitor and tourist trade and generates total wages from 109% to 160% more than during the rest of the year. The most seasonal of activities are accommodations (hospitality industry) including rentals of houses and rooms, condos and bed & breakfasts to visitors and restaurants who feed the visitors. Retail trade, including all manner of tourist and gift shops, show increased summer time activity as well as the agriculture, forestry & fishing sector. Increased wages from regional aquaculture, lobstering and fin fishing may be assumed to result partly from increased visitor and tourist demand as well as more conducive summer weather.

A middle group of economic activities, which are slightly larger during the summer, may be assumed to be specific weather-related chores such as road repair or re-paving. These include private or non-profit administrative activities including waste management (recycling), construction, educational services, public administration and, surprisingly, arts, entertainment & recreation. One would think that summertime concerts and the like would spike wages earned from the entertainment sector, but the regional does not show this.

The third group, which show lesser wages in the 3<sup>rd</sup> quarter compared to the average annual wages, may be related to lesser summer time work due to personnel vacations and generally reduced operations. These include Manufacturing, wholesale trade, health care and social assistance, information services, transportation and warehousing. In an overall sense the 3<sup>rd</sup> quarter summer-time Waldoboro region economy is only 2% larger than the average yearly economy and generated in 2012 only \$1,297,100 more in wages than the average or about 3% more. It may therefore be concluded that the increase in jobs and wages for the tourist related summertime trades are off-set by the decrease of other year-round jobs due to vacations and reduced summertime operations.

**Table II-9 Waldoboro LMA: 3<sup>rd</sup> Quarter, 2012 compared to Average Quarter, 2012**

<b>Sectors</b> *(wages in \$1,000)	<b>3<sup>rd</sup> Quarter Wages*</b>	<b>Av. Quarterly Wages</b>	<b>3<sup>rd</sup> Q as a % of Av Q</b>	<b>Difference in Wages 3<sup>rd</sup> Q vs Av Q</b>
Accommodations & food service	\$4,453.3*	\$2,739.0	160%	+\$1,636.3
Real estate, Rental, Leasing	\$503.8	\$443.0	114%	+\$60.8
Retail Trade	\$6,500.6	\$5,886.6	110%	+\$613.0
Agriculture, forestry, fishing	\$848.4	\$769.3	110%	+\$79.1
Other services, except Pub. Admin.	\$1,637.9	\$1,504.2	109%	+\$133.7
Administrative & waste services	\$2,025.1	\$1,913.6	106%	+\$111.5
Construction	\$2,850.6	\$2,793.9	103%	+\$56.7
Educational services	\$1,169.9	\$1,154.2	101%	+\$15.7
Public administration	\$848.5	\$839.5	101%	+\$9.3
Arts, Entertainment, Recreation	\$244.8	\$222.8	101%	+\$2.0
Manufacturing	\$3,787.0	\$3842.2	99%	-\$55.2
Wholesale trade	\$794.1	\$831.0	96%	-\$36.9
Health Care & Social Assistance	\$7,825.1	\$8,522.7	92%	-\$697.6
Finance & Insurance	\$2,306.5	\$2,525.6	91%	-\$219.1
Professional & Tech. services	\$1,536.8	\$1,714.0	90%	-\$177.2
Information	\$1,026.5	\$1,214.5	85%	-\$188.0
Transportation & warehousing	\$1,218.4	\$1,739.4	70%	-\$52.1
<b>Total Wages 3<sup>rd</sup> Q vs Av Q</b>	<b>\$39,577.3</b>	<b>\$38,655.5</b>	<b>102%</b>	<b>+\$1,297.1</b>

Source: Maine Department of Labor, Center for Workforce Research & Information

\* (in \$1,000)

#### 4. DAMARISCOTTA ECONOMY

Within the Waldoboro Labor Market Area, residents and businesses alike participate in the economic life of the region. There were a total of 208 business establishments counted in Town by the Maine Center for Workforce Research & Information. But within Damariscotta itself not all of the economic activities of the Labor Market Area take place. So some Town residents commute elsewhere for work while some commute from elsewhere to jobs in Damariscotta. Many commute to jobs at Miles Hospital, its associated housing and doctor’s offices, the single largest employer in Town as well one of the largest in the Labor Market Area. In 2012 Miles Hospital accounted for 29% of all wages paid in Town. Along with the second largest wage payer, retail trade with 18% of total wages, these two activities accounted for 59% of all wages earned in town in 2012.

On the other hand, some of the economic activities in the Labor Market area but not within Damariscotta still have an impact in Town. Manufacturing apparently disappeared from Town in the early 20<sup>th</sup> century with the demise of boat building, brink making and saw milling of local trees. Curiously, the “agricultural, Forestry, fishing” category list no activity in Town while the River is a primary shellfish aquaculture resource, clamming occurs and some commercial fishermen certainly moor in the River at least sometimes. A shellfish storage and shipping facility was started around 2011 but had not been put into operation as of 2013. While there is a thriving arts community in Town, State labor statistics record no “arts, entertainment, Recreation” wages earned in Town in 2012. The Daponte string Quartet lists

itself from Damariscotta and practices and gives performances in Town. Likewise The Salt Bay Chamber Music series takes place nearby in Nobleboro. Lincoln Theater and RoundTop Center both provide venues for live performances.

Table II-10 Damariscotta: Industry, Employment and Wages, 2012

<b>Economic Activities</b>	<b>Total Wages*</b>	<b>Estab-lishments</b>	<b>Average Employment</b>	<b>Average Weekly Wage</b>
Total *(in \$1,000)	\$71,950.2*	208	2,512	\$552 <sup>(1)</sup>
Health Care & Social Assistance	\$29,661.5*	51	1,180	\$510 * (in \$1,000)
Retail Trade	\$13,017.2	45	538	\$465
Finance & Insurance	\$9,161.7	10	211	\$837
Educational services	\$4,447.9	3	149	\$575
Accommodations & food service	\$3,410.6	17	219	\$299
Construction	\$2,947.6	19	80	\$709
Professional & Tech. services	\$2,105.8	24	127	\$441
Real estate, Rental, Leasing	\$1207.6	10	40	\$587
Transportation & warehousing	\$804.0	5	22	\$698
Other services, except Pub. Admin.	\$722.4	27	271	\$456
Administrative & waste services	\$471.4	3	14	\$659
Wholesale trade	\$394.5	4	406	\$406
Manufacturing	~	~	~	~
Information	~	~	~	~
Public administration	~	~	~	~
Agriculture, forestry, fishing	~	~	~	~
Arts, Entertainment, Recreation	~	~	~	~

Source: **Maine Department of Labor, Center for Workforce Research & Information (CWRI)**

(1) Figures for “Total” do not exactly correspond to the sum of the economic activities due to CWRI methodology.

Table II-11 Damariscotta: 3<sup>rd</sup> Quarter, 2012 compared to Average Quarter, 2012

<b>Sectors</b> *(wages in \$1,000)	<b>3<sup>rd</sup> Quarter Wages*</b>	<b>Av. Quarterly Wages</b>	<b>3<sup>rd</sup> Q as a % of Av Q</b>	<b>Difference in Wages 3<sup>rd</sup> Q vs Av Q</b>
<b>Total Wages 3<sup>rd</sup> Q vs Av Q</b>	<b>\$17,827.7</b>	<b>\$17987.6</b>	<b>99%</b>	<b>- \$159.9</b>
Accommodations & food service	\$1,230.9*	\$852.6	144%	+ \$378.3
Finance & Insurance	\$3,113.6	\$2,290.4	136%	+ \$823.2
Wholesale trade	\$125.9	\$98.6	128%	+ \$27.3
Real estate, Rental, Leasing	\$330.8	\$301.9	110%	+ \$28.9
Retail Trade	\$3,517.7	\$3,254.3	108%	+ \$263.4
Transportation & warehousing	\$212.4	\$201.0	106%	+ \$210.3
Construction	\$773.6	\$736.9	105%	+ \$36.7
Administrative & waste services	\$121.4	\$117.9	103%	+ \$3.5
Health Care & Social Assistance	\$6,867.5	\$7,415.4	93%	- \$547.8
Educational services	\$981.2	\$1,112.0	88%	+ \$130.8
Professional & Tech. services	\$441.4	\$526.5	84%	- \$85.1

Source: **Maine Department of Labor, Center for Workforce Research & Information**

\* (in \$1,000)

The greater amount of wages earned during the summertime 3<sup>rd</sup> Quarter for seasonal workers attending to accommodations (seasonal home, rooms and B&B rentals) is reflected in the 44% increase in wages for these workers during the summer season. Real estate, renting and leasing as well as retail trade show seasonal increases of about 8% to 10% over the average amount of wages during the year. Curiously, Wholesale trade shows a 28% increase during the 3<sup>rd</sup> Quarter. Perhaps this reflects out-shipment of aquaculture shellfish harvested during the summer months. Not surprisingly, professional pursuits in the



health care, social service, educational and technical professions drops off, in terms of amount of wages earned, during the summer when many of these families are on vacation. The Damariscotta economy, in terms of overall wages earned, was fairly smooth throughout the year in 2012. Those economic sectors that paid more overall wages during the summer were matched by the professional services sector, which deflated in terms of overall wages paid due most likely from many professional families taking summer vacations.

## 5. DAMARISCOTTA BUSINESSES

In 2011 the Maine Department of Labor reported a total of 337 businesses in Damariscotta. An updating of the 2011 List into 2013 was not found. A review, however, of the 2011 List in June 2013 revealed at least three of the employers (establishments) having gone out of business: Waltz Drug Store, Paco's Tacos and Cottage Nursery. Also, consolidating some of the multiple 2011 listings (more than one establishment owned by the same owner), such as a number of Miles Hospital associated establishments or several Skidompha Library enterprises reduces the number of employers in our 2013 accounting to 309. Even this number is larger than the 208 reported by the Center for Workforce Research & Information for its employment tables. This difference may be the inclusion of more one or two person home occupations in the 2011 survey, which the 2012 Dept. of Labor survey did not pick up.

Miles Memorial Hospital and associated facilities is the largest employer in Town. Hannaford is the second.

**Table II-12: Damariscotta Businesses by Number of Employees, 2011**

<u>Employers of 100 + Employees</u>	{2 businesses, 1% of all establishments}
Miles Hospital	
Hannaford	
<u>Employers of 50 - 100 Employees</u>	{7 businesses; 2% of all establishments}
Central Lincoln County Ambulance	
Chase Point Assisted Living	
Central Lincoln County YMCA	
GSB Community School	
Mobius	
Reny's Department Store	
Yellowfront Grocery	
<u>Employers of 25 - 50 Employees</u>	{17 businesses; 6% of all establishments}
Branches Home Care	
Colby & Gale	
Damariscotta Bank & Trust	
Damariscotta Hardware	
Damariscotta River Grill	
First Bancorp	
Hancock Lumber	
King Eider's Pub	
Lake Pemaquid Camping	
Lincoln Medical Partners	
McDonald's	
Mid-Coast Energy Systems	
New England Building Materials	
Red Plate Catering & Event	
Rising Tide Food Store	

RoundTop Ice-Cream  
Schooner's landing

Employers of 5 - 25 Employees

66 Number of businesses {21% of all establishments}

Employers of 1 - 5 Employees

217 Number of businesses {70 % of all establishments}

**Note: See Appendix for a full listing of Damariscotta businesses as of 2011.**

**6. ISSUES WITH LOCAL ECONOMY**

- (1) How can more young people be retained in Town after highschool? Through better coordination with Voc-ed, the community college and local employers in organizing more job related courses locally?
- (2) How should Damariscotta more effectively use its large retiree base to better assist the local economy? How can the local non-profits: DRA, PWA, Darling Center, RoundTop, Salt Bay Chamber and town boards engage more of the experience and skills of the retirees? Should Town promote 'think tanks' with TVA, etc. to better tackle local issues?
- (3) Per MCEDD, what cluster of existing assets does the Damariscotta - Newcastle economy have to use as the basis for increasing the fire power of the local economy? How can we cluster those assets including the historic downtown, the safe water harbor, the many arts and crafts groups and organizations in town, the wonderful anchor of the Lincoln County Theater?
- (4) How can the local wealth-producing sectors of the local economy (in contrast to the local subsistence parts) be boosted in the 2014-2024 period to bring more prosperity? In other words, the subsistence economy takes care of itself through the market; while wealth-producing activities need planning, guidance and cooperative organizing in order to develop.
- (5) Could Miles be made into a research and teaching hospital? Could a medical arts program of the Midcoast Community College be established in Town in conjunction with Miles as the OJT (on job training) venue for the students?
- (6) What regional cooperation opportunities with Newcastle should go forward? Such as a regional industrial park for entrepreneurial start-ups, incubator firms and the like.
- (7) What infrastructure improvements coordinated with economic assets enhancements need to go forward during 2014-24? Newcastle Railroad Station, sidewalks, preservation of downtown and Miles from future sea-level rise and storm surges?
- (7) What additional branding and local marketing should be done? What does the Damariscotta - Pemaquid Region want to be known for?

**E. PUBLIC FACILITIES & SERVICES**

**1. PUBLIC FACILITIES**

**1. Town Government:**

- Damariscotta has a traditional New England form of municipal government with Town Meeting performing the legislative function and five Selectmen with executive authority over

- (6) Work with local property owners, land trusts, and others to protect major points of physical and visual access to coastal waters, especially along public ways and in public parks.

## 6. Population and Demographics

### A. State Goal

None required.

### B. Analyses

To generate minimum analyses to address state goals, use Conditions and Trends data in Section 3.6(C) to answer the following questions.

- (1) Is the rate of population change expected to continue as in the past, or to slow down or speed up? What are the implications of this change?
- (2) What will be the likely demand for housing and municipal and school services to accommodate the change in population and demographics, both as a result of overall change and as a result of change among different age groups?
- (3) Does your community have a significant seasonal population, is the nature of that population changing? What is the community's dependence on seasonal visitors?
- (4) If your community is a service center or has a major employer, are additional efforts required to serve a daytime population that is larger than its resident population?

### C. Conditions and Trends

Minimum data required to address Analyses:

- (1) The community's Comprehensive Planning Population and Demographic Data Set (including relevant local, regional, and statewide data) prepared and provided to the community by the Office or its designee.

### D. Policies

None required.

### E. Strategies

None required.

## 7. Economy

### A. State Goal

Promote an economic climate that increases job opportunities and overall economic well-being.

**B. Analyses**

To generate minimum analyses to address state goals, use Conditions and Trends data in Section 3.7(C) to answer the following questions.

- (1) Is the economy experiencing significant change, and how does this, or might this, affect the local population, employment, and municipal tax base?
- (2) Does the community have defined priorities for economic development? Are these priorities reflected in regional economic development plans?
- (3) If there is a traditional downtown or village center(s) in the community? If so, are they deteriorating or thriving?
- (4) Is tourism an important part of the local economy? If so, what steps has the community taken to support this industry?
- (5) Do/should home occupations play a role in the community?
- (6) Are there appropriate areas within the community for industrial or commercial development? If so, are performance standards necessary to assure that industrial and commercial development is compatible with the surrounding land uses and landscape?
- (7) Are public facilities, including sewer, water, broadband access or three-phase power, needed to support the projected location, type, and amount of economic activity, and what are the issues involved in providing them?
- (8) If there are local or regional economic development incentives such as TIF districting, do they encourage development in growth areas?
- (9) How can/does the community use its unique assets such as recreational opportunities, historic architecture, civic events, etc. for economic growth?

**C. Conditions and Trends**

Minimum data required to address Analysis:

- (1) The community's Comprehensive Planning Economic Data Set prepared and provided to the community by the Office or its designee.
- (2) A brief historical perspective on how and why the current economy of the community and region developed.
- (3) A list of local and regional economic development plans developed over the past five years, which include the community.
- (4) Where does the community's population work and where do employees in your community reside? A description of the major employers in the community and labor market area and their outlook for the future.

- (5) A description of any economic development incentive districts, such as tax increment financing districts, in the community.

**D. Policies**

Minimum policies required to address state goals:

- (1) To support the type of economic development activity the community desires, reflecting the community's role in the region.
- (2) To make a financial commitment, if necessary, to support desired economic development, including needed public improvements.
- (3) To coordinate with regional development corporations and surrounding towns as necessary to support desired economic development.

**E. Strategies**

Minimum strategies required to address state goals:

- (1) If appropriate, assign responsibility and provide financial support for economic development activities to the proper entity (e.g., a local economic development committee, a local representative to a regional economic development organization, the community's economic development director, a regional economic development initiative, or other).
- (2) Enact or amend local ordinances to reflect the desired scale, design, intensity, and location of future economic development.
- (3) If public investments are foreseen to support economic development, identify the mechanisms to be considered to finance them (local tax dollars, creating a tax increment financing district, a Community Development Block Grant or other grants, bonding, impact fees, etc.)
- (4) Participate in any regional economic development planning efforts.

**8. Housing**

**A. State Goal / Minimum Policy**

To encourage and promote affordable, decent housing opportunities for all Maine citizens.

**B. Analyses**

To generate minimum analyses to address state goals, use Conditions and Trends data in Section 3.8(C) to answer the following questions.

## Questions for Business Interviews

What is your industry (e.g. retail, real estate, automotive, manufacturing, food/beverage)?

How many people (including owner) does your business currently employ?

What year was your business established? What year was it established in Damariscotta?

Where are your principal market areas located? (e.g. direct community, Midcoast region, Statewide, New England, United States)

What is your overall opinion of Damariscotta as a place to conduct business?

- Excellent
- Good
- Average
- Poor

Why did you choose to locate your business in Damariscotta (or, why have you chosen to stay)?

What do you see as Damariscotta's strengths?

- Close to Home
- Community Strength
- Accessibility
- Safety
- Purchased an Existing Business
- Target Audience
- Other

What challenges do you encounter, if any, due specifically to your Damariscotta location?

- Lack of parking
- Crime
- Lack of pedestrian access
- Difficult with vehicular access
- Regulation
- Market saturation
- Marketing/signage

How satisfied are you with Damariscotta as a business location with respect to the following factors? (satisfied, neutral, unsatisfied):

- Cost of Doing Business
- Access to customers
- Quality of life
- Proximity to populated areas/amenities
- Proximity to transportation
- Safety services

- New residential development
- Access to workforce/employees
- Town permitting process
- Local officials

What is your outlook for your business in the next two years?

- Positive with growth
- No changes
- Uncertain
- Downsize/relocation/closure

In the last two years, how has the number of employees changed?

- Increase in employees
- Decrease in employees
- No change

In the next two years, do you expect to...

- Increase employees
- Decrease employees
- No anticipated change

How would you characterize Damariscotta's physical appearance and overall image?

- Excellent
- Good
- Average
- Poor
- Very Poor

*If not good or excellent*, what areas need improving (be specific: entrances, public spaces, downtown, other)?

Are the following projected utility needs for this facility: a) increasing b) stable c) decreasing?  
(Circle a, b, or c for each)

- Water a b c
- Sewer a b c
- Electricity a b c
- Natural Gas a b c
- Telecommunications a b c

What in the near future are you most optimistic about (in terms of your business)?

What obstacles are most impacting your business?

How has Damariscotta changed in the past 10-20 years? How have these changes affected your business (positively or negatively)?

What tools, resources, or action do you think local government (staff or officials) can provide in order to help you produce a positive effect on your business or prevent a downsize, relocation or closure?

- More public outreach
- Advertisement/marketing
- Grants
- Limit regulation
- Lack of parking
- Lack of pedestrian traffic
- Too much vehicle traffic
- Limit saturation
- Increase housing stock in the community

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