One Townsend Road
Farmington, CT 06032
860-677-8062
FAX 860-677-8094

BARTRAM & COCHRAN

Real Estate & Development Consultants

# SANFORD CENTER/MOUSAM WATERFRONT MARKET PLAN

**October 3, 2005**

**Submitted by**

**BARTRAM & COCHRAN**

**in association with**

**SHADLEY ASSOCIATES**

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One Townsend Road
Farmington, CT 06032
860-677-8062
FAX 860-677-8094

**BARTRAM & COCHRAN**

Real Estate & Development Consultants

October 3, 2005

Mr. Mark Green, Town Manager
Town of Sanford, Maine
919 Main St.
Sanford, ME 04073

**RE: Sanford Center/Mousam Waterfront Market Plan**

Dear Mark:

**Bartram & Cochran**, in association with Shadley Associates, is pleased to present this Market Plan to the Town of Sanford for the Sanford Center/Mousam Waterfront.

## INTRODUCTION

The Sanford Center/Mousam Waterfront Market is a designated area that includes:

- The Mousam River
- Number One Pond
- Downtown Sanford
- About 1,000,000 square feet of Mill space in different buildings
- Goodall Hospital
- The Cottage Street Gateway
- The Municipal Complex/Town Hall and
- A number of Residential Neighborhoods.

The purpose of the Sanford Center/Mousam Waterfront Market Plan is to create a vision that will lead to improvements in the aesthetics of the area, its livability and encourage private investment. Sanford is clearly a location that will be the focus of much future private development. That is why the vision that has been created in this process is so important. It will undeniably help set the future direction for both public and private investment, enabling the Town, through this "blueprint" to better fashion its own destiny.

## GENERAL APPROACH

Our approach to developing the Sanford Center/Mousam Waterfront Market Plan followed our traditional method of blending demographic, financial and other market-based analysis with qualitative information obtained from information interviews with key public and private sector groups and individuals. In advance of the information interviews (as background for our discussions), we reviewed the Sanford Comprehensive Plan and the 1995 Downtown Sanford Marketing Plan

Information interviews were then held (in two sessions) focusing on the major zones of the target area in terms of their Positives, Negatives, Opportunities and Priorities. These zones included:

- The Mousam River
- Number One Pond
- Downtown
- The Mills
- Goodall Hospital
- The Cottage Street Gateway
- Municipal Complex/ Town Hall
- Residential Neighborhoods

Attendees at the information interviews represented the following constituencies:

- Sanford Town Council
- Sanford School Department
- Sanford Planning Board
- Sanford Recreation & Parks Department
- Sanford Economic Affairs
- Sanford Planning & Community Development
- Sanford Town Manager
- Sanford Town Engineer
- Sanford Housing Authority
- Sanford Chamber of Commerce
- Sanford Business and Real Estate Community
- Sanford Residents
- Journal Tribune

A complete list of attendees is shown in Appendix A. While attendees at the first session were generally from the public sector, those at the second session represented the private sector.

Results from these information interview sessions are shown in aggregate in Appendix B.

Our team also toured the entire designated area, marking up the base plan, making notes and photographing key areas in order to evaluate the infrastructure and make recommendations for improvements. Integral to this process were interactive discussions before and after the tour with Town Planner James Gulnac to obtain insights and share observations as well as to get reactions to some preliminary conclusions. This tour allowed us to get a hands-on feel for the entire area, in general, and for the priority project areas in particular. Positive attributes were confirmed; negatives and concerns were able to be put into better context and opportunities could be viewed within larger surroundings. Discussions were also held with Jeff Geaumont, Town Assessor, to get additional information and background on the Mill related properties and with Lawrence Furbish at the Sanford-Springvale Historical Society for information on historic buildings. There are five area properties on the National Register of Historic Places:

- Thomas Goodall House, 232 Main Street, Sanford,
- U.S. Post Office, 28 School Street, Sanford,
- Emery Homestead, 1 & 3 Lebanon Street, Sanford,
- Smith-Emery House, 253 Main Street, Springvale and
- Sanford Naval Air Station Administration Building Control Tower at the Sanford Municipal Airport

Additionally, we had one-on-one information interviews with a number of key people with neighborhood perspectives (Kay Callahan, Chris LaRoche, Deborah Miles and Dave Morin) and school perspectives (Lafayette School Principal Virginia Crowley and St. Thomas Consolidated School Principal, Norman Provost). Finally we had a one-on-one information interview with Peter O'Donnell, the Business Development Specialist for Southern Maine from the Maine Department of Economic and Community Development.

During this process we also were in communication with the Town Manager (and he thereafter with his planning team) regarding preliminary recommendations for the five priority projects; preliminary concept sketches for these projects identifying key components to be further developed; and, finally, a number of concepts and recommendations that were in the process of being developed regarding the Town's image and neighborhood issues.

## EXECUTIVE SUMMARY

Blending our analysis of the Sanford Comprehensive Plan, the Downtown Sanford Marketing Plan and other demographic, financial and market-based information with our information interviews with people from the public and privates sectors provided the following key conclusions.

Sanford is a tale of two cities. One is the social service center for the region burdened by crime, drugs and inadequate employment opportunities, while the other is the fastest growing area in York County, a magnet for big box retail growth and well positioned for

future success. This dichotomy is perhaps best explained by characterizing the first description as "where Sanford has been," and the second by "where Sanford is going." Fortunately, where the town is going is much more significant than where it has been. While this dichotomy still exists to a great degree, it need not be a weight on the town's shoulders going forward. By implementing the recommendations contained within this Market Plan for Sanford Center and the Mousam Waterfront--using the marketing techniques described--Sanford should be able to achieve the vision outlined, improve its aesthetics and livability and encourage desirable private investment and development.

Our Market Plan vision includes (in priority order):

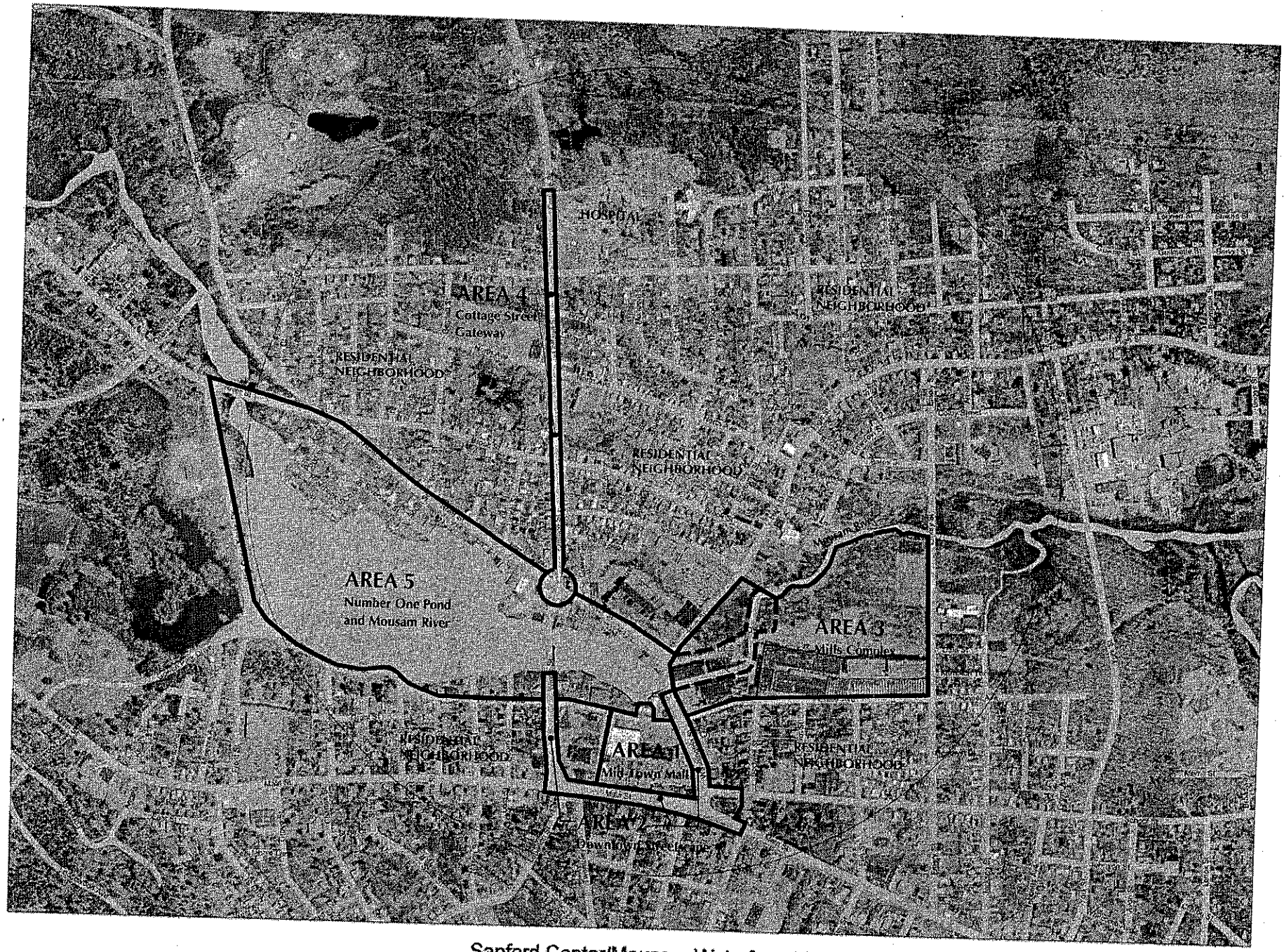
- Redeveloping Mid-Town Mall (Area 1) to become "Blue Ribbon Square"
- Complementing redevelopment of Mid-Town Mall with streetscape / landscaping improvements to Downtown (Area 2)
- Resuscitating and renovating the Mills—tying this to Downtown, the Pond and the River; and including parking (Area 3)
- Beautifying and improving the Cottage St. Gateway to Sanford (Area 4)
- Re-energizing the Number One Pond leveraging its natural beauty—cleaning up the waterfall area, taking down the nearby "bad" mill, opening up the view to the pond and creating a walkway around the pond (Area 5)

*A plan identifying each of these areas is shown on the next page.*

By definition, the priority projects are defined in specific areas: the Downtown, at the Mills, along Cottage Street and at and around the Number One Pond. But in reality there is a great deal of cross-pollination potential:

- Downtown can have connections to the Pond and to the Mills when properly designed and configured
- Cottage Street relates to the Pond and leads to Downtown
- The Mills have a close relationship to the Pond and potentially to Downtown
- The Pond is a natural focal point with connections to all the other surrounding priority projects and the neighborhoods

Each of the above elements can cross-pollinate the others and contribute to a synergy for the Town. In fact, attracting people into this combined set of elements will allow a visitor to possibly walk along the pond, grab a cup of coffee, do some shopping at a boutique store, look at some art and then perhaps have lunch. By creating a number of




Sanford Center/Mousam Waterfront Market Plan

0 250 500 1,000 1,500 2,000 2,500 3,000 Feet

N E S W

things to do (at least three on a given trip) people are more likely to grab a bite to eat and thus stay for a longer period in this immediate area—translating into their spending more money and enhancing the local economy!

Also, while the neighborhoods are critically important to the future of Sanford, their improvement will necessarily be the result of a number of different solutions as opposed to one focused project at any specific location. For example, we are recommending "Community Policing" as a way to improve safety in the neighborhoods and reduce crime while at the same time helping to establish an improved sense of community and better Town-Resident relations. In the sections that follow we will also discuss in greater detail the five priority projects, as well as other ideas.

Also to be addressed in more detail later in this report is the fact that the Town needs an upgraded image, logo and brand, as well as attitude. We are recommending playing off the Mousam River that is like "a blue ribbon through the middle of town" to create a new (upgraded) image for marketing the Town as "**Sanford, Maine, *a Blue Ribbon Community*—to live, work and play**." Of course, while the visual symbolism of "blue ribbon" is the river, the marketing message is that this is a first-class, top rated city. It should also be noted that we considered using *Sanford-Springvale* in this phrase but determined it would be confusing, and therefore not productive, when trying to market the area to outside interests.

An Implementation Action Plan is included in Appendix G.

Finally, if the Town of Sanford wishes, Bartram & Cochran is available to implement this Market Plan. In the next phase we would create a marketing plan identifying specific target businesses (by name) to attract to Sanford, create a marketing brochure for this effort and begin a marketing / business attraction campaign. Simultaneously we can work on attracting developers and investors to town to get newly identified projects off the ground. We can also provide advice and counsel and oversight on the implementation of the other aspects of the Action Plan. If the Town of Sanford desires, we can also act as your interface with developers and others in negotiating on properties and other transactions, subject of course to your review and approval. This Market Plan is an exciting next step in the Town's future direction and we would welcome being a part of that effort.

Additionally, Bartram & Cochran's sub-consultant, Shadley Associates, PC, is available to aid in the implementation of some of the proposed site improvements. Specifically, if the Town wishes to move forward with some of the Early Action Projects (described later in the report), Shadley Associates can provide professional landscape architectural services for design and implementation of the downtown streetscapes and riverfront trails. Shadley Associates can also aid in permitting and the public process to gain input, interest and support for specific projects.

## PRIORITY PROJECTS

The descriptions of the five project areas have associated site development costs. What is included in the cost ranges is described for each area. The following possible costs have NOT been included in the estimates: parcel acquisitions, legal or other consultant work, earthwork, work in the water or on bridges, and roadway work unless specifically identified. Work (rehabilitation or demolition) on existing buildings, construction of new buildings and site demolition are included only where specifically noted. All costs are based on 2005 dollars and include a 20% design contingency.

### Downtown

### Redeveloping Mid-Town Mall into Blue Ribbon Square (Area 1)
### Downtown Streetscape / Landscaping Improvements (Area 2)

Background and Future Direction

Sanford's Downtown along Main Street and Washington Street and principally including the Mid-Town Mall is a fairly typical, if not quintessential New England downtown. Not too wide, reasonably quaint, with churches, stores and nearby residences, the downtown is easily identified as the commercial center of town. High traffic flow through the area is a definite plus. This is differentiated from the more contemporary retail centers as you move away from the center of town where big box stores have emerged. Such a differentiation is typical in most communities where big box retail has been developed away from the traditional downtown and a different view is needed to re-energize the downtown. This new view of downtown for Sanford is one that is not in competition with the big box retailers but rather a more unique/boutique/niche store orientation.

Bringing more mixed uses--retail, restaurants, entertainment, arts and cultural venues--to the downtown will also help to promote a daytime <u>and</u> nightlife orientation. Landscaping/streetscaping needs to happen to enliven the area. Also, while the downtown is safe and walkable, a more welcoming, pedestrian orientation is needed from Main Street through the Mid-Town Mall to the Pond. Along with other changes to the current architectural presence of the Mid-Town Mall (with its outdated urban renewal aesthetic from a bygone era), a more dynamic orientation can be achieved that attracts people to the area by its very visual presence. Along with streetscape improvements this should help to increase the number of people milling about (and reduce the amount of teenagers roaming). It should also be noted that to accomplish the architectural transformation to the Mid-Town Mall that will be described later in this section will require a public-private partnership between the Town and the owners of the Mid-Town Mall. Alternative developers may also be required subject to the receptiveness of the current owners.

Based on

- the general Sanford area's demographics (Appendix C.) and market-based data, including underserved and opportunity areas--in relation to York County and the State of Maine--from Appendix D. and Appendix E.,
- our analysis of the information interviews we conducted,
- what is needed to provide this area with a more dynamic presence and
- our experience on other projects in Maine,

the following types of niche retail and other enterprises are recommended as part of a business attraction campaign for Sanford Center (Downtown, including Mid-Town Mall):

- Niche Bookstore
- Brewpub/Martini Bar/Wine Bar
- Restaurants including tapas, specialty cuisines and other unique foods
- Specialty Coffee Shops
- Bakeries
- Nightclub/Dance Club/Jazz Club/Music Club to help create nightlife in Downtown
- Art Galleries
- Gourmet Food Store
- Women's Clothes/Shoes with unique items
- Children's Clothes/Shoes with handmade and imported items
- Housewares/Kitchen Supplies
- Oriental Carpets
- Boutique Ice Cream Parlor
- Plants and Florist Shop

Physical transformation of the Mid-Town Mall into Blue Ribbon Square and the Downtown Streetscapes are described below.

Area 1 – Mid-Town Mall (see site plan on next page—with Main Street at top of page and Number One Pond at Bottom of page—and rendering, from Riverside Ave. looking southward on following page)

Existing Conditions

The area between Main Street and Riverside Drive and from Winter Street to Washington Street is known as the Mid-Town Mall. This area includes a large parking lot that is owned by the Town and two large big-box retail structures that separate the Downtown/Main Street from the waterfront. The architecture is outdated and the parking lot needs repairs. The scale of the large Mall buildings is inconsistent with the flavor of the downtown.

Goal

The goal for this area is to provide physical and visual connections between the downtown and the waterfront, to open up economic development opportunities and to capitalize on the Town's waterfront location.

Proposed Site Improvements

The orientation of buildings and circulation through this block should be perpendicular to water and not parallel (blocking the water from the downtown). An outdoor "Lifestyle" Mall ("Blue Ribbon Square") should be created that is in keeping with the small town New England character. Buildings should front public streets with parking behind, and should be scaled for the pedestrian. This will provide the opportunity for a new grand pedestrian connection from Main Street to waterfront that will extend the walk-able character to include the whole block from Main Street to water's edge and from Washington Street to Winter Street. It will also provide development opportunities as new buildings are proposed along Washington and St. Ignatius Streets, with interior parking and a pedestrian green space that slopes down to the pond, and provides an additional gathering area in the heart of the downtown.

Site Construction Costs for Area 1: $2,750,000 to $3,000,000

Includes site work for this area, including eight gateway piers at each of the entrances from the town streets into the new central space, new road and parking lots including pavement and curbing, pedestrian sidewalks in front of retail stores, concrete walkways through the green space and plazas, site furnishings such as benches and trash receptacles, landscaping, site lighting and Pond Park - West. It does not include removal of existing buildings and site conditions for new buildings, or utility, irrigation and drainage work other than new site lights, site demolition or earthwork.

Construction Costs for Area 1 New Buildings: $12 to $21 million

A transformed Mid-Town Mall (into "Blue Ribbon Square") as described would be mostly two stories with some three-story portions and total about 160,000 to 170,000 SF of space. Base construction costs are estimated in the $12 to $21 million range, depending on the caliber of the build out. Demolition and site preparation cannot be estimated at this time due to lack of sufficient data on the specifics of the site.

Area 2 – Downtown Streetscape (see rendering, from Main St. looking northward, on next page)

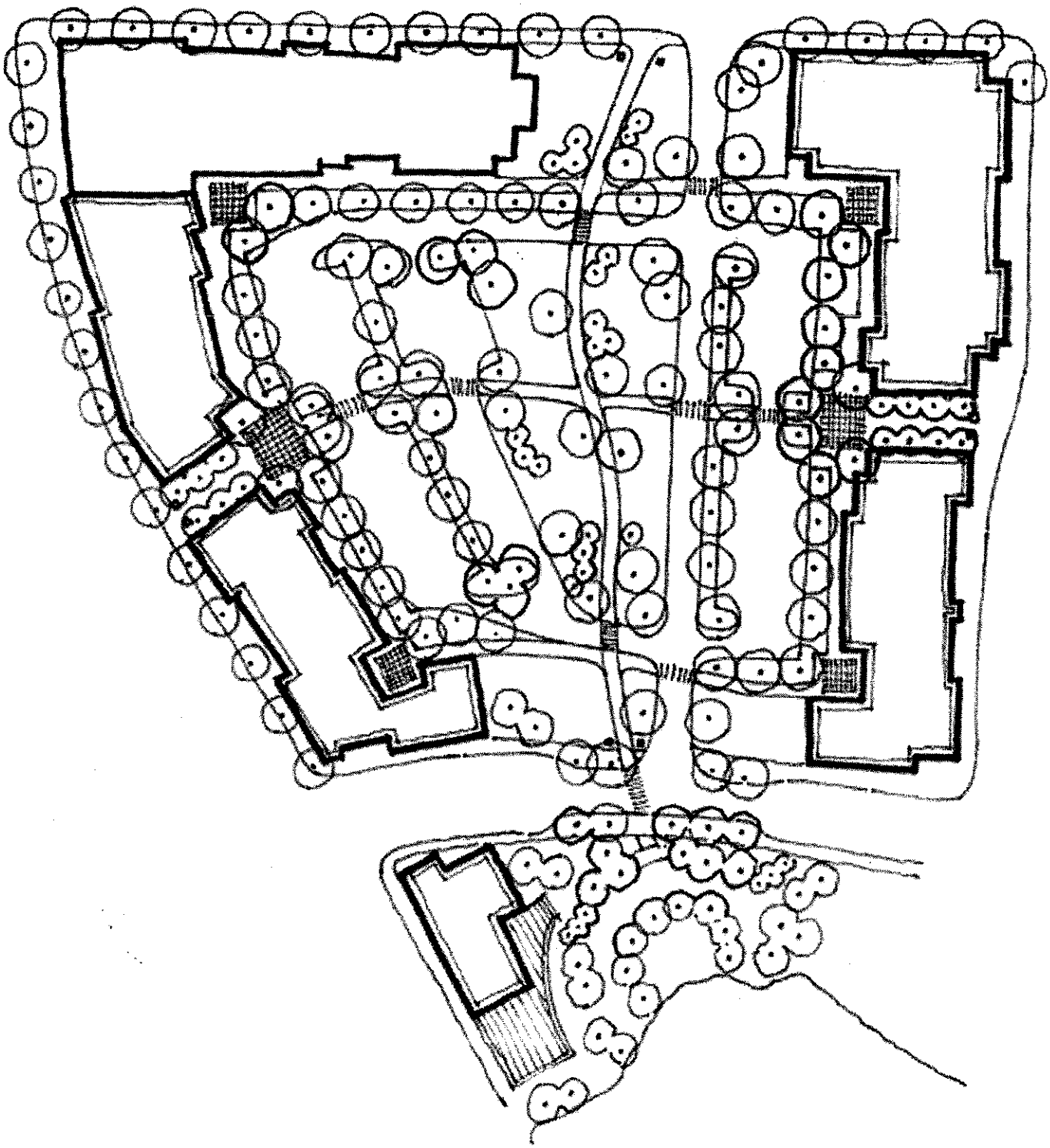
Existing Conditions

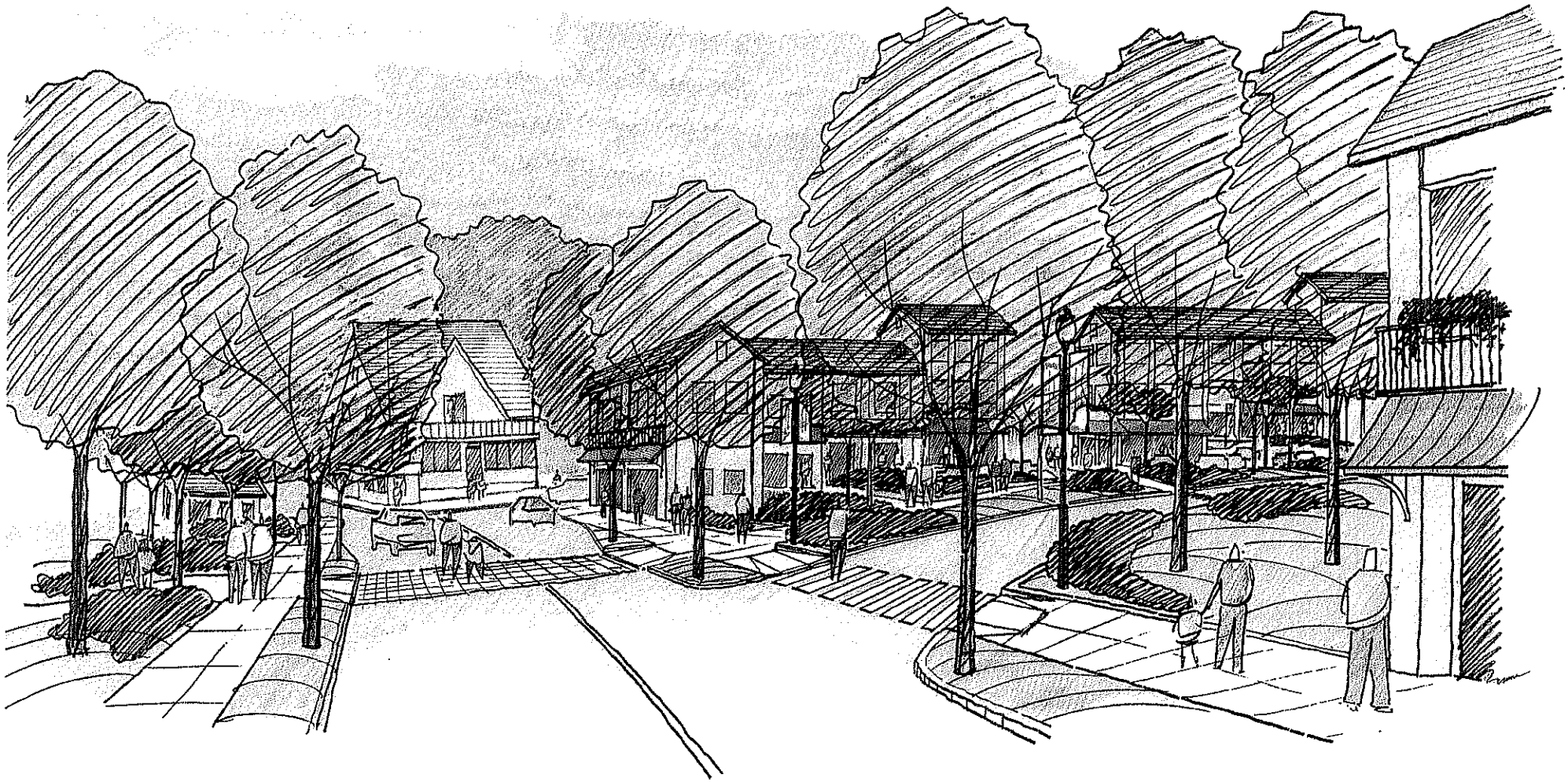
Sanford has an active downtown with high traffic flows and room for growth. There are several attractive and historic buildings. Many are one- and two-story buildings that have canopies and/or detailed entrances that add to the small town feel of the streetscape. There is a strong sense of community found in the downtown presence of churches and community services. The area is a comfortable scale, walk-able and safe. Main Street does not currently have a strong connection to the Mousam River or Number One Pond waterfront. Additionally, the streetscape treatment along Main Street does not continue down Winter or Washington Streets towards the waterfront.

There is adequate, but not abundant parking in the downtown area and some problems with the flow of traffic through and along Main Street. The streetscape has been developed with fairly consistent lighting, generic but consistent banners and street trees. However, this treatment is not continuous and, in some places, in poor condition. Curbing is missing, deteriorating or lacking a reasonable reveal that protects the pedestrians, and handicapped curb ramps are not provided at every street crossing. Some trees are in poor health and/or need pruning and fertilizing. Several fire hydrants are located within the roadway. In some locations the sidewalk elevation is lower than the finish floor elevations of adjacent buildings creating non-ADA-compliant access. There are a few building entrances that have been paved with brick or other specialty paving or have attractive planters or other amenities. These treatments should be repeated along other parts of the street.

Goal

The goal for this area is to expand a cohesive streetscape for all of downtown including Main Street (from Bodwell Street to Winter Street), Washington Street and Winter Street down to the waterfront area in order to define and improve the appearance of Sanford Downtown.





**SANFORD CENTER / MOUSAM WATERFRONT MARKET PLAN**

Sanford, Maine—*A Blue Ribbon Community*

**BLUE RIBBON SQUARE**

BARTRAM & COCHRAN

Shadley Associates, PC

Proposed Site Improvements

The banners through town should be replaced with specially-designed, unique banners (i.e. "Sanford, Maine – A Blue Ribbon Community"). New sidewalks should include brick banding along the back of the curb with new concrete in the main sidewalk travelway. Granite curb should be raised, added or replaced throughout the project site. Sidewalks should be re-graded to raise grade of curb to full 6" minimum and to meet raised building entrances flush (if possible). There should be new handicapped curb ramps at all corners that meet latest ADA regulations. The major pedestrian crosswalks should be constructed of flush unit pavers with flush curbing, to signify their importance. All other crosswalks should be thermoplastic striping.

Any damaged light poles should be repaired and all new lights should match the existing historic-style light (i.e. bands on all lights to match) and footings should be flush with surrounding grades. Existing trees to remain should be pruned and fertilized. Existing trees in poor condition should be replaced, and new trees should be planted to eliminate gaps in the street tree rhythm. The goal is to establish continuous street tree planting in the downtown area.

Fire hydrants in the street should be relocated into the sidewalk zone and their locations coordinated with a parking plan. There should be a "family" of benches, trash receptacles and newspaper stands for entire streetscape zone, whose materials and appearance are coordinated.

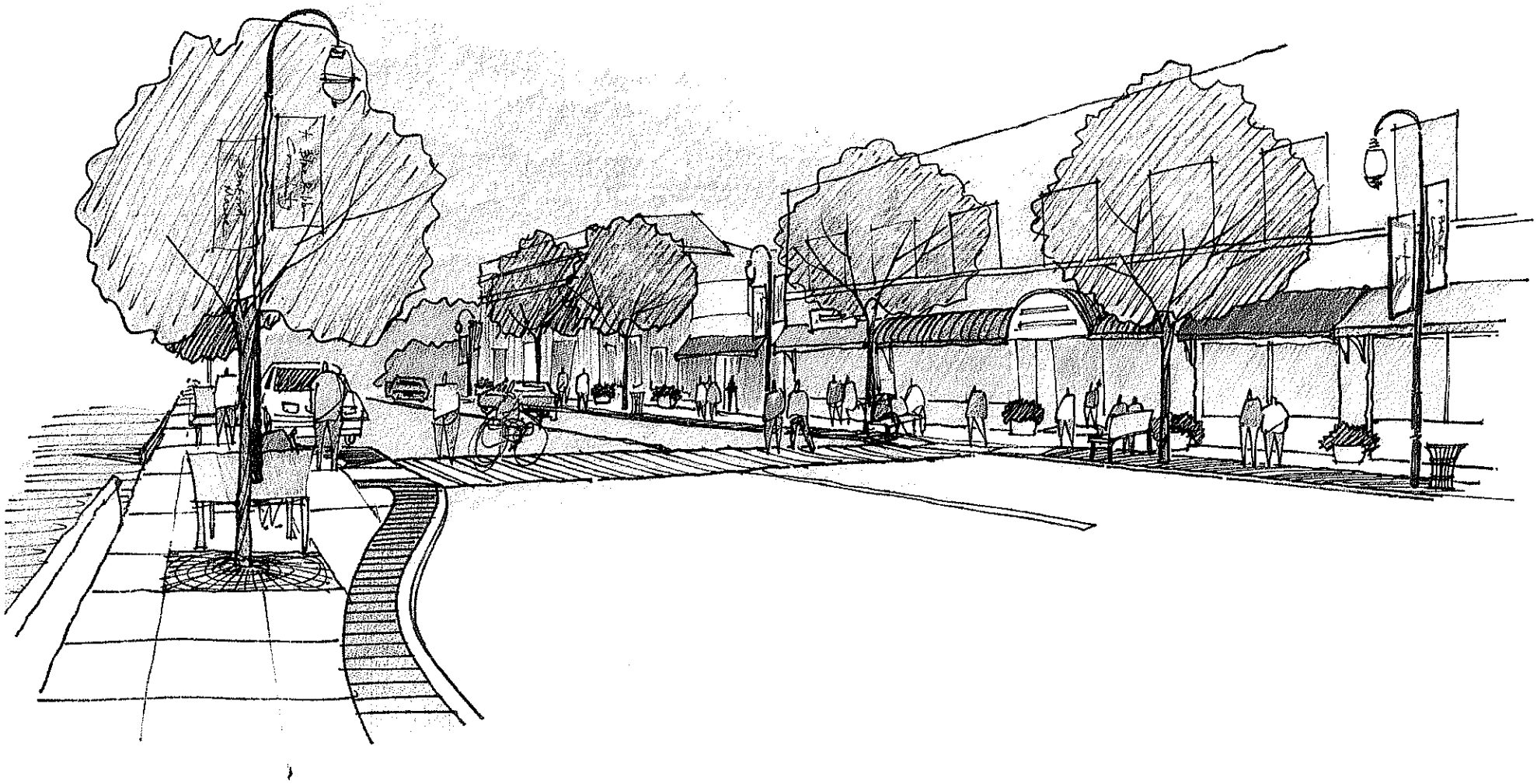
Site Costs for Area 2: $3,250,000 to $3,600,000

Site costs include new curbing, sidewalks with clay brick banding along the curb and scored concrete throughout, new historic street lights on Winter and Washington, street trees with grates, benches, trash receptacles, some flower pots with loam and planting, curb ramps, bumpouts, and bicycle parking posts.
The cost estimate does not include work in the roadway, drainage and utilities, any desired building façade improvements, site demolition or earthwork.

**Resuscitating and Renovating the Mills (Area 3)**

Background and Future Direction

Simultaneously, the Mills symbolize Sanford's rich history as well as the opportunity to improve its future. But until that resuscitation and renovation occurs the Mills represent only unmet goals and reminders of lost industries that are never to return. Renovating the Mills will provide not only opportunities for economic growth and jobs but also another focal point for mixed use and residential development—which, in concert with the nearby Downtown and Pond create a substantial draw for residents of Sanford and surrounding towns along with others traveling through the area.



**SANFORD CENTER / MOUSAM WATERFRONT MARKET PLAN**

Sanford, Maine—*A Blue Ribbon Community*

**DOWNTOWN STREETSCAPE**

BARTRAM & COCHRAN
Shadley Associates, PC

Ranging from completely empty to almost fully utilized, the Mills have great potential for utilizing the space more effectively, creating parking (that can also service the downtown) and leveraging the water and waterside assets that already exist. Environmental issues are already being addressed in most cases. Some external changes and spiffing up are needed but the basic infrastructure offers a variety of reuse opportunities. This is not to underplay the resources needed on the inside of the Mills to create an environment for the new mixed uses. However, it is the very infrastructure itself that has the character and warmth that make mill reuse so magical—high ceilings, wooden floors, large beams, brick walls, large windows and other historically significant features that make for an interesting interior and wonderful backdrop for businesses and residences alike. Additionally, a mill renovation project has a special allure that will simultaneously enhance the marketing of Downtown businesses when the two areas are marketed in tandem.

Based on

- the general Sanford area's demographics (Appendix C.) and market-based data, including underserved and opportunity areas--in relation to York County and the State of Maine--from Appendix D. and Appendix E.,
- our analysis of the information interviews we conducted,
- what is needed to provide this area with a more dynamic presence and
- our Mill project experience in Maine,

the following uses are recommended for the Mills:

- Residential, including apartments and condos, particularly on upper floors; this would also create a built in base of customers for the retail and other uses in the Mills as well as a client base for Downtown. This also introduces a 24/7 dimension to the Mills.

- Boutique Retail, including Maine-made products such as specialty food (gourmet) items, specialty coffees, furniture, outdoor products, jewelry and other items

- Cultural and Arts/Crafts, including teaching, workshops, and shows for dance, music, sculpture and painting; making and selling of crafts, pottery, metalworking and related items

- Antiques, to play off the historical nature of the Mill setting

- Restaurants/Brewpub/Martini Bar/Wine Bar

- Nightclub/Dance Club/Jazz Club/Music Club to bring an up-tempo dynamic to the Mills and create nightlife

- Water-based recreation purveyors to take advantage of the waterside location, including canoeing, kayaking, fishing and other water sports

- Office Space, ranging from incubator type spaces to large, contemporary spaces for high-tech firms, architects, graphic designers, advertising agencies and other users interested in having a unique space that supports their company image

- Light Manufacturing/Assembly would be appropriate for portions of the Mills

- Movie Theater, specializing in arts and foreign films not competitive with first-run cinemas

- Fitness and Health Center

- Sports Equipment

It should also be noted that some of these uses may overlap with Downtown development. Ultimately, market forces will determine where a particular use will end up, and, in some cases, the answer may be both the Mills and Downtown.

Historical aspects of the Mills are also very important to interweave with the anticipated uses and marketing of the project. It is these historical aspects that lend genuineness to the project. Any historical features that can be preserved should be. Locating a textile museum at the Mills would be an example of how to leverage this heritage. A name for the Mills in aggregate is also important and should have a unique concept associated with it. One possible naming concept would be "The Mills on the Mousam River" which would play off their natural relationship to the adjoining water.

In essence, renovating the Mills will be the very symbol of the transformation of Sanford from an ex-mill town to a "blue ribbon community." This can be the heart and soul of the attitude adjustment that needs to take place—moving people's mindset away from Sanford as the "social service center for the region" instead to the place where things are happening and people want to live, work and play. Perhaps most significantly with the current assessed value (as of December, 2004) of the mill buildings and related land at $4.6 million versus a replacement cost value of $54.6 million (see Appendix F.) there is an enormous untapped resource that can bring jobs, people and increased tax base to the Town.

Renovating the Mills should be viewed as a public-private partnership with the Town providing TIF's and other possible incentives as well as acting as a catalyst for seeking planning, transportation-related and other grant monies for the projects. Additionally, existing owners should be the first contacts for discussions on the revitalization efforts. However, depending on their enthusiasm and financial resources, it may then be necessary, in certain circumstances, to seek additional developers interested in either acquiring some of the properties or becoming equity partners in the renovation projects that will yield new ventures with higher and better uses.

Physical transformation of the Mills is described below.

Area 3 – The Mills Complex (see rendering, from Mousam Channel looking southward, on next page)

Existing Conditions

The existing mills along the Mousam River and Number One Pond are a symbol and remnant of the industrial history of Sanford. All land is privately owned, but there is ample space for parking, new uses for the mills, new buildings, and riverfront activities. This area is within walking distance from Main Street and has direct waterfront access.

There is a need for public road access through the site for new and existing buildings to have street frontage. The buildings need repair and/or restoration, however, the historic character has great potential. The entire site is un-finished and has the image of abandoned or un-safe space.

Goal

The goal for this area is to upgrade the image of the entire mill area, maximizing the image of the historic character and connections to community, and providing a major economic development opportunity. The Mills Complex should be an extension of the downtown waterfront district, usable by the public and knitted into the community fabric, not a private island.

Proposed Site Improvements

Vehicular Circulation and Parking

There should be a clear, simple and logical entrance to the Mills Complex from the north-east. A public street should pass through the Mills Complex from Washington/High Street to Emery Street (we called it "New Mill Road"). New parking should be provided and associated with new and existing businesses/residences and a future Mills Museum along the east side. It should be located in such a way as to create distinct and separate spaces between the public way and private uses (such as residences). A new parking garage should be located along Pioneer Avenue that utilizes the grade change to maintain a low building height relationship to adjacent residential neighborhood, while having direct access into the heart of the Mills Complex.

Pedestrian Circulation and Access to Mills Complex

Pedestrian access to this area should be clearly defined from Main Street and should relate to the Mousam River. Utilizing the character of the Mills, a gateway into the complex should be developed along Washington that is inviting to all (i.e. does not look like private development). A pedestrian walkway from the downtown should

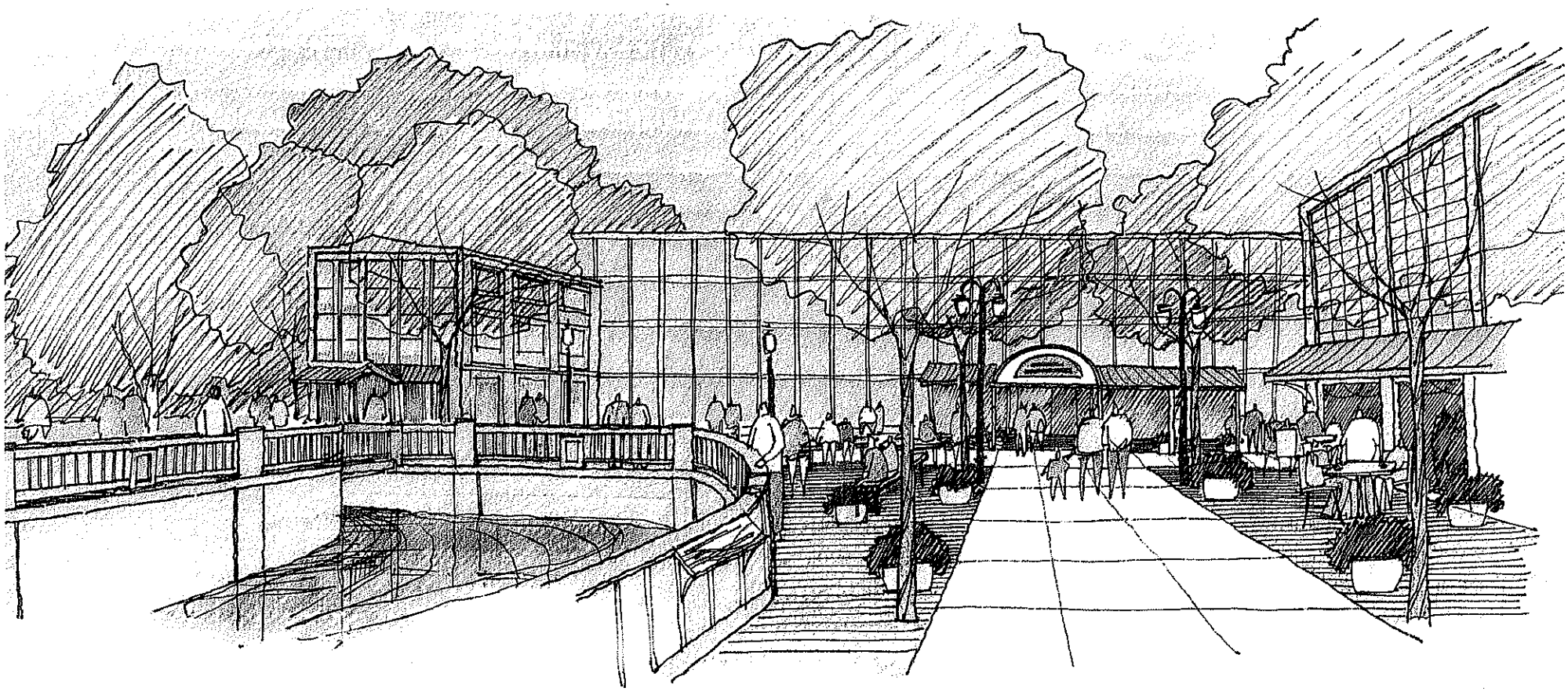
flow into the Mills Complex and have easy access to the museum, retail, residences and the river including a canoe launch. The existing brick building at the river's edge should remain and could potentially be used for a canoe/kayaking shop, public facilities, information center, or an interpretive opportunity. Sidewalks along the through-street should connect to adjacent residential neighborhoods and a possible interpretive trail associated with the Mills Museum. The new interpretive trail should be centrally located along the Mousam channel with views between the existing buildings back toward Washington Street. This outdoor space should be developed to include a renovated old pedestrian bridge, the grand old birch tree and connections to lower level shops, the museum entrance, and the river access point. Finally, circulation between existing mill buildings should be upgraded for safety and clarity.

Architecture

The mill buildings should be environmentally prepared for renewal, restored and upgraded as necessary and should relate to the overall character of the Mills Complex. The wooden structure along Pioneer Ave. should be removed and replaced with a new parking garage. This garage could range from four stories (312 parking spaces) to six stories (470 parking spaces). The Wasco Mill should be the location for the Mill Museum (temporary location may be elsewhere) and include a welcoming component with information, gift-shop, etc. at the small north-end addition. This addition would also function as a pivot point between the interior museum and the outdoor interpretive path along the Mill Channel and connection to the river-access point/canoe launch. While one of the existing smoke stacks may need to be removed for safety purposes, the second smoke stack should remain as an icon, landmark and signature of the character of the Mills Complex.

Infrastructure

Within the Mills Complex, all overhead wires should be buried and utility poles removed. The entire site should be equipped with new and upgraded utilities including cable/TV lines for modern businesses and residences. Fire and emergency access to all parts of Mills Complex should be provided. The existing channel facade between the mill buildings should be reinforced and upgraded, the overhead crossings should be removed and replaced with new "transparent" bridges at higher elevation (if desired). The pedestrian bridge should be restored and the vehicular bridge should be upgraded to modern standards adequate for the expected heavy vehicular traffic and attractive for pedestrian access. The historic balustrade along the channel should be re-built. All water resource areas should be identified and mapped to accurately define buildable areas and any potential building/site needs. The size of the southern culvert under Emery Street should be increased for storm water conveyance and safe, clear canoe access to the nearby lake.



**SANFORD CENTER / MOUSAM WATERFRONT MARKET PLAN**

Sanford, Maine—*A Blue Ribbon Community*

**THE MILLS ON THE MOUSAM RIVER**

BARTRAM & COCHRAN

Shadley Associates, PC

Site Costs for Area 3: $8,000,000 to $8,750,000

Includes: New Mill Road with utilities (bury overhead wires and provide new drainage, water, sewer, electrical, gas, telephone and cable; estimated utility and drainage costs: $2,150,000, included above), pedestrian entry walk (from Washington Street to canal), Canal Park (as shown on perspective), sidewalks along Pioneer Avenue and Emery Street (Mill side of street only), and walkway along Mousam River.
It does not include any costs related to existing or new buildings or parking structures, structural costs related to the waterway/channel, site demolition or earthwork and site costs other than those listed above.

Construction / Renovation Costs

Parking garage costs would be in the range of $2.3 million to $7.1 million for the base garage, depending on the number of stories and the design. Mill renovation expenses would be in the $45 to $55 per square foot range including interior demolition and site work other than the site work defined previously. For 500,000 square feet of mill space, assuming less than half the available space is fully refurbished, this would total in the $22.5 to $27.5 million range.

**Beautifying and Improving the Cottage St. Gateway to Sanford (Area 4)**

Background and Future Direction

A gateway, wherever it is located, sets the tone for what is to come, creating an image or feeling about the upcoming destination. It is important to establish this concept in order to pre-sell the people arriving on what they will be finding once they get there. In this case, the Cottage Street Gateway will be leading directly to Downtown (via Winter Street), adjoin the Number One Pond and be nearby the Mills. Thus, it is a critical path from the east to establishing what people expect when they get to Sanford.

Furthermore, the Downtown Streetscape will be bending its way around Main Street into Winter Street and thus integrating this theme (in a complementary manner) with the Gateway concept. It is therefore very important to create a gateway that is part of the revised image for **"Sanford, Maine, *a Blue Ribbon Community*—to live, work and play."**

Physically transforming the Gateway is described below.

<u>Area 4 – Cottage Street Gateway</u> (see rendering, at River St. looking toward Pond on next page)

## Existing Conditions

Cottage Street is a major vehicular corridor into Sanford from Biddeford. The existing grades generally slope towards the waterfront district of Sanford. From the hospital to North Avenue, the streetscape is benign. West of North Avenue to Number One Pond the buildings along this stretch of road have several problems: the varying conditions of the architecture distract the driver from the road, some block the view of the waterfront, and some interfere with vehicular sightlines (particularly at the intersection with River Street). As a major throughway for trucks, the road is heavily traveled (often at high speeds), and directional signage is poor.

Experientially, the gateway into the waterfront district is marked at the break in the grades (top of slope) at the intersection with North Avenue. However, the sense of 'arrival' is experienced at the intersection with River Street. Currently, due to the poor road alignment and sightlines as well as this being a major decision-making moment, the importance of this intersection as a gateway is not realized.

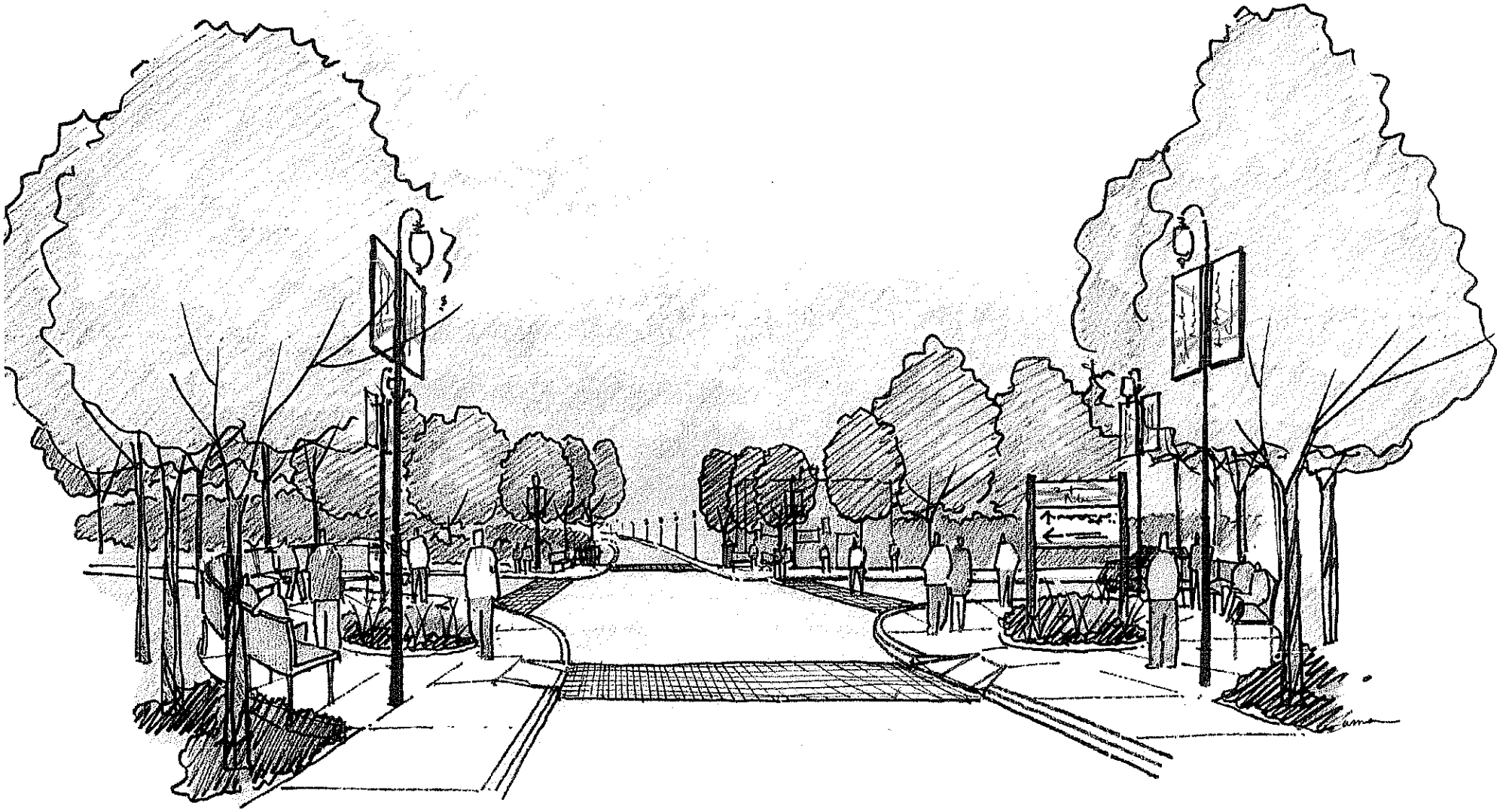
## Goal

The goal for this corridor is to provide a welcoming character and clearly defined route to the waterfront district, as well as creating a sense of arrival into the heart of Sanford.

## Proposed Site Improvements

The hospital has some of the character of a gateway into Sanford in a larger context and some type of signage could be created at this point. At North Avenue the grade of the road tilts towards the river and opens up the first views to the waterfront community. This is the best location to announce arrival with a sign for "Sanford, Maine – A Blue Ribbon Community". The streetscape should be upgraded from this point west towards the pond. This may also inspire a much needed upgrade to the adjacent residences and a connection from those neighborhoods to the water's edge.

At River Street, Cottage Street should be re-aligned to allow for better vehicular movements and sightlines. This will require the Town to acquire the adjacent properties for approximately 150' in each direction of the intersection. The intersection should then be developed with major pedestrian crossings and open space. Directional signage is needed for wayfinding to all important points within the waterfront community. It is also an opportunity to upgrade the streetscape at this important intersection and make a physical connection for the public to the pond. As Cottage Street becomes Winter Street and crosses the pond, a gateway character should be developed to highlight this wonderful heart of the community, including small overlooks, with pillars, lights and banners.



**SANFORD CENTER / MOUSAM WATERFRONT MARKET PLAN**

Sanford, Maine—*A Blue Ribbon Community*

**COTTAGE STREET GATEWAY**

BARTRAM & COCHRAN
Shadley Associates, PC

Site Costs for Area 4: $2,800,000 to $3,000,000

Site costs include new concrete sidewalks, granite curb, lights, curb ramps, striped crosswalks down Cottage Street and unit-paver crosswalks at the Cottage/ River Street intersection, gateway signage at North Street. The Cottage/River Street intersection includes directional signage, realigned street curbing with the necessary associated vehicular pavement, new traffic signals and controls, sidewalks to match Main Street (a band of pavers, concrete pavement, lights, trees, tree grates, site furnishings, all four corners for 150 feet in each direction).
Estimate does not include work on existing or proposed buildings, drainage or utility work other than that noted above, site demolition or earthwork, or parcel acquisition.

**Re-energizing the Number One Pond Leveraging Its Natural Beauty (Area 5)**

Background and Future Direction

Along with the Mousam River, the Number One Pond is an aesthetically impressive body of water…a strategically located "blue ribbon" through the center of town. A majestic waterfall enhances this image and overall the pond's strong visual image creates a sense of strength and grandeur to the travelers passing by it on their way into town from the east. More than physical beauty, the pond provides recreational opportunities year-round including boating, kayaking, (ice) fishing and water skiing. Having this resource so conveniently located makes it ideal for a lunchtime stroll or picnic…a respite from life's everyday hectic routine. Adjacent, easily accessible land that is town-owned provides opportunities for pond-related events.

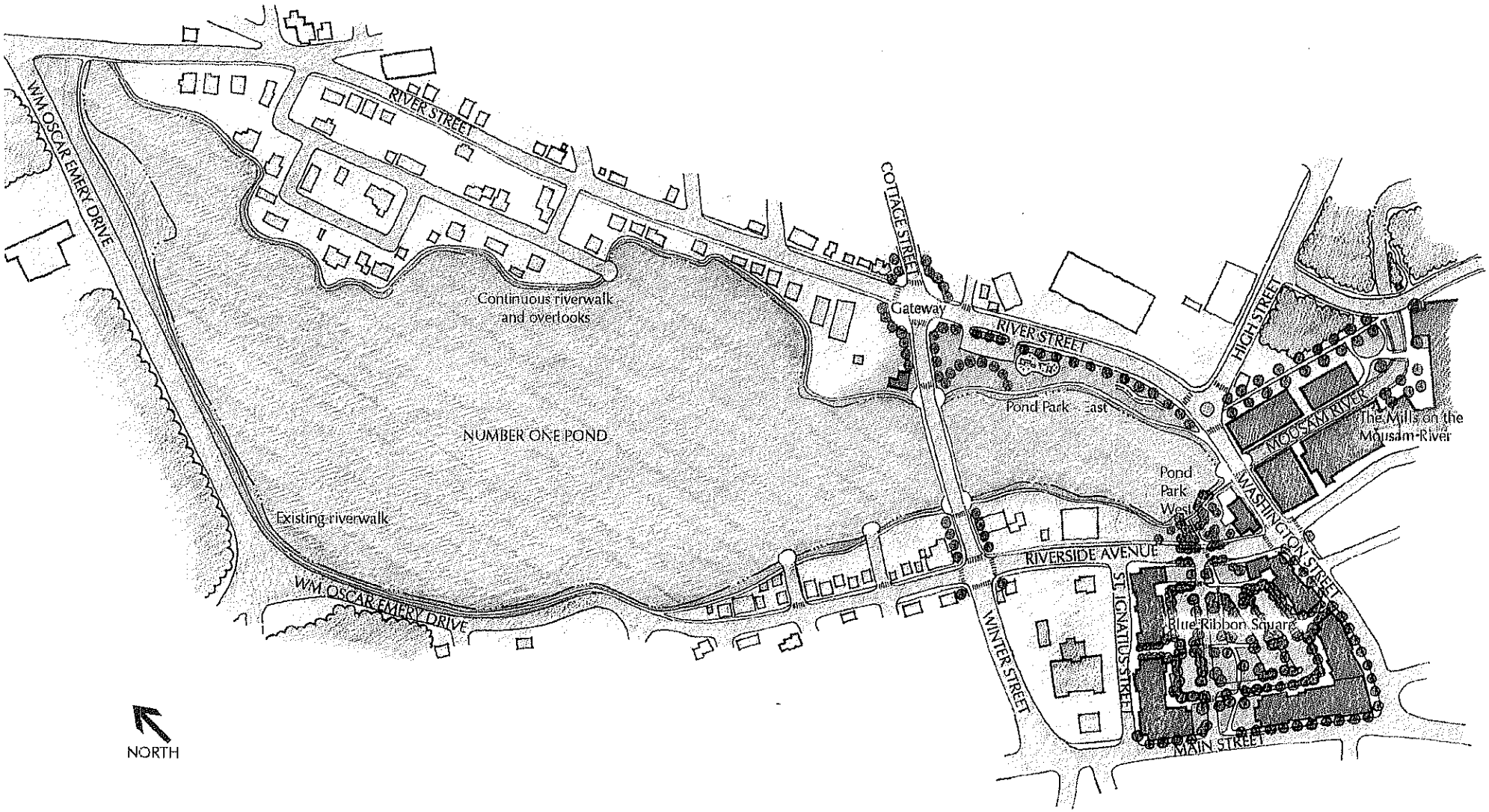
To fully leverage this natural resource, some dredging and clean-up is needed and the view of the falls needs to be improved. A "path" needs to be defined to allow walkers, runners, cyclists and others to circumnavigate the pond easily and enjoyably. A year-round set of events--to highlight the pond and tie it to a revitalized Mid-Town Mall and new Downtown Streetscape--needs to be created. It is critical this event list be year-round in order to establish the pond as a focal point for drawing people to the area on a continuing basis to feed the anticipated retail and entertainment businesses projected for Downtown and the nearby Mills.

Physical transformation of the Pond is described below.

<u>Area 5 – Re-energizing the Number One Pond</u> (see rendering on next page)

Existing conditions

Along with the Mousam River, Number One Pond is a jewel for the Sanford community. There is close access from downtown, a direct and strategic relationship with the Mills, and it provides a resource for many recreational needs. The dam and waterfall is visually exciting and the surrounding natural environment is an asset to the quality of life within the town.




**SANFORD CENTER / MOUSAM WATERFRONT MARKET PLAN**

Sanford, Maine—*A Blue Ribbon Community*

**NUMBER ONE POND**

BARTRAM & COCHRAN

Shadley Associates, PC

While the views of the pond and waterfall are expansive and beautiful, they are only available at a few points for public enjoyment. Much of the water's edge is on privately owned land and not accessible to the public. Also, there are several areas where the vegetation has overgrown, reducing the use opportunities and quality of the views.

Goal

The goal for this area is to maximize the opportunities for the greatest number of people to experience Number One Pond by providing a continuous pedestrian loop and public open spaces around the pond and along the river.

Proposed Site Improvements

The corner of Riverside Ave. and Washington Street should be activated with a restaurant or brew pub, including outdoor seating and connections to the pedestrian mall and water's edge. From this point, the sidewalk through the residential neighborhood along Riverside Avenue north to the existing park should be upgraded with new concrete pavement, granite curb and crosswalks. A 'gateway' along Winter Street should be created at the pond crossing with new streetscape, banners, signage, lighting, etc. From the north-western edge of the park, along River Street to Cottage Street the sidewalk through the residential neighborhood should be upgraded with new concrete pavement, granite curb and crosswalks. Additionally, a river's edge walkway should be developed along the entire length of the Number One Pond.

At the intersection of Cottage and River Streets, the pedestrian loop around the pond should be separated to the south for a pedestrian path along the water's edge as well as along the street. This will require the Town to acquire the parcels between water's edge and River Street from Cottage Street to Washington Street. The businesses in this area should be relocated, the buildings removed, debris and overgrowth along this stretch of water should be removed to allow continuous public access to water's edge. The remainder of this area should be developed as a waterfront park with parking, and outdoor amphitheater, a playground for adjacent residences, and a Children's Garden. Finally, a deck overlook at the falls will allow pedestrians to view the falls from the park. River Street from Cottage to Washington should receive new streetscape with trees, lights and banners.

At Washington Street, the existing overlook should be mirrored to the other side at the Mills for a view through mill buildings. The old pedestrian bridges connecting the buildings should be removed and a new "transparent," higher crossing should be built that does not obstruct views. The overlook should cantilever over and hide the existing piping along Washington Street. On the north-east corner of the existing mills, a prominent pedestrian gateway should mark the entrance to the Mills Complex and the continuation of the pedestrian walkway along Mousam River and to the proposed canoe launch.

Site Costs for Area 5: $3,800,000 to $4,200,000

Includes: Streetscape on Cottage Street (from River Street to pond) treated like Main Street, streetscape over bridge, gateway overlooks at pond including pavement, railings, piers, signage, sidewalks along River Street and Riverside Avenue connecting to existing park, River Street streetscape from Cottage to Washington (same treatment as Main Street), walkway along water's edge from Cottage to Washington, Pond Park – East (playground, parking, Children's Garden, landscaping) and overlook at Mills (to mirror existing on Washington Street).
It does not include site demolition or earthwork, shoreline stabilization, work on existing or proposed buildings, parcel acquisition, site remediation or cleanup, major drainage or utility projects, or work in the water.

## IMAGE, LOGO AND BRAND

We are recommending playing off the Mousam River that is like "a blue ribbon through the middle of town" to create a new (upgraded) image for marketing the Town as "**Sanford, Maine, *a Blue Ribbon Community*—to live, work and play**."

Of course, while the visual symbolism of "blue ribbon" is the river, the marketing message is that this is a first-class, top rated city. It should also be noted that we considered using *Sanford-Springvale* in this phrase but determined it would be confusing, and therefore not productive, when trying to market the area to outside interests. Adopting and marketing this image should take place as soon as possible, leveraging completion of the Sanford Center/Mousam Waterfront Market Plan.

A logo for the Town to use in marketing itself as "**Sanford, Maine, *a Blue Ribbon Community*—to live, work and play**" would be a silhouette of the Mousam River and Number One Pond—in blue—behind the words Sanford, Maine and below that the words, a Blue Ribbon Community—to live, work and play.

This more upscale image is not only how you want the Town to be viewed from the outside but it also needs to be how the Town begins to consider itself from the inside looking out. An attitude adjustment is needed and must be reinforced through a banner program, Town events and the beginning of changes that people can see to Downtown, the Mills, the Cottage Street Gateway and the Number One Pond. In aggregate this can create the new brand for Sanford as a quality, growing, thriving community where people want to be. Sanford's brand will be the improved lifestyle that will be apparent in the transformed Downtown (including "Blue Ribbon Square"), the revitalized Mills and the more people-friendly Number One Pond.

## OTHER INFRASTRUCTURE / DESIGN ISSUES

### Additional Suggested Improvements beyond the Five Areas—the Neighborhood Residential Areas

The residential areas surrounding the waterfront are vital to the success and health of the community. Strong, clear, and safe connections from the neighborhoods to the heart of Sanford will boost the success of any redevelopment and increase the positive image of the Town as a whole. Improvements to the site and to connections will also increase support from the community for other improvements in the waterfront district and define a new identity to which residences will want to relate. In order to achieve this goal major arteries and streets interior to the neighborhoods should be upgraded with repaved or repaired roads, new concrete sidewalks and granite curbs. Handicapped ramps and crosswalks should be consistently provided throughout the Town. Where sidewalk width allows, street trees should be added. In general, improvements to public sidewalks and connections between the residential areas and between the residences and downtown will improve the overall appearance, attractiveness and livability of Sanford.

Additionally, it is our strong recommendation that Community Policing be implemented in the neighborhoods as a way to improve safety in the neighborhoods and reduce crime, while at the same time helping to establish an improved sense of community and better Town-Resident relations. "Satellite police stations" in neighborhoods can be set up as a small "office" in a store where the cop on the beat can be found if needed when not out walking the neighborhood. A small, otherwise empty storefront can make a great interim satellite office, also.

Another recommendation is to support the children's literacy program (where parents read to children everyday), called **"This Community Reads"** and install banners in the neighborhoods and near the schools that highlight the program as well as include the new image slogan "**Sanford, Maine, *a Blue Ribbon Community*—to live, work and play**."

## POSSIBLE EARLY ACTION PROJECTS

To show progress and achieve early successes, consider the following possibilities:

- Design, fabricate and install new banners on light poles, with a variety of potential messages (Welcome to Sanford, This Community Reads, Sanford Waterfront District, Blue Ribbon Square and other possibilities), but all with the slogan "**Sanford, Maine, *a Blue Ribbon Community*—to live, work and play**." This should be supported by not only the Town, but also by businesses (through the Chamber of Commerce) and neighborhood groups. Sponsor names should also appear on the banners (in smaller letters).

- Choose one important street and complete a streetscape improvement project.

- Continue work on a continuous pedestrian trail network around Number One Pond.

- Acquire and demolish one or more buildings to signify to the community the Town's serious intent on the redevelopment plan.

# APPENDIX A.

# APPENDIX A.

**Sanford Center / Mousam Waterfront**
**Market Plan**
**August 3, 2005**
**Meeting Attendees**

Kendra Williams, Goodall Hospital
Jack Turcotte, School Department
Maura Herlihy, Town Council
Townhouse Properties
Bill Keefer, Sanford Housing Authority
Gary Morse, Planning Board
Brad Littlefield, Town Council
Joe Herlihy, Planning Board
Charlie Andreson, Town Engineer
Thea Murphy, Business Owner
Marcel Blouin, Recreation & Parks Dept.
Bob Carr, Sanford Resident
Les Stevens, Economic Affairs
Jim Gulnac, Planning & Community Dev.
Tammy Wells, Journal Tribune
Mark Green, Town Manager

Michael Gallo, Gallo Construction Co.
Barry Weyland, Century 21
Darlene Stromstad, Goodall Hospital
Jonathan Mapes, H. A. Mapes, Inc.
Art Stevens, Coastal Enterprises, Inc.
Gary Miller, Miller Ford and
Chamber of Commerce Director
Pat Fagan, Distinctive Homes of Maine
David Nickerson, Rubb Bldg. Systems
Mark Mickeriz, SIS Bank
Patrick Gregorien, Hissong Dev. Corp.
Mark Patterson, Patco Construction
Carl Beal, Civil Consultants and
Chamber of Commerce Director

# APPENDIX B.

# APPENDIX B.
## SANFORD CENTER / MOUSAM WATERFRONT
## MARKET PLAN

### Group Information Interview Results

| | POSITIVES | NEGATIVES / CONCERNS | OPPORTUNITIES | HIGHEST PRIORITY | COMMENTS |
|---|---|---|---|---|---|
| **Mousam River** | Recreation focus<br>Respite for lunch or stroll<br>Pretty<br>*Blue ribbon through middle of town*<br>Still passable for kayaks/canoes<br>Clean and pollution-free<br>1/3 of shoreline is town-owned<br>Located in heart of downtown<br>A lot of nature there; eagles, etc. | Access<br>Needs to be bushwhacked<br>Overgrown<br>Aesthetics<br>Needs flow improvement<br>Pollution<br>Weeds<br>Bad reputation as filthy<br>Sediment / trash flow in | A lot of undeveloped land<br>Nearby blighted land could be acquired for redevelopment<br>Walk-bike path<br>Bird watching<br>Trail along river (being investigated)<br>Adjacent commercial development<br>Greenbelt opportunities - walkway | Re-energize the river leveraging its natural beauty<br>Open up High St. for river view<br>Walkway along river | |
| **Number One Pond** | Adjacent town-owned land<br>Visually striking<br>Aesthetic focus<br>Strategic location<br>Water height controllable<br>Easily accessible<br>Winter skating / ice fishing<br>Boating/fishing<br>High year-round usage<br>Water skiing<br>Dam is visually exciting<br>Point of community pride<br>Southwest side is attractive | Needs dredging<br>DEP regulations<br>Bad flow rate<br>Needs access to go all around<br>Visually blighted areas<br>Pollution<br>Weeds<br>Bad reputation as filthy<br>Sediment / trash flow in<br>Problem with what's been thrown in and on bottom<br>Heavy chemicals settled down | Beautiful view site has potential<br>Falls<br>Some surrounding businesses should be relocated within town to open up water views across from mill building<br>Jog/bike loop around pond<br>Rallying point<br>Mulligan's pub blocks water view but good site for microbrew pub or green space with brewpub across street<br>Adjacent restaurant would attract people to pond | ***Re-energize the pond leveraging its natural beauty:***<br>***Clean up waterfall area***<br>***Take down nearby "bad" mill***<br>***Open up view to Pond***<br>***Walkway around pond*** | Surrounding areas are partly privately owned and partly public owned |

| | POSITIVES | NEGATIVES / CONCERNS | OPPORTUNITIES | HIGHEST PRIORITY | COMMENTS |
|---|---|---|---|---|---|
| **Downtown** | High traffic good for business<br>Active year-round<br>but busier in summer<br>Room for growth<br>Fact that it exists<br>Some attractive/historical buildings<br>Main Street feel--visual presence<br>Community feel--such as presence of churches<br>High occupancy<br>Fully mixed use<br>Walkable size--comfortable<br>Safe<br>Only downtown in region other than Springvale<br>Parking easier in summer<br>Park--with skating<br>Core of older and younger dedicated people for advocacy<br>Affordable commercial rents in the $8-12/SF range + electric | Traffic<br>Traffic patterns<br>Signage<br>Lack of niche retail<br>A lot of service businesses reason for early closing<br>Lack of restaurants/night life<br>Need to re-create highest rental base<br>Architectural flavor of Mid-Town Mall from urban renewal<br>Town vehicles at gas station<br>Dirt lot on Washington Street<br>Holes in streetscape<br>Need verticality<br>Parking in places is spotty<br>Gangs of kids roaming at night<br>Need more mixed uses (for night activities)<br>Some buildings need sprucing up<br>Poor traffic flow--but need on-street parking<br>Litter<br>Bad sidewalks<br>Setbacks wrong for trees<br>Need grass between sidewalks and street<br>Lack of social / cultural destinations<br>High-rise residential building has a lot of people sitting around doing nothing<br>Poverty more visible than most other areas | *Streetscapes on Main St. and Washington St.*<br>Mid-Town Mall RFP<br>create jobs<br>improve aesthetics<br>solve parking issues<br>Relocation of Police HQ<br>Teen Center<br>Niche retail to stop people from having to go to Portland, etc.<br>Restaurants<br>Brewpubs<br>Night life activities / entertainment<br>Architectural / design review for new buildings<br>More diverse zones needed<br>Jazz clubs<br>Wine bars<br>Movie theaters<br>Restaurants that are opened late<br>Boutique stores (that are not competing with Wal-Mart)<br>Need to zone off Main St. from social service agencies<br>*Landscaping / trees*<br>Bury overhead power lines | ***Redevelop Mid-Town Mall*** | *Town needs upgraded image, logo, brand*<br>Town currently owns parking at Mid-Town Mall<br>*Town needs (positive) attitude adjustment*<br><br>***To complement redevelopment of Mid-Town Mall downtown needs streetscape / landscaping improvements*** |

| | POSITIVES | NEGATIVES / CONCERNS | OPPORTUNITIES | HIGHEST PRIORITY | COMMENTS |
|---|---|---|---|---|---|
| **Mills** | Symbol of Sanford history (for restoration)<br>Good selling point<br>Nostalgic<br>Range from 100% empty to 90% full<br>High potential for redevelopment for non-industrial use<br>Ample parking and land (toward river) for use by mills and riverfront uses<br>Most have been maintained<br>All privately owned (this is a positive if funding is sufficient)<br>Environmental issues are currently being addressed at 3 out of 4 major mills making them more marketable<br>Located within walking distance of large population<br>Within walking distance to downtown so good for residential reuse<br>Structural analysis through VRAP<br>Useable infrastructure<br>Historical significance<br>Affordable cost/SF today | Environmental issues hot spots<br>Need street frontage<br>Some have parking issues<br>Perception issues-old ugly buildings<br>Ugly add-ons<br>Cost of conversion/repairs and lack of capital for this<br>Only geared to out of town, large businesses, today<br>More stringent stormwater regulations as of 10/05<br>Can be more expensive to renovate old than build new<br>Distance from turnpike<br>Crime zone<br>Nearby residential unattractive<br>Transportation needed to get some workers there<br>Cheap space but no elevators<br>Symbols of decline<br>Need to fix-up an entire mill not piecemeal it | Open space is "vertical land" for adaptive reuse<br>Need public way to go by them to the east<br>Some buildings need to be acquired/ demolished<br>Mixed use conversion potential<br>Retail<br>Residential / Condos including for hospital employees<br>Commercial (services) uses<br>Office space<br>Fitness center<br>Bowling<br>(Textile) Museum<br>Recreation/festivals on adjoining land<br>Made in Sanford goods<br>Dining<br>Night Life<br>Irish pub<br>Microbrewery<br>Developable adjacent land<br>Can one mill be demolished for parking--could the Town step in to do this as part of a joint renovation effort<br>Parking area could service all mills<br>Opportunity to create positive reputation<br>If area cleaned up, middle to upper income residents could be attracted<br>Police/Fire could be located there<br>SIS looking at possible location<br>Sanford owns a building in Springvale that could be sold with the funds used to redevelop mills | ***Mill resuscitation and renovation***<br>***Tie to Downtown/Pond/River***<br>***Mill parking***<br>Need to improve image of Sanford as mill town--like Lewiston used to be | Negative take on Sanford as "mill town mentality" not a good place for new businesses<br>Realtors try to direct clients elsewhere both commercial and residential<br>Mills will do themselves if surrounding issues are addressed |

| | POSITIVES | NEGATIVES / CONCERNS | OPPORTUNITIES | HIGHEST PRIORITY | COMMENTS |
|---|---|---|---|---|---|
| **Hospital** | Good place to work<br>Addition going up is aesthetically pleasing<br>New medical office space 50,000 SF<br>Moving in positive direction--in parallel with Town<br>Facility expanding<br>Regional approach to service<br>Great partner with Town<br>Integral part of community<br>Largest private employer<br>Partnering with other organizations in town--development catalyst<br>Committed to mills and downtown--accelerating<br>Provides help on industrial hygiene<br>Does not act like hospital on a hill<br>Provides eldercare services on site<br>Grant money used for services<br>Walkable (or by bus) to/from downtown<br>Lots of activity<br>Perception improving<br>Good service<br>Great healthcare resources for retired community | Bad experience over time requires PR to overcome it (in process)<br>Needs better ER, athough busy<br>Bigger hospitals get more support<br>Some bad architecture (but being replaced)<br>Lack of civic involvement in past<br>Proprietary--hard to interact with<br>Negative persona | Considering nursing homes / healthcare in mills / downtown<br>Employment opportunities create housing opportunities<br>Already aggressive buiilding and expansion plan<br>Expanding regional aspect that brings more people to town as customers for other businesses<br>Hospital will grow as region grows<br>Hospital could invest in Town with endowment<br>Need high-end apartments for new (and summer) employees | | |

| | POSITIVES | NEGATIVES / CONCERNS | OPPORTUNITIES | HIGHEST PRIORITY | COMMENTS |
|---|---|---|---|---|---|
| **Cottage St. Gateway into Community** | North Ave. east is pleasing<br>Major entry point from Biddeford<br>Purple houses good landmarks<br>Shaw's ridge start of gateway but no infrastructure there<br>Positive for hospital nearby with majestic location on hill | North Ave. west needs improving<br>Purple houses maintenance issue concentrated parking of cars and lack of proper maintenance there<br>Infrastructure needs work<br>2 big unsightly tenements toward river<br>Ugly<br>Major thruway for trucks<br>speed issues<br>pedestrian design issues<br>Was not designed as a mobility corridor<br>Inadequate landscaping, greenery June St.to River St. | 12 apostles in mixed conditions need some renovation<br>Area at North Ave. (brownfield) has redevelopment potential<br>Potential for beautiful entry if "opened up"<br>Road needs to be designed to handle heavy traffic<br>Small scale village shops<br>Residential service area<br>Local grocer-facelift and tie into neighborhood development<br>Traffic good for retail<br>Buy properties at all four corners at River St., tear down for 250' out and replace with green space and gateway signage, plus fountain and cobblestone walkways; security cameras | ***Beautify and improve this key gateway entrance to Sanford*** | |
| **Municipal Complex/ Town Hall** | Historical<br>Looks nice--like a Town Hall<br>Accessible<br>Friendly, inviting<br>Highly visible landmark<br>Anchor for neighborhood<br>Size allows consolidation of departments<br>Centrally located | Inadequate parking<br>Crowded conditions for workers<br>Aesthetic pride issues<br>If basement floods, IT and communications issues | Re-create public-private partnership that originaly existed to build the building<br>Auditorium could be day-night entertainment center or small concert area (225 people) to also bring people downtown<br>Excess space potential | | Public building built with private funds |

| | POSITIVES | NEGATIVES / CONCERNS | OPPORTUNITIES | HIGHEST PRIORITY | COMMENTS |
|---|---|---|---|---|---|
| **Residential Neighborhoods** | Some are well-kept, very nice<br>Lafayette School is an anchor for the neighborhood<br>Some are beautiful but neglected<br>Private housing with Section 8 tenants provides some control over conditions (re: absentee landlords)<br>Some sewer/water updates<br>Housing is affordable (price-wise)<br>Some neighborhood groups exist<br>Housing agencies accessible to heighborhoods<br>Nice Victorian houses have survived--many document Sanford's history during mill era | Density<br>#'s of cars parked in various areas<br>Neighborhoods have lost identities<br>Some areas have gone downhill<br>People have aged<br>Absentee landlords or don't care<br>Blight<br>Aged infrastructure sidewalks, lights, water, sewer, overhead power lines<br>Negative perception of Island Ave. area--in part due to crimes<br>Malaise of residents<br>Transient population<br>Substance abuse<br>Some are dumpy<br>Streets are too narrow<br>Traffic<br>Zoning has created sterile environments | Lafayette School in 5 (to 10) years could be another use<br>Potential for grants<br>Renovations could be catalysts for more renovations<br>Potentially walkable areas<br>Values going up engenders renovation<br>Add commercial uses<br>Ice rink/roller skating<br>Could set tone for rest of town<br>Make available 1st home opportunity owner-occupied to replace absentee landlord economic and social opportunity<br>Need greater diversity of uses like a convenience store in a residential neighborhood<br>Bond some money to create grants or low interest loans for façade fix-ups for 12 apostles<br>Consider design guidelines on exterior colors to avoid offensive color selection<br>Rebuild intersection with Rt. 202 facades sidewalks greenery this will encourage additional improvements | *Enforcement of regulations*<br>*Get things done that have been discussed*<br>*Grant $'s for fix-ups* | While the neighborhoods are critically important to the future of Sanford, their improvement will necessarily be the result of a number of different solutions as opposed to one focused project at any specific location |

| | POSITIVES | NEGATIVES / CONCERNS | OPPORTUNITIES | HIGHEST PRIORITY | COMMENTS |
|---|---|---|---|---|---|
| **Overall** | | | | | Town's role is to improve infrastructure / maybe construct a park<br>Show we care and then private investment will come<br>Marry public projects with private development<br>Degree of social service agencies is disproportionate to size of population<br>Stores on Main St. often are related to this same group of people receiving assistance<br>Lack of employment opportunities<br>Hard to attract people to Sanford if it is perceived as a poor place to live<br>*Bad employment opportunities lead to higher unemployment and therefore more housing assistance required and the related number of social service agencies*<br>*Equals a downward spiral*<br>Nice areas of town are not that visible<br>Need to better promote quality of school system to attract higher level population<br>*Social service impacts affect how retailers / franchisers view the area when examining demographics*<br>*Need attitude--Sanford is a place to come to* |

# APPENDIX C.

U.S. Census Bureau

American FactFinder

FACT SHEET

## Sanford town, York County, Maine

**Census 2000 Demographic Profile Highlights:**

| General Characteristics - show more >> | Number | Percent | U.S. | | |
|---|---|---|---|---|---|
| Total population | 20,806 | 100.0 | 100% | map | brief |
| Male | 10,051 | 48.3 | 49.1% | map | brief |
| Female | 10,755 | 51.7 | 50.9% | map | brief |
| Median age (years) | 36.6 | (X) | 35.3 | map | brief |
| Under 5 years | 1,316 | 6.3 | 6.8% | map | |
| 18 years and over | 15,258 | 73.3 | 74.3% | | |
| 65 years and over | 3,001 | 14.4 | 12.4% | map | brief |
| One race | 20,554 | 98.8 | 97.6% | | |
| White | 19,907 | 95.7 | 75.1% | map | brief |
| Black or African American | 91 | 0.4 | 12.3% | map | brief |
| American Indian and Alaska Native | 65 | 0.3 | 0.9% | map | brief |
| Asian | 431 | 2.1 | 3.6% | map | brief |
| Native Hawaiian and Other Pacific Islander | 4 | 0.0 | 0.1% | map | brief |
| Some other race | 56 | 0.3 | 5.5% | map | |
| Two or more races | 252 | 1.2 | 2.4% | map | brief |
| Hispanic or Latino (of any race) | 199 | 1.0 | 12.5% | map | brief |
| Household population | 20,519 | 98.6 | 97.2% | map | brief |
| Group quarters population | 287 | 1.4 | 2.8% | map | |
| Average household size | 2.48 | (X) | 2.59 | map | brief |
| Average family size | 3.01 | (X) | 3.14 | map | |
| Total housing units | 8,807 | 100.0 | 100.0% | map | |
| Occupied housing units | 8,270 | 93.9 | 91.0% | | brief |
| Owner-occupied housing units | 5,253 | 63.5 | 66.2% | map | |
| Renter-occupied housing units | 3,017 | 36.5 | 33.8% | map | brief |
| Vacant housing units | 537 | 6.1 | 9.0% | map | |

| Social Characteristics - show more >> | Number | Percent | U.S. | | |
|---|---|---|---|---|---|
| Population 25 years and over | 13,551 | 100.0 | | | |
| High school graduate or higher | 10,523 | 77.7 | 80.4% | map | brief |
| Bachelor's degree or higher | 1,579 | 11.7 | 24.4% | map | |
| Civilian veterans (civilian population 18 years and over) | 2,762 | 18.1 | 12.7% | map | brief |
| Disability status (population 21 to 64 years) | 2,658 | 23.1 | 19.2% | map | brief |
| Foreign born | 820 | 3.9 | 11.1% | map | brief |
| Male, Now married (population 15 years and over) | 4,223 | 54.3 | 56.7% | | brief |
| Female, Now married (population 15 years and over) | 4,296 | 50.2 | 52.1% | | brief |
| Speak a language other than English at home (population 5 years and over) | 2,472 | 12.7 | 17.9% | map | brief |

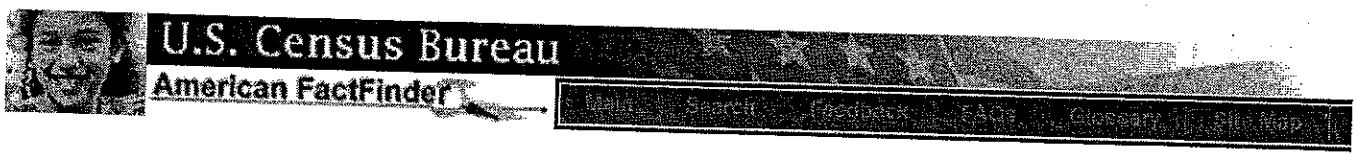
| Economic Characteristics - show more >> | Number | Percent | U.S. | | |
|---|---|---|---|---|---|
| In labor force (population 16 years and over) | 10,129 | 63.4 | 63.9% | | brief |
| Mean travel time to work in minutes (population 16 years and over) | 23.0 | (X) | 25.5 | map | brief |
| Median household income (dollars) | 34,668 | (X) | 41,994 | map | |
| Median family income (dollars) | 43,021 | (X) | 50,046 | map | |
| Per capita income (dollars) | 16,951 | (X) | 21,587 | map | |
| Families below poverty level | 601 | 11.1 | 9.2% | map | brief |
| Individuals below poverty level | 2,628 | 12.8 | 12.4% | map | |

| Housing Characteristics - show more >> | Number | Percent | U.S. | | |
|---|---|---|---|---|---|
| Single-family owner-occupied homes | 4,062 | 100.0 | | | brief |
| Median value (dollars) | 91,600 | (X) | 119,600 | map | brief |
| Median of selected monthly owner costs | (X) | (X) | | | brief |

| | | | | |
|---|---|---|---|---|
| With a mortgage | 905 | (X) | 1,088 | map |
| Not mortgaged | 312 | (X) | 295 | |

(X) Not applicable.
Source: U.S. Census Bureau, Summary File 1 (SF 1) and Summary File 3 (SF 3)

# APPENDIX D.




NAICS Detail:

Table 1: Geography selected at the 2-digit NAICS code level Go

# Maine

**Table 1. Selected Statistics by Economic Sector: 2002**
**2002 Population: 1,294,464**

[NOTE. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and defi Survey Methodology. Data in this table represent those available when this report was created; data may not be available for all NAICS indus geographies. Data in this table may subject to employment- and/or sales-size minimums that vary by industry.]

| NAICS code | industry description | Number of establishments | Sales, shipments, receipts, or revenue ($1,000) | Annual payroll ($1,000) | Number of employees |
|---|---|---|---|---|---|
| 21 | Mining | 33 | D | D | c |
| 42 | Wholesale trade | 1,669 | 10,371,084 | 715,028 | 19,434 |
| 44-45 | Retail trade | 7,050 | 16,053,515 | 1,568,308 | 80,251 |
| 51 | Information | 739 | N | 424,162 | 11,785 |
| 53 | Real estate & rental & leasing | 1,541 | 761,069 | 152,878 | 6,036 |
| 54 | Professional, scientific, & technical services | 3,275 | 2,252,787 | 862,952 | 21,917 |
| 56 | Administrative & support & waste management & remediation service | 1,783 | 1,626,235 | 652,158 | 27,854 |
| 61 | Educational services | 274 | 112,910 | 44,227 | 2,188 |
| 62 | Health care & social assistance | 4,403 | 6,237,132 | 2,719,483 | 93,921 |
| 71 | Arts, entertainment, & recreation | 826 | 392,456 | 110,413 | 6,380 |
| 72 | Accommodation & food services | 3,726 | 2,045,841 | 606,880 | 44,966 |
| 81 | Other services (except public administration) | 2,683 | 1,058,318 | 283,128 | 13,898 |

Source: U.S. Bureau of the Census, 2002 Economic Census

D: Withheld to avoid disclosing data for individual companies; data are included in higher level totals.
N: Not available or not comparable.
Q: Revenue not collected at this level.
r: Revised.
S: Withheld because estimate did not meet publication standards.
s: Sampling error exceeds 40 percent.
X: Not applicable.
Z: Less than half the unit shown.

NAICS Detail:
Table 1: Geography selected at the 2-digit NAICS code level Go

# York County, ME

**Table 1. Selected Statistics by Economic Sector: 2002**
**2002 Population: 195,487**

[NOTE. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and defi Survey Methodology. Data in this table represent those available when this report was created; data may not be available for all NAICS indus geographies. Data in this table may subject to employment- and/or sales-size minimums that vary by industry.]

| NAICS code | Industry description | Number of establishments | Sales, shipments, receipts, or revenue ($1,000) | Annual payroll ($1,000) | Number of employees |
|---|---|---|---|---|---|
| 42 | Wholesale trade | 191 | 592,649 | 49,515 | 1,336 |
| 44-45 | Retail trade | 958 | 1,805,030 | 193,432 | 9,325 |
| 51 | Information | 80 | N | 34,089 | 1,081 |
| 53 | Real estate & rental & leasing | 224 | 89,095 | 16,880 | 688 |
| 54 | Professional, scientific, & technical services | 401 | D | D | g |
| 56 | Administrative & support & waste management & remediation service | 236 | 103,546 | 33,196 | 1,547 |
| 61 | Educational services | 27 | 5,746 | 2,176 | 133 |
| 62 | Health care & social assistance | 511 | 601,543 | 260,247 | 9,052 |
| 71 | Arts, entertainment, & recreation | 112 | 48,355 | 14,370 | 693 |
| 72 | Accommodation & food services | 727 | 389,675 | 108,784 | 6,769 |
| 81 | Other services (except public administration) | 331 | 103,540 | 27,136 | 1,393 |

Source: U.S. Bureau of the Census, 2002 Economic Census

D: Withheld to avoid disclosing data for individual companies; data are included in higher level totals.
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U.S. Census Bureau
American FactFinder
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NAICS Detail:
Table 1: Geography selected at the 2-digit NAICS code level Go

# Sanford town, ME

**Table 1. Selected Statistics by Economic Sector: 2002**
**2002 Population: 21,550**

[NOTE. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and defi Survey Methodology. Data in this table represent those available when this report was created; data may not be available for all NAICS indus geographies. Data in this table may subject to employment- and/or sales-size minimums that vary by industry.]

| NAICS code | Industry description | Number of establishments | Sales, shipments, receipts, or revenue ($1,000) | Annual payroll ($1,000) | Number of employees |
|---|---|---|---|---|---|
| 42 | Wholesale trade | 17 | 28,907 | 7,033 | 188 |
| 44-45 | Retail trade | 113 | 316,323 | 29,816 | 1,401 |
| 51 | Information | 7 | N | 727 | 33 |
| 53 | Real estate & rental & leasing | 29 | 14,342 | 2,679 | 101 |
| 54 | Professional, scientific, & technical services | 37 | 16,080 | 5,901 | 185 |
| 56 | Administrative & support & waste management & remediation service | 16 | 5,865 | 2,627 | 116 |
| 61 | Educational services | 4 | D | D | a |
| 62 | Health care & social assistance | 85 | 114,703 | 48,181 | 1,824 |
| 71 | Arts, entertainment, & recreation | 8 | D | D | b |
| 72 | Accommodation & food services | 55 | 33,511 | 9,091 | 879 |
| 81 | Other services (except public administration) | 42 | 14,518 | 3,688 | 263 |

Source: U.S. Bureau of the Census, 2002 Economic Census

D: Withheld to avoid disclosing data for individual companies; data are included in higher level totals.
N: Not available or not comparable.
Q: Revenue not collected at this level.
r: Revised.
S: Withheld because estimate did not meet publication standards.
s: Sampling error exceeds 40 percent.
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U.S. Census Bureau
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NAICS Detail:

Table 2: Geography selected at the 2- and 3-digit NAICS code levels Go

# Sanford town, ME

**Table 2. Selected Statistics by Economic Sector and Sub-Sector: 2002**
**2002 Population: 21,550**

[NOTE. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and defi Survey Methodology. Data in this table represent those available when this report was created; data may not be available for all NAICS indus geographies. Data in this table may subject to employment- and/or sales-size minimums that vary by industry.]

| NAICS code | Industry description | Number of establishments | Sales, shipments, receipts, or revenue ($1,000) | Annual payroll ($1,000) | Number of employees |
|---|---|---|---|---|---|
| 42 | Wholesale trade | 17 | 28,907 | 7,033 | 188 |
| 423 | Durable goods merchant wholesalers | 11 | D | D | b |
| 424 | Nondurable goods merchant wholesalers | 6 | D | D | b |
| 44-45 | Retail trade | 113 | 316,323 | 29,816 | 1,401 |
| 441 | Motor vehicle & parts dealers | 16 | 64,470 | 5,755 | 192 |
| 442 | Furniture & home furnishings stores | 5 | 4,036 | 506 | 19 |
| 443 | Electronics & appliance stores | 6 | 4,525 | 743 | 36 |
| 444 | Building material & garden equipment & supplies dealers | 12 | 20,452 | 2,437 | 100 |
| 445 | Food & beverage stores | 16 | 68,638 | 6,529 | 396 |
| 446 | Health & personal care stores | 6 | 13,092 | 878 | 52 |
| 447 | Gasoline stations | 17 | 21,727 | 1,524 | 94 |
| 448 | Clothing & clothing accessories stores | 8 | 3,165 | 481 | 30 |
| 451 | Sporting goods, hobby, book, & music stores | 3 | D | D | a |
| 452 | General merchandise stores | 4 | D | D | e |
| 453 | Miscellaneous store retailers | 11 | D | D | b |
| 454 | Nonstore retailers | 9 | 59,228 | 4,866 | 130 |
| 51 | Information | 7 | N | 727 | 33 |
| 53 | Real estate & rental & leasing | 29 | 14,342 | 2,679 | 101 |
| 531 | Real estate | 22 | 9,501 | 1,545 | 54 |
| 532 | Rental & leasing services | 7 | 4,841 | 1,134 | 47 |
| 54 | Professional, scientific, & technical services | 37 | 16,080 | 5,901 | 185 |
| 541 | Professional, scientific, & technical services | 37 | 16,080 | 5,901 | 185 |
| 56 | Administrative & support & waste management & remediation service | 16 | 5,865 | 2,627 | 116 |
| 561 | Administrative & support services | 14 | D | D | c |
| 61 | Educational services | 4 | D | D | a |
| 611 | Educational services | 4 | D | D | a |
| 62 | Health care & social assistance | 85 | 114,703 | 48,181 | 1,824 |
| 621 | Ambulatory health care services | 51 | 30,207 | 12,725 | 323 |
| 623 | Nursing & residential care facilities | 13 | D | D | e |
| 624 | Social assistance | 20 | D | D | f |
| 71 | Arts, entertainment, & recreation | 8 | D | D | b |
| 72 | Accommodation & food services | 55 | 33,511 | 9,091 | 879 |
| 721 | Accommodation | 6 | 1,191 | 214 | 20 |
| 722 | Food services & drinking places | 49 | 32,320 | 8,877 | 859 |
| 81 | Other services (except public administration) | 42 | 14,518 | 3,688 | 263 |

| NAICS code | Industry description | Number of establishments | Sales, shipments, receipts, or revenue ($1,000) | Annual payroll ($1,000) | Number of employees |
|---|---|---|---|---|---|
| 811 | Repair & maintenance | 23 | 8,006 | 1,755 | 88 |
| 812 | Personal & laundry services | 6 | 2,278 | 551 | 29 |

Source: U.S. Bureau of the Census, 2002 Economic Census

D: Withheld to avoid disclosing data for individual companies; data are included in higher level totals.
N: Not available or not comparable.
Q: Revenue not collected at this level.
r: Revised.
S: Withheld because estimate did not meet publication standards.
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# APPENDIX E.

# Maine
# Retail Sales Quarterly Report

## ANNUAL REVIEW 2004

## IN THIS ISSUE


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* *SUMMARY ANNUAL TABLES* 2
* *ANNUAL REVIEW 2004* 4
* *4th QUARTER 2004 SUMMARY TABLE* 14
* *4th QUARTER 2004 DETAILED TABLES* 15


* *DEFINITIONS:* *See the "Definitions" file on this Web Page*


**Executive Department** **Maine State Planning Office**

**February 2004**

# INTRODUCTION

This report contains data on taxable Maine retail sales, as derived from State sales tax collections. The data shown represent sales, not the amount of tax collected. Consumer retail sales is the sum of the six store-type groups (building supply, general merchandise, etc.). Total retail sales is the sum of consumer retail sales and "business operating," a special category not published in these pages. It includes such things as utility sales and heating oil sold to commercial and industrial establishments. Thus, consumer retail sales provides a more accurate representation of what most of us think of as retail sales.

When interpreting the tables in this report, the reader should keep in mind that food intended for home consumption is not taxed. The food store data typically represent about 25% of actual total sales in food stores.

If you have questions about this report, or wish more detailed sales data which is not published, please call Donna Bradstreet at (207-287-5649) at the Maine State Planning Office in Augusta Maine

We would appreciate any suggestions you may have for making this publication more responsive to your needs.

MAINE TAXABLE SALES
ANNUAL REVIEW 2004

**SUMMARY TABLE 1**

| ECONOMIC SUMMARY AREA / DISTRICT | PERCENT CHANGE FROM 2003 TO 2004 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Consumer Sales | Total Sales | Bldg. Supply | Food Stores | General Mdse. | Other Retail | Auto Stores | Rest.& Lodging | Restau-rants | Lodging |
| **STATE TOTAL** | 4.5% | 5.3% | 15.7% | 4.2% | 3.5% | 4.4% | 1.4% | 4.7% | 4.8% | 4.1% |
| KITTERY | 4.1% | 5.2% | 7.4% | 5.1% | 7.0% | -0.5% | -5.8% | 5.0% | 6.5% | 2.8% |
| KENNEBUNK | 4.5% | 4.3% | 10.8% | 6.1% | -3.5% | 1.3% | 5.9% | 2.9% | 9.1% | -7.3% |
| BIDDEFORD | 10.8% | 10.5% | 8.0% | 5.4% | 22.4% | 7.6% | 15.2% | 4.3% | 4.1% | 4.6% |
| SANFORD | 9.5% | 9.8% | 15.4% | 10.7% | 5.8% | 5.8% | 5.1% | 14.8% | 15.6% | 4.2% |
| FRYEBURG | 7.5% | 7.6% | 35.8% | 11.0% | 11.4% | 5.9% | -6.0% | 7.6% | 11.4% | 1.6% |
| **YORK DIST.** | 7.4% | 7.8% | 11.2% | 7.0% | 9.7% | 1.9% | 8.8% | 5.3% | 7.5% | 1.4% |
| PORTLAND | -0.3% | 1.1% | 9.9% | 5.3% | 3.1% | 8.1% | -2.1% | 4.2% | 4.2% | 4.0% |
| PORTLAND SUBURBAN | 6.3% | 7.6% | 8.2% | 9.3% | 4.3% | 10.4% | 2.8% | 5.4% | 5.5% | 5.2% |
| SEBAGO LAKE | 6.7% | 6.6% | 24.8% | 4.4% | -1.7% | -6.4% | 7.0% | 8.2% | 10.3% | 1.8% |
| **CUMBERLAND DIST.** | 2.2% | 3.4% | 11.9% | 6.3% | 3.0% | 7.9% | -0.2% | 4.9% | 5.2% | 3.9% |
| LEWISTON-AUBURN | 6.2% | 5.3% | 13.6% | 2.0% | 4.0% | 2.8% | 4.3% | 8.7% | 8.5% | 10.9% |
| LEWISTON-AUB. SUBURBAN | 3.1% | 3.8% | 11.6% | 2.2% | -0.9% | 10.6% | -2.7% | 6.2% | 0.0% | 0.0% |
| PARIS | 6.4% | 7.2% | 19.6% | 4.1% | 3.7% | 2.4% | 3.5% | 5.8% | 5.7% | 6.7% |
| RUMFORD | 5.7% | 2.2% | 29.7% | 0.1% | 3.7% | -1.5% | 12.2% | -0.5% | -8.5% | 19.0% |
| LIVERMORE FALLS | 7.2% | 7.4% | 10.5% | -0.9% | -20.0% | 14.0% | 13.6% | 9.2% | 0.0% | 0.0% |
| FARMINGTON | 5.9% | 6.6% | 23.4% | -1.6% | 4.5% | 12.0% | 2.5% | 3.1% | 4.1% | -6.1% |
| RANGELY | 6.3% | 9.4% | 32.5% | 9.3% | -3.7% | -5.4% | -3.7% | -2.2% | -2.8% | -1.4% |
| **ANDROSCOGGIN DIST.** | 6.0% | 5.6% | 17.0% | 1.8% | 3.8% | 3.4% | 3.6% | 5.1% | 4.7% | 7.2% |
| AUGUSTA | 2.3% | 2.6% | 1.3% | 0.1% | 4.4% | -1.7% | 1.3% | 7.3% | 8.0% | 1.3% |
| WATERVILLE | 4.6% | 4.7% | 17.2% | 7.1% | 1.7% | -1.8% | -0.8% | 0.8% | 1.7% | -4.2% |
| SKOWHEGAN | 4.6% | 2.3% | 20.3% | 6.8% | 2.3% | 0.9% | -0.6% | 2.8% | 0.0% | 0.0% |
| PITTSFIELD | 1.6% | 1.6% | -10.9% | 1.9% | 4.1% | 4.5% | -0.8% | 5.2% | 0.0% | 0.0% |
| JACKMAN | -4.7% | -2.9% | -16.6% | 6.4% | 7.8% | -5.8% | 2.5% | -4.1% | 0.0% | 0.0% |
| **KENNEBEC DIST.** | 3.1% | 3.1% | 9.2% | 3.5% | 3.4% | -1.4% | 0.6% | 4.0% | 4.9% | -1.8% |
| BRUNSWICK | 6.5% | 6.5% | 45.9% | 3.9% | -1.4% | -0.4% | -1.6% | 2.9% | 5.0% | -5.5% |
| DAMARISCOTTA | 3.5% | 3.4% | 12.3% | 8.9% | 0.5% | 10.4% | -3.4% | 0.6% | 1.2% | -0.6% |
| ROCKLAND | 10.9% | 13.3% | 43.5% | 6.8% | 2.5% | 10.3% | -1.7% | 5.6% | 7.2% | -2.7% |
| CAMDEN | -0.1% | 0.9% | 4.8% | 1.7% | -7.1% | 5.7% | -2.2% | -2.6% | -1.2% | -4.6% |
| BELFAST | 5.0% | 4.9% | 19.7% | 6.4% | -8.7% | 10.2% | -3.1% | -8.8% | -11.2% | 1.4% |
| **MID COAST DIST.** | 5.9% | 6.5% | 29.6% | 5.7% | -0.8% | 5.4% | -2.3% | 0.4% | 1.7% | -3.0% |
| ELLSWORTH | 4.1% | 3.7% | 6.1% | 0.5% | 5.4% | 7.8% | 2.7% | 3.0% | 4.3% | -2.7% |
| BLUE HILL | 6.6% | 8.8% | 8.9% | 3.1% | -9.2% | 6.1% | 27.5% | 0.8% | 4.2% | -3.9% |
| BAR HARBOR | 8.0% | 7.6% | 17.5% | 4.6% | -0.3% | 0.8% | -20.4% | 15.2% | 4.1% | 25.3% |
| JONESPORT | 7.3% | 5.9% | 19.9% | -2.5% | -6.0% | 7.6% | 12.7% | -1.1% | -2.4% | 4.8% |
| MACHIAS | 7.0% | 7.6% | 20.1% | 4.2% | 0.8% | 6.8% | -2.0% | 7.3% | 8.1% | 2.5% |
| EASTPORT | 1.9% | 1.7% | -8.7% | 21.4% | 128.7% | 2.0% | 5.6% | -16.3% | -18.9% | -0.2% |
| CALAIS | 4.7% | 8.7% | 1.3% | 0.9% | 6.3% | 31.1% | -2.0% | 1.4% | 2.4% | -1.5% |
| **EASTERN MAINE DIST.** | 5.6% | 5.9% | 9.7% | 2.3% | 5.0% | 5.7% | 0.4% | 9.3% | 3.2% | 18.6% |
| WINTERPORT | 12.5% | 13.3% | 48.7% | -3.4% | 10.8% | 31.1% | -7.1% | -1.5% | -0.3% | -10.4% |
| BANGOR | 4.1% | 3.8% | 9.3% | 2.2% | 8.1% | -6.6% | 1.6% | 5.5% | 5.4% | 5.7% |
| BANGOR SUBURBAN | 8.2% | 11.4% | 24.9% | 7.9% | -7.2% | -0.2% | 5.0% | 1.4% | 1.4% | 1.4% |
| DOVER-FOXCROFT | 4.3% | 5.3% | 15.8% | 0.3% | 6.9% | 4.5% | -0.9% | 5.0% | 5.6% | 3.4% |
| LINCOLN | -5.1% | -5.1% | 10.1% | 3.4% | -1.7% | -6.1% | -13.8% | 4.9% | 4.7% | 6.4% |
| MILLINOCKET | 4.3% | 15.8% | 10.2% | -2.5% | 3.2% | -18.7% | 22.5% | 1.9% | 1.6% | 2.5% |
| **PENOBSCOT DIST.** | 4.3% | 4.9% | 14.0% | 2.7% | 7.0% | -5.1% | 1.3% | 4.8% | 4.8% | 4.6% |
| HOULTON | 5.3% | 6.8% | 2.0% | 3.6% | 8.3% | 47.7% | -1.7% | -1.0% | 0.2% | -7.4% |
| PATTEN | 7.9% | 10.9% | 26.2% | -2.8% | 109.9% | 13.0% | -19.0% | -3.3% | -2.7% | -5.4% |
| PRESQUE ISLE | 2.6% | 4.9% | 9.4% | 0.1% | -0.6% | 10.3% | 2.5% | 4.0% | 5.1% | -2.3% |
| MADAWASKA | -4.6% | -0.8% | -8.5% | -5.0% | 2.4% | 1.5% | -5.7% | -0.5% | 0.9% | -21.5% |
| FORT KENT | 4.5% | 15.7% | 10.6% | 10.4% | 9.5% | 1.4% | -3.1% | 13.7% | 16.3% | 0.8% |
| **NORTHERN MAINE DIST.** | 3.0% | 6.2% | 6.6% | 0.8% | 2.2% | 13.2% | 0.3% | 3.3% | 4.6% | -3.8% |

MAINE TAXABLE SALES
ANNUAL REVIEW 2004

**SUMMARY TABLE 2**

| ECONOMIC SUMMARY AREA / DISTRICT | ANNUAL AVERAGE PERCENT CHANGE FROM 2000 THRU 2004 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Consumer Sales | Total Sales | Bldg. Supply | Food Stores | General Mdse. | Other Retail | Auto Stores | Rest.& Lodging | Restau-rants | Lodging |
| STATE TOTAL | 3.9% | 3.7% | 9.1% | -0.4% | 4.4% | 2.9% | 3.7% | 3.6% | 3.8% | 4.5% |
| KITTERY | 1.5% | 1.8% | 7.6% | 2.8% | -2.5% | 0.1% | 3.3% | 3.3% | 3.2% | 5.2% |
| KENNEBUNK | 4.1% | 4.2% | 11.2% | -0.9% | -6.0% | 2.2% | 7.4% | 2.6% | 4.5% | 0.4% |
| BIDDEFORD | 6.9% | 6.7% | 17.7% | -0.9% | 4.4% | 7.2% | 8.3% | 3.8% | 3.3% | 7.9% |
| SANFORD | 5.6% | 5.6% | 10.1% | 4.1% | 2.5% | 3.7% | 5.4% | 7.5% | 9.2% | 8.6% |
| FRYEBURG | 5.3% | 4.5% | 18.9% | 1.2% | 0.1% | 3.6% | 4.1% | 1.8% | 1.5% | 7.7% |
| YORK DIST. | 4.4% | 4.4% | 12.9% | 1.3% | 0.1% | 1.9% | 7.0% | 3.6% | 4.1% | 5.0% |
| PORTLAND | 2.8% | 2.3% | 4.4% | 1.2% | 7.0% | 0.8% | 2.2% | 4.7% | 5.1% | 5.8% |
| PORTLAND SUBURBAN | 4.3% | 4.1% | 6.9% | 2.6% | 4.3% | 2.1% | 7.2% | 4.0% | 4.6% | 2.5% |
| SEBAGO LAKE | 5.0% | 5.1% | 10.4% | -1.1% | 3.1% | 3.1% | 8.3% | 5.0% | 5.2% | 7.4% |
| CUMBERLAND DIST. | 3.5% | 3.1% | 5.8% | 1.1% | 5.8% | 1.5% | 3.8% | 4.6% | 5.0% | 5.2% |
| LEWISTON-AUBURN | 4.4% | 3.8% | 7.7% | -1.6% | 5.6% | 2.5% | 4.1% | 4.3% | 4.2% | 7.0% |
| LEWISTON-AUB. SUBURBAN | 4.4% | 4.5% | 6.2% | 0.9% | -1.7% | 8.2% | 4.4% | 7.2% | 0.0% | 0.0% |
| PARIS | 4.9% | 4.7% | 12.7% | -0.8% | 5.5% | 3.4% | 2.5% | 4.1% | 3.9% | 7.0% |
| RUMFORD | 4.3% | 2.5% | 10.1% | 2.0% | 19.5% | -5.8% | 4.0% | -0.9% | 0.1% | -2.3% |
| LIVERMORE FALLS | -0.4% | -1.0% | 13.4% | -3.4% | -38.0% | 7.4% | 4.0% | 4.5% | 0.0% | 0.0% |
| FARMINGTON | 4.9% | 4.7% | 14.9% | -2.9% | 7.4% | 4.1% | 2.4% | 4.6% | 4.9% | 1.1% |
| RANGELY | 5.8% | 6.6% | 17.4% | 3.1% | -7.0% | 0.7% | 3.1% | 3.1% | 3.8% | 2.1% |
| ANDROSCOGGIN DIST. | 4.5% | 3.9% | 9.6% | -0.9% | 5.9% | 2.2% | 3.7% | 3.5% | 3.9% | 2.0% |
| AUGUSTA | 3.6% | 3.1% | 3.3% | -3.6% | 4.9% | 4.8% | 4.2% | 6.4% | 6.9% | 4.1% |
| WATERVILLE | 5.4% | 5.1% | 15.1% | -0.6% | 0.8% | 2.8% | 6.7% | 3.8% | 3.1% | 7.7% |
| SKOWHEGAN | 2.7% | 2.2% | 8.0% | -1.1% | 3.7% | 4.5% | 1.2% | 2.6% | 0.0% | 0.0% |
| PITTSFIELD | 7.0% | 6.1% | 2.7% | 1.8% | 13.6% | -3.2% | 2.1% | -0.5% | 0.0% | 0.0% |
| JACKMAN | 0.9% | 2.6% | 7.0% | -8.0% | 33.5% | -11.1% | -3.4% | -0.7% | 0.0% | 0.0% |
| KENNEBEC DIST. | 4.2% | 3.8% | 8.7% | -2.2% | 4.4% | 3.7% | 4.3% | 4.4% | 4.5% | 4.4% |
| BRUNSWICK | 4.0% | 3.6% | 13.7% | -1.6% | 3.0% | 6.5% | 2.3% | 1.5% | 1.8% | 2.3% |
| DAMARISCOTTA | 1.4% | 1.4% | 9.2% | 0.5% | -4.9% | 5.4% | -2.1% | 1.2% | 1.3% | 3.0% |
| ROCKLAND | 4.7% | 6.0% | 16.5% | -0.6% | 2.1% | 1.5% | 1.6% | 4.9% | 5.2% | 7.0% |
| CAMDEN | 1.7% | 1.9% | 11.7% | -0.6% | 0.4% | -1.7% | 5.7% | 0.3% | 0.8% | -0.2% |
| BELFAST | 3.4% | 3.2% | 11.1% | 0.3% | -13.7% | 9.7% | 2.1% | 3.1% | 2.1% | 6.5% |
| MID COAST DIST. | 3.2% | 3.4% | 12.7% | -0.6% | 0.6% | 4.1% | 1.0% | 1.7% | 2.0% | 2.4% |
| ELLSWORTH | 4.1% | 4.1% | 10.1% | -0.5% | 2.8% | 3.2% | 4.1% | 4.1% | 4.1% | 2.5% |
| BLUE HILL | 2.6% | 3.2% | 5.5% | -0.1% | -0.3% | 4.9% | 5.1% | -0.1% | -0.6% | 3.5% |
| BAR HARBOR | 3.8% | 3.6% | 8.2% | 0.6% | 1.4% | 3.0% | -2.1% | 4.8% | 3.3% | 8.2% |
| JONESPORT | 0.2% | 0.4% | 5.2% | -3.3% | -2.5% | 7.3% | 0.4% | -6.2% | -7.5% | 5.1% |
| MACHIAS | 5.3% | 5.5% | 9.7% | 0.9% | 9.8% | 1.0% | 7.5% | 3.8% | 3.7% | 3.9% |
| EASTPORT | -0.8% | -0.7% | 1.9% | -1.8% | 27.9% | 1.7% | -7.2% | 0.2% | 0.6% | -6.2% |
| CALAIS | 2.5% | 3.7% | 5.1% | -1.1% | 2.7% | 7.3% | 3.8% | 0.4% | -0.6% | 2.7% |
| EASTERN MAINE DIST. | 3.5% | 3.7% | 8.4% | -0.5% | 2.8% | 3.5% | 3.0% | 3.7% | 2.7% | 6.9% |
| WINTERPORT | 3.9% | 3.2% | 15.4% | 2.6% | 10.3% | 2.7% | -4.7% | 0.7% | 1.4% | 1.3% |
| BANGOR | 4.1% | 3.6% | 5.0% | -1.7% | 5.5% | 3.5% | 4.5% | 3.3% | 3.4% | 2.5% |
| BANGOR SUBURBAN | 5.6% | 6.1% | 9.5% | 1.1% | -9.0% | 7.1% | 6.9% | 7.4% | 6.4% | 15.0% |
| DOVER-FOXCROFT | 2.8% | 3.0% | 10.2% | -0.8% | -4.6% | 3.5% | 4.0% | 2.6% | 1.9% | 7.2% |
| LINCOLN | 2.1% | 1.9% | 6.9% | -1.4% | 5.0% | -1.7% | 1.3% | 0.5% | -0.6% | 10.3% |
| MILLINOCKET | -4.0% | -3.5% | 2.9% | -4.4% | -23.5% | 0.9% | -0.7% | -1.4% | -1.7% | 9.4% |
| PENOBSCOT DIST. | 3.9% | 3.6% | 6.7% | -1.0% | 4.1% | 3.6% | 4.5% | 3.2% | 3.2% | 4.4% |
| HOULTON | 3.6% | 4.5% | 5.6% | 2.7% | 7.3% | 13.8% | -0.9% | -1.4% | -1.9% | 4.7% |
| PATTEN | 8.3% | 8.9% | 20.8% | -0.7% | 21.4% | 8.8% | 8.5% | 0.8% | 0.1% | 6.4% |
| PRESQUE ISLE | 3.1% | 4.0% | 4.4% | -3.0% | 5.4% | 0.2% | 3.8% | 3.3% | 3.3% | 2.4% |
| MADAWASKA | -2.1% | -1.0% | -0.8% | -5.2% | 5.4% | 0.5% | -6.1% | -1.1% | -1.0% | -3.1% |
| FORT KENT | 1.4% | 3.8% | 7.0% | 2.7% | 5.5% | 9.6% | -4.2% | 5.3% | 5.7% | 6.5% |
| NORTHERN MAINE DIST. | 2.8% | 3.8% | 5.4% | -1.6% | 5.9% | 3.3% | 1.3% | 2.1% | 2.0% | 3.4% |

**MAINE TAXABLE SALES**
**ANNUAL REVIEW 2004**
**(THOUSANDS OF DOLLARS)**

**Consumer Retail Sales**

| ECONOMIC SUMMARY AREA / DISTRICT | ANNUAL TOTALS 2000 | 2001 | 2002 | 2003 | 2004 | ANNUAL PERCENT CHANGE 2000-2004 | 2003-2004 |
|---|---|---|---|---|---|---|---|
| **STATE TOTAL** | 12,165,700 | 12,413,335 | 12,977,160 | 13,589,216 | 14,200,882 | 3.9% | 4.5% |
| KITTERY | 525,942 | 521,256 | 538,896 | 536,685 | 558,517 | 1.5% | 4.1% |
| KENNEBUNK | 175,815 | 179,343 | 190,919 | 197,757 | 206,669 | 4.1% | 4.5% |
| BIDDEFORD | 435,937 | 482,145 | 497,243 | 513,935 | 569,371 | 6.9% | 10.8% |
| SANFORD | 256,809 | 262,922 | 271,349 | 291,964 | 319,819 | 5.6% | 9.5% |
| FRYEBURG | 43,673 | 43,685 | 48,704 | 50,049 | 53,783 | 5.3% | 7.5% |
| **YORK DIST** | 1,438,175 | 1,489,352 | 1,547,111 | 1,590,389 | 1,708,159 | 4.4% | 7.4% |
| PORTLAND | 1,879,674 | 1,873,295 | 1,976,315 | 2,107,837 | 2,101,649 | 2.8% | -0.3% |
| PORTLAND SUBURBAN | 802,560 | 825,366 | 860,856 | 893,189 | 949,466 | 4.3% | 6.3% |
| SEBAGO LAKE | 321,239 | 328,599 | 355,467 | 366,158 | 390,786 | 5.0% | 6.7% |
| **CUMBERLAND DIST** | 3,003,474 | 3,027,260 | 3,192,638 | 3,367,184 | 3,441,901 | 3.5% | 2.2% |
| LEWISTON-AUBURN | 719,136 | 729,798 | 761,942 | 805,562 | 855,283 | 4.4% | 6.2% |
| LEWISTON-AUB. SUBURBAN | 72,768 | 78,466 | 81,286 | 83,870 | 86,467 | 4.4% | 3.1% |
| PARIS | 171,004 | 182,245 | 188,434 | 194,315 | 206,684 | 4.9% | 6.4% |
| RUMFORD | 104,447 | 98,445 | 105,586 | 116,815 | 123,499 | 4.3% | 5.7% |
| LIVERMORE FALLS | 39,092 | 38,081 | 38,043 | 35,949 | 38,539 | -0.4% | 7.2% |
| FARMINGTON | 128,582 | 128,921 | 136,671 | 147,240 | 155,967 | 4.9% | 5.9% |
| RANGELY | 57,404 | 61,153 | 63,238 | 67,781 | 72,061 | 5.8% | 6.3% |
| **ANDROSCOGGIN DIST** | 1,292,431 | 1,317,109 | 1,375,200 | 1,451,531 | 1,538,500 | 4.5% | 6.0% |
| AUGUSTA | 740,289 | 771,612 | 794,672 | 834,647 | 854,111 | 3.6% | 2.3% |
| WATERVILLE | 429,722 | 448,793 | 488,231 | 506,518 | 529,792 | 5.4% | 4.6% |
| SKOWHEGAN | 168,260 | 169,056 | 167,531 | 179,098 | 187,356 | 2.7% | 4.6% |
| PITTSFIELD | 55,236 | 57,972 | 64,155 | 71,146 | 72,305 | 7.0% | 1.6% |
| JACKMAN | 24,624 | 26,541 | 26,278 | 26,750 | 25,490 | 0.9% | -4.7% |
| **KENNEBEC DIST** | 1,418,131 | 1,473,974 | 1,540,867 | 1,618,160 | 1,669,054 | 4.2% | 3.1% |
| BRUNSWICK | 489,126 | 505,676 | 510,125 | 536,539 | 571,182 | 4.0% | 6.5% |
| DAMARISCOTTA | 299,305 | 301,732 | 306,075 | 305,766 | 316,535 | 1.4% | 3.5% |
| ROCKLAND | 249,508 | 251,655 | 256,037 | 270,167 | 299,511 | 4.7% | 10.9% |
| CAMDEN | 129,951 | 135,293 | 139,080 | 138,936 | 138,831 | 1.7% | -0.1% |
| BELFAST | 139,785 | 144,104 | 146,330 | 152,269 | 159,871 | 3.4% | 5.0% |
| **MID COAST DIST** | 1,307,675 | 1,338,460 | 1,357,648 | 1,403,678 | 1,485,931 | 3.2% | 5.9% |
| ELLSWORTH | 314,875 | 333,539 | 352,460 | 355,509 | 369,996 | 4.1% | 4.1% |
| BLUE HILL | 54,581 | 54,170 | 55,512 | 56,741 | 60,467 | 2.6% | 6.6% |
| BAR HARBOR | 189,915 | 195,986 | 212,985 | 204,102 | 220,425 | 3.8% | 8.0% |
| JONESPORT | 35,125 | 33,398 | 32,145 | 32,968 | 35,369 | 0.2% | 7.3% |
| MACHIAS | 35,386 | 35,508 | 37,482 | 40,679 | 43,543 | 5.3% | 7.0% |
| EASTPORT | 15,397 | 14,467 | 14,347 | 14,652 | 14,936 | -0.8% | 1.9% |
| CALAIS | 81,402 | 80,575 | 83,181 | 85,891 | 89,955 | 2.5% | 4.7% |
| **EASTERN MAINE DIST** | 726,680 | 747,643 | 788,113 | 790,540 | 834,690 | 3.5% | 5.6% |
| WINTERPORT | 26,984 | 25,827 | 25,862 | 27,970 | 31,459 | 3.9% | 12.5% |
| BANGOR | 1,144,241 | 1,164,580 | 1,225,528 | 1,293,255 | 1,346,104 | 4.1% | 4.1% |
| BANGOR SUBURBAN | 214,090 | 222,484 | 233,219 | 245,665 | 265,774 | 5.6% | 8.2% |
| DOVER-FOXCROFT | 121,541 | 120,466 | 124,846 | 130,183 | 135,814 | 2.8% | 4.3% |
| LINCOLN | 77,068 | 73,393 | 81,107 | 88,377 | 83,900 | 2.1% | -5.1% |
| MILLINOCKET | 49,711 | 47,150 | 43,907 | 40,407 | 42,154 | -4.0% | 4.3% |
| **PENOBSCOT DIST** | 1,633,635 | 1,653,899 | 1,734,468 | 1,825,856 | 1,905,205 | 3.9% | 4.3% |
| HOULTON | 81,837 | 78,005 | 85,346 | 89,638 | 94,366 | 3.6% | 5.3% |
| PATTEN | 16,811 | 17,444 | 19,819 | 21,417 | 23,114 | 8.3% | 7.9% |
| PRESQUE ISLE | 268,339 | 270,992 | 284,839 | 295,430 | 303,148 | 3.1% | 2.6% |
| MADAWASKA | 36,867 | 35,012 | 34,958 | 35,516 | 33,866 | -2.1% | -4.6% |
| FORT KENT | 46,962 | 44,159 | 47,673 | 47,593 | 49,738 | 1.4% | 4.5% |
| **NORTHERN MAINE DIST** | 450,815 | 445,611 | 472,635 | 489,594 | 504,232 | 2.8% | 3.0% |
| **OUT OF STATE** | 894,683 | 920,028 | 968,481 | 1,052,284 | 1,113,210 | 5.6% | 5.8% |

**MAINE TAXABLE SALES**
**ANNUAL REVIEW 2004**
**(THOUSANDS OF DOLLARS)**

**Total Retail Sales**

| ECONOMIC SUMMARY AREA / DISTRICT | ANNUAL TOTALS 2000 | 2001 | 2002 | 2003 | 2004 | ANNUAL PERCENT CHANGE 2000-2004 | 2003-2004 |
|---|---|---|---|---|---|---|---|
| **STATE TOTAL** | 13,939,682 | 14,169,119 | 14,619,785 | 15,289,113 | 16,096,203 | 3.7% | 5.3% |
| KITTERY | 538,012 | 532,541 | 549,565 | 550,013 | 578,523 | 1.8% | 5.2% |
| KENNEBUNK | 181,127 | 185,102 | 197,163 | 204,863 | 213,681 | 4.2% | 4.3% |
| BIDDEFORD | 463,534 | 510,872 | 525,683 | 543,000 | 600,197 | 6.7% | 10.5% |
| SANFORD | 282,126 | 287,604 | 293,842 | 319,375 | 350,717 | 5.6% | 9.8% |
| FRYEBURG | 48,145 | 47,637 | 51,119 | 53,238 | 57,304 | 4.5% | 7.6% |
| **YORK DIST** | 1,512,943 | 1,563,757 | 1,617,372 | 1,670,489 | 1,800,421 | 4.4% | 7.8% |
| PORTLAND | 2,197,808 | 2,195,668 | 2,255,524 | 2,380,324 | 2,406,324 | 2.3% | 1.1% |
| PORTLAND SUBURBAN | 908,914 | 926,900 | 955,656 | 992,915 | 1,068,277 | 4.1% | 7.6% |
| SEBAGO LAKE | 343,617 | 353,311 | 382,069 | 392,820 | 418,918 | 5.1% | 6.6% |
| **CUMBERLAND DIST** | 3,450,340 | 3,475,879 | 3,593,248 | 3,766,058 | 3,893,518 | 3.1% | 3.4% |
| LEWISTON-AUBURN | 817,260 | 830,148 | 852,748 | 900,573 | 948,550 | 3.8% | 5.3% |
| LEWISTON-AUB. SUBURBAN | 86,364 | 92,566 | 95,930 | 99,162 | 102,891 | 4.5% | 3.8% |
| PARIS | 181,711 | 190,880 | 199,239 | 203,320 | 218,022 | 4.7% | 7.2% |
| RUMFORD | 130,565 | 126,552 | 130,952 | 140,919 | 144,005 | 2.5% | 2.2% |
| LIVERMORE FALLS | 53,193 | 50,430 | 49,353 | 47,655 | 51,186 | -1.0% | 7.4% |
| FARMINGTON | 143,905 | 142,452 | 150,723 | 161,901 | 172,619 | 4.7% | 6.6% |
| RANGELY | 60,387 | 64,730 | 66,129 | 71,147 | 77,835 | 6.6% | 9.4% |
| **ANDROSCOGGIN DIST** | 1,473,383 | 1,497,756 | 1,545,073 | 1,624,676 | 1,715,108 | 3.9% | 5.6% |
| AUGUSTA | 805,606 | 832,178 | 846,941 | 888,637 | 911,817 | 3.1% | 2.6% |
| WATERVILLE | 475,925 | 489,476 | 532,625 | 554,989 | 580,918 | 5.1% | 4.7% |
| SKOWHEGAN | 190,481 | 189,402 | 189,623 | 203,054 | 207,822 | 2.2% | 2.3% |
| PITTSFIELD | 61,900 | 65,197 | 72,622 | 77,193 | 78,400 | 6.1% | 1.6% |
| JACKMAN | 25,651 | 27,731 | 27,386 | 29,328 | 28,467 | 2.6% | -2.9% |
| **KENNEBEC DIST** | 1,559,564 | 1,603,982 | 1,669,197 | 1,753,201 | 1,807,423 | 3.8% | 3.1% |
| BRUNSWICK | 524,390 | 538,410 | 534,901 | 566,446 | 603,400 | 3.6% | 6.5% |
| DAMARISCOTTA | 313,705 | 316,241 | 320,114 | 320,844 | 331,594 | 1.4% | 3.4% |
| ROCKLAND | 275,982 | 279,793 | 283,279 | 308,101 | 348,969 | 6.0% | 13.3% |
| CAMDEN | 142,769 | 148,322 | 151,678 | 152,371 | 153,730 | 1.9% | 0.9% |
| BELFAST | 147,422 | 151,438 | 153,174 | 159,700 | 167,449 | 3.2% | 4.9% |
| **MID COAST DIST** | 1,404,269 | 1,434,204 | 1,443,145 | 1,507,463 | 1,605,142 | 3.4% | 6.5% |
| ELLSWORTH | 333,081 | 356,554 | 373,099 | 377,790 | 391,814 | 4.1% | 3.7% |
| BLUE HILL | 58,115 | 57,755 | 58,773 | 60,568 | 65,888 | 3.2% | 8.8% |
| BAR HARBOR | 195,985 | 201,841 | 218,500 | 209,932 | 225,953 | 3.6% | 7.6% |
| JONESPORT | 37,870 | 36,242 | 35,332 | 36,408 | 38,548 | 0.4% | 5.9% |
| MACHIAS | 37,419 | 37,638 | 39,527 | 43,043 | 46,327 | 5.5% | 7.6% |
| EASTPORT | 16,087 | 15,288 | 14,955 | 15,394 | 15,662 | -0.7% | 1.7% |
| CALAIS | 89,462 | 87,823 | 91,618 | 95,167 | 103,479 | 3.7% | 8.7% |
| **EASTERN MAINE DIST** | 768,019 | 793,140 | 831,805 | 838,302 | 887,671 | 3.7% | 5.9% |
| WINTERPORT | 30,636 | 29,497 | 29,441 | 30,699 | 34,791 | 3.2% | 13.3% |
| BANGOR | 1,300,292 | 1,296,936 | 1,364,873 | 1,444,699 | 1,499,734 | 3.6% | 3.8% |
| BANGOR SUBURBAN | 244,695 | 252,718 | 262,386 | 278,302 | 310,089 | 6.1% | 11.4% |
| DOVER-FOXCROFT | 131,512 | 130,845 | 135,187 | 140,676 | 148,094 | 3.0% | 5.3% |
| LINCOLN | 83,431 | 78,891 | 87,178 | 94,955 | 90,115 | 1.9% | -5.1% |
| MILLINOCKET | 59,148 | 58,306 | 51,470 | 44,381 | 51,379 | -3.5% | 15.8% |
| **PENOBSCOT DIST** | 1,849,715 | 1,847,194 | 1,930,534 | 2,033,711 | 2,134,202 | 3.6% | 4.9% |
| HOULTON | 90,705 | 87,435 | 94,203 | 101,349 | 108,199 | 4.5% | 6.8% |
| PATTEN | 18,161 | 19,113 | 21,125 | 23,052 | 25,554 | 8.9% | 10.9% |
| PRESQUE ISLE | 303,120 | 311,313 | 322,419 | 338,220 | 354,751 | 4.0% | 4.9% |
| MADAWASKA | 45,798 | 43,875 | 43,434 | 44,305 | 43,934 | -1.0% | -0.8% |
| FORT KENT | 60,299 | 56,306 | 59,933 | 60,568 | 70,068 | 3.8% | 15.7% |
| **NORTHERN MAINE DIST** | 518,084 | 518,042 | 541,113 | 567,495 | 602,506 | 3.8% | 6.2% |
| **OUT OF STATE** | 1,403,367 | 1,435,164 | 1,448,297 | 1,527,719 | 1,650,213 | 4.1% | 8.0% |

MAINE TAXABLE SALES
ANNUAL REVIEW 2004
(THOUSANDS OF DOLLARS)

**Building Supply Sales**

| ECONOMIC SUMMARY AREA / DISTRICT | ANNUAL TOTALS 2000 | 2001 | 2002 | 2003 | 2004 | ANNUAL PERCENT CHANGE 2000-2004 | 2003-2004 |
|---|---|---|---|---|---|---|---|
| **STATE TOTAL** | 1,664,894 | 1,746,892 | 1,863,715 | 2,035,734 | 2,354,879 | 9.1% | 15.7% |
| KITTERY | 31,113 | 32,591 | 35,914 | 38,773 | 41,642 | 7.6% | 7.4% |
| KENNEBUNK | 22,298 | 20,686 | 27,092 | 30,783 | 34,093 | 11.2% | 10.8% |
| BIDDEFORD | 54,497 | 85,617 | 89,685 | 96,984 | 104,751 | 17.7% | 8.0% |
| SANFORD | 48,602 | 49,765 | 54,083 | 61,914 | 71,467 | 10.1% | 15.4% |
| FRYEBURG | 5,638 | 5,957 | 7,035 | 8,292 | 11,262 | 18.9% | 35.8% |
| **YORK DIST** | 162,147 | 194,616 | 213,809 | 236,746 | 263,214 | 12.9% | 11.2% |
| PORTLAND | 257,324 | 243,420 | 256,636 | 277,812 | 305,393 | 4.4% | 9.9% |
| PORTLAND SUBURBAN | 63,847 | 66,327 | 66,877 | 77,054 | 83,404 | 6.9% | 8.2% |
| SEBAGO LAKE | 55,277 | 54,924 | 65,542 | 65,691 | 82,012 | 10.4% | 24.8% |
| **CUMBERLAND DIST** | 376,447 | 364,671 | 389,055 | 420,558 | 470,810 | 5.8% | 11.9% |
| LEWISTON-AUBURN | 127,603 | 134,906 | 137,495 | 151,266 | 171,830 | 7.7% | 13.6% |
| LEWISTON-AUB. SUBURBAN | 12,895 | 14,268 | 14,096 | 14,686 | 16,386 | 6.2% | 11.6% |
| PARIS | 23,148 | 27,222 | 30,081 | 31,268 | 37,391 | 12.7% | 19.6% |
| RUMFORD | 14,073 | 13,930 | 14,585 | 15,938 | 20,677 | 10.1% | 29.7% |
| LIVERMORE FALLS | 4,943 | 5,886 | 6,410 | 7,394 | 8,170 | 13.4% | 10.5% |
| FARMINGTON | 12,280 | 12,786 | 14,060 | 17,357 | 21,412 | 14.9% | 23.4% |
| RANGELY | 10,976 | 12,089 | 13,007 | 15,735 | 20,857 | 17.4% | 32.5% |
| **ANDROSCOGGIN DIST** | 205,918 | 221,087 | 229,734 | 253,644 | 296,723 | 9.6% | 17.0% |
| AUGUSTA | 87,994 | 92,996 | 94,524 | 98,824 | 100,145 | 3.3% | 1.3% |
| WATERVILLE | 74,028 | 76,960 | 97,197 | 110,780 | 129,841 | 15.1% | 17.2% |
| SKOWHEGAN | 22,987 | 24,139 | 22,905 | 25,963 | 31,235 | 8.0% | 20.3% |
| PITTSFIELD | 7,077 | 8,693 | 7,548 | 8,832 | 7,867 | 2.7% | -10.9% |
| JACKMAN | 5,145 | 6,480 | 6,365 | 8,090 | 6,749 | 7.0% | -16.6% |
| **KENNEBEC DIST** | 197,232 | 209,267 | 228,539 | 252,490 | 275,836 | 8.7% | 9.2% |
| BRUNSWICK | 64,230 | 64,543 | 65,813 | 73,621 | 107,383 | 13.7% | 45.9% |
| DAMARISCOTTA | 45,680 | 52,031 | 54,442 | 57,757 | 64,846 | 9.2% | 12.3% |
| ROCKLAND | 41,161 | 41,015 | 48,227 | 52,794 | 75,747 | 16.5% | 43.5% |
| CAMDEN | 12,447 | 16,603 | 18,058 | 18,491 | 19,371 | 11.7% | 4.8% |
| BELFAST | 36,639 | 38,302 | 37,584 | 46,584 | 55,750 | 11.1% | 19.7% |
| **MID COAST DIST** | 200,157 | 212,494 | 224,123 | 249,246 | 323,097 | 12.7% | 29.6% |
| ELLSWORTH | 47,020 | 60,918 | 68,723 | 65,128 | 69,077 | 10.1% | 6.1% |
| BLUE HILL | 12,744 | 13,690 | 13,950 | 14,513 | 15,808 | 5.5% | 8.9% |
| BAR HARBOR | 17,822 | 18,987 | 19,578 | 20,791 | 24,421 | 8.2% | 17.5% |
| JONESPORT | 8,208 | 7,820 | 7,893 | 8,400 | 10,068 | 5.2% | 19.9% |
| MACHIAS | 7,467 | 7,427 | 7,978 | 9,000 | 10,809 | 9.7% | 20.1% |
| EASTPORT | 1,406 | 1,506 | 1,520 | 1,658 | 1,514 | 1.9% | -8.7% |
| CALAIS | 6,532 | 6,532 | 7,060 | 7,876 | 7,975 | 5.1% | 1.3% |
| **EASTERN MAINE DIST** | 101,199 | 116,880 | 126,701 | 127,365 | 139,672 | 8.4% | 9.7% |
| WINTERPORT | 5,464 | 6,642 | 5,819 | 6,520 | 9,693 | 15.4% | 48.7% |
| BANGOR | 147,349 | 143,204 | 149,878 | 164,187 | 179,415 | 5.0% | 9.3% |
| BANGOR SUBURBAN | 43,700 | 45,779 | 48,634 | 50,384 | 62,913 | 9.5% | 24.9% |
| DOVER-FOXCROFT | 19,182 | 20,646 | 22,065 | 24,418 | 28,268 | 10.2% | 15.8% |
| LINCOLN | 6,739 | 6,745 | 7,642 | 8,002 | 8,813 | 6.9% | 10.1% |
| MILLINOCKET | 4,947 | 4,864 | 4,346 | 5,038 | 5,552 | 2.9% | 10.2% |
| **PENOBSCOT DIST** | 227,382 | 227,881 | 238,384 | 258,549 | 294,654 | 6.7% | 14.0% |
| HOULTON | 8,813 | 7,933 | 9,861 | 10,726 | 10,945 | 5.6% | 2.0% |
| PATTEN | 4,255 | 4,921 | 6,529 | 7,174 | 9,054 | 20.8% | 26.2% |
| PRESQUE ISLE | 25,612 | 26,643 | 27,163 | 27,815 | 30,435 | 4.4% | 9.4% |
| MADAWASKA | 12,365 | 12,554 | 12,452 | 13,087 | 11,973 | -0.8% | -8.5% |
| FORT KENT | 6,522 | 5,830 | 6,214 | 7,726 | 8,543 | 7.0% | 10.6% |
| **NORTHERN MAINE DIST** | 57,568 | 57,881 | 62,218 | 66,528 | 70,950 | 5.4% | 6.6% |
| **OUT OF STATE** | 136,846 | 142,115 | 151,152 | 170,609 | 219,922 | 12.6% | 28.9% |

**MAINE TAXABLE SALES**
**ANNUAL REVIEW 2004**
**(THOUSANDS OF DOLLARS)**

**Food Store Sales**

| ECONOMIC SUMMARY AREA / DISTRICT | ANNUAL TOTALS 2000 | 2001 | 2002 | 2003 | 2004 | ANNUAL PERCENT CHANGE 2000-2004 | 2003-2004 |
|---|---|---|---|---|---|---|---|
| **STATE TOTAL** | 1,330,256 | 1,185,002 | 1,219,175 | 1,254,663 | 1,307,618 | -0.4% | 4.2% |
| KITTERY | 36,162 | 33,932 | 36,245 | 38,480 | 40,447 | 2.8% | 5.1% |
| KENNEBUNK | 11,600 | 10,372 | 10,284 | 10,532 | 11,176 | -0.9% | 6.1% |
| BIDDEFORD | 71,635 | 65,822 | 65,364 | 65,605 | 69,137 | -0.9% | 5.4% |
| SANFORD | 41,841 | 37,787 | 41,120 | 44,351 | 49,076 | 4.1% | 10.7% |
| FRYEBURG | 7,350 | 6,968 | 7,139 | 6,954 | 7,722 | 1.2% | 11.0% |
| **YORK DIST** | 168,587 | 154,881 | 160,151 | 165,923 | 177,558 | 1.3% | 7.0% |
| PORTLAND | 143,745 | 129,421 | 134,730 | 142,972 | 150,594 | 1.2% | 5.3% |
| PORTLAND SUBURBAN | 73,385 | 64,234 | 69,779 | 74,448 | 81,338 | 2.6% | 9.3% |
| SEBAGO LAKE | 53,793 | 47,242 | 47,101 | 49,384 | 51,553 | -1.1% | 4.4% |
| **CUMBERLAND DIST** | 270,922 | 240,897 | 251,610 | 266,804 | 283,486 | 1.1% | 6.3% |
| LEWISTON-AUBURN | 80,135 | 70,327 | 70,296 | 73,615 | 75,057 | -1.6% | 2.0% |
| LEWISTON-AUB. SUBURBAN | 15,900 | 15,660 | 15,970 | 16,145 | 16,492 | 0.9% | 2.2% |
| PARIS | 20,929 | 17,597 | 18,846 | 19,501 | 20,306 | -0.8% | 4.1% |
| RUMFORD | 17,718 | 16,524 | 16,469 | 19,190 | 19,201 | 2.0% | 0.1% |
| LIVERMORE FALLS | 11,353 | 9,856 | 10,163 | 9,980 | 9,892 | -3.4% | -0.9% |
| FARMINGTON | 19,919 | 17,272 | 18,043 | 17,977 | 17,692 | -2.9% | -1.6% |
| RANGELY | 6,577 | 6,211 | 6,281 | 6,801 | 7,432 | 3.1% | 9.3% |
| **ANDROSCOGGIN DIST** | 172,530 | 153,446 | 156,067 | 163,209 | 166,072 | -0.9% | 1.8% |
| AUGUSTA | 94,783 | 90,513 | 87,787 | 81,787 | 81,847 | -3.6% | 0.1% |
| WATERVILLE | 58,012 | 50,795 | 52,314 | 52,844 | 56,613 | -0.6% | 7.1% |
| SKOWHEGAN | 27,606 | 23,712 | 24,250 | 24,736 | 26,430 | -1.1% | 6.8% |
| PITTSFIELD | 6,765 | 5,721 | 6,797 | 7,123 | 7,261 | 1.8% | 1.9% |
| JACKMAN | 5,909 | 5,401 | 5,458 | 3,979 | 4,233 | -8.0% | 6.4% |
| **KENNEBEC DIST** | 193,076 | 176,141 | 176,606 | 170,470 | 176,384 | -2.2% | 3.5% |
| BRUNSWICK | 66,160 | 56,399 | 57,447 | 59,756 | 62,075 | -1.6% | 3.9% |
| DAMARISCOTTA | 35,163 | 31,098 | 32,544 | 32,980 | 35,931 | 0.5% | 8.9% |
| ROCKLAND | 35,364 | 30,793 | 30,050 | 32,289 | 34,490 | -0.6% | 6.8% |
| CAMDEN | 12,919 | 12,064 | 12,085 | 12,422 | 12,632 | -0.6% | 1.7% |
| BELFAST | 23,758 | 20,609 | 21,938 | 22,605 | 24,043 | 0.3% | 6.4% |
| **MID COAST DIST** | 173,363 | 150,963 | 154,064 | 160,052 | 169,170 | -0.6% | 5.7% |
| ELLSWORTH | 41,765 | 37,136 | 39,193 | 40,716 | 40,924 | -0.5% | 0.5% |
| BLUE HILL | 12,236 | 11,039 | 11,362 | 11,801 | 12,171 | -0.1% | 3.1% |
| BAR HARBOR | 15,592 | 14,899 | 15,549 | 15,270 | 15,978 | 0.6% | 4.6% |
| JONESPORT | 9,892 | 8,790 | 8,445 | 8,874 | 8,650 | -3.3% | -2.5% |
| MACHIAS | 8,886 | 8,032 | 8,244 | 8,842 | 9,213 | 0.9% | 4.2% |
| EASTPORT | 4,308 | 3,539 | 3,650 | 3,303 | 4,011 | -1.8% | 21.4% |
| CALAIS | 10,084 | 8,567 | 8,980 | 9,566 | 9,651 | -1.1% | 0.9% |
| **EASTERN MAINE DIST** | 102,764 | 92,001 | 95,422 | 98,372 | 100,599 | -0.5% | 2.3% |
| WINTERPORT | 4,591 | 4,288 | 4,600 | 5,279 | 5,097 | 2.6% | -3.4% |
| BANGOR | 89,062 | 77,362 | 82,004 | 81,244 | 83,052 | -1.7% | 2.2% |
| BANGOR SUBURBAN | 33,888 | 30,864 | 31,269 | 32,794 | 35,395 | 1.1% | 7.9% |
| DOVER-FOXCROFT | 27,560 | 24,543 | 25,569 | 26,622 | 26,701 | -0.8% | 0.3% |
| LINCOLN | 10,399 | 8,652 | 9,038 | 9,515 | 9,839 | -1.4% | 3.4% |
| MILLINOCKET | 11,240 | 9,869 | 9,880 | 9,628 | 9,388 | -4.4% | -2.5% |
| **PENOBSCOT DIST** | 176,739 | 155,578 | 162,360 | 165,082 | 169,472 | -1.0% | 2.7% |
| HOULTON | 11,255 | 9,748 | 11,112 | 12,081 | 12,513 | 2.7% | 3.6% |
| PATTEN | 5,506 | 4,870 | 5,114 | 5,510 | 5,357 | -0.7% | -2.8% |
| PRESQUE ISLE | 37,772 | 31,571 | 32,315 | 33,365 | 33,409 | -3.0% | 0.1% |
| MADAWASKA | 6,312 | 5,082 | 5,122 | 5,367 | 5,100 | -5.2% | -5.0% |
| FORT KENT | 4,129 | 3,882 | 4,084 | 4,155 | 4,589 | 2.7% | 10.4% |
| **NORTHERN MAINE DIST** | 64,974 | 55,152 | 57,747 | 60,479 | 60,968 | -1.6% | 0.8% |
| **OUT OF STATE** | 7,301 | 5,942 | 5,148 | 4,273 | 3,910 | -14.5% | -8.5% |

MAINE TAXABLE SALES
ANNUAL REVIEW 2004
(THOUSANDS OF DOLLARS)

**General Merchandise**

| ECONOMIC SUMMARY AREA / DISTRICT | ANNUAL TOTALS 2000 | 2001 | 2002 | 2003 | 2004 | ANNUAL PERCENT CHANGE 2000-2004 | 2003-2004 |
|---|---|---|---|---|---|---|---|
| **STATE TOTAL** | 2,535,876 | 2,612,551 | 2,808,493 | 2,908,972 | 3,010,493 | 4.4% | 3.5% |
| KITTERY | 143,148 | 130,944 | 125,799 | 121,049 | 129,566 | -2.5% | 7.0% |
| KENNEBUNK | 10,422 | 9,239 | 11,891 | 8,423 | 8,128 | -6.0% | -3.5% |
| BIDDEFORD | 54,810 | 54,103 | 54,433 | 53,301 | 65,217 | 4.4% | 22.4% |
| SANFORD | 60,111 | 61,978 | 60,372 | 62,762 | 66,428 | 2.5% | 5.8% |
| FRYEBURG | 1,658 | 1,526 | 1,563 | 1,496 | 1,666 | 0.1% | 11.4% |
| **YORK DIST** | 270,149 | 257,789 | 254,058 | 247,031 | 271,005 | 0.1% | 9.7% |
| PORTLAND | 435,620 | 459,556 | 518,615 | 553,404 | 570,290 | 7.0% | 3.1% |
| PORTLAND SUBURBAN | 213,949 | 228,008 | 237,044 | 242,682 | 253,232 | 4.3% | 4.3% |
| SEBAGO LAKE | 73,514 | 77,862 | 87,226 | 84,560 | 83,105 | 3.1% | -1.7% |
| **CUMBERLAND DIST** | 723,082 | 765,426 | 842,885 | 880,646 | 906,627 | 5.8% | 3.0% |
| LEWISTON-AUBURN | 167,874 | 175,173 | 192,183 | 200,635 | 208,648 | 5.6% | 4.0% |
| LEWISTON-AUB. SUBURBAN | 3,626 | 3,732 | 3,678 | 3,411 | 3,382 | -1.7% | -0.9% |
| PARIS | 55,401 | 56,468 | 62,623 | 66,141 | 68,563 | 5.5% | 3.7% |
| RUMFORD | 12,672 | 11,998 | 20,185 | 24,930 | 25,847 | 19.5% | 3.7% |
| LIVERMORE FALLS | 6,743 | 6,199 | 5,028 | 1,246 | 998 | -38.0% | -20.0% |
| FARMINGTON | 36,761 | 37,930 | 40,646 | 46,867 | 48,978 | 7.4% | 4.5% |
| RANGELY | 938 | 791 | 759 | 730 | 703 | -7.0% | -3.7% |
| **ANDROSCOGGIN DIST** | 284,015 | 292,290 | 325,102 | 343,961 | 357,118 | 5.9% | 3.8% |
| AUGUSTA | 166,877 | 174,602 | 182,357 | 193,577 | 202,103 | 4.9% | 4.4% |
| WATERVILLE | 101,507 | 104,898 | 105,265 | 103,000 | 104,718 | 0.8% | 1.7% |
| SKOWHEGAN | 36,803 | 37,462 | 39,824 | 41,561 | 42,516 | 3.7% | 2.3% |
| PITTSFIELD | 23,580 | 25,352 | 31,757 | 37,799 | 39,336 | 13.6% | 4.1% |
| JACKMAN | 815 | 1,155 | 1,752 | 2,405 | 2,592 | 33.5% | 7.8% |
| **KENNEBEC DIST** | 329,582 | 343,469 | 360,956 | 378,342 | 391,264 | 4.4% | 3.4% |
| BRUNSWICK | 104,061 | 110,144 | 116,679 | 118,900 | 117,242 | 3.0% | -1.4% |
| DAMARISCOTTA | 25,457 | 24,658 | 24,410 | 20,722 | 20,828 | -4.9% | 0.5% |
| ROCKLAND | 61,254 | 62,916 | 63,871 | 64,969 | 66,619 | 2.1% | 2.5% |
| CAMDEN | 12,782 | 13,313 | 13,591 | 13,959 | 12,967 | 0.4% | -7.1% |
| BELFAST | 20,058 | 19,523 | 18,185 | 12,159 | 11,101 | -13.7% | -8.7% |
| **MID COAST DIST** | 223,612 | 230,553 | 236,737 | 230,709 | 228,756 | 0.6% | -0.8% |
| ELLSWORTH | 76,773 | 77,111 | 79,144 | 81,250 | 85,597 | 2.8% | 5.4% |
| BLUE HILL | 2,082 | 1,795 | 1,948 | 2,261 | 2,054 | -0.3% | -9.2% |
| BAR HARBOR | 7,373 | 7,377 | 7,571 | 7,818 | 7,799 | 1.4% | -0.3% |
| JONESPORT | 3,181 | 2,913 | 3,027 | 3,057 | 2,873 | -2.5% | -6.0% |
| MACHIAS | 3,263 | 3,956 | 3,981 | 4,700 | 4,739 | 9.8% | 0.8% |
| EASTPORT | 312 | 293 | 306 | 365 | 835 | 27.9% | 128.7% |
| CALAIS | 42,608 | 43,044 | 42,712 | 44,503 | 47,317 | 2.7% | 6.3% |
| **EASTERN MAINE DIST** | 135,591 | 136,488 | 138,690 | 143,954 | 151,214 | 2.8% | 5.0% |
| WINTERPORT | 1,281 | 1,690 | 1,696 | 1,712 | 1,896 | 10.3% | 10.8% |
| BANGOR | 304,031 | 313,378 | 342,404 | 348,970 | 377,340 | 5.5% | 8.1% |
| BANGOR SUBURBAN | 18,399 | 16,792 | 13,068 | 13,619 | 12,634 | -9.0% | -7.2% |
| DOVER-FOXCROFT | 16,542 | 16,442 | 16,353 | 12,806 | 13,688 | -4.6% | 6.9% |
| LINCOLN | 17,316 | 17,700 | 20,054 | 21,457 | 21,085 | 5.0% | -1.7% |
| MILLINOCKET | 8,498 | 7,099 | 6,057 | 2,821 | 2,912 | -23.5% | 3.2% |
| **PENOBSCOT DIST** | 366,066 | 373,101 | 399,632 | 401,384 | 429,555 | 4.1% | 7.0% |
| HOULTON | 24,710 | 24,885 | 26,464 | 30,185 | 32,704 | 7.3% | 8.3% |
| PATTEN | 245 | 243 | 211 | 253 | 532 | 21.4% | 109.9% |
| PRESQUE ISLE | 75,214 | 82,175 | 88,673 | 93,344 | 92,793 | 5.4% | -0.6% |
| MADAWASKA | 1,702 | 1,665 | 1,692 | 2,054 | 2,103 | 5.4% | 2.4% |
| FORT KENT | 5,007 | 5,237 | 5,480 | 5,655 | 6,192 | 5.5% | 9.5% |
| **NORTHERN MAINE DIST** | 106,878 | 114,204 | 122,519 | 131,492 | 134,324 | 5.9% | 2.2% |
| **OUT OF STATE** | 96,901 | 99,231 | 127,916 | 151,453 | 140,630 | 9.8% | -7.1% |

MAINE TAXABLE SALES
ANNUAL REVIEW 2004
(THOUSANDS OF DOLLARS)

**'Other' Retail Sales**

| ECONOMIC SUMMARY AREA / DISTRICT | ANNUAL TOTALS 2000 | 2001 | 2002 | 2003 | 2004 | ANNUAL PERCENT CHANGE 2000-2004 | 2003-2004 |
|---|---|---|---|---|---|---|---|
| **STATE TOTAL** | 1,429,986 | 1,409,147 | 1,450,874 | 1,536,647 | 1,604,352 | 2.9% | 4.4% |
| KITTERY | 94,804 | 94,757 | 96,085 | 95,794 | 95,303 | 0.1% | -0.5% |
| KENNEBUNK | 24,821 | 26,074 | 26,376 | 26,680 | 27,029 | 2.2% | 1.3% |
| BIDDEFORD | 21,393 | 22,416 | 24,065 | 26,251 | 28,243 | 7.2% | 7.6% |
| SANFORD | 17,339 | 16,056 | 17,423 | 18,937 | 20,041 | 3.7% | 5.8% |
| FRYEBURG | 5,592 | 5,436 | 5,561 | 6,092 | 6,450 | 3.6% | 5.9% |
| **YORK DIST.** | 163,949 | 164,739 | 169,511 | 173,753 | 177,066 | 1.9% | 1.9% |
| PORTLAND | 255,829 | 218,064 | 227,331 | 244,000 | 263,667 | 0.8% | 8.1% |
| PORTLAND SUBURBAN | 207,647 | 208,183 | 205,533 | 204,557 | 225,731 | 2.1% | 10.4% |
| SEBAGO LAKE | 30,184 | 30,306 | 31,766 | 36,422 | 34,106 | 3.1% | -6.4% |
| **CUMBERLAND DIST.** | 493,660 | 456,553 | 464,631 | 484,979 | 523,504 | 1.5% | 7.9% |
| LEWISTON-AUBURN | 68,506 | 68,737 | 69,955 | 73,416 | 75,496 | 2.5% | 2.8% |
| LEWISTON-AUB. SUBURBAN | 4,854 | 5,535 | 6,072 | 6,008 | 6,642 | 8.2% | 10.6% |
| PARIS | 9,833 | 9,836 | 10,129 | 10,973 | 11,241 | 3.4% | 2.4% |
| RUMFORD | 12,987 | 12,304 | 11,029 | 10,390 | 10,231 | -5.8% | -1.5% |
| LIVERMORE FALLS | 3,720 | 4,005 | 4,073 | 4,350 | 4,958 | 7.4% | 14.0% |
| FARMINGTON | 11,416 | 11,585 | 12,476 | 11,981 | 13,418 | 4.1% | 12.0% |
| RANGELY | 8,811 | 9,640 | 9,542 | 9,568 | 9,055 | 0.7% | -5.4% |
| **ANDROSCOGGIN DIST.** | 120,125 | 121,642 | 123,276 | 126,686 | 131,041 | 2.2% | 3.4% |
| AUGUSTA | 55,108 | 59,257 | 61,668 | 67,723 | 66,583 | 4.8% | -1.7% |
| WATERVILLE | 42,274 | 44,365 | 45,017 | 47,990 | 47,123 | 2.8% | -1.8% |
| SKOWHEGAN | 8,693 | 8,881 | 9,018 | 10,251 | 10,347 | 4.5% | 0.9% |
| PITTSFIELD | 3,217 | 2,772 | 2,697 | 2,703 | 2,825 | -3.2% | 4.5% |
| JACKMAN | 637 | 496 | 564 | 422 | 397 | -11.1% | -5.8% |
| **KENNEBEC DIST.** | 109,928 | 115,771 | 118,963 | 129,089 | 127,275 | 3.7% | -1.4% |
| BRUNSWICK | 44,864 | 50,917 | 54,993 | 57,859 | 57,653 | 6.5% | -0.4% |
| DAMARISCOTTA | 29,102 | 29,502 | 30,220 | 32,488 | 35,861 | 5.4% | 10.4% |
| ROCKLAND | 20,432 | 21,038 | 18,530 | 19,629 | 21,644 | 1.5% | 10.3% |
| CAMDEN | 29,324 | 29,146 | 26,829 | 25,949 | 27,430 | -1.7% | 5.7% |
| BELFAST | 9,945 | 11,071 | 12,296 | 13,095 | 14,424 | 9.7% | 10.2% |
| **MID COAST DIST.** | 133,666 | 141,675 | 142,868 | 149,020 | 157,012 | 4.1% | 5.4% |
| ELLSWORTH | 24,802 | 24,464 | 26,374 | 26,090 | 28,137 | 3.2% | 7.8% |
| BLUE HILL | 7,586 | 7,936 | 8,306 | 8,676 | 9,202 | 4.9% | 6.1% |
| BAR HARBOR | 28,021 | 28,952 | 31,548 | 31,350 | 31,599 | 3.0% | 0.8% |
| JONESPORT | 1,670 | 1,704 | 1,721 | 2,060 | 2,217 | 7.3% | 7.6% |
| MACHIAS | 3,541 | 3,212 | 3,342 | 3,451 | 3,686 | 1.0% | 6.8% |
| EASTPORT | 1,148 | 1,123 | 1,270 | 1,203 | 1,228 | 1.7% | 2.0% |
| CALAIS | 3,658 | 3,518 | 3,665 | 3,700 | 4,849 | 7.3% | 31.1% |
| **EASTERN MAINE DIST.** | 70,426 | 70,908 | 76,227 | 76,531 | 80,919 | 3.5% | 5.7% |
| WINTERPORT | 3,293 | 2,690 | 2,803 | 2,798 | 3,669 | 2.7% | 31.1% |
| BANGOR | 107,924 | 112,264 | 119,275 | 132,619 | 123,833 | 3.5% | -6.6% |
| BANGOR SUBURBAN | 11,565 | 12,907 | 13,621 | 15,217 | 15,191 | 7.1% | -0.2% |
| DOVER-FOXCROFT | 9,366 | 9,076 | 9,526 | 10,286 | 10,751 | 3.5% | 4.5% |
| LINCOLN | 3,367 | 3,425 | 3,617 | 3,352 | 3,149 | -1.7% | -6.1% |
| MILLINOCKET | 3,643 | 4,143 | 4,392 | 4,640 | 3,774 | 0.9% | -18.7% |
| **PENOBSCOT DIST.** | 139,156 | 144,505 | 153,234 | 168,913 | 160,366 | 3.6% | -5.1% |
| HOULTON | 3,762 | 3,578 | 3,671 | 4,275 | 6,315 | 13.8% | 47.7% |
| PATTEN | 1,759 | 1,876 | 2,176 | 2,179 | 2,463 | 8.8% | 13.0% |
| PRESQUE ISLE | 22,198 | 21,199 | 21,566 | 20,251 | 22,337 | 0.2% | 10.3% |
| MADAWASKA | 3,561 | 3,590 | 3,486 | 3,574 | 3,626 | 0.5% | 1.5% |
| FORT KENT | 2,737 | 3,085 | 3,520 | 3,892 | 3,947 | 9.6% | 1.4% |
| **NORTHERN MAINE DIST.** | 34,016 | 33,328 | 34,419 | 34,170 | 38,688 | 3.3% | 13.2% |
| **OUT OF STATE** | 165,060 | 160,027 | 167,747 | 193,505 | 208,483 | 6.0% | 7.7% |

MAINE TAXABLE SALES
ANNUAL REVIEW 2004
(THOUSANDS OF DOLLARS)

**Automotive Sales**

| ECONOMIC SUMMARY AREA / DISTRICT | ANNUAL TOTALS 2000 | 2001 | 2002 | 2003 | 2004 | ANNUAL PERCENT CHANGE 2000-2004 | 2003-2004 |
|---|---|---|---|---|---|---|---|
| **STATE TOTAL** | 3,248,452 | 3,446,345 | 3,526,779 | 3,699,363 | 3,751,847 | 3.7% | 1.4% |
| KITTERY | 23,393 | 27,266 | 28,399 | 28,275 | 26,632 | 3.3% | -5.8% |
| KENNEBUNK | 36,063 | 39,684 | 40,646 | 45,368 | 48,053 | 7.4% | 5.9% |
| BIDDEFORD | 142,727 | 154,194 | 164,456 | 170,421 | 196,342 | 8.3% | 15.2% |
| SANFORD | 58,104 | 62,453 | 64,131 | 68,139 | 71,632 | 5.4% | 5.1% |
| FRYEBURG | 15,311 | 15,835 | 19,006 | 19,111 | 17,967 | 4.1% | -6.0% |
| **YORK DIST** | 275,599 | 299,431 | 316,638 | 331,313 | 360,625 | 7.0% | 8.8% |
| PORTLAND | 466,374 | 492,787 | 491,466 | 520,085 | 508,986 | 2.2% | -2.1% |
| PORTLAND SUBURBAN | 135,690 | 146,783 | 163,021 | 174,558 | 179,389 | 7.2% | 2.8% |
| SEBAGO LAKE | 50,328 | 57,013 | 59,559 | 64,686 | 69,211 | 8.3% | 7.0% |
| **CUMBERLAND DIST** | 652,392 | 696,582 | 714,045 | 759,330 | 757,586 | 3.8% | -0.2% |
| LEWISTON-AUBURN | 183,158 | 186,864 | 192,771 | 206,506 | 215,392 | 4.1% | 4.3% |
| LEWISTON-AUB. SUBURBAN | 25,413 | 28,825 | 30,327 | 31,068 | 30,241 | 4.4% | -2.7% |
| PARIS | 45,943 | 54,534 | 48,907 | 48,928 | 50,657 | 2.5% | 3.5% |
| RUMFORD | 10,673 | 11,640 | 10,765 | 11,145 | 12,506 | 4.0% | 12.2% |
| LIVERMORE FALLS | 7,731 | 7,565 | 7,713 | 7,945 | 9,027 | 4.0% | 13.6% |
| FARMINGTON | 33,404 | 33,930 | 35,255 | 35,866 | 36,748 | 2.4% | 2.5% |
| RANGELY | 9,463 | 10,600 | 10,814 | 11,088 | 10,683 | 3.1% | -3.7% |
| **ANDROSCOGGIN DIST** | 315,784 | 333,958 | 336,550 | 352,546 | 365,253 | 3.7% | 3.6% |
| AUGUSTA | 258,511 | 272,715 | 281,947 | 300,684 | 304,687 | 4.2% | 1.3% |
| WATERVILLE | 96,015 | 111,112 | 118,111 | 125,318 | 124,369 | 6.7% | -0.8% |
| SKOWHEGAN | 52,710 | 55,015 | 51,114 | 55,599 | 55,260 | 1.2% | -0.6% |
| PITTSFIELD | 6,589 | 7,725 | 7,676 | 7,231 | 7,171 | 2.1% | -0.8% |
| JACKMAN | 2,608 | 2,883 | 2,306 | 2,211 | 2,266 | -3.4% | 2.5% |
| **KENNEBEC DIST** | 416,432 | 449,450 | 461,153 | 491,043 | 493,753 | 4.3% | 0.6% |
| BRUNSWICK | 123,241 | 137,542 | 128,095 | 137,251 | 135,059 | 2.3% | -1.6% |
| DAMARISCOTTA | 98,479 | 98,955 | 95,078 | 93,526 | 90,357 | -2.1% | -3.4% |
| ROCKLAND | 64,915 | 68,740 | 66,738 | 70,224 | 69,059 | 1.6% | -1.7% |
| CAMDEN | 13,783 | 14,093 | 16,781 | 17,627 | 17,233 | 5.7% | -2.2% |
| BELFAST | 28,571 | 31,594 | 32,863 | 32,027 | 31,032 | 2.1% | -3.1% |
| **MID COAST DIST** | 328,988 | 350,924 | 339,555 | 350,656 | 342,739 | 1.0% | -2.3% |
| ELLSWORTH | 89,036 | 95,722 | 99,518 | 101,845 | 104,553 | 4.1% | 2.7% |
| BLUE HILL | 6,244 | 6,302 | 6,277 | 5,966 | 7,607 | 5.1% | 27.5% |
| BAR HARBOR | 19,013 | 21,969 | 27,867 | 21,907 | 17,434 | -2.1% | -20.4% |
| JONESPORT | 8,848 | 8,573 | 7,829 | 7,972 | 8,983 | 0.4% | 12.7% |
| MACHIAS | 5,232 | 5,790 | 6,845 | 7,128 | 6,983 | 7.5% | -2.0% |
| EASTPORT | 3,553 | 2,593 | 2,147 | 2,495 | 2,635 | -7.2% | 5.6% |
| CALAIS | 9,123 | 9,996 | 11,600 | 10,811 | 10,595 | 3.8% | -2.0% |
| **EASTERN MAINE DIST** | 141,048 | 150,944 | 162,083 | 158,122 | 158,791 | 3.0% | 0.4% |
| WINTERPORT | 7,776 | 6,216 | 6,494 | 6,888 | 6,402 | -4.7% | -7.1% |
| BANGOR | 328,740 | 351,039 | 355,895 | 385,931 | 392,275 | 4.5% | 1.6% |
| BANGOR SUBURBAN | 90,958 | 98,723 | 107,532 | 113,236 | 118,937 | 6.9% | 5.0% |
| DOVER-FOXCROFT | 35,212 | 35,392 | 36,558 | 41,606 | 41,245 | 4.0% | -0.9% |
| LINCOLN | 32,032 | 29,987 | 33,626 | 39,043 | 33,664 | 1.3% | -13.8% |
| MILLINOCKET | 11,644 | 10,355 | 9,397 | 9,226 | 11,306 | -0.7% | 22.5% |
| **PENOBSCOT DIST** | 506,362 | 531,712 | 549,502 | 595,930 | 603,829 | 4.5% | 1.3% |
| HOULTON | 22,774 | 22,353 | 24,583 | 22,347 | 21,962 | -0.9% | -1.7% |
| PATTEN | 1,430 | 1,924 | 2,126 | 2,445 | 1,980 | 8.5% | -19.0% |
| PRESQUE ISLE | 75,960 | 76,557 | 82,208 | 86,099 | 88,250 | 3.8% | 2.5% |
| MADAWASKA | 7,205 | 6,222 | 6,661 | 5,937 | 5,597 | -6.1% | -5.7% |
| FORT KENT | 22,394 | 19,902 | 21,891 | 19,485 | 18,873 | -4.2% | -3.1% |
| **NORTHERN MAINE DIST** | 129,762 | 126,958 | 137,469 | 136,313 | 136,662 | 1.3% | 0.3% |
| **OUT OF STATE** | 482,085 | 506,387 | 509,784 | 524,111 | 532,609 | 2.5% | 1.6% |

MAINE TAXABLE SALES
ANNUAL REVIEW 2004
(THOUSANDS OF DOLLARS)

**Restaurant & Lodging**

| ECONOMIC SUMMARY AREA / DISTRICT | ANNUAL TOTALS 2000 | 2001 | 2002 | 2003 | 2004 | ANNUAL PERCENT CHANGE 2000-2004 | 2003-2004 |
|---|---|---|---|---|---|---|---|
| **STATE TOTAL** | 1,956,237 | 2,013,398 | 2,108,124 | 2,153,837 | 2,253,991 | 3.6% | 4.7% |
| KITTERY | 197,321 | 201,766 | 216,453 | 214,313 | 224,926 | 3.3% | 5.0% |
| KENNEBUNK | 70,611 | 73,289 | 74,629 | 75,970 | 78,190 | 2.6% | 2.9% |
| BIDDEFORD | 90,875 | 99,994 | 99,241 | 101,373 | 105,682 | 3.8% | 4.3% |
| SANFORD | 30,813 | 34,882 | 34,221 | 35,863 | 41,176 | 7.5% | 14.8% |
| FRYEBURG | 8,124 | 7,966 | 8,400 | 8,104 | 8,717 | 1.8% | 7.6% |
| **YORK DIST.** | 397,745 | 417,896 | 432,944 | 435,624 | 458,691 | 3.6% | 5.3% |
| PORTLAND | 320,784 | 330,047 | 347,536 | 369,564 | 385,016 | 4.7% | 4.2% |
| PORTLAND SUBURBAN | 108,043 | 111,832 | 118,604 | 119,889 | 126,371 | 4.0% | 5.4% |
| SEBAGO LAKE | 58,145 | 61,251 | 64,273 | 65,414 | 70,799 | 5.0% | 8.2% |
| **CUMBERLAND DIST.** | 486,972 | 503,130 | 530,413 | 554,867 | 582,186 | 4.6% | 4.9% |
| LEWISTON-AUBURN | 91,861 | 93,790 | 99,242 | 100,124 | 108,861 | 4.3% | 8.7% |
| LEWISTON-AUB. SUBURBAN | 10,080 | 10,446 | 11,144 | 12,551 | 13,324 | 7.2% | 6.2% |
| PARIS | 15,749 | 16,588 | 17,849 | 17,504 | 18,526 | 4.1% | 5.8% |
| RUMFORD | 36,325 | 32,050 | 32,553 | 35,223 | 35,037 | -0.9% | -0.5% |
| LIVERMORE FALLS | 4,603 | 4,571 | 4,656 | 5,033 | 5,495 | 4.5% | 9.2% |
| FARMINGTON | 14,803 | 15,419 | 16,191 | 17,192 | 17,720 | 4.6% | 3.1% |
| RANGELY | 20,639 | 21,822 | 22,835 | 23,859 | 23,331 | 3.1% | -2.2% |
| **ANDROSCOGGIN DIST.** | 194,060 | 194,685 | 204,470 | 211,485 | 222,293 | 3.5% | 5.1% |
| AUGUSTA | 77,016 | 81,529 | 86,389 | 92,052 | 98,746 | 6.4% | 7.3% |
| WATERVILLE | 57,887 | 60,663 | 70,326 | 66,586 | 67,128 | 3.8% | 0.8% |
| SKOWHEGAN | 19,461 | 19,848 | 20,421 | 20,987 | 21,570 | 2.6% | 2.8% |
| PITTSFIELD | 8,008 | 7,710 | 7,680 | 7,458 | 7,845 | -0.5% | 5.2% |
| JACKMAN | 9,511 | 10,125 | 9,835 | 9,643 | 9,253 | -0.7% | -4.1% |
| **KENNEBEC DIST.** | 171,882 | 179,876 | 194,651 | 196,726 | 204,541 | 4.4% | 4.0% |
| BRUNSWICK | 86,570 | 86,131 | 87,098 | 89,153 | 91,770 | 1.5% | 2.9% |
| DAMARISCOTTA | 65,425 | 65,488 | 69,382 | 68,294 | 68,714 | 1.2% | 0.6% |
| ROCKLAND | 26,383 | 27,154 | 28,621 | 30,262 | 31,952 | 4.9% | 5.6% |
| CAMDEN | 48,697 | 50,073 | 51,736 | 50,488 | 49,199 | 0.3% | -2.6% |
| BELFAST | 20,814 | 23,006 | 23,464 | 25,800 | 23,520 | 3.1% | -8.8% |
| **MID COAST DIST.** | 247,889 | 251,852 | 260,301 | 263,996 | 265,156 | 1.7% | 0.4% |
| ELLSWORTH | 35,480 | 38,189 | 39,509 | 40,481 | 41,708 | 4.1% | 3.0% |
| BLUE HILL | 13,690 | 13,409 | 13,669 | 13,524 | 13,626 | -0.1% | 0.8% |
| BAR HARBOR | 102,094 | 103,803 | 110,872 | 106,966 | 123,195 | 4.8% | 15.2% |
| JONESPORT | 3,326 | 3,597 | 3,230 | 2,605 | 2,576 | -6.2% | -1.1% |
| MACHIAS | 6,998 | 7,092 | 7,092 | 7,558 | 8,112 | 3.8% | 7.3% |
| EASTPORT | 4,669 | 5,413 | 5,454 | 5,627 | 4,711 | 0.2% | -16.3% |
| CALAIS | 9,397 | 8,919 | 9,164 | 9,435 | 9,567 | 0.4% | 1.4% |
| **EASTERN MAINE DIST.** | 175,653 | 180,422 | 188,990 | 186,196 | 203,495 | 3.7% | 9.3% |
| WINTERPORT | 4,579 | 4,301 | 4,451 | 4,773 | 4,703 | 0.7% | -1.5% |
| BANGOR | 167,135 | 167,334 | 176,073 | 180,303 | 190,189 | 3.3% | 5.5% |
| BANGOR SUBURBAN | 15,581 | 17,419 | 19,096 | 20,415 | 20,703 | 7.4% | 1.4% |
| DOVER-FOXCROFT | 13,680 | 14,367 | 14,775 | 14,445 | 15,162 | 2.6% | 5.0% |
| LINCOLN | 7,216 | 6,884 | 7,130 | 7,008 | 7,350 | 0.5% | 4.9% |
| MILLINOCKET | 9,739 | 10,819 | 9,834 | 9,053 | 9,223 | -1.4% | 1.9% |
| **PENOBSCOT DIST.** | 217,930 | 221,123 | 231,357 | 235,997 | 247,330 | 3.2% | 4.8% |
| HOULTON | 10,523 | 9,508 | 9,655 | 10,024 | 9,927 | -1.4% | -1.0% |
| PATTEN | 3,615 | 3,611 | 3,664 | 3,856 | 3,728 | 0.8% | -3.3% |
| PRESQUE ISLE | 31,584 | 32,847 | 32,915 | 34,556 | 35,925 | 3.3% | 4.0% |
| MADAWASKA | 5,722 | 5,899 | 5,545 | 5,497 | 5,468 | -1.1% | -0.5% |
| FORT KENT | 6,173 | 6,223 | 6,485 | 6,680 | 7,595 | 5.3% | 13.7% |
| **NORTHERN MAINE DIST.** | 57,616 | 58,088 | 58,263 | 60,613 | 62,641 | 2.1% | 3.3% |
| **OUT OF STATE** | 6,491 | 6,325 | 6,734 | 8,333 | 7,657 | 4.2% | -8.1% |

MAINE TAXABLE SALES
ANNUAL REVIEW 2004
(THOUSANDS OF DOLLARS)

**Restaurant Sales**

| ECONOMIC SUMMARY AREA / DISTRICT | ANNUAL TOTALS 2000 | 2001 | 2002 | 2003 | 2004 | ANNUAL PERCENT CHANGE 2000-2004 | 2003-2004 |
|---|---|---|---|---|---|---|---|
| STATE TOTAL | 1,477,657 | 1,525,714 | 1,596,306 | 1,637,371 | 1,716,220 | 3.8% | 4.8% |
| KITTERY | 118,296 | 121,261 | 128,171 | 125,806 | 133,925 | 3.2% | 6.5% |
| KENNEBUNK | 43,447 | 44,792 | 46,240 | 47,510 | 51,820 | 4.5% | 9.1% |
| BIDDEFORD | 61,087 | 67,485 | 67,396 | 66,810 | 69,531 | 3.3% | 4.1% |
| SANFORD | 27,064 | 32,310 | 31,641 | 33,276 | 38,481 | 9.2% | 15.6% |
| FRYEBURG | 5,184 | 4,943 | 5,139 | 4,945 | 5,507 | 1.5% | 11.4% |
| **YORK DIST** | 255,078 | 270,790 | 278,586 | 278,346 | 299,263 | 4.1% | 7.5% |
| PORTLAND | 261,982 | 271,958 | 286,448 | 306,330 | 319,276 | 5.1% | 4.2% |
| PORTLAND SUBURBAN | 83,261 | 86,538 | 92,578 | 94,481 | 99,652 | 4.6% | 5.5% |
| SEBAGO LAKE | 44,739 | 46,952 | 48,993 | 49,705 | 54,804 | 5.2% | 10.3% |
| **CUMBERLAND DIST** | 389,982 | 405,448 | 428,019 | 450,517 | 473,732 | 5.0% | 5.2% |
| LEWISTON-AUBURN | 85,242 | 87,187 | 92,465 | 92,476 | 100,376 | 4.2% | 8.5% |
| LEWISTON-AUB. SUBURBAN | | | Not Disclosable | | | | |
| PARIS | 13,374 | 13,982 | 15,234 | 14,772 | 15,613 | 3.9% | 5.7% |
| RUMFORD | 22,732 | 20,151 | 20,818 | 24,957 | 22,824 | 0.1% | -8.5% |
| LIVERMORE FALLS | | | Not Disclosable | | | | |
| FARMINGTON | 13,238 | 13,831 | 14,560 | 15,375 | 16,013 | 4.9% | 4.1% |
| RANGELY | 11,103 | 12,295 | 12,700 | 13,263 | 12,889 | 3.8% | -2.8% |
| **ANDROSCOGGIN DIST** | 157,917 | 159,883 | 168,843 | 175,648 | 183,880 | 3.9% | 4.7% |
| AUGUSTA | 67,396 | 71,255 | 75,542 | 81,531 | 88,089 | 6.9% | 8.0% |
| WATERVILLE | 51,192 | 53,174 | 61,882 | 56,866 | 57,820 | 3.1% | 1.7% |
| SKOWHEGAN | | | Not Disclosable | | | | |
| PITTSFIELD | | | Not Disclosable | | | | |
| JACKMAN | 4,410 | 4,749 | 4,675 | 4,321 | 4,105 | | |
| **KENNEBEC DIST** | 148,161 | 154,266 | 167,639 | 168,584 | 176,901 | 4.5% | 4.9% |
| BRUNSWICK | 70,281 | 69,746 | 70,444 | 71,833 | 75,411 | 1.8% | 5.0% |
| DAMARISCOTTA | 43,324 | 43,664 | 46,072 | 45,019 | 45,575 | 1.3% | 1.2% |
| ROCKLAND | 22,114 | 22,402 | 24,002 | 25,286 | 27,112 | 5.2% | 7.2% |
| CAMDEN | 29,053 | 30,062 | 30,515 | 30,406 | 30,036 | 0.8% | -1.2% |
| BELFAST | 17,057 | 18,363 | 18,857 | 20,876 | 18,528 | 2.1% | -11.2% |
| **MID COAST DIST** | 181,829 | 184,238 | 189,889 | 193,420 | 196,662 | 2.0% | 1.7% |
| ELLSWORTH | 29,333 | 31,960 | 32,091 | 33,077 | 34,502 | 4.1% | 4.3% |
| BLUE HILL | 8,308 | 7,879 | 8,049 | 7,795 | 8,121 | -0.6% | 4.2% |
| BAR HARBOR | 46,993 | 48,124 | 52,334 | 51,323 | 53,450 | 3.3% | 4.1% |
| JONESPORT | 2,836 | 3,125 | 2,725 | 2,131 | 2,079 | -7.5% | -2.4% |
| MACHIAS | 6,106 | 6,154 | 6,204 | 6,535 | 7,064 | 3.7% | 8.1% |
| EASTPORT | 3,823 | 4,694 | 4,695 | 4,836 | 3,922 | 0.6% | -18.9% |
| CALAIS | 7,291 | 6,860 | 6,948 | 6,955 | 7,124 | -0.6% | 2.4% |
| **EASTERN MAINE DIST** | 104,688 | 108,795 | 113,046 | 112,651 | 116,261 | 2.7% | 3.2% |
| WINTERPORT | 3,991 | 3,727 | 3,895 | 4,236 | 4,221 | 1.4% | -0.3% |
| BANGOR | 142,240 | 143,245 | 150,864 | 154,477 | 162,889 | 3.4% | 5.4% |
| BANGOR SUBURBAN | 13,600 | 14,654 | 15,702 | 17,157 | 17,401 | 6.4% | 1.4% |
| DOVER-FOXCROFT | 10,128 | 10,707 | 10,618 | 10,357 | 10,935 | 1.9% | 5.6% |
| LINCOLN | 6,796 | 6,295 | 6,508 | 6,336 | 6,635 | -0.6% | 4.7% |
| MILLINOCKET | 7,070 | 7,679 | 7,242 | 6,501 | 6,608 | -1.7% | 1.6% |
| **PENOBSCOT DIST** | 183,825 | 186,306 | 194,830 | 199,063 | 208,688 | 3.2% | 4.8% |
| HOULTON | 9,213 | 8,218 | 8,233 | 8,515 | 8,530 | -1.9% | 0.2% |
| PATTEN | 2,906 | 2,826 | 2,865 | 2,999 | 2,917 | 0.1% | -2.7% |
| PRESQUE ISLE | 26,988 | 27,999 | 27,864 | 29,272 | 30,764 | 3.3% | 5.1% |
| MADAWASKA | 5,414 | 5,577 | 5,225 | 5,148 | 5,193 | -1.0% | 0.9% |
| FORT KENT | 5,166 | 5,053 | 5,339 | 5,538 | 6,443 | 5.7% | 16.3% |
| **NORTHERN MAINE DIST** | 49,686 | 49,673 | 49,525 | 51,472 | 53,847 | 2.0% | 4.6% |
| OUT OF STATE | 6,491 | 6,316 | 5,930 | 7,671 | 6,986 | 1.9% | -8.9% |

MAINE TAXABLE SALES
ANNUAL REVIEW 2004
(THOUSANDS OF DOLLARS)

**Lodging Sales**

| ECONOMIC SUMMARY AREA / DISTRICT | ANNUAL TOTALS 2000 | 2001 | 2002 | 2003 | 2004 | ANNUAL PERCENT CHANGE 2000-2004 | 2003-2004 |
|---|---|---|---|---|---|---|---|
| **STATE TOTAL** | 450,596 | 487,683 | 511,818 | 516,466 | 537,771 | 4.5% | 4.1% |
| KITTERY | 74,413 | 80,505 | 88,283 | 88,508 | 91,002 | 5.2% | 2.8% |
| KENNEBUNK | 25,910 | 28,497 | 28,390 | 28,460 | 26,371 | 0.4% | -7.3% |
| BIDDEFORD | 26,671 | 32,509 | 31,845 | 34,563 | 36,151 | 7.9% | 4.6% |
| SANFORD | 1,936 | 2,572 | 2,580 | 2,587 | 2,695 | 8.6% | 4.2% |
| FRYEBURG | 2,384 | 3,023 | 3,262 | 3,160 | 3,210 | 7.7% | 1.6% |
| **YORK DIST** | 131,315 | 147,105 | 154,358 | 157,278 | 159,428 | 5.0% | 1.4% |
| PORTLAND | 52,420 | 58,089 | 61,088 | 63,233 | 65,740 | 5.8% | 4.0% |
| PORTLAND SUBURBAN | 24,189 | 25,294 | 26,026 | 25,408 | 26,720 | 2.5% | 5.2% |
| SEBAGO LAKE | 12,029 | 14,299 | 15,280 | 15,710 | 15,995 | 7.4% | 1.8% |
| **CUMBERLAND DIST** | 88,637 | 97,683 | 102,394 | 104,351 | 108,455 | 5.2% | 3.9% |
| LEWISTON-AUBURN | 6,464 | 6,603 | 6,778 | 7,648 | 8,486 | 7.0% | 10.9% |
| LEWISTON-AUB. SUBURBAN | | | Not Disclosable | | | | |
| PARIS | 2,221 | 2,606 | 2,615 | 2,732 | 2,913 | 7.0% | 6.7% |
| RUMFORD | 13,409 | 11,899 | 11,736 | 10,266 | 12,213 | -2.3% | 19.0% |
| LIVERMORE FALLS | | | Not Disclosable | | | | |
| FARMINGTON | 1,631 | 1,587 | 1,630 | 1,817 | 1,707 | 1.1% | -6.1% |
| RANGELY | 9,608 | 9,526 | 10,135 | 10,596 | 10,443 | 2.1% | -1.4% |
| **ANDROSCOGGIN DIST** | 35,532 | 34,803 | 35,627 | 35,837 | 38,414 | 2.0% | 7.2% |
| AUGUSTA | 9,079 | 10,275 | 10,847 | 10,521 | 10,657 | 4.1% | 1.3% |
| WATERVILLE | 6,915 | 7,490 | 8,445 | 9,720 | 9,308 | 7.7% | -4.2% |
| SKOWHEGAN | | | Not Disclosable | | | | |
| PITTSFIELD | | | Not Disclosable | | | | |
| JACKMAN | 5,005 | 5,377 | 5,159 | 5,322 | 5,148 | | |
| **KENNEBEC DIST** | 23,240 | 25,610 | 27,013 | 28,143 | 27,640 | 4.4% | -1.8% |
| BRUNSWICK | 14,934 | 16,385 | 16,655 | 17,320 | 16,360 | 2.3% | -5.5% |
| DAMARISCOTTA | 20,530 | 21,824 | 23,310 | 23,274 | 23,139 | 3.0% | -0.6% |
| ROCKLAND | 3,695 | 4,751 | 4,619 | 4,977 | 4,840 | 7.0% | -2.7% |
| CAMDEN | 19,338 | 20,011 | 21,221 | 20,081 | 19,163 | -0.2% | -4.6% |
| BELFAST | 3,882 | 4,642 | 4,608 | 4,924 | 4,992 | 6.5% | 1.4% |
| **MID COAST DIST** | 62,380 | 67,614 | 70,413 | 70,576 | 68,494 | 2.4% | -3.0% |
| ELLSWORTH | 6,525 | 6,229 | 7,418 | 7,405 | 7,207 | 2.5% | -2.7% |
| BLUE HILL | 4,797 | 5,530 | 5,620 | 5,729 | 5,505 | 3.5% | -3.9% |
| BAR HARBOR | 50,882 | 55,679 | 58,538 | 55,644 | 69,745 | 8.2% | 25.3% |
| JONESPORT | 408 | 472 | 506 | 474 | 497 | 5.1% | 4.8% |
| MACHIAS | 901 | 938 | 888 | 1,023 | 1,049 | 3.9% | 2.5% |
| EASTPORT | 1,018 | 720 | 760 | 791 | 789 | -6.2% | -0.2% |
| CALAIS | 2,200 | 2,060 | 2,216 | 2,480 | 2,443 | 2.7% | -1.5% |
| **EASTERN MAINE DIST** | 66,730 | 71,627 | 75,945 | 73,545 | 87,234 | 6.9% | 18.6% |
| WINTERPORT | 457 | 574 | 555 | 538 | 481 | 1.3% | -10.4% |
| BANGOR | 24,722 | 24,089 | 25,209 | 25,826 | 27,301 | 2.5% | 5.7% |
| BANGOR SUBURBAN | 1,891 | 2,766 | 3,393 | 3,258 | 3,303 | 15.0% | 1.4% |
| DOVER-FOXCROFT | 3,198 | 3,660 | 4,157 | 4,088 | 4,227 | 7.2% | 3.4% |
| LINCOLN | 483 | 589 | 622 | 672 | 715 | 10.3% | 6.4% |
| MILLINOCKET | 1,825 | 3,140 | 2,592 | 2,552 | 2,616 | 9.4% | 2.5% |
| **PENOBSCOT DIST** | 32,576 | 34,817 | 36,528 | 36,934 | 38,642 | 4.4% | 4.6% |
| HOULTON | 1,164 | 1,290 | 1,422 | 1,509 | 1,397 | 4.7% | -7.4% |
| PATTEN | 632 | 785 | 799 | 857 | 811 | 6.4% | -5.4% |
| PRESQUE ISLE | 4,698 | 4,848 | 5,051 | 5,284 | 5,161 | 2.4% | -2.3% |
| MADAWASKA | 311 | 321 | 320 | 349 | 274 | -3.1% | -21.5% |
| FORT KENT | 895 | 1,171 | 1,146 | 1,143 | 1,151 | 6.5% | 0.8% |
| **NORTHERN MAINE DIST** | 7,700 | 8,415 | 8,738 | 9,141 | 8,794 | 3.4% | -3.8% |
| **OUT OF STATE** | 2,486 | 8 | 804 | 662 | 671 | -27.9% | 1.4% |

***Note: Store-type Group definitions are on the last page.***

# DEFINITIONS OF ECONOMIC SUMMARY AREAS (ESA's) AND DISTRICTS

## *SOUTHERN MAINE ECONOMIC SUMMARY DISTRICT*

**KITTERY ESA**
Cape Neddick
Eliot
Highpine
Kittery
Moody
Ogunquit
South Berwick
Webhannet
Wells
York

**KENNEBUNK ESA**
Arundel
Cape Porpoise
Kennebunk
Kennebunkport

**BIDDEFORD ESA**
Bar Mills
Biddeford
Buxton
Dayton
Hollis
Limington
Ocean Park
Old Orchard Beach
Saco

**SANFORD ESA**
Acton
Alfred
Berwick
E Lebanon
Emery Mills
Goodwins Mills
Lebanon
Limerick
Lyman
Maplewood
Newfield
North Berwick
Sanford
Shapleigh
South lebanon
Springvale
Waterboro
West Lebanon

**FRYEBURG ESA**
Baldwin
Brownfield
Cornish
Denmark
Fryeburg
Hiram
Kezar Falls
Lovell
Parsonfield
Porter
Stoneham
Stow
Sweden

## *CUMBERLAND ECONOMIC SUMMARY DISTRICT*

**PORTLAND ESA**
Cliff Isl
Cumberland Mills
Great Diamond Isl
Long Island
Peaks Island
Portland
South Portland
Westbrook

**PORTLAND SUBURBAN**
Bustins Isl
Cape Elizabeth
Chebeague Isl
Cousins Isl
Cumberland
Falmouth
Freeport
Gorham
North Yarmouth
Pine Point
Pownal
Prouts Neck
Scarborough
Yarmouth

**SEBAGO LAKE ESA**
Bolster Mill
Bridgton
Casco
Convene
Crescent Lake
Douglas Hill
Dry Mills
E Sebago
Gray
Harrison
Hillside
Naples
North Sebago
Raymond
Sebago
Sebago Lake
Standish
Steep Falls
Windham

## *ANDROSCOGGIN ECONOMIC SUMMARY DISTRICT*

**LEWISTON-AUBURN ESA**
Auburn
Danville
Lewiston
Lisbon

**LEWISTON-AUB SUBURBAN**
Curtis Corner
Durham
Greene
Intervale
Leeds
Mechanic Falls
Minot
New Glouster
Poland
Sabbathday Lake
Sabbattus
Turner
Upper Gloucester
Wales
Webster

**PARIS ESA**
Albany Twp
Bryant Pond
Buckfield
Greenwood
Hartford
Hebron
Locke Mills
Norway
Otisfield
Oxford
Paris
Sumner
Waterford
Welchville
West Paris
Woodstock

**RUMFORD ESA**
Andover
Bethel
Byron
Carthage
Dixfield
Frye
Gilead
Hanover
Mexico
Milton Plt
Newry
Peru
Ridlonville
Riley
Roxbury
Rumford
Upton

**FARMINGTON ESA**
Allens Mil
Avon
Chesterville
Dryden
E Dixfield
Farmington
Industry
New Sharon
New Vineyard
Phillips
Strong
Temple
Weld
Wilton

**LIVERMORE ESA**
Canton
Chisholm
E Livermore
Fayette
Jay
Livermore
Livermore Falls

**RANGELEY ESA**
Adamstown
Bald Mtn
Carrab. Valley
Coburn Gore
Coplin Plt
Dallas
Eustis
Freeman Twp
Grants
Kennebago Lake
Kingfield
Lincoln Plt
Madrid
Magalloway Plt
Oquossoc
Pleasant Isl
Rangeley
Rangeley Plt
Salem Twp
Sandy River Plt
Stratton
Wilsons Mills

## *KENNEBEC ECONOMIC SUMMARY DISTRICT*

**AUGUSTA ESA**
Augusta
Chelsea
Coopers Mills
Farmingdale
Gardiner
Hallowell
Hibberts Gore
Kents Hill
Litchfield
Manchester
Monmouth
Mount Vernon
Pittston
Randolph
Readfield
Richmond
Somerville
Vienna
Wayne
West Gardiner
Whitefield
Windsor
Winthrop

**WATERVILLE ESA**
Albion
Belgrade
Benton
China
Clinton
Fairfield
Freedom
Hinckley
Oakland
Palermo
Rome
Shawmut
Sidney
Smithfield
Thorndike
Troy
Unity
Unity Twp
Vassalboro
Waterville
Weeks Mills
Winslow

**SKOWHEGAN ESA**
Anson
Athens
Canaan
Cornville
Embden
Harmony
Lakewood
Madison
Mercer
New Portland
Norridgewock
Skowhegan
Solon
Starks

**PITTSFIELD ESA**
Burnham
Cambridge
Detroit
Hartland
Palmyra
Pittsfield
Ripley
St. Albans

**JACKMAN ESA**
Bingham
Brighton Plt
Caratunk
Concord Twp
Dennistown
Highland Plt
Holeb
Jackman
Lake Moxie
Lexington Twp
Long Pond Twp
Moose River
Moscow
Ogontz
Pleasant Rd.
Rockwood
The Forks Plt
Wyman Dam
W. Forks Plt

## *MID COAST ECONOMIC SUMMARY DISTRICT*

**BRUNSWICK ESA**
Arrowsic
Bailey Island
Bath
Birch Island
Bowdoin
Bowdoinham
Brunswick
Cedar Grove
Cundys Hbr
Dresden
Five Islands
Georgetown
Harpswell
Macmahan
Merepoint
Orrs Island
Pejebscot
Perkins Twp
Phippsburg
Popham Beach
Robinhood
Sebasco Estates
Small Pt Bea
Topsham
West Bath
West Point
Woolwich

**DAMARISCOTTA ESA**
Alna
Bayville
Boothbay
Boothbay Hbr
Bremen
Bristol
Capitol Isl
Chamberlain
Christmas Cove
Damariscotta
Damariscotta Mills
Edgecomb
Head Tide
Jefferson
Loudville
Medomak
Monhegan Plt
New Harbor
Newagen
Newcastle
Nobleboro
Ocean Point
Pemaquid
Round Pond
Sheepscot
South Bristol
Southport
Squirrel Island
Trevett
Waldoboro
Walpole
Westport
Winslow Mills
Wiscasset

**ROCKLAND ESA**
Clark Isl
Criehaven
Cushing
Friendship
Lawry
Long Cove
Matinicus Plt
North Haven
Owls Head
Pleasant Pt
Port Clyde
Rockland
So Thomaston
Sprucehead
St. George
Tenants Harbor
Thomaston
Union
Vinalhaven
Warren
Washington

**CAMDEN ESA**
Appleton
Burketville
Camden
Dark Harbor
Glen Cove
Hope
Isleboro
Lincolnville
Pripset
Rockport

**BELFAST ESA**
Bayside
Belfast
Belmont
Brooks
Jackson
Knox
Liberty
Monroe
Montville
Morrill
Northport
Searsmont
Swansville
Waldo

## *EASTERN MAINE ECONOMIC SUMMARY DISTRICT*

**ELLSWORTH ESA**
Amherst
Ashville
Aurora
Birch Harbor
Bucksport
Corea
Dedham
Eastbrook
Ellsworth
Franklin
Gouldsboro
Great Pond
Green Lake
Hancock
Lamoine
Mariaville
Orland
Osborn Plt
Otis
Prospect Harbor
Sorrento
Sullivan
Surry
Trenton
Verona
Waltham
Winter Harbor

**BLUE HILL ESA**
Blue Hill
Brooklyn
Brooksville
Cape Rosier
Castine
Deer Isle
Harborside
Isle Au Haut
Little Deer Isl
Lookout
Oceanville
Penobscot
Sargentville
Sedgwick
Stonington
Sunset

**BAR HARBOR ESA**
Atlantic
Bar Harbor
Bass Harbor
Bernard
Cranberry Isl
Frenchboro
Hall Quarry
Hulls Cove
Isleford
Long Island Plt
Manset
Mintum
Mount Desert
Northeast Harbor
Otter Creek
Salisbury Cove
Seal Cove
Seal Harbor
Southwest Hbr
Swans Isl
Tremont

**JONESPORT ESA**
Addison
Beals
Beddington
Centerville
Cherryfield
Columbia
Columbia Falls
Deblois
Harrington
Jonesboro
Jonesport
Milbridge
Steuben
Unionville

**MACHIAS ESA**
Bucks Harbor
Cutler
E Machias
Jacksonville
Larrabee
Machias
Machiasport
Marshfield
Northfield
Roque Bluffs
Starboard
Wesley
Whiting
Whitneyville

**EASTPORT ESA**
Ayers
Dennysville
Eastport
Edmunds Twp
Lubec
No. 14 Plt
Pembroke
Perry
Trescott Twp

**CALAIS ESA**
Alexander
Baileyville
Baring Plt
Brookton
Calais
Charlotte
Codyville Plt
Cooper
Crawford
Forest Sta
Grand Lake Sta
Grove
Lambert Lake
Meddybemps
Milltown
No. 21 Plt
Princeton
Red Beach
Robbinston
Talmadge
Topsfield
Vanceboro
Waite
Woodland (04694)

## *PENOBSCOT ECONOMIC SUMMARY DISTRICT*

**WINTERPORT ESA**
Frankfort
Prospect
Sandy Point
Searsport
Stockton Springs
Winterport

**BANGOR ESA**
Bangor
Brewer
Great Works
Indian Isl Sta
Old Town
Orono
Stillwater
Veazie

**BANGOR SUB. ESA**
Alton
Argyle Twp
Bradley
Cardville
Carmel
Clifton
Corinna
Corinth
Costigan
Dixmont
E Eddington
Eddington
Etna
Exeter
Glenburn
Greenbush
Greenfield
Hampden
Hampden Hights
Hermon
Holden
Hudson
Kenduskeag
Levant
Milford
Newburgh
Newport
Olamon
Orrington
Plymouth
Stetson

**DOVER-FOX. ESA**
Abbott
Atkinson
Barnard Plt
Beaver Cove
Blanchard
Bowerbank
Bradford
Brownville
Charleston
Chesuncook Twp
Derby
Dexter
Dover-Foxcroft
Elliotsville
Garland
Greenville
Guilford
Kingsbury
Lagrange
Lakeview Plt
Medford
Milo
Monson
Northeast Carry Twp
Onawa
Orneville Twp
Parkman
Sangerville
Sebec
Sebec Lake
Sebec Sta
Shirley
Shirley Mills
Wellington
Williamsburg Plt
Willimantic

**LINCOLN ESA**
Burlington
Carroll Plt
Chester
Drew Plt
Edinburg
Enfield
Grand Falls
Howland
Kingman Twp
Lee
Lincoln
Lowell
Mattawamkeag
Maxfield
Passadumkeag
Saponac
Sebeis Plt
Springfield
Webster Plt
Winn

**MILLINOCKET ESA**
E Millinocket
Grindstone
Medway
Millinocket
West Seboeis
Woodville

***NORTHERN MAINE ECONOMIC SUMMARY DISTRICT***

**HOULTON ESA**
Amity
Bancroft
Cary Plt
Danforth
Eaton
Forest City
Glenwood
Hammond Plt
Haynesville
Hodgdon
Houlton
Linneus
Littleton
Ludlow
Macwahoc Plt
Molunkus Twp
Monticello
New Limerick
Orient
Reed Plt
Selden
Weston
Wytopitlock

**PATTEN ESA**
Benedicta
Crystal
Dyer Brook
Hersey
Island Falls
Merrill
Monarda
Moro Plt
Mount Chase
Oakfield
Patten
Sherman
Shin Pond
Silver Ridge Twp
Smyrna
Smyrna Mills
Stacyville

**PRESQUE ISLE ESA**
Ashland
Blaine
Bridgewater
Caribou
Castel Hill
Caswell Plt
Chapman
Clayton Lake
Connor Twp
Crouseville
E Plt
Easton
Ft Fairfield
Garfield Plt
Limestone
Loring AFB
Mapleton
Mars Hill
Masardis
Nashville Plt
Oxbow Plt
Perham
Portage Lake
Prentiss Plt
Presque Isle
Robinston
Sheridan
Stockholm
Wade
Washburn
Westfield
Westmanland Plt
Woodland

**MADAWASKA ESA**
Cyr Plt
Grand Isle
Hamlin
Keegan
Lille
Madawaska
St. David
Van Buren

**FORT KENT ESA**
Allagash
Eagle Lake
Estcourt Sta
Frenchville
Ft Kent
Guerette
New Canada Plt
Plaisted
Quimby
Sinclair
Soldier Pond
St. Agatha
St. Francis
St. John Plt
Upper Frenchville
Wallagrass Pt
Winterville Plt

## DEFINITIONS OF STORE-TYPE GROUPS

Note: In Maine's sales tax system, codings are by store type, not product. Thus, each store is coded into one of the store-type groups below depending on its predominant product; i.e., furniture sold by a furniture store will be included in General Merchandise sales while furniture sold by a hardware store will be included in Building Supply sales.

| | | |
|---|---|---|
| 1. | Consumer Retail Sales | Total taxable retail sales to consumers |
| 2. | Total Retail Sales | Includes Consumer Retail Sales plus special types of sales and rentals to businesses where the tax is paid directly by the buyer (such as commercial or industrial heating oil purchases) |
| 3. | Building Supply | Durable Equipment Sales, Contractors' Sales, Hardware Stores and Lumber Yards. |
| 4. | Food Stores | All food stores from large supermarkets to small corner food stores. The values here are snacks and non-food items only, since food intended for home consumption is not taxed. |
| 5. | General Merchandise | In this sales group are stores carrying product lines generally carried in large department stores. It includes clothing, furniture, shoes, radio- t.v., household durable goods, home furnishings, etc. |
| 6. | Other Retail | This group includes a wide selection of taxable sales not covered elsewhere. Examples are dry goods stores, drug stores, jewelry stores, sporting goods stores, antique dealers, morticians, book stores, photo supply stores, gift shops, etc. |
| 7. | Auto | This sales group includes all transportation related retail outlets. Included are auto dealers, auto parts, aircraft dealers, motorboat dealers, automobile rental, etc. |
| 8. | Restaurant/Lodging | All stores selling prepared food for immediate consumption. The Lodging group includes only rentals tax. |

# APPENDIX F.

**MILL BUILDINGS AND LAND**
(from Sanford GIS 8-22-05)

| Map-Lot # | Address | Owner (as of 9/03/04) | Acreage | Assessed Value | SF | Replacement Cost | Stories |
|---|---|---|---|---|---|---|---|
| J29-18 | 13 River St. | Gateway Properties | 6.8 | $828,100 | 226,446 | $10,391,610 | 3.5 |
| J29-18A | 12 High St. | Red Brick Properties | 0.42 | $196,800 | 33,406 | $1,419,547 | 2 |
| J29-17 | 61 Washington St. | 59 Wash. St. Realty | 0.73 | $417,500 | 61,457 | $2,473,655 | 2 |
| J29-17D | 0 Pioneer Av. | Northern Props. LLC | 0.1 | $7,600 | N/A | N/A | N/A |
| J29-19A | 3 Aerofab Dr. | Northern Props. LLC | 0.63 | $169,700 | 42,265 | $1,550,955 | 2 |
| J29-24 | 0 Pioneer Ave. | Medea USA Ltd. | 0.77 | $142,300 | 18,149 | $822,504 | 1 |
| J30-45 | 22 Pioneer Ave. | Wasco Products | 3.98 | $697,400 | 254,409 | $9,492,672 | 1 |
| J30-44 | 72 Emery St. | Sanford Mill | 7.2 | $952,000 | 278,108 | $11,598,270 | 3.5 |
| J30-46 | 10 International Dr. | Medea USA Ltd. | 2.17 | $720,600 | 309,375 | $12,622,870 | 3.5 |
| J30-44A | 0 Emery St. | Sanford Mill | 0.53 | $5,300 | N/A | N/A | N/A |
| J29-25 | 0 Pioneer Ave. | Medea USA Ltd. | 0.07 | $4,500 | N/A | N/A | N/A |
| I30-6 | 0 Emery St. | Sanford Mill | 4.5 | $10,900 | N/A | N/A | N/A |
| I30-6A | 0 Emery St. | Genest, David/Mike | 2.11 | $93,800 | N/A | N/A | N/A |
| J29-17A | 3 Weaver Dr. | Surplus. Bus. Assets | 1.44 | $302,900 | 96,000 | $3,913,100 | 3.5 |
| J29-19 | 0 High St. | Sharenow, Eric/Jane | 0.44 | $82,300 | 8,960 | $295,233 | 1 |
| | | | **Total** | **$4,631,700** | **1,328,575** | **$54,580,416** | |

# APPENDIX G.

# SANFORD CENTER / MOUSAM WATERFRONT
## ACTION PLAN

| AREA | PROJECT DESCRIPTION | ACTION STEPS | PRIORITY | PHASE | TIMELINE (years) | DEVELOPMENT RESPONSIBILITY | FUNDING SOURCES | COST ESTIMATE* (Millions) |
|---|---|---|---|---|---|---|---|---|
| 1 | ***Redeveloping Mid-Town Mall into Blue Ribbon Square*** | > Initiate discussions with owners of Mall on creation of public-private partnership to combine current building areas and parking area into transformed Blue Ribbon Sq.<br>> Change orientation of buildings and circulation to be perpendicular to water<br>> Create outdoor "lifestyle mall" in keeping with small town, New England character<br>> Implement new grand pedestrian connection from Main St. to waterfront--the downtown to the water<br>> Extend the walkable character to include the whole block from Main St. to water's edge and from Wash. St. to Winter St.<br>> Upgrade streetscape along Washington St. and Corner of Winter/Main St. to be similar to Main St.<br>> Bury overhead utilities<br>> As part of overall business attraction campaign bring new niche retail and mixed uses to Blue Ribbon Sq. | 1 | 1 to 2 | 1 to 5 | Town of Sanford<br>Existing owners<br>Potential developers | Town of Sanford<br>Maine DECD<br>US EDA | $2.75 - 3.0 site<br><br>$12 - 21 buildings |
| 2 | ***Downtown Streetscape/Landscaping Improvements*** | > Introduce cohesive character to all of Main St., Wash. St. and Winter St.<br>> Create and install new banners unique to the area such as Welcome to Sanford Maine, a Blue Ribbon Community--to live, work and play<br>> Install new sidewalks to include brick and concrete paving<br>> Install new granite curbs throughout<br>> Re-grade sidewalks to raise grade of curbs<br>> Add new handicapped curb ramps<br>> Repair any damaged light poles and bring differences in styles into line with historic poles; make footings flush with surrounding grades<br>> Prune, fertilize or replace existing trees; add new trees at gaps<br>> Provide pedestrian crosswalks at all intersections; use pavers complimentary to sidewalk materials<br>> Relocate hydrants out of street and into sidewalk zone<br>> Provide family of benches, trash receptacles and newspaper stands<br>> As part of overall business attraction campaign bring new niche retail and mixed uses to Downtown | 1 | 1 | 1 to 2 | Town of Sanford<br>Chamber of Commerce<br>Local Property Owners | Town of Sanford<br>Maine DECD<br>Chamber of Commerce<br>Local Property Owners | $3.25 - 3.6 |

| AREA | PROJECT DESCRIPTION | ACTION STEPS | PRIORITY | PHASE | TIMELINE (years) | DEVELOPMENT RESPONSIBILITY | FUNDING SOURCES | COST ESTIMATE* (Millions) |
|---|---|---|---|---|---|---|---|---|
| 3 | ***Mill Resuscitation and Renovation Tie to Downtown/Pond/River Mill parking*** | > Initiate discussions with existing mill owners on public-private partnership to renovate Mills<br>> If enthusiasm or resources of existing owners is lacking, seek other developers to acquire properties or become equity partners<br>> Working with Mill owners/developers seek planning, transportation-related and other grant monies<br>> Upgrade image of Mills including development standards and interweave with community<br><br>***Vehicular Circulation and Parking***<br>> Create clear, simple and logical entrance to Mills from northeast<br>> Establish public street through Mills complex from northeast<br>> Create distinct parking to the east for new/existing uses<br>> Build new parking garage on Pioneer Ave. that utilizes grade change to maintain low building height relationship to neighborhood<br><br>***Pedestrian Circulation and Access***<br>> Clearly define from Main St. and relate to river<br>> Create inviting gateway into complex<br>> Design pedestrian walkway from water's edge to flow into Mills complex with access to canoe launch from existing historical brick building<br>> Have sidewalks along through street connect to adjacent neighborhoods and interpretive trail<br>> Locate interpretive trail centrally along the Mousam channel with views between buildings back to Wash. St. and on old renovated pedestrian bridge around grand old birch tree with connections to lower level shops, museum entrance and river access point<br>> Upgrade circulation between buildings for clarity, safety<br><br>***Architecture***<br>> Restore Mill buildings with upgrades (and environmental cleanup) that are consistent with new image<br>> Demolish wooden structure on Pioneer Avenue and replace with new parking garage<br>> Locate museum in centrally located I-shaped mill with a welcoming component for info / gift shop at the small north-end addition | 1 | 1 to 2 | 1 to 5 | Mill Owners<br>Prospective developers<br>Town of Sanford | Mill Owners<br>Maine DECD<br>US EDA<br>Local Banks<br>Town of Sanford | $8 - 8.75 site<br><br>$2.3 - 7.1 garage<br><br>$22.5 - 27.5 renovation |

| AREA | PROJECT DESCRIPTION | ACTION STEPS | PRIORITY | PHASE | TIMELINE (years) | DEVELOPMENT RESPONSIBILITY | FUNDING SOURCES | COST ESTIMATE* (Millions) |
|---|---|---|---|---|---|---|---|---|
| | | > North-end addition would also serve as the pivot point between interior museum and outdoor interpretive path along the Mill channel and the river access connection<br>> Try to leave at least one (if not both) of the existing smokestacks as iconic landmarks<br><br>***Infrastructure***<br>> Bury overhead wires and remove utility poles<br>> Bring in new, upgraded utilities including cable/TV<br>> Provide for fire and emergency access<br>> Reinforce and upgrade channel façade between mill buildings<br>> Rebuild pedestrian bridge<br>> Upgrade vehicular bridge<br>> Rebuild historic balustrade along channel<br>> Identify and map water resources to define building / site requirements<br>> Increase size of southern culvert under Emery St. for stormwater conveyance and canoe access<br><br>***Other***<br>> As part of overall business attraction campaign bring new niche retail and mixed uses to the Mills including cultural/arts, entertainment, residential, recreational and office space | | | | | | |
| 4 | ***Beautify and improve Cottage St. Gateway entrance to Sanford*** | > At North Avenue place Gateway arrival signs<br>> Upgrade streetscape from North Ave. to Pond<br>> Add directional signage at River Street<br>> Upgrade River Street streetscape at Cottage St.<br>> Create gateway character at Winter Street at Pond with streetscape, banners, signage lighting, etc. | **2** | **1 to 2** | **as higher priority projects unfold** | Town of Sanford<br>Chamber of Commerce | Town of Sanford<br>Chamber of Commerce<br>Maine DECD | $2.8 - 3.0 |
| 5 | ***Re-energize Number One Pond*** | > Activate corner of Riverside Ave. / Washington St. with brewpub or restaurant<br>> Upgrade sidewalk through residential neighborhood along Riverside Ave., north to existing park<br>> Acquire public rights to parcels between water's edge and River St. from Winter St./Cottage St. to Wash. St.<br>> Relocate businesses, remove buildings, debris and overgrowth along this stretch of water to allow continuous access and parklet at River St. / Wash. St. including a Children's Garden | **3** | **2 to 3** | **3 to 6** | Town of Sanford | Town of Sanford<br>Maine DECD<br>US EDA | $3.8 - 4.2 |

| AREA | PROJECT DESCRIPTION | ACTION STEPS | PRIORITY | PHASE | TIMELINE (years) | DEVELOPMENT RESPONSIBILITY | FUNDING SOURCES | COST ESTIMATE* (Millions) |
|---|---|---|---|---|---|---|---|---|
| | | > Bury overhead lines<br>> Mirror overlook along Washington St. at waterfall to opposite side at Mills for view through Mill buildings; remove old pedestrian bridges connecting buildings and build new "transparent" higher crossings that do not obstruct views<br>> Continue pedestrian walkway along water into Mill complex with access to river and proposed canoe launch | | | | | | |
| | ***Upgraded Image, Logo, Brand*** | > Adopt new image for the Town: **Sanford, Maine, *a Blue Ribbon Community*--to live, work and play**<br>> Establish related logo showing silhouette of Mousam River and Number One Pond in blue behind Town's name and image as shown above<br>> Through implementation of recommendations in all five areas above, establish enhanced lifestyle as Sanford's "brand" | 1 | 1 | ASAP | Town of Sanford | Town of Sanford | Part of Marketing Campaign to attract new businesses |
| | ***Other Recommendations*** | > Community policing will improve safety in the neighborhoods, reduce crime and improve sense of community | 2 | 1 | 1 or 2 | Town of Sanford | Town of Sanford<br>Federal funding for law enforcement<br>Property owners might contribute space | To be determined based on implement-ation |

***LEGEND***

Priority 1 = Most important
Priority 2 = Very Important
Priority 3 = Important

Phase 1 = Year 1 and 2
Phase 2 = Year 3-5
Phase 3 = Year 6+

* The following possible costs have NOT been included in the estimates: parcel acquisitions, legal or other consultant work, earthwork, work in the water or on bridges, and roadway work unless specifically identified. Work (rehabilitation or demolition) on existing buildings, construction of new buildings and site demolition are included only where specifically noted.
All costs are based on 2005 dollars and include a 20% design contingency