

Economy draft

II. ECONOMY

II. A: Introduction

An understanding of the economy is essential to comprehensive planning. Providing stable, well-paying jobs is necessary in retaining people of working age. It is important to identify economic trends to use in formulating economic development strategies.

State Goal

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

II. B: Key Findings Reported in the 1998 Plan

Orland's economy was strongly linked to the regional economy. More than 27 percent of Orland's labor force were employed in the manufacturing sector, and approximately 19 percent were employed in the retail sector. As seen in Orland's commuting patterns, the majority of these manufacturing jobs were provided by the former Champion International paper mill in Bucksport, while the majority of retail jobs are located in Ellsworth. While Orland's unemployment rate rises significantly during the winter months, it shows greater seasonal stability than the economy of Hancock County as a whole. Other major sources of employment for Orland residents include the Maine Maritime Academy, the Orland School District, Craig Brook Fish Hatchery, Robert Wardwell and Sons, Robert Wardwell Construction and Trucking, and seasonally, G.M. Allen and Sons. Although Orland has consistently maintained a higher median income and lower unemployment rate than Hancock County, economic conditions in Orland have moved closer to the Hancock County average since 1992.

II.C: Key Findings for 2016

Manufacturing employment was already declining before the closing of the Verso Mill. Overall employment increased by 13 percent between 1990 and 2014. By contrast, county-wide employment increased by 7.9 percent. Only 15 percent of the Orland labor force works in Orland. The largest numeric job losses were in manufacturing. The biggest increase was in retail trade.

Of the sources of employment identified in the 1998 Key Findings, Robert Wardwell & Sons and the Orland School District are no more. Present day employers now include Freshwater Stone, Craig Brook National Fish Hatchery, First Student Transportation, Ecological Services (located at Craig Brook), Ellsworth Builders Supply (in 2018 Hammond Lumber), Orland Community Center and H.O.M.E. Inc. Positions have also been added to the Town staff.

II. D: Analyses

(1) Is the economy experiencing significant change?

One major change is the closing of the Bucksport Verso mill in 2014: 51 Orland residents lost their jobs. Table II.1 shows changes in employment by industry between 2000 and 2014. Overall, employment increased by 13 percent compared to 7.9 percent rate for the county. These data predate the closing of the Verso Mill. The largest numeric decrease (74 jobs) was in manufacturing. This is consistent with county-wide trends (table II.2), where manufacturing also accounted for the largest number of jobs lost. There were also losses in wholesale trade (20 jobs or 64.5 percent).

The biggest increase (53 jobs) was in retail trade sector. Other expanding sectors include transportation warehousing and utilities (40 jobs), educational, health and social services (35 jobs), and other services except public administration (41 jobs).

| Table II.1 Change in Employment by Industry, Orland Residents 2000-2010 | | | | | |
|--|-------------|-------------|-------------|----------------------------------|--|
| Sector | 2000 | 2010 | 2014 | Change 2000- 2014 | Percent change 2000- 2014 |
| Agriculture, Forestry, & Fisheries | 17 | 0 | 49 | 32 | 188.2% |
| Construction | 136 | 147 | 131 | (5) | -3.7% |
| Manufacturing | 181 | 184 | 107 | (74) | -40.9% |
| Wholesale trade | 31 | 6 | 11 | (20) | -64.5% |
| Retail trade | 123 | 112 | 176 | 53 | 43.1% |
| Transportation, warehousing and utilities | 38 | 50 | 78 | 40 | 105.3% |
| Information | 17 | 26 | 15 | (2) | -11.8% |
| Finance, Insurance & Real Estate | 23 | 43 | 43 | 20 | 87.0% |
| Professional, scientific, management, administrative & waste management services | 47 | 23 | 56 | 9 | 19.1% |
| Educational, health and social services | 257 | 356 | 292 | 35 | 13.6% |
| Arts, entertainment, recreation, accommodation and food services | 062 | 68 | 71 | 9 | 14.5% |
| Other services (except public administration) | 50 | 79 | 91 | 41 | 82.0% |
| Public Administration | 49 | 20 | 45 | -4 | -8.2% |
| Total | 1031 | 1114 | 1165 | 134 | 13.0% |
| SOURCE: U.S. Census (2000) American Community Survey (2010 - 2014) | | | | | |

| Table II.2 Change in Employment by Industry, Hancock County Residents 2000-2010 | | | | | |
|--|-------------|-------------|-------------|----------------------------------|---------------------------|
| Sector | 2000 | 2010 | 2014 | Change 2000- 2014 | Percent change |
| Agriculture, Forestry, & Fisheries | 1,315 | 1,342 | 1,614 | 299 | 22.7% |
| Construction | 2,524 | 2,999 | 2,262 | (262) | -10.4% |
| Manufacturing | 2,369 | 2,177 | 1,511 | (858) | -36.2% |
| Wholesale trade | 575 | 414 | 420 | (155) | -27% |
| Retail trade | 3,057 | 3,430 | 3,506 | 449 | 14.7% |
| Transportation, warehousing and utilities | 883 | 919 | 857 | (26) | -3% |
| Information | 644 | 627 | 491 | (153) | -23.8% |
| Finance, Insurance & Real Estate | 1,191 | 1,385 | 1,148 | (43) | -3.6% |
| Professional, scientific, management, administrative and waste management services | 2,005 | 2,781 | 2,981 | 976 | 48.7% |
| Educational, health and social services | 5,544 | 7,325 | 6,829 | 1285 | 23.2% |
| Arts, entertainment, recreation, accommodation and food services | 2,252 | 2,388 | 3,093 | 841 | 37.3% |
| Other services (except public administration) | 1,672 | 1,413 | 1,449 | (223) | -13.3% |
| Public Administration | 1,003 | 795 | 860 | (143) | -14.3% |
| Total | 25,034 | 27,995 | 27,021 | 1,987 | 7.9% |
| SOURCE: U.S. Census (2000) American Community Survey (2010 -2014) | | | | | |

Self-employment rates in Orland increased from 13.2% in 2000 and to 24.5% in 2014. The county self-employment rate increased from 15.9% to 21.9%. Table II.3 shows commuting patterns for Orland residents per American Community Survey (ACS) data. Only 15.4% of the Orland labor force worked in Orland. About 18.2% worked Bucksport (before the Mill closing). Other common destinations included Bangor, Ellsworth, Castine, and Trenton.

| Table II.3 Commuting Destination Orland Residents (where residents work) | | |
|---|---------------|----------------|
| Destination | Number | Percent |
| Orland | 160 | 15.4% |
| Bucksport | 190 | 18.2% |
| Castine | 45 | 4.3% |
| Blue Hill | 40 | 3.8% |
| Ellsworth | 115 | 11.0% |
| Penobscot | 30 | 2.9% |
| Trenton | 85 | 8.2% |
| Bangor | 175 | 16.8% |
| Belfast | 40 | 3.8% |
| Other destinations | 163 | 15.6% |
| Total | 1042 | 100.0% |
| SOURCE: 2010 American Community Survey Estimates | | |
| Table II.4 Residential Origin of Those Who Work in Orland | | |
| Place of Residence | Number | Percent |
| Orland | 160 | 56.3% |

| | | |
|---|------------|---------------------|
| Penobscot County | 18 | 6.3% |
| Waldo County | 34 | 12.0% |
| Bucksport | 25 | 8.8% |
| Verona Island | 0 | 0.0% |
| Castine | 0 | 0.0% |
| Ellsworth | 25 | 8.8% |
| Penobscot town | 10 | 3.5% |
| From other locations | 12 | 4.2% |
| Total Reported as Working in Orland | 284 | 100.0% (rounded) |
| SOURCE: 2010 American Community Survey Estimates | | |

About 73% of residents drove to work alone in 2010 compared to 82% in 2000. About 20% in 2010 used carpools compared to 10% in 2000. There was no change in the percentage of Orland residents who worked at home; about 4% worked at home in both 2000 and 2010.

Annual average employment trends are shown in Table II. 5.

| Table II.5 Annual Average Employment Trends, 2011-2015, Orland & Hancock County | | | | |
|--|-------------------------|-------------------|---------------------------|------------------------------------|
| Year | County/ town | Employment | Unemploy- ment | Unemploy- ment rate |
| 2011 | County | 27,412 | 2,694 | 8.9% |
| | Orland | 1,243 | 98 | 7.3% |
| 2012 | County | 27,361 | 2,614 | 8.7% |
| | Orland | 1,232 | 96 | 7.2% |

| | | | | |
|------|--------|--------|-------|------|
| 2013 | County | 27,790 | 2,385 | 7.9% |
| | Orland | 1,245 | 96 | 7.2% |
| 2014 | County | 27,726 | 2,055 | 6.9% |
| | Orland | 1,235 | 77 | 5.9% |
| 2015 | County | 27,222 | 1,635 | 5.7% |
| | Orland | 1,207 | 77 | 6% |
| | | | | |

Economic Development:

Orland does not have defined priorities for economic development. These priorities are not reflected in regional economic development plans.

There are signs of life in Orland Village. The old Masonic Hall (most recently an antique shop) has been sold. The new owner has opened a Yoga studio there and may have additional plans. The old Orland Market has also been sold. The new owner plans to renovate the upstairs apartments with a view to renting to MMA students. No firm plans for the first-floor retail space. Traffic speed is a problem as is the lack of parking and safe pedestrian and bicycle travel lanes.

Tourism is important, but the impact or benefit is not fully known. Local accommodations include three campgrounds, one inn, and one motel/cabins, and several privately-owned short-term rentals. The Great Pond Mountain Conservation Trust also attracts tourists to the community. The town supports tourism through membership in the Bucksport Bay Area Chamber of Commerce, promotion of Orland River Day, and encouragement of private businesses.

Statistical and anecdotal information suggests home occupations and self-employment are also on the rise but are difficult to quantify. They play a role in providing services and developing a sense of place in the community.

The town-wide survey indicates a desire for designated areas for commercial/industrial. There are presently no such areas. If “appropriate areas” are supposed to have public utilities, there are very limited opportunities. There are no performance standards other than the Site Plan Review Ordinance and Shoreland Zoning ordinance. Business may establish and operate under the Site Plan Ordinance, but that ordinance does not have zoning standards indicating where they may locate.

Public services, including sewer, water, broadband access or three-phase power, are addressed in the Public Facilities and Services Chapter. Due to the limited access to public sewer along a short portion of Route 46, Route 1, and the village area, and lack of broadband connectivity, economic development is limited.

Local or regional economic development incentives such as TIF districting, are not under consideration at this time.

Orland has potential economic growth assets in our village area, several lakes and rivers, Great Pond Mountain Wildlands, Craig Brook National Fish Hatchery and Museum, and historic sites.

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