

SECTION 7. ECONOMY

Economy Part 1: Background, Trends, and Analysis

REGIONAL ECONOMY

Poland is strategically located adjacent to Maine's population and economic centers. Nearly 50% of Maine's population is located within a 30-mile radius of Poland. While Poland does not in and of itself have a broad-based, diverse economy, it is part of a much larger economically robust regional economy.

From an economic perspective Poland is influenced by a larger regional economy. While Cumberland County certainly has an influence on the Community, it is the tri-county region of Androscoggin, Oxford and Franklin that has and will continue to have the major economic influence on the Town of Poland.

The largest employers in Lewiston and Auburn are: Sisters of Charity Health, Central Maine Medical Center, TB Banknorth Group, Bates College, Lewiston School Department, Auburn School Department, City of Lewiston-municipal government, Tambrands, Inc., Wal-Mart Supercenter, Wal-Mart Distribution Center, Panolam (Pioneer Plastics), and Ecs fka Livebridge, Inc.

Source: Town of Poland Economic Development Strategy, May 2005, Community Dynamics, Corp.

TOP 25 PRIVATE EMPLOYERS IN MAINE BY AVERAGE MONTHLY EMPLOYMENT BY COUNTY (2nd QUARTER 2020)				
Rank	NAME	County	Employment Range	Industry Description
1	CENTRAL MAINE HEALTHCARE CORP	ANDROSCOGGIN	2,001 to 2,500	General medical and surgical hospitals
2	T D BANK N A	ANDROSCOGGIN	1,501 to 2,000	Commercial banking
3	ST MARY'S REGIONAL MEDICAL CTR	ANDROSCOGGIN	1,001 to 1,500	General medical and surgical hospitals
4	WAL MART / SAM'S CLUB	ANDROSCOGGIN	1,001 to 1,500	Warehouse Clubs and Supercenters
5	BATES COLLEGE	ANDROSCOGGIN	501 to 1,000	Colleges and universities
6	L.L.BEAN, INC.	ANDROSCOGGIN	501 to 1,000	Electronic Shopping and Mail-Order Houses
7	MURPHY HOMES INC, JOHN F	ANDROSCOGGIN	501 to 1,000	Residential developmental disability homes
8	HANNAFORD BROS CO	ANDROSCOGGIN	1 to 500	Supermarkets and other grocery stores
9	PIONEER PLASTICS CORPORATION	ANDROSCOGGIN	1 to 500	Laminated plastics plate, sheet, and shapes
10	TAMBRANDS INC	ANDROSCOGGIN	1 to 500	Sanitary paper product manufacturing
11	CHANGE HLTHCRE TECH ENABLED SERV LL	ANDROSCOGGIN	1 to 500	Other accounting services
12	THE DINGLEY PRESS INC	ANDROSCOGGIN	1 to 500	Commercial printing, except screen and books
13	PERRIER GROUP-POLAND SPRING	ANDROSCOGGIN	1 to 500	Bottled water manufacturing
14	SODEXO USA	ANDROSCOGGIN	1 to 500	Food service contractors
15	ANDROSCOGGIN HOME CARE & HOSPICE	ANDROSCOGGIN	1 to 500	Home health care services
16	UPS SOLUTIONS	ANDROSCOGGIN	1 to 500	Couriers and express delivery services
17	CLOVER MANOR INC	ANDROSCOGGIN	1 to 500	Nursing care facilities, skilled nursing
18	HARTT TRANSPORTATION SYSTEMS INC	ANDROSCOGGIN	1 to 500	General freight trucking, long-distance TL
19	SHAW'S SUPERMARKETS INC	ANDROSCOGGIN	1 to 500	Supermarkets and other grocery stores
20	BONNEY STAFFING CENTER LLC	ANDROSCOGGIN	1 to 500	Temporary help services
21	ALTERNATIVE SRVS-NORTHEAST INC	ANDROSCOGGIN	1 to 500	Residential developmental disability homes
22	INDUSTRIAL CONNECTIONS & SOLUTIONS	ANDROSCOGGIN	1 to 500	Switchgear and switchboard apparatus mfg.
23	LEPAGE BAKERIES CEDAR STREET	ANDROSCOGGIN	1 to 500	Commercial bakeries
24	MR BOSTON BRANDS LLC	ANDROSCOGGIN	1 to 500	Distilleries
25	TRI COUNTY MENTAL HEALTH SERVICES	ANDROSCOGGIN	1 to 500	Outpatient mental health centers

Source: Maine Department of Labor, Center for Workplace Research and Information, data from 2nd Quarter 2020

POLAND'S ECONOMY

Poland's early economy was focused on agriculture. With the Poland Shaker Farm, Poland Spring Farm and the Chipman's farm being the largest. In 1845, Poland Spring Water began bottling water sold around the world. In 1859, when the population was 2,660, it had four sawmills, a gristmill, a tannery and a carriage factory. The St. Lawrence and Atlantic Railroad passed through the northeastern corner of the town, spurring development and bringing tourists drawn to its scenic ponds and gentle hills. In 1876 the Poland Spring House was opened bringing

more tourists to our small town. In 1895, the Maine State Building (originally built for the Columbian World's Fair) was re-erected on Ricker Hill. 1896, Poland Spring added one of the first golf courses in the state designed by Arthur Fenn.

By 1893, when Mechanic Falls became a separate town, Poland had evolved into a Gilded Age resort town with the Poland Spring House and Mansion House. Poland is noted for its mineral springs, Poland Spring Water which were reported to have curative qualities. Bottled spring water has been a large part of Poland's economy over the years. Today water is bottled and sold as Poland Spring water by Nestlé Waters North America, a subsidiary of Nestlé.

Over time, the tourism industry changed and the Poland Spring House declined. Once sold the new owners allowed the sprawling facilities to deteriorate. Saul Feldman purchased the hotel in 1962 and built the Maine Inn. In 1966, the Poland Spring House was converted to the largest Women's Job Corps facility in the United States. The Job Corps dormitory was vacated in 1969 and was destroyed by a spectacular fire on July 3, 1975. In 1972, Mel Robbins came to develop the Poland Spring property and saw the potential to develop an affordable resort. Currently the property operated by his wife, Cyndi Robbins, consists of 3 inns, 3 restaurants, a golf course and assorted amenities attracting guests from across the country.

Poland's economy is driven by tourism, quarries, transportation (trucking), farming, and small businesses. Many residents work outside of town in the Lewiston/Auburn and Portland metro areas.

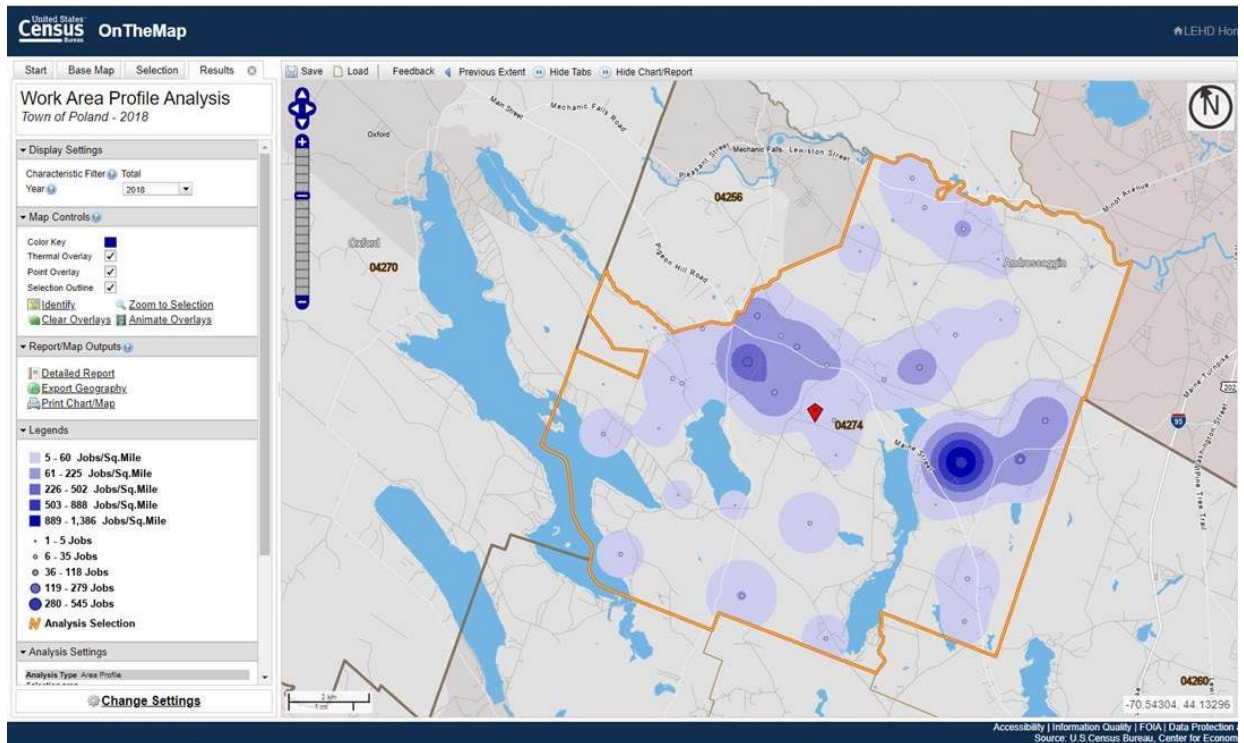
There are several large non-residential tax payers in the community, including the Poland Spring Bottling plant, The Poland Spring Inn, several youth summer camps and several natural resource based businesses (Pike Industries, Old Castle and MB Bark Mulch). The major employer in Poland is the Poland Spring Bottling plant.

- Poland is strategically located in a very robust regional economy that is one of the strongest and fastest growing in the State.
- There are some significant economic development activities occurring in adjacent communities that will benefit Poland.
- Poland is home to one of the most recognizable businesses and market brands in the consumer products business.
- Poland has a rich history in destination tourism, which can be further enhanced.
- Poland possesses numerous significant natural resources, including groundwater, surface water and minerals.
- Poland possesses a high value vehicular and rail network, with close proximity to business centers

Source: Town of Poland Economic Development Strategy, May 2005, Community Dynamics, Corp.

Large employers in town include Poland Spring Water, Pike Industries, Inc., Bruce M. Whittier School, Camp Fernwood, Code Enforcement, Denny's, Granite Bay Care, High Tech Fire, Jolly Gardener Products, Maine Container, McDonald's, North Star Camp, Perry Transport Inc., Poland Community School, Poland Fire Station, Poland Regional High School, Poland Spring Resort, Rc Moore Inc., and the Village Kitchen. A listing of employers in Poland and Poland Spring from the Maine Department of Labor's Center for Workforce Research and Information Employer Locator website is provided at the end of this chapter.

Major employers can be seen on the map below, showing in purple where the jobs in Poland are located. Lighter colors are fewer jobs, and darker colors are the greatest number of jobs. The largest employers shown on this map are the Poland Spring Bottling plant shown by the large dark purple circle in the eastern central portion of the town, and the school complex shown in the north western portion of town.



Source: US Census “On The Map” website, data from 2018

LABOR FORCE

The number of people in the labor force living in Poland has steadily increased as population has increased. At the time of this plan update, we have limited data available on the continued changes to the labor force and economy based on the effects of the Covid-19 health crisis, which is still ongoing. Following unemployment rates for the month of November over recent years shows that Maine and Androscoggin County’s rates had had relatively minor variation within 1%, but that unemployment was 2% higher at the end of 2020 than it had been a year prior.

Unemployment Rates		
Seasonally Adjusted		
Dates	Androscoggin Co.	Maine
November 2020	4.7%	4.7%
November 2019	2.8%	2.8%
November 2018	3.1%	3.1%
November 2017	2.8%	3.0%
November 2016	3.2%	3.6%
November 2015	3.6%	4.0%

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

Using CARES Act funding, Maine's Economic Development Districts have contracted with CBER at University of Southern Maine to research the unemployment affects and changes to the economy related to the pandemic. Preliminary data shows that unemployment rates were highest in Androscoggin County for the months of April – August (2020) at 10% or greater. It is probably too soon to tell what the lasting impacts will be.

In 2018 the greatest number of workers, 29.6%, was employed in educational services, and health care and social assistance, followed by public administration (10.4%), and manufacturing (9.2%). The categories were different in prior census periods, but it appears that in recent decades a majority of residents have made their living in professional, medical and office occupations, with a large portion also working in manufacturing and construction work, and very few in agriculture and forestry. In 1990, 31.2% worked in technical, sales and administrative support occupations and 19.7% in managerial and professional specialty occupations. Precision production, craft and repair occupations made up 19.1% of the workforce and operators, fabricators and laborers were 17.1% of the workforce. There were just 10.6% in service occupations and 2.5% in farming, forestry, and fishing occupations.

Employment by Occupation			
2018			
Occupation	Poland	Androscoggin Co.	Maine
Civilian employed population 16 years and over	2,959	54,039	665,188
Management, business, science, and arts occupations	769	18,309	247,467
Service occupations	529	10,370	120,974
Sales and office occupations	726	12,260	146,416
Natural resources, construction, and maintenance occupations	409	5,049	70,257
Production, transportation, and material moving occupations	526	8,051	80,074

Source: American Community Survey 5-Year Estimate

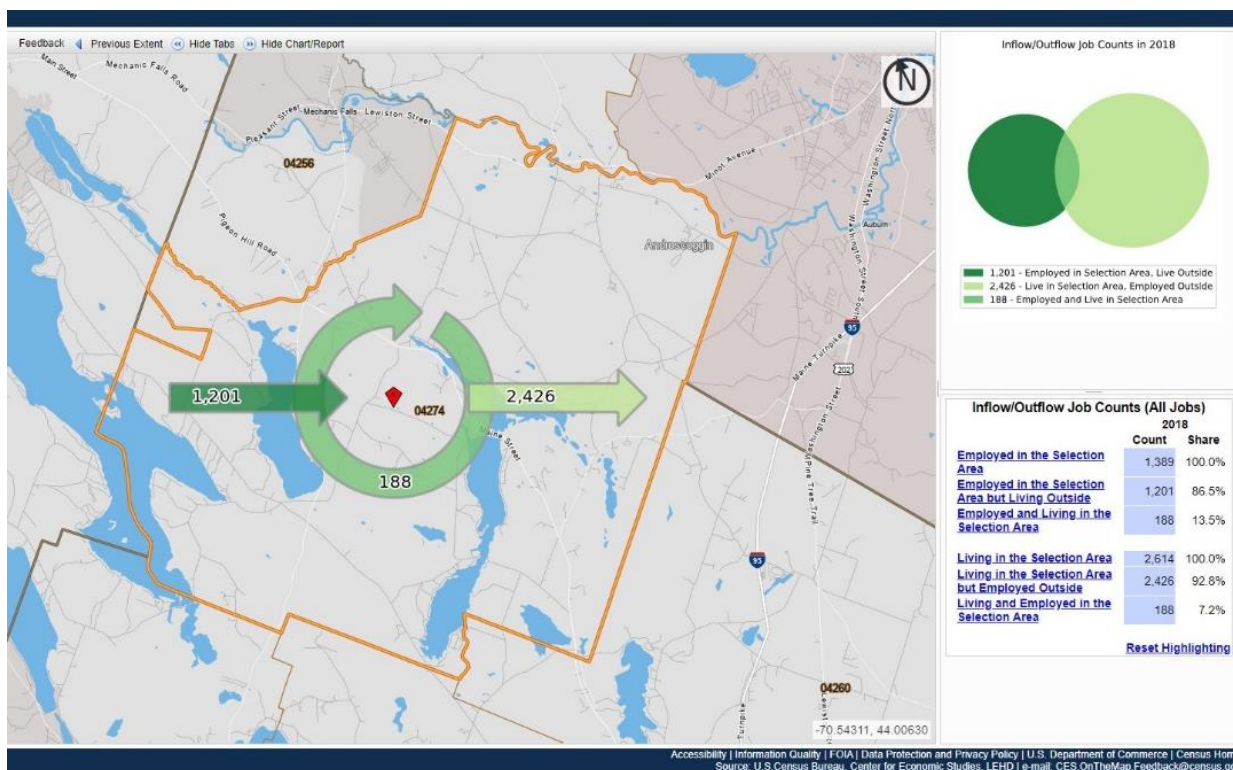
Employment by Industry			
2019			
Industry	Poland		Androscoggin Co.
	<i># of Workers</i>	<i>% of Total</i>	<i>% of Total (data not available for number of workers)</i>
Civilian employed population 16 years and over	3,108		56,964
Agriculture, forestry, fishing and hunting, and mining	95	3.1%	1.4%
Construction	195	6.3%	7.8%
Manufacturing	286	9.2%	10.2%
Wholesale trade	79	2.5%	3.0%
Retail trade	192	6.2%	12.7%
Transportation and warehousing, and utilities	234	7.5%	3.8%
Information	24	0.8%	1.8%
Finance and insurance, and real estate and rental and leasing	208	6.7%	7.3%

Professional, scientific, and management, and administrative and waste management services	193	6.2%	9.1%
Educational services, and health care and social assistance	921	29.6%	27.2%
Arts, entertainment, and recreation, and accommodation and food services	233	7.5%	7.1%
Other services, except public administration	126	4.1%	4.8%
Public administration	322	10.4%	3.9%

Source: 2019 American Community Survey

WORK LOCATION AND TRAVEL

Data from the US Census shows that in 2018 there were 1,389 jobs located in Poland, with 188 of those being held by Poland residents, and another 1,201 of those jobs being held by non-residents commuting to Poland for work. 2,426 Poland residents worked outside of Poland in 2018.



Source: US Census “On The Map” website.

Of those workers commuting out of Poland for work, 36.5% are traveling to Auburn and Lewiston, but beyond these two cities there appears to be significant dispersal in the region. 7.2% of residents work in Poland and only 0.4% work and home, so combined, over 92% of workers commute outside of town for

work. Of the total workforce, 79% commute alone while just under 16% carpool. 57% of workers commute less than 30 minutes, while a substantial portion have longer commute times.

Where Poland Residents are Employed		
2018		
Commute destination	Number of Jobs	% of Total
Lewiston, ME	485	18.6%
Auburn, ME	469	17.9%
Poland, ME	188	7.2%
Portland, ME	167	6.4%
Augusta, ME	68	2.6%
South Portland, ME	58	2.2%
Bath, ME	47	1.8%
Westbrook, ME	42	1.6%
Bangor city, ME	40	1.5%
Mechanic Falls, ME	39	1.5%
Norway, ME	35	1.3%
All other locations	976	37.3%

2019	
	Androscoggin County Residents
Worked in county of residence	73.5%
Worked outside county of residence	25.2%
Worked outside state of residence	1.3%

Source: American Community Survey 1-Year Estimate

Transportation – Means of Travel to Work				
2018				
Transportation	Poland		Andro. Co.	
Total workers	2,901		52,580	
Car, truck, or van – drove alone	2,294	79%	41,707	79.3%
Car, truck, or van - carpooled	457	15.8%	5,966	11.3%
Public transportation – excluding taxicab	0	0%	77	0.15%
Walked	17	0.6%	1,923	3.7%
Taxicab, motorcycle, bicycle, or other means	16	0.55%	212	0.4%
Worked at home	117	0.4%	2,166	4.1%

Source: American Community Survey 5-Year Estimate

Travel Time to Work				
2018				
Time	Poland		Andro. Co.	
Less than 5 minutes	13	0.4%	1,901	3.6%
5 – 9 minutes	176	6.1%	6,874	13%

10-14 minutes	392	13.5%	8,260	15.7%
15-19 minutes	420	14.5%	7,579	14.4%
20-24 minutes	371	12.8%	6,143	11.7%
25-29 minutes	280	9.7%	2,925	5.6%
30 – 34 minutes	241	8.3%	4,524	8.6%
35-39 minutes	252	8.7%	2,064	3.9%
40-44 minutes	131	4.5%	2,140	4.1%
45-59 minutes	287	9.9%	5,452	10.4%
60-89 minutes	145	5.0%	1,651	3.1%
90 or more minutes	76	2.6%	901	1.7%
Workers over 16 who did not work at home	2,784	96%	50,414	95.9%

Source: American Community Survey 5-Year Estimate

The following table highlights total consumer retail sales information for the town of Poland. Total retail sales for Poland increased 21% from 2016 to 2020. In addition, the largest increase in sales in Poland occurred in the area of Auto Transportation, up 140% from 2016 to 2020, and the greatest sales as a percentage of the whole occurred in the area of Personal Consumption, at 527%, in 2020.

Taxable Sales in Dollars Poland

	2016	2017	2018	2019	2020	% Change 2016-2020
Business Operating	5,302,889	5,862,331	6,482,532	6,582,456	6,632,159	25%
Building Supply	4,638,494	5,357,051	5,694,405	6,741,362	7,128,310	54%
Food Store	*	*	*	*	*	*
General Mdse.	*	*	*	*	*	*
Other Retail	*	*	*	*	*	*
Auto Transportation	2,503,571	4,290,397	4,800,533	5,626,834	5,997,188	140%
Personal Consumption	24,831,592	26,270,160	27,300,432	28,451,760	28,674,540	15%
Restaurant	4,438,241	4,642,195	5,063,489	5,330,601	4,863,526	10%
Lodging	3,553,917	3,593,620	3,432,246	3,222,293	1,525,905	-57% **
Total	45,268,704	50,015,754	52,773,637	55,955,306	54,821,628	21%

Source: Maine Revenue Services, Sales Tax Reports.

*Note: Missing information has been blocked by the State to prevent identification of sales of a particular taxpayer.

**A decline of -9.3% took place from 2016-2019. The significant increase of this decline in 2020 can, at least partially, be attributed to the Covid-19 State of Emergency shut downs and related factors.

The largest increase in taxable revenues from 2016-2020 was for the auto transportation category with a 140% increase. This includes all transportation related retail outlets including auto dealers, auto parts, aircraft dealers, motorboat dealers, automobile rentals and so forth. Building supply also did well with a 54% increase in that period, this includes durable equipment sales, contractors' sales, hardware stores, and lumber yards. Lodging revenues declined an average of 57% through this period, with the decline greatest in 2020.

ECONOMIC DEVELOPMENT PLANS

Androscoggin County is included in the *Androscoggin Valley Economic Development District Comprehensive Economic Development Strategy for 2018-2023*, but it does not call out Poland specifically. While none of the action items are town-specific, a number of them may be of benefit to Poland residents and businesses including: workforce development goals and efforts to support technology trade programs at CMCC, seeking implementation funds for regional broadband expansion, the continued brownfields redevelopment program, and efforts to promote Western Maine as a four-season destination for sports-related events and meetings could also impact tourism positively.

The town is also included in the Western Maine Regional Capital Improvement Plan, updated in 2018. The plan is a vision document with goals and objectives outlined to meet that regional vision. The economic development goal in the plan is to provide for “Improved job opportunities and tax base for all communities in the region.” Some of the objectives may be beyond the scope of an individual town, but a few that the town may want to explore include:

- Encourage sustainable use of the region’s natural resources with a focus on agriculture, forestry and tourism.
Support innovative concepts and value added use.
- Improve and revitalize downtowns; encourage smart-growth concepts, including walkable communities.
- Encourage the continued viability of agricultural businesses and agricultural land protection.
- Create, nurture and attract more entrepreneurial start-ups.

The town has prepared The Town of Poland Economic Development Strategy in May 2005.