

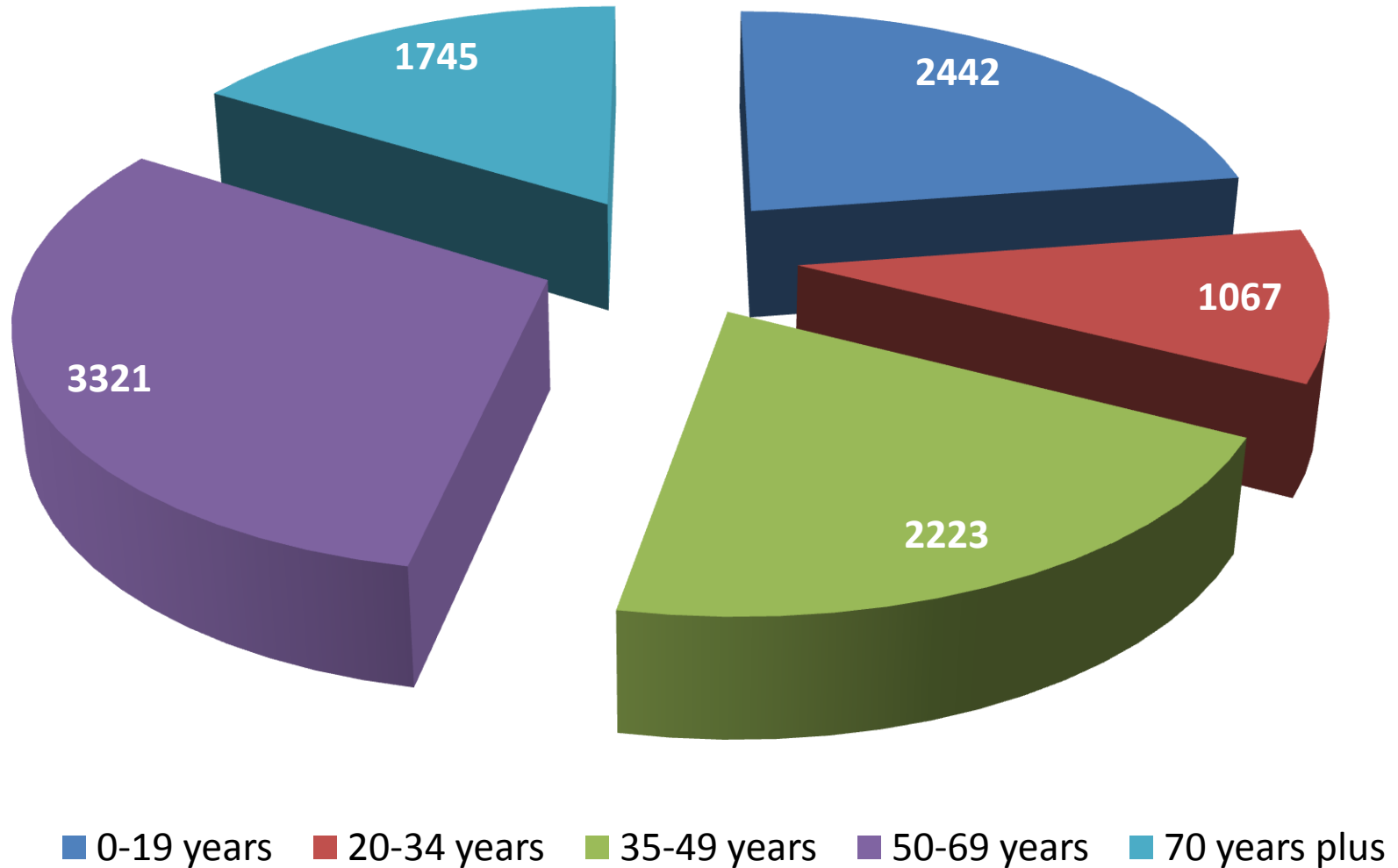
S.E.D.A.P

Strategic Economic Development Action Plan

Important Statistics About
Kennebunk

September, 2013

Kennebunk Population: 10,798



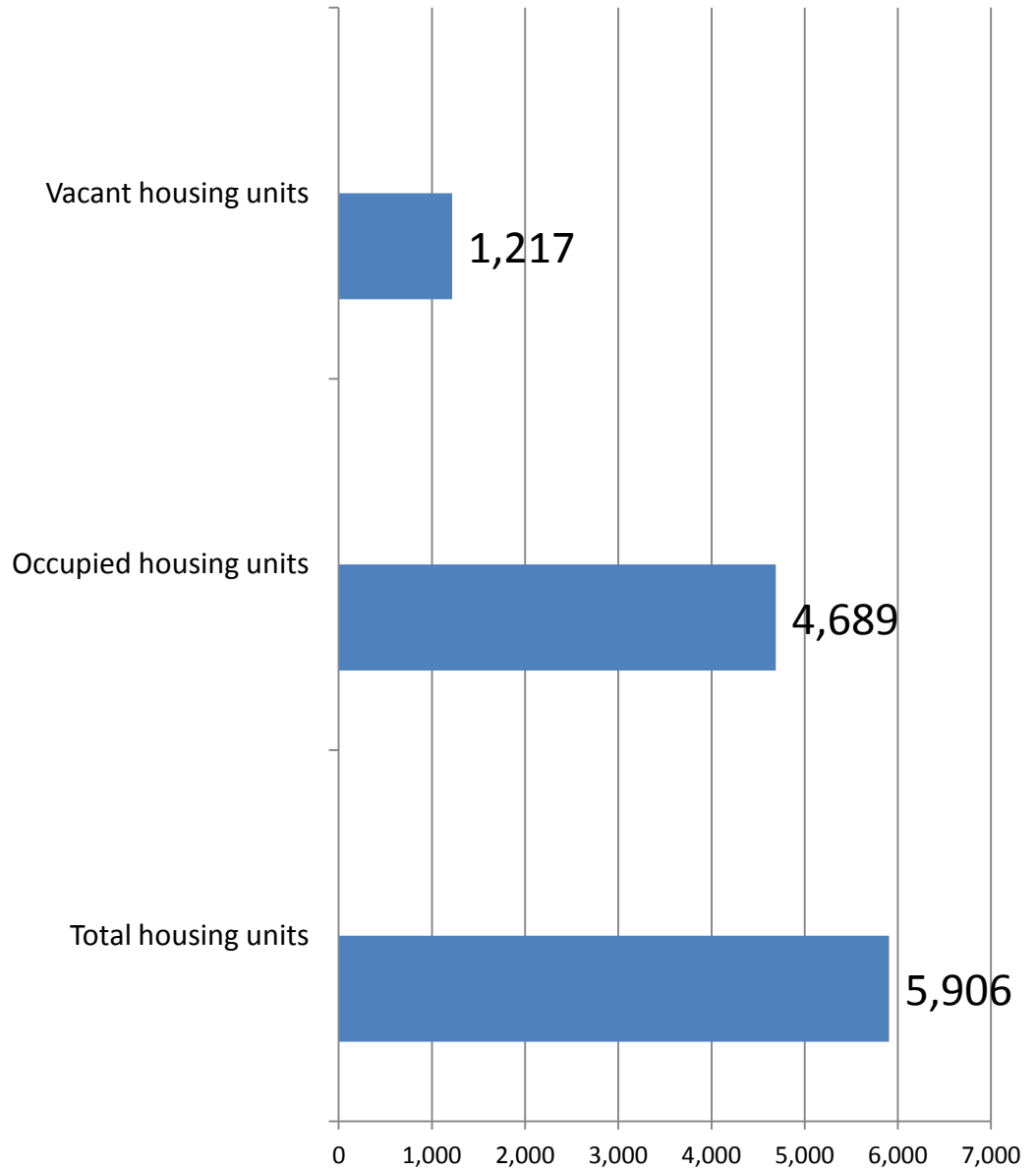
Kennebunk Housing Units

Vacancy rate=2%

Seasonal Units=913 units
or 15.5%

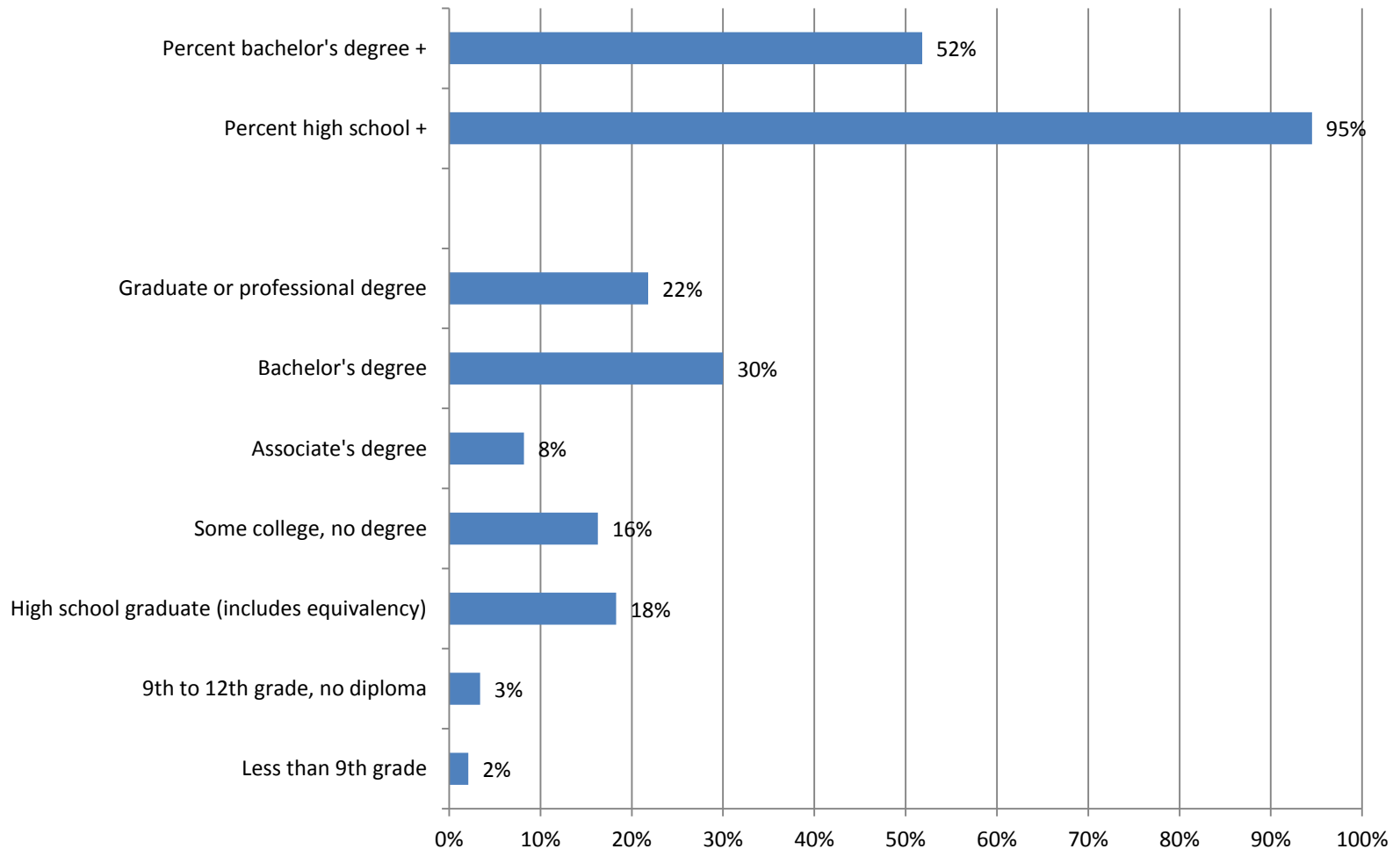
York rate=2.1%

Source: U.S. Census, 2010



Educational Attainment

Maine Bachelor's Degree=27%



Household Income in 2011 Dollars

Median household income

\$71,757

Mean household income

\$93,973

Maine Mean income

\$61,967

York Cty Mean income

\$68,517

Less than \$10,000	2.90%
\$10,000 to \$14,999	2.60%
\$15,000 to \$24,999	10.00%
\$25,000 to \$34,999	8.00%
\$35,000 to \$49,999	8.10%
\$50,000 to \$74,999	20.30%
\$75,000 to \$99,999	18.80%
\$100,000 to \$149,999	16.50%
\$150,000 to \$199,999	7.10%
\$200,000 or more	5.80%

Kennebunk Family Income

- **Median family income**
\$90,774
- **Mean family income**
\$116,751

Maine Mean Income
\$73,780

York Cty Mean Income
\$79,790

Less than \$10,000	1.40%
\$10,000 to \$14,999	0.00%
\$15,000 to \$24,999	4.00%
\$25,000 to \$34,999	5.50%
\$35,000 to \$49,999	4.30%
\$50,000 to \$74,999	23.20%
\$75,000 to \$99,999	23.20%
\$100,000 to \$149,999	19.50%
\$150,000 to \$199,999	10.50%
\$200,000 or more	8.30%

Banks in Kennebunk

Rank	Maine Based Banks
2	Camden National Bank
5	Norway Savings Bank
7	Gorham Savings Bank
8	Kennebunk Savings Bank
10	Bank of Maine
19	Biddeford Savings Bank
	Maine Credit Unions
2	Infinity FCU
14	Ocean Communities

- Other Banks Include:
 - TD Bank
 - Peoples United
 - Key Bank

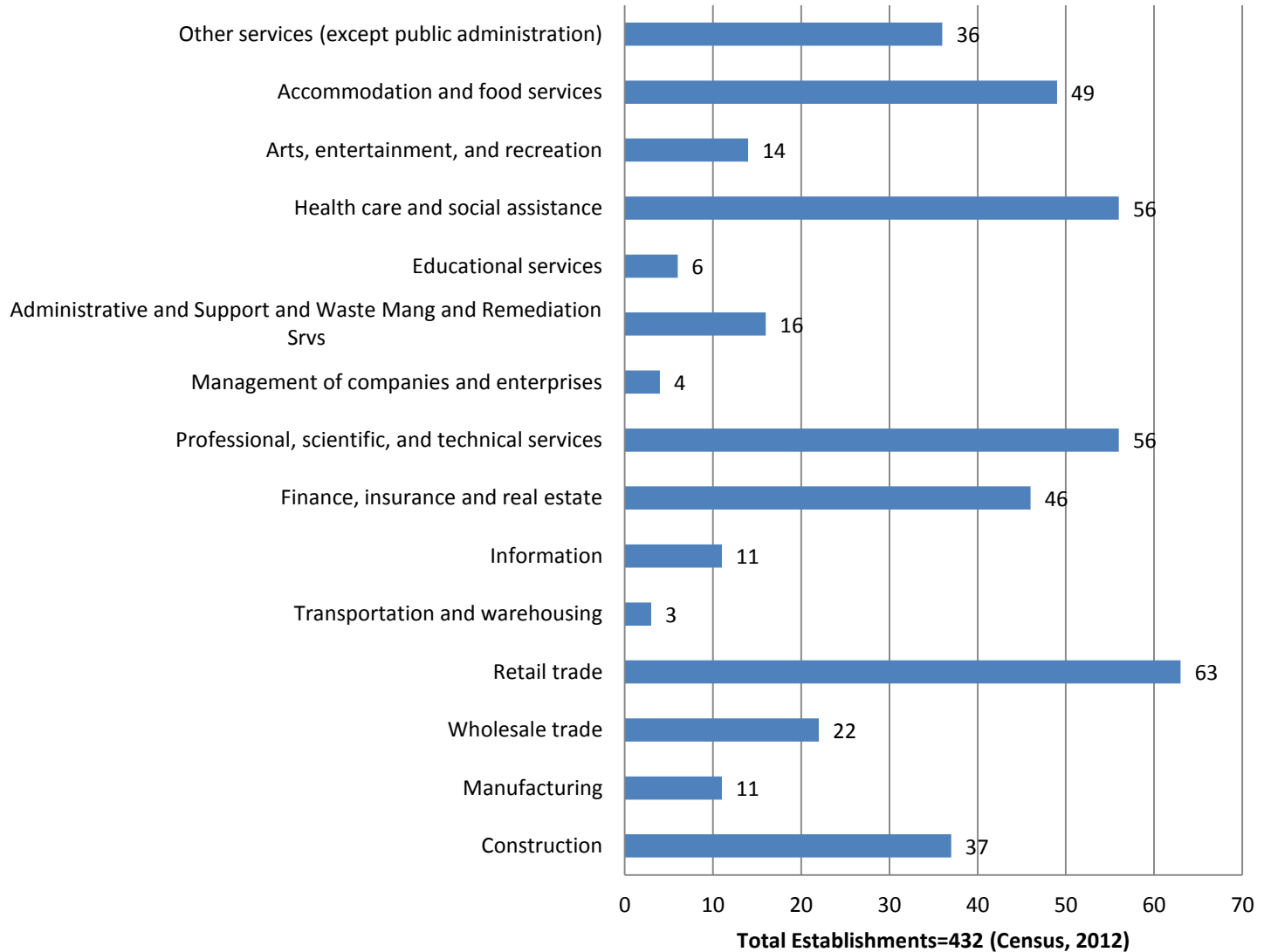
Top 16 Employers

An additional 11 companies with between 20-25 employees

An additional 10 companies with 15 employees working in Kennebunk

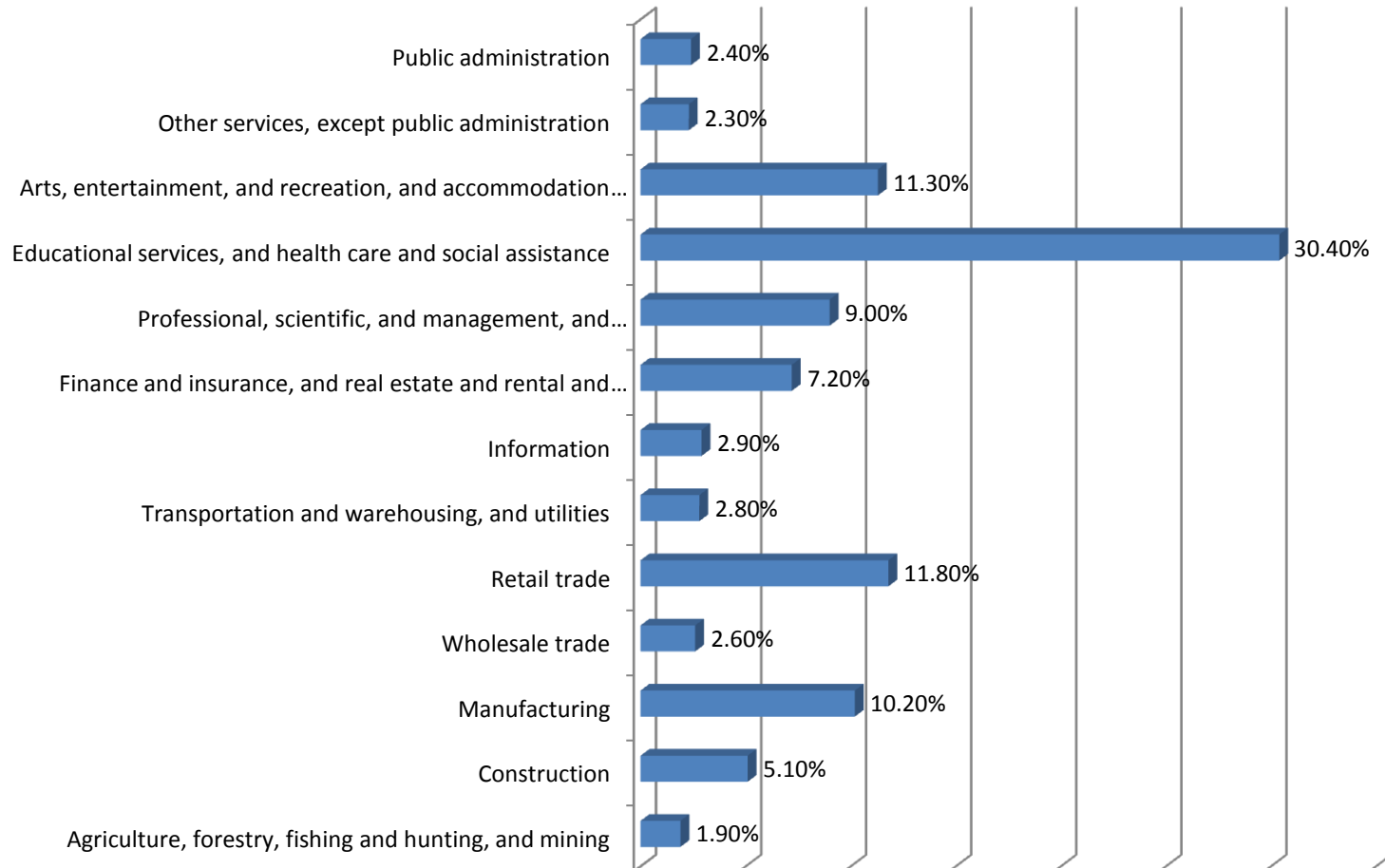
Employer	Type of Business	Kennebunk Employees
Corning	Medical Lab Equipment Manufacturer	350
RSU 21	School Administrative Unit	350
Kennebunk Savings Bank	Bank & Insurance	150
Town of Kennebunk	Town Government	125
HMS Host	Turnpike Service	100
Home Instead Care Servi	Home Care Services	100
Sunrise Senior Living	Assisted Living Facility	100
RiverRidge Center	Brain Injury Rehab Center	75
Kennebunk Center for He	Assisted Living Facility & Rehabilitation	60
Atria	Assisted Living Facility	50
Goodall Hospital / The M	Health Care	50
Hannaford	Food & Pharmacy	50
Southern Maine Medical	Health Care	50
Downeast Energy	Petroleum Distributor	40
KKW Water District	Water Utility	40
Plixer	Software	30

Firms by Industry Clusters

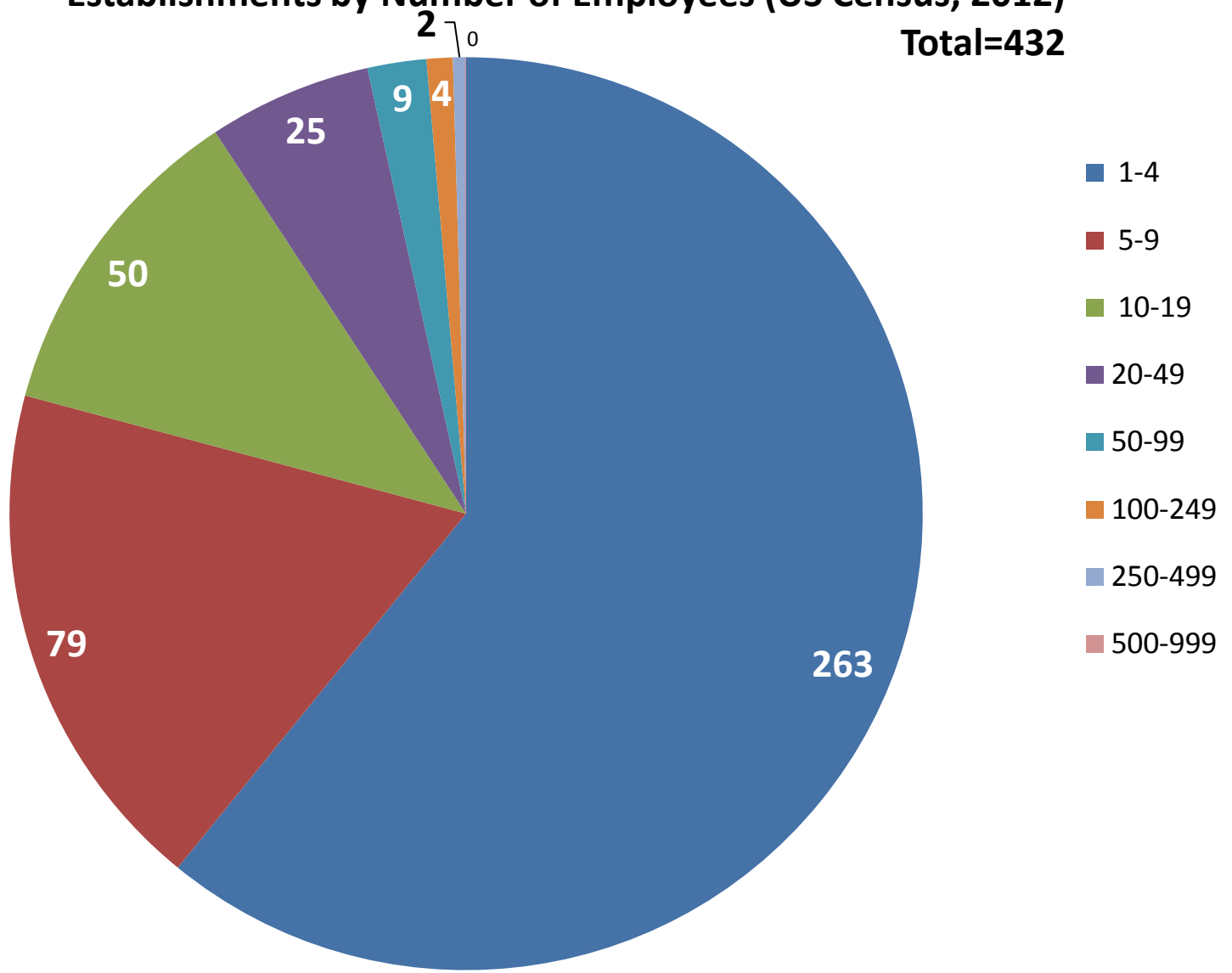


Percent of jobs by Industry

2010 Census: 5,395 total jobs



Establishments by Number of Employees (US Census, 2012)
Total=432



Working In Kennebunk: 5,245

Workers living In Kennebunk: 5,111

People who work in Kennebunk and live in:	
Kennebunk	32%
Sanford	9%
Arundel	6%
Biddeford	5%
Wells	5%
Waterboro	5%
Lyman	4%
Saco	4%
Kennebunkport	3%
OOB	2%
South Portland	2%
Other	22%

People who live in Kennebunk and work in:	
Kennebunk	33%
Portland	11%
Biddeford	7%
Kennebunkport	6%
Sanford	4%
Saco	3%
Wells	3%
Westbrook	2%
Portsmouth	2%
South Portland	2%
Kittery	2%
Other	24%

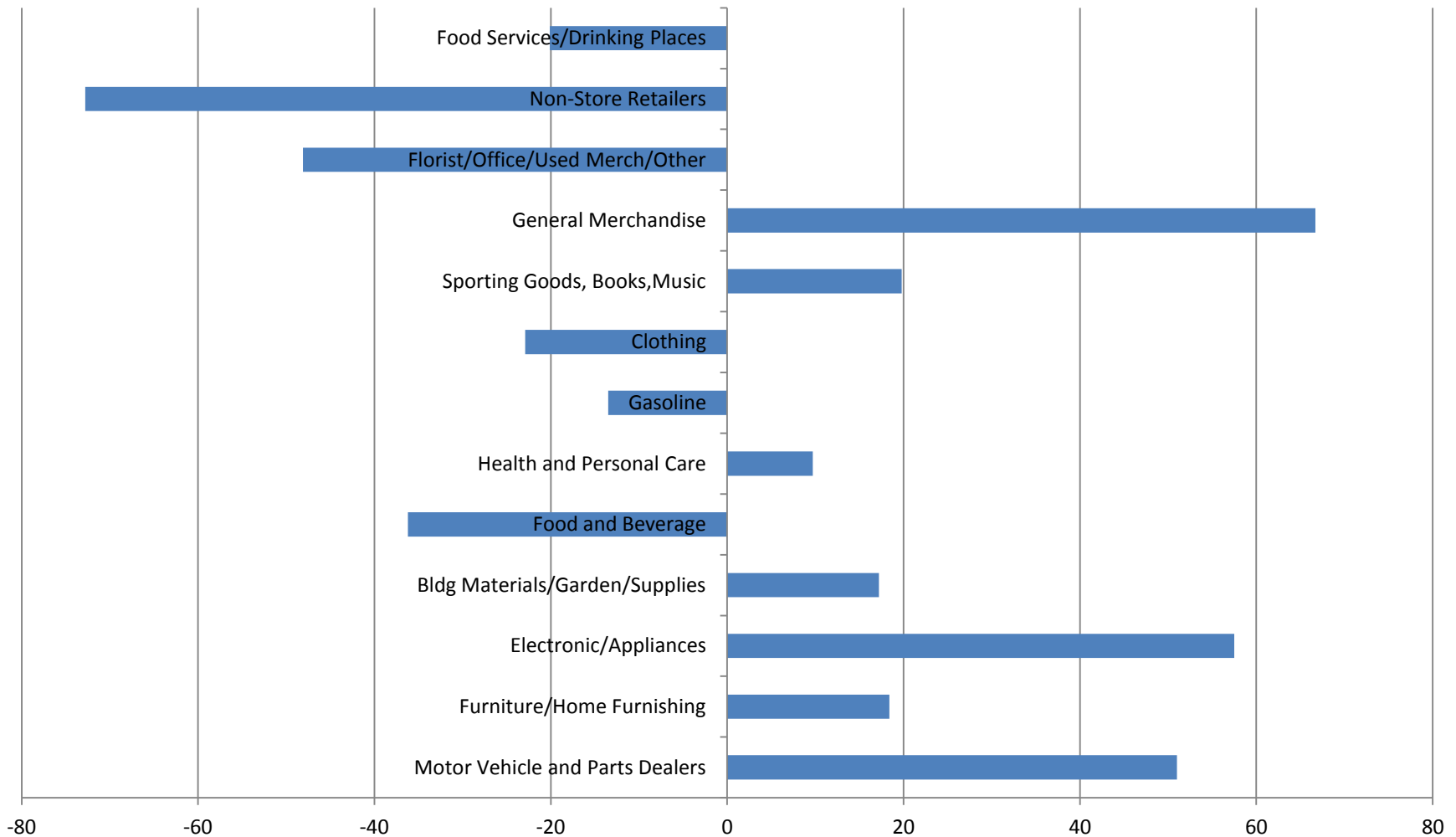
Retail Sales by Product Group and Consumer Sales
(\$/000)

	Business/ Operating	Building Supply	Food Store	General Mdse.	Other Retail	Auto/ Trans.	Rest. & Lodging	Group Total	Consumer Sales
2012	6,111	17,752	18,354	3,284	15,349	3,385	44,460	108,694	102,583
2011	5,876	15,991	16,426	3,461	14,921	2,856	42,879	102,409	96,533
2010	5,575	18,267	14,785	2,999	14,604	2,590	40,543	99,363	93,788
2009	4,980	18,844	14,860	2,533	13,262	2,578	38,677	95,733	90,753
2008	4,882	24,255	15,131	3,511	12,589	2,900	38,857	102,124	97,242
2007	4,701	29,658	13,373	3,950	12,495	6,304	38,283	108,764	104,063
2006	4,587	31,441	10,271	3,389	15,509	8,173	36,261	109,630	105,043
2005	4,477	29,818	9,783	3,707	17,479	9,314	34,648	109,226	104,749
2004	4,762	32,079	8,921	3,330	16,775	11,599	33,355	110,821	106,059
2003	5,144	28,687	8,301	3,439	15,745	9,583	32,984	103,881	98,737

SOURCE: State of Maine, Department of Taxation, Sales Tax Section. The State Department of Taxation cautions that the 2003 statistics are correcting for an overstatement in 2002 on a statewide basis.

Potential for Retail Growth (ESRI)

negative=surplus positive=leakage



Leakage/Surplus Factor: 5 Mile Radius of Downtown

Industry Group	Factor
Motor Vehicle and Parts Dealers	51
Furniture/Home Furnishing	18.4
Electronic/Appliances	57.5
Bldg Materials/Garden/Supplies	17.2
Food and Beverage	-36.2
Health and Personal Care	9.7
Gasoline	-13.5
Clothing	-22.9
Sporting Goods, Books, Music	19.8
General Merchandise	66.7
Florist/Office/Used Merch/Other	-48.1
Non-Store Retailers	-72.8
Food Services/Drinking Places	-20.1

Source: ESRI 2012

About your visitors: 2010 data from Digital Research Inc., Kennebunk

Figure 7: Descriptions of Maine Most Frequently Selected – Overnight Leisure Visitors

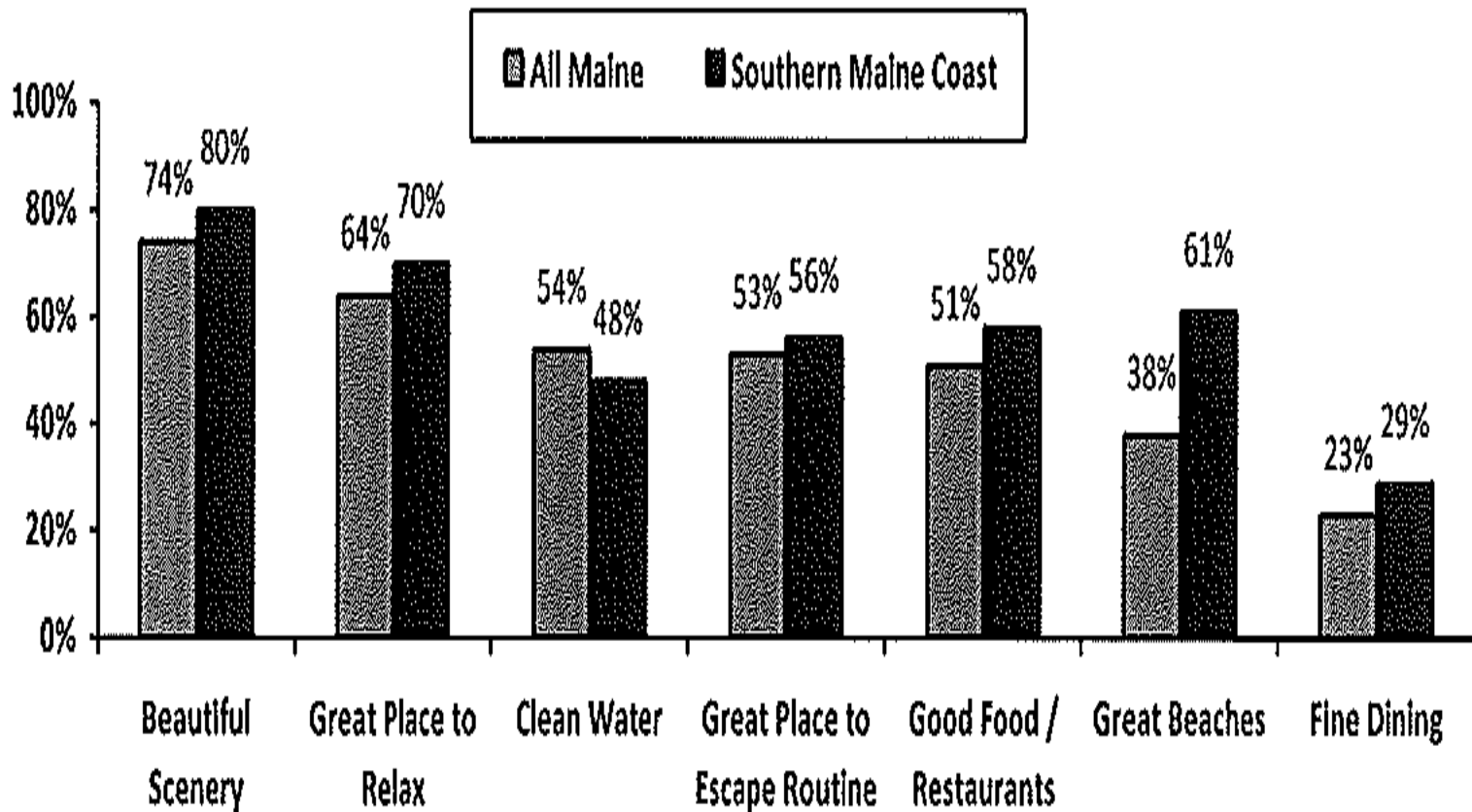


Figure 5: Primary Purpose of Leisure Trip to Maine

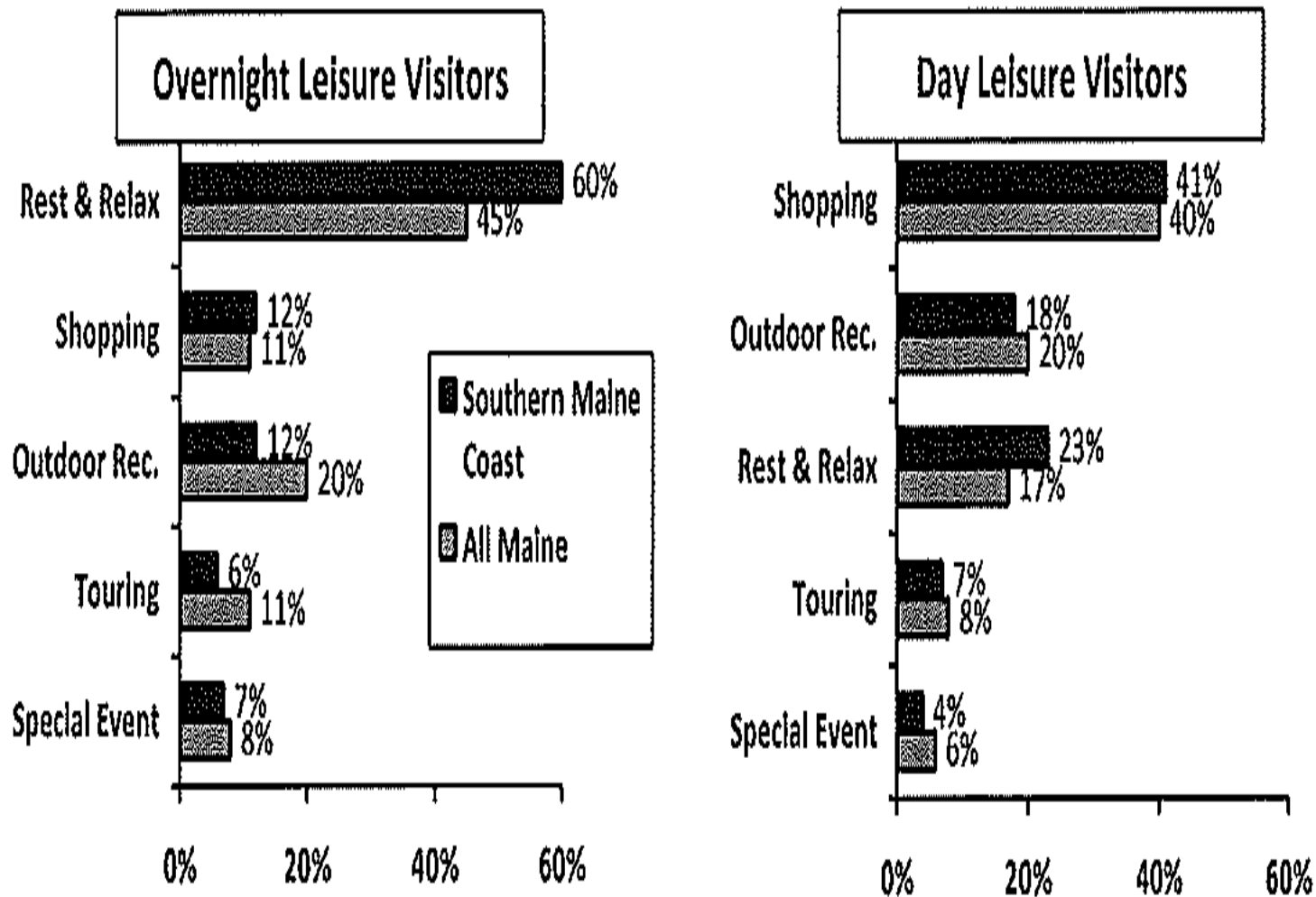
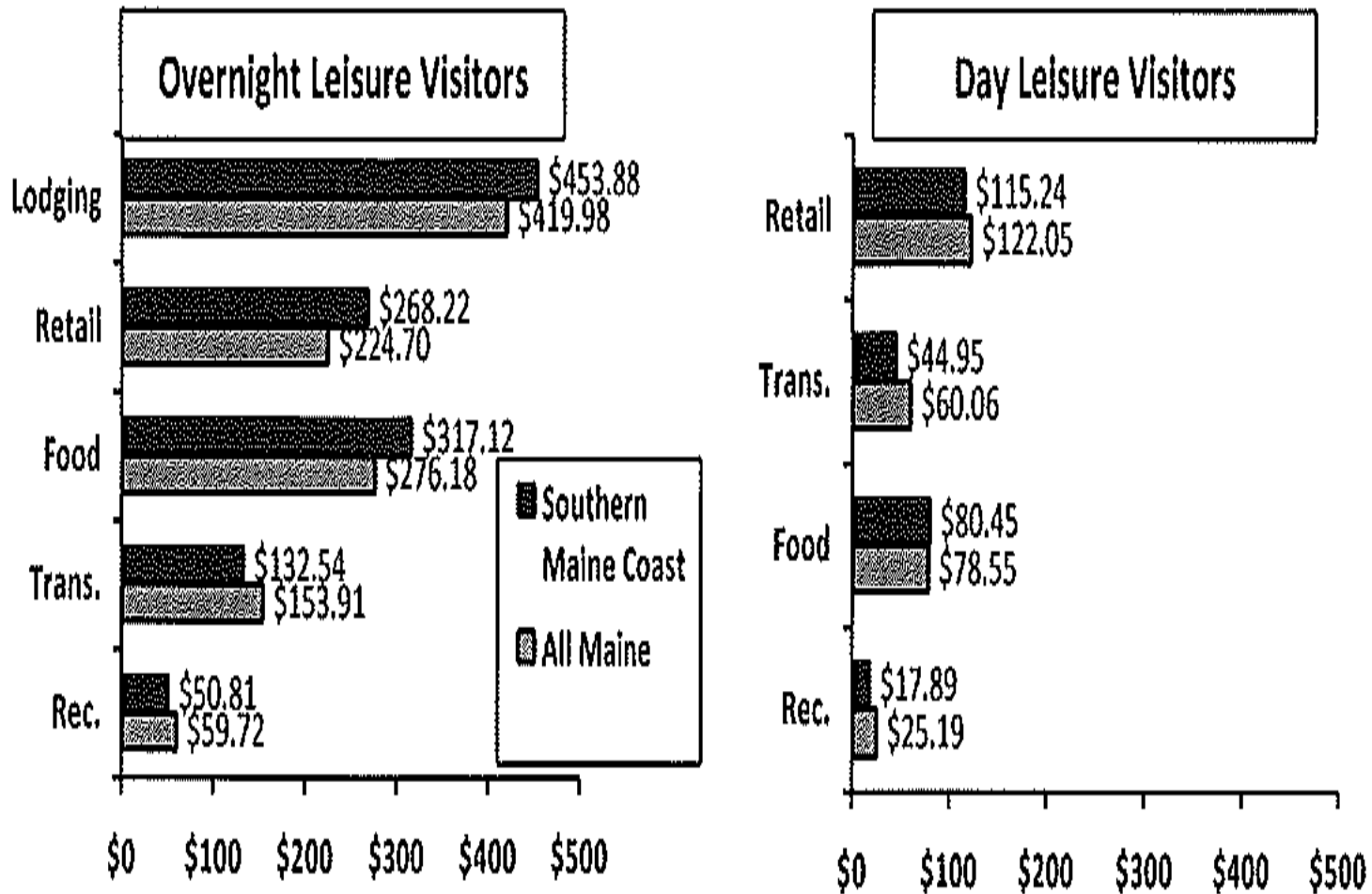


Figure 6: Leisure Trip Expenditures



Property values by Geographic Grid

