

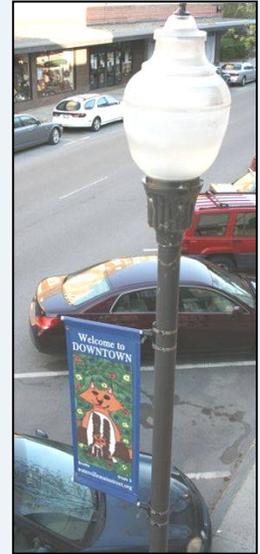


Waterville Main Street Summary of Activities & Accomplishments

Design Committee

Shaping the physical image of Main Street as a place that is attractive to shoppers, investors, business owners, and visitors.

- 2005, 2006, 2009-10 Façade Improvement Grant Programs
- Downtown Design Guidelines & Assistance
- Welcome to Downtown Waterville gateway signage
- Wayfinding Signage (I-95 to Downtown)
- 105 New Streetlights
- Sidewalk Repair Grants
- Flower Box Program
- Holiday Wreath & Garland Program
- Volunteer Planting & Clean-up Days
- Silver Street Outdoor Dining Area
- Downtown Waterville Historic Walking Tour
- Downtown Banners – Spring & Winter Design Contests; Fall College Banners
- Head of Falls Gateway Plaza Improvement
- **NEW!** \$40,000+ to be invested in streetscape amenities (bike racks, trash cans, benches, etc.) in 2010-11
- **NEW!** New Street Signs in 2011
- **NEW!** Enhanced crosswalks on Main and Front Streets in 2011



Promotion Committee

Promoting Downtown Waterville as the center of commerce, culture, and community life for residents and visitors alike.

- Year-Round Calendar of Events
 - Maine Open Juried Art Show, March-April
 - Seize the Mic Karaoke Contest, March-April
 - Downtown Waterville Farmers' Market, May-October; Winter Market, November-April
 - Waterville Intown Arts Fest, July
 - Summer Sidewalk Sales, August
 - The Hill 'n the Ville Music Festival, September
 - Get Up Downtown, September-May
 - Harvest Fest, October – now a TWO-DAY event!
 - Holiday Auction Gala, October/November
 - Parade of Lights, November
 - Kringleville, November-December
- Downtown Waterville Map & Guide
- Tours of Downtown for incoming college students
- *What's Up in Downtown* E-Newsletter, now distributed to over 2000 individuals
- Co-presentation of Live Music Events at Waterville Opera House, including Joan Baez, Rustic Overtones, Taj Mahal, Robert Cray Band, Richard Thompson, Great Big Sea
- **NEW!** Contracting with Arnett Muldrow for community branding
- **NEW!** Muffins & Marketing – Free marketing training for Downtown businesses!
- **NEW!** Creation of Downtown Gift Registry

Economic Restructuring Committee

Identifying new market opportunities for the traditional commercial district, finding new uses for historic commercial buildings, and stimulating investment in property.

- Consumer, business & employee surveys
- Guide to Doing Business in Waterville
- Business Retention Team
- Downtown Business of the Year Program
- Business training
- Star Parking
- Downtown Meet & Greets
- Business Recruitment brochure development & mailing
- Grand Opening Menu
- Creation & oversight of Barrels Community Market
- 2009-10 Micro-Enterprise & Rental Housing Grant Programs
- Mystery Shopper Program
- **NEW!** Downtown Forgivable Loan Program for new businesses and existing business expansions



Organization Committee

Keeping the Waterville Main Street board, committees, staff, and programs in good shape by attracting people and funding to the organization.

- Over 100 volunteers
- Downtown Partners Program, 90+ Partners contributing
- Downtown Tax Increment Finance (TIF) District
- Ongoing grant identification/application
- Maine Downtown Center Conference host city – 2006
- Website: www.watervillemainstreet.org
- Public presentations promoting Downtown Waterville
- Only community to receive full \$500,000 CDBG Downtown Revitalization Grant in 2009

Grant Funding for Downtown Projects

Downtown Revitalization Program (CDBG)	\$500,000
Façade Grant Program (CDBG):	\$100,000
Sidewalk Repair (CDBG):	\$150,000
Business Training (DECD Maine Micro-Enterprise):	\$ 34,500
Business BootCamp (Maine Community Foundation):	\$ 7,100
Gateway Signage (DOT):	\$ 9,850
Wayfinding Signage (DOT):	\$ 7,800
Freshwater Arts (Private foundations, Maine Arts Comm.)	\$ 81,300
Lebanese Heritage Mural (Maine Humanities Council):	\$ 1,000
Waterville Wireless Research Grant (Private foundation)	\$ 5,000
Barrels Community Market (Foundations & private)	\$ 89,500
Community Portrait Collage (New England Foundation for the Arts)	\$ 10,000
Green Downtown Grant from ME Development Foundation	\$ 10,000
Total Grant Funding	\$1,006,050



Community Arts Initiatives

- Downtown Waterville Lebanese Heritage Mural
- Freshwater Arts, Year Round Arts Education
- Founding Member, Waterville Arts Council
- Public Art Advocacy
- Waterville Seeds Project & Community Portrait Collage
- Partnership with Spring Gallery in Belgrade Lakes for public art loan program

Maine Downtown Achievement Awards 2004-2010 (statewide, competitive awards)

- Outstanding Retail/Special Promotion: Get Up Downtown!
- Outstanding Business Expansion or Recruitment: Barrels Community Market
- Outstanding Main Street Maine Community!
- Outstanding Image Campaign: *What's Up in Downtown* E-Newsletter
- Community Spirit Award: Lebanese Heritage Mural
- Outstanding Promotional Event: Main Street Madness
- Public/Private Partnership: Silver Street Outdoor Dining Area
- Downtown Leadership Award: Ave Vinick
- Outstanding Building Rehabilitation Project: Jill & Al Hodsdon
- Downtown Leadership Award: George Gordon

