

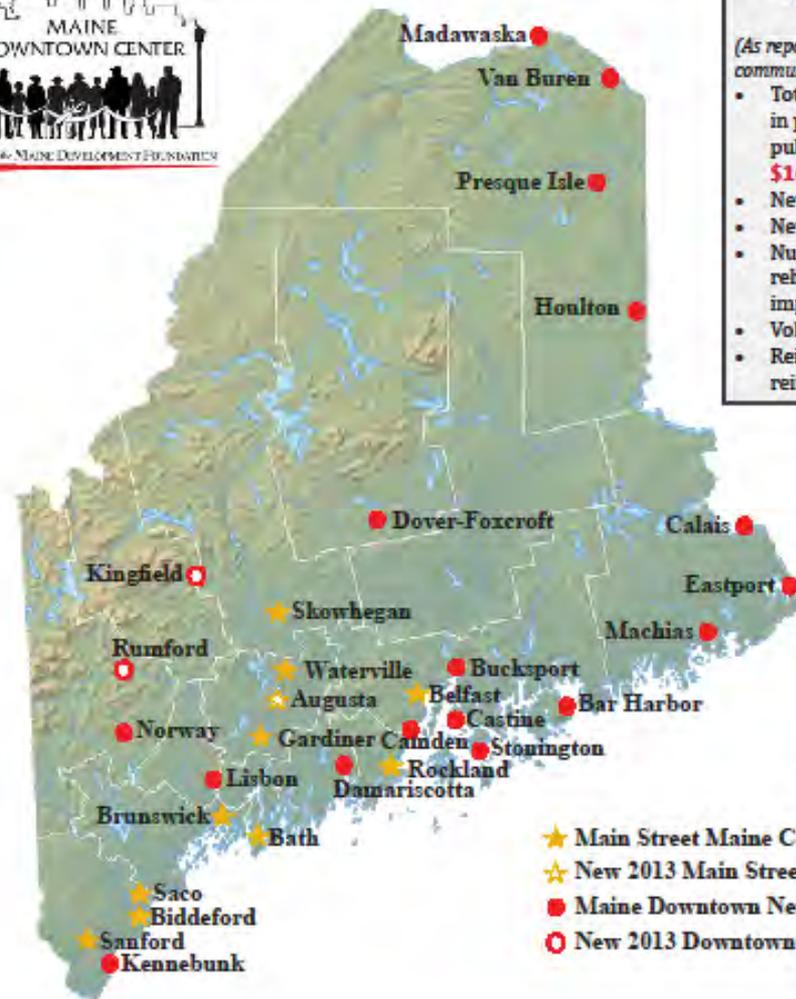


A program of the MAINE DEVELOPMENT FOUNDATION

mdf.org



A Division of the MAINE DEVELOPMENT FOUNDATION



Maine Reinvestment Statistics

(As reported by Main Street Maine communities from 2002-2012)

- Total amount of reinvestment in physical improvements from public and private sources: **\$169.7 Million**
- Net gain in businesses: **269**
- Net gain in jobs: **1291**
- Number of building rehabilitations and improvements: **622**
- Volunteer Hours: **220,099**
- Reinvestment Ratio: **\$25.43** reinvested for every \$1 spent

- ★ Main Street Maine Communities
- ☆ New 2013 Main Street Maine Communities
- Maine Downtown Network Communities
- New 2013 Downtown Network Communities

The Maine Development Foundation's Downtown Center serves as the state coordinator for the National Main Street Center. We utilize the Main Street Four-Point Approach® which has earned a reputation as one of the most powerful economic development tools in the nation for vibrant, healthy downtowns.

The Center's mission is to advance preservation-based economic development in downtowns across Maine, resulting in business growth, job creation, building rehabilitation, cultural enhancement and organizational leadership. The Center and its Advisors serve as a resource for all Maine communities interested in undertaking downtown revitalization projects and developing sustainable programs. We are a member of the Maine Downtown Coalition and are proud to currently work with 11 Main Street Maine and 19 Maine Downtown Network communities statewide.

MDC Services to Network Communities:

- **Help you build** an appropriate organizational and funding base for a comprehensive downtown revitalization program.
- Provide you **access** to training by local, state, and national downtown development professionals
- Provide you the opportunity to **learn** about best practices in the field and to **network** with peers from around the state.

MDC Services to Network Communities

- Start Up visit with report and goals checklist
- Set of National Main Street Center training handbooks and additional MDC training tools
- Years One and Two Assessment Visits identify opportunities and solutions for moving forward

MDC Services to Network Communities

- Annual training for board/committee members
- Specialized consultant assistance
- Discounted registration to annual Maine Downtown conference and Downtown Institute
- Paid membership in the National Main Street Center

Network commitment to MDC:

- ü **Annual Participation Fee** based on population
- ü **Two year Letter of Agreement:** Services from MDC provided for two years (renewable annually)
- ü Participating communities must **actively build organizational readiness** to remain at this level for the entire commitment period.
- ü **Four key criteria must be met and sustained**
 - 1) Central Business District
 - 2) Organized Effort
 - 3) Sustainable Budget
 - 4) Pledge of Commitment

The Main Street Four Point Approach®



Promotions – 4 Sample Tasks



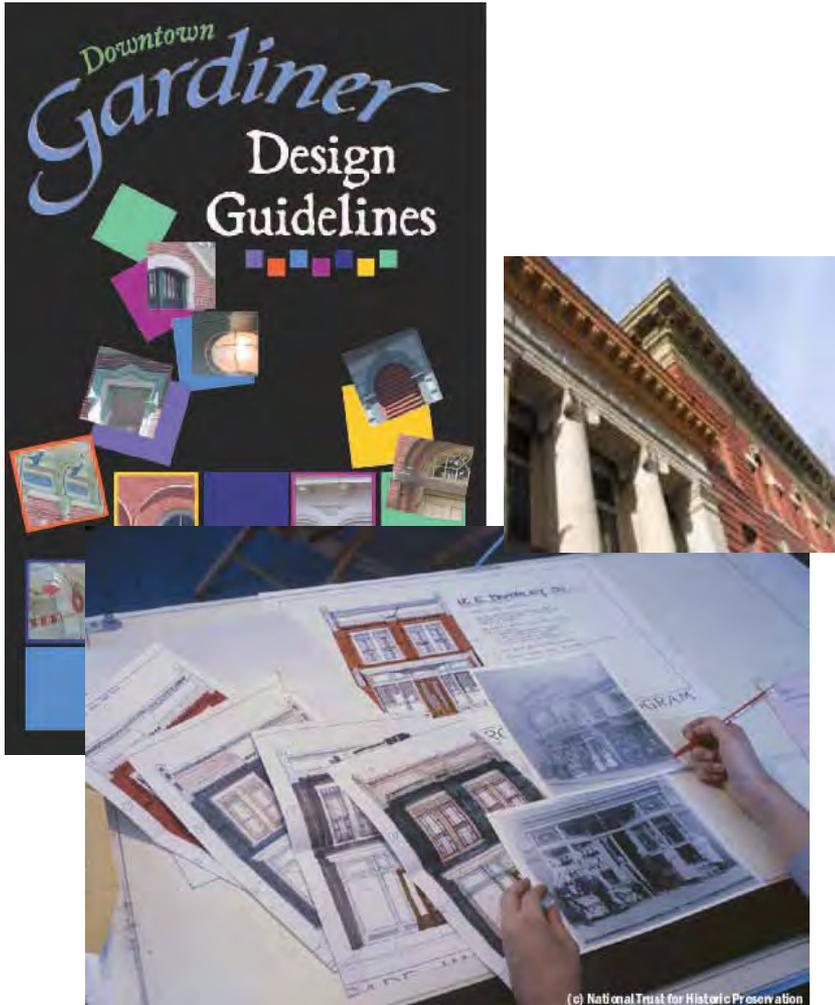
- Get everyone together to create one master community calendar
- Inventory & analyze EVERY event in town for partners & overlap
- Create a consistent online presence
- Create a unifying slogan and logo (branding) with some image boosters

Organization – 4 sample tasks



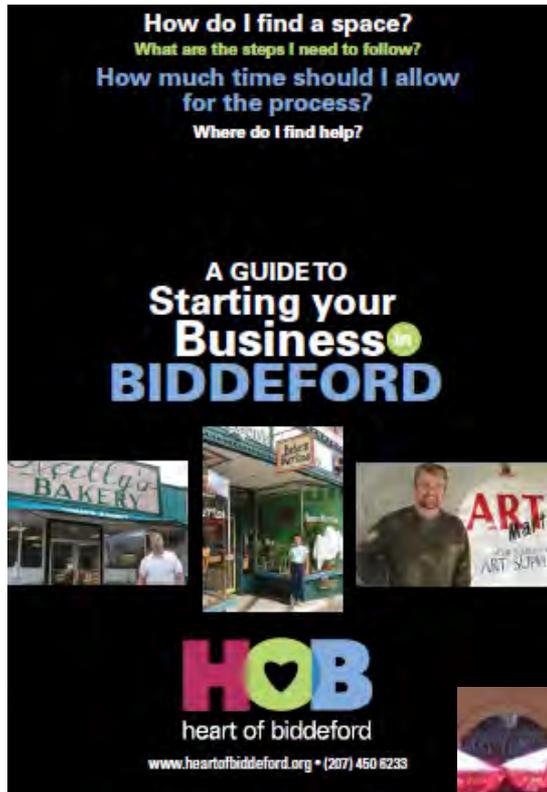
- Inspire a shared vision and secure broad community participation
- Mission statement/vision statement with “elevator speech” training and tools to your group/Board
- Financial structure and Fundraising plan
- Volunteer recruitment and recognition program

Design – 4 Sample Tasks



- Inventory, photograph and assess every building and sign
- Develop your incentives tool kit
- Fine tune your design guidelines and review
- Document and analyze sidewalk & parking surface conditions

Economic Restructuring – 4 Sample Tasks



- Basic business inventory: how many, of what, hours, employees
- Surveys (owners, employees, customers)
- Business opening celebrations

Compile and promote tool kit of incentives



Main Street Main Network Seminar – Point Lookout 2013 Conference–

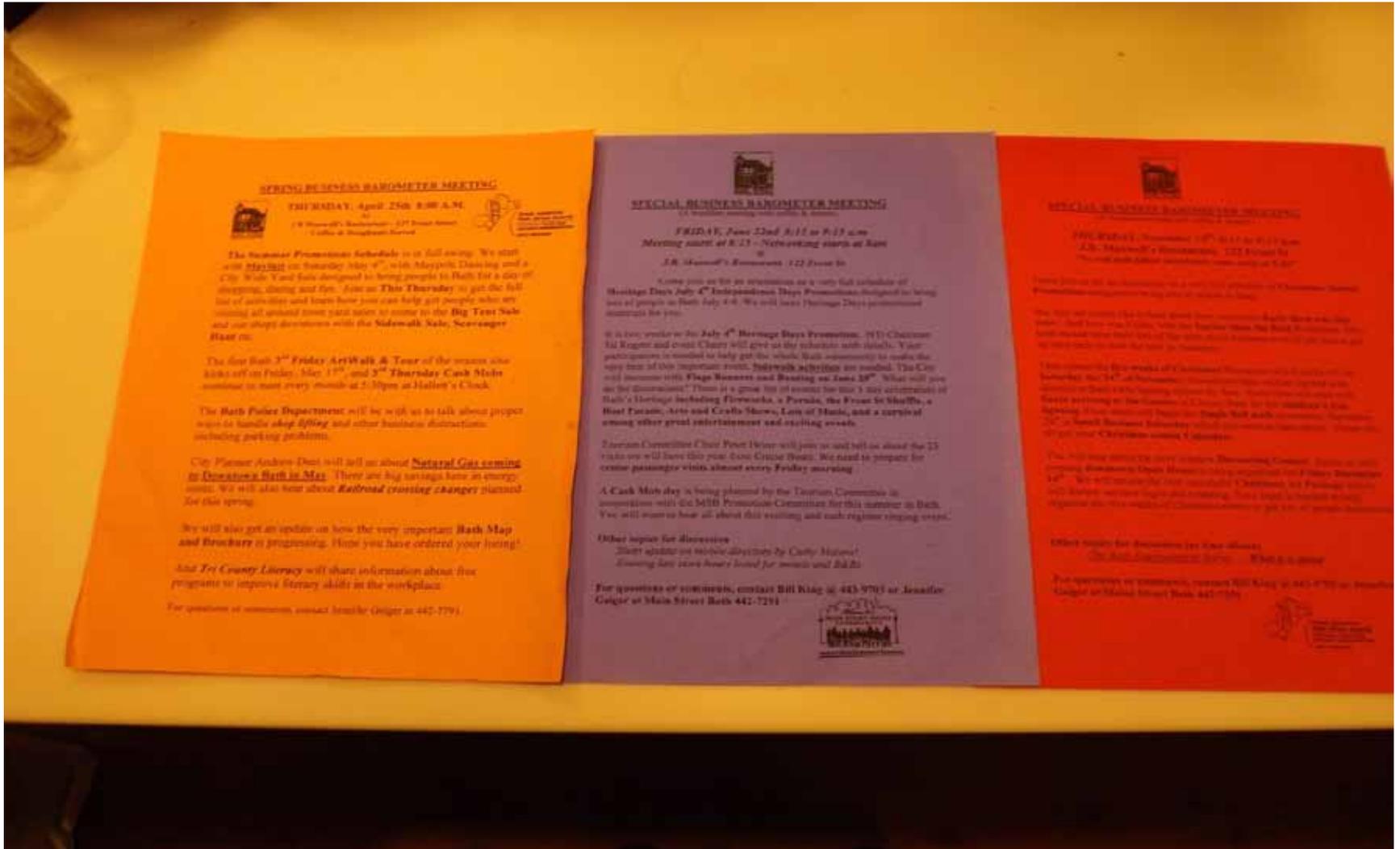
Palmer & King Presenters

- *How to get Merchants to the Table*
- *Some Fundraising Thoughts*
- *A Good Spring Promotion*

How to get Merchants (and Others) to meetings – Get them to come back

- Need High Powered Agenda – “What’s in it for me” – Got to have issues – like 3.
- Meeting notice – via e-mail, social media, in your face flyers hand delivered by block chairs.
- When? Like how often, what time of day, and where.
- Enhance with wine and donuts.
- Meeting must inspire and accomplish. Must always take something away!

In Your Face Flyers



SPRING BUSINESS BAROMETER MEETING

THURSDAY, April 23rd 8:00 A.M.

J.R. Shannon's Restaurant • 127 South Street
1 Office of Municipal Affairs

The Summer Promotional Schedule is in full swing. We start with **Mayfest** on Sunday May 4th, with Maypole Dancing and a City Wide Yard Sale designed to bring people to Bath for a day of shopping, dining and fun. Join us **This Thursday** to get the full list of one-day and learn how you can help get people who are coming all around town past your store to the **Big Tent Sale** and our shops downtown with the **Sidewalk Sale, Scavenger Hunt** etc.

The four Bath **3rd Friday ArtWalk & Tour** of the season also kicks off on Friday, May 17th, and **3rd Thursday Cash Mela** continues to meet every month at 2:30pm at Hallett's Clock.

The Bath Police Department will be with us to talk about proper ways to handle **shop lifting** and other business distractions, including parking problems.

City Planner Andrew Dool will tell us about **Natural Gas coming to Downtown Bath in May**. There are big savings here in energy costs. We will also hear about **Railroad crossing changes** planned for this spring.

We will also get an update on how the very important **Bath Map and Brochure** is progressing. Have you ordered your listing?

And Tri County Literacy will share information about five programs to improve literacy skills in the workplace.

For questions or comments, contact Jenelle Gilger at 442-7791.



SPECIAL BUSINESS BAROMETER MEETING

J.R. Shannon's Restaurant • 127 South Street

FRIDAY, June 22nd 8:15 to 9:15 a.m.

Meeting starts at 8:15 - Networking starts at 9am

J.R. Shannon's Restaurant • 127 South St.

Come join us for an afternoon in a very full schedule of **Heritage Days July 4th Independence Days** Promotions designed to bring lots of people to Bath July 4-8. We will have **Heritage Days** promotional materials for you.

It is time again for the **July 4th Heritage Days** Promotions. The Chamber Ed Rogers and event Chair will give us the schedule and details. Your participation is needed to help get the whole Bath community to realize the significance of this important event. **Heritage Days** are needed. The City will announce the **Flags Business and Reading on June 28th**. What will you do for downtown? There is a great list of events for this 4 day celebration of Bath's Heritage including **Fireworks, a Parade, the Front St Shuffle, a Boat Parade, Arts and Crafts Shows, Lots of Music, and a surplus of** among other great entertainment and exciting events.

Tourism Committee Chair Peter Dwyer will join us and tell us about the 15 visits we will have this year **East Coast Tours**. We need to prepare for cruise passenger visits almost every Friday morning.

A **Cash Mob** day is being planned by the Tourism Committee in association with the MBH Promotions Committee for this summer in Bath. You will want to hear all about this exciting and cash register ringing event.

Other topics for discussion

Short update on **mobile devices** by Cathy Malone!
Closing time every hour listed for meals and B&B's

For questions or comments, contact Bill King at 442-9793 or Jennifer Gilger at Main Street Bath 442-7294



SPECIAL BUSINESS BAROMETER MEETING

J.R. Shannon's Restaurant • 127 South Street

WEDNESDAY, November 17th 8:15 to 9:15 a.m.

J.R. Shannon's Restaurant • 127 South St.

The meeting will start at 8:15 - Networking starts at 9am

Come join us for an afternoon in a very full schedule of **Christmas** Promotions designed to bring lots of people to Bath.

We will hear about the **Christmas** Promotions designed to bring lots of people to Bath. We will also hear about the **Christmas** Promotions designed to bring lots of people to Bath. We will also hear about the **Christmas** Promotions designed to bring lots of people to Bath.

The **17th of November** is a special day for Bath. We will hear about the **17th of November** Promotions designed to bring lots of people to Bath. We will also hear about the **17th of November** Promotions designed to bring lots of people to Bath. We will also hear about the **17th of November** Promotions designed to bring lots of people to Bath.

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Other topics for discussion are also allowed.

The Bath Chamber of Commerce • 127 South Street

For questions or comments, contact Bill King at 442-9793 or Jennifer Gilger at Main Street Bath 442-7294



To enlist retailers

- Retailer to retailer works best
- Make a list of all retailer bosses or front persons
- Target three most influential – easiest to work with
- Pick top gun – other two for next round
- They will help to herd the cats and spread the word
- They need to build Block Chair network

SPECIAL BUSINESS BAROMETER MEETING

THURSDAY, April 25th 8:00 A.M.

At

J R Maxwell's Restaurant – 127 Front Street
Coffee & Doughnuts Served

The Summer Promotions Schedule is in full swing. We start with **Mayfair** on Saturday May 4th. This is a ***city wide yard sale*** designed to bring people to Bath for a day of shopping dining and fun. Join us **This Thursday** to get the full list of activities and learn how you can help get people who are visiting all around town yard sales to come to our shops downtown with the **Scavenger Hunt etc.**

The **Bath Police Department** will be with us to talk about proper ways to handle ***shop lifting*** and other business distractions including parking problems

City Planner Andrew Deci will tell us about **Natural Gas coming to Downtown Bath in May**. There are big savings here in energy costs. We will also hear about ***Railroad crossing changes*** planned for this spring.

We will also get an update on how the very important **Bath Map and Brochure** is progressing. Hope you have ordered your listing!

There will be an announcement about ***Literacy in the workplace***

Come a little early at 8:00 and catch up with your neighbors.
We will start the meeting at 8:15

For questions or comments, contact Jennifer Geiger at 442-7791

General Meeting Example

- Flyer with 3 issues for Business Barometer, a general meeting
- 32 attendees, Who were they
- Where and what time
- No meeting schedule
- Leave time for Socialization
- More presenters the better
- Facilitate don't preach
- Coffee and doughnuts

Promotion Committee Meeting



Promotion Committee Example

- Regular Meetings OK
- Enlist and Target members
- Send out enticing agenda 4 days in advance.
- Keep minutes – They bring people back
- Have reps from three legs of MS stool
- Media sales people very important
- Everybody must speak
- AM Provide coffee & doughnuts / PM wine and cheese

Fund Raising for your Network

- Recommended Network funding - 1/3 City, 1/3 Merchant, 1/3 residents (includes non profits).
- Make some money from events like Christmas , Flowers and banners very important
- Sponsorships
- Annual Fund Drive – run by Org. Comm. Board must participate. Each member provide 5 names.
- Numbers of Givers as important as what given
- Some in-kind giving

A Organization Committee Meeting



Fundraising continued

- Start Fund drive in September – End at year end.
- Small gifts as important as large with less risk and you meet more potential volunteers
- Shoot for \$50 gifts – they are most common
- People will give to more than one event

<u>Projects (12)</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Heritage Days	117	108	113	48179	48893	42436
Christmas Fund	48	4	23	3941	226	2071
Christmas Calendar	10	11	11	970	1185	1250
Gazebo Concerts	14	12	12	3150	2675	2644
Banners over Bath	10	11	19	420	335	510
Mayfair	3	5	9	120	395	1010
SYTYKB	3	7	5	700	1270	1125
Hanging Baskets	3	7	5	8600	1360	11290
Blarney Days	2	3	6	968	300	730
Autumnfest	8	10	1	720	440	500
Adopt A Basket	---	8	4	-----	982	491
<u>Bath Branding</u>	<u>2</u>	<u>--</u>	<u>--</u>	<u>1950</u>	<u>-----</u>	<u>---</u>
Totals	369	390	443	120,108	111777	
121558						

Total contributors 242 262 288 with multiple gifts 82 83



MAYFAIR

SATURDAY, MAY 4, 2013

CITYWIDE YARD SALE

RESIDENTIAL & NON PROFITS "LARGEST IN MAINE"
THROUGHOUT THE CITY - LOCATIONS & TIMES VARY

MAYPOLE DANCING & MUSIC

ON THE CUSTOM'S HOUSE LAWN w/ SHARON PYNE & FRIENDS
11 AM - 2 PM ON THE HOUR

DOWNTOWN TENT SALE & SIDEWALK SALE

BIG TENT IN WATER STREET PARKING LOT (BEHIND REARYS)
9 AM - 3 PM

GRAND OPENINGS

ISLAND TREASURE TOYS - 210 BY BATH'S NEW TOY STORE!
LISA MARIE'S MADE IN MAINE - COME SEE THE NEW ADDITION!

SCAVENGER HUNT

FIND ALL ITEMS AND WIN A \$25 GIFT OF BATH CERTIFICATE
FLYERS AVAILABLE AT DOWNTOWN BUSINESSES OR VISIT BATH.COM

SIDEWALK CHALK ART

ARTISTS AT CITY HALL - 10 AM - 2 PM

BATH FARMERS MARKET

OPENING DAY WATERFRONT PARK - 9 AM - 2 PM



Mayfair – A Spring Promotion

A City wide Yard Sale

- Yard Sales all over town – 35 on average by homeowners and Non-Profits– Gets people to see the neighborhoods and their architectural assets.
- A downtown tent Sale – gets people downtown.
- A Maypole for kids – sidewalk painting
- Opening Day for Outdoor Farmer's Market
- A Craft fair with music and vendor booths





At Home Yard Sales



Non-Profits sale in City Park



Main Streets part in Mayfair

- PR, Advertising, coordinate and spread word
- Yard Sale folks pay \$15 to get listed in Ads and posters. Average 35 sign up – more don't sign up but have a yard sale.
- Volunteers sell space in Main Street tent – put up posters – get some sponsors.
- Easy to manage and lots of pluses – people come from N.H. and Bangor.

Mayfair – A City wide Yard Sale

