



Economic Restructuring: The Basics



heart of biddeford
a main street maine community



You Know

your downtown needs
help when...



You Know

your downtown is
making progress when....



You Know

your downtown has
made it when...



You Know

your downtown has no
hope when...



Trick

Question!



Retention
Recruitment
Homework





Business Retention



How do we
retain?



Heart of Biddeford
Building Facade Advisory

Three D's Variety - 165 Main
Street Restoration Colors
Scheme 1

Main Street Facade 2012

Colors labeled SW are Sherwin Williams paints.
Colors labeled B - M are Benjamin Moore paints.

- Color 1: storefront, upper cornice, upper corner column.
- Color 2: upper body (siding), storefront accents.
- Color 3: window moldings and trim.
- Color 4: window sash (including storefront windows).
- Color 5: sign panels (lower facade).
- Color 6: letters, primary signage.

Color 1: SW 2808

Color 2: SW 2806

Color 3: B - M HC - 6

Color 4: SW 2803

Color 5: SW 6988

Color 6: B - M Gold 10

Corner View c. 1910



DOLLARS TO DONUTS

Monthly Business To Business Meetup
Open To All Gardiner Area Businesses

Thursday, May 14th 9 am
Frostys Donuts
347 Water St.

Discussion Topic:
Getting The Most Out Of The
Greater Gardiner River Festival

Guaranteed to be less than one hour

Dollars to Donuts is aimed at strengthening your company with focused discussions on business development topics.

These one hour meetings are held the second Thursday of each month at 9am inside Frostys Donuts.

Next meeting: June 14th

 **Gardiner**
Main Street



Impact of Turnover



PROUD TO BE IN
A Gardiner
MORE THAN

25

YEARS



“80% of businesses surveyed believe they deliver ‘superior’ customer service.

Only 8% of their customers agree.”

Lee Resources

Local All Natural



How to Help a Struggling Business

What's ^{Up} Downtown?

Issue 97 April 2015

www.heartofbiddeford.org info@heartofbiddeford.org

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Happy Spring!

This is a newsletter for business owners and property owners that HOB puts out about four times per year.

Thanks for reading and we hope you'll participate wherever you can!

Please contact HOB with any special events or promotions you do, as we put it in our weekly e-newsletter for free!

info@heartofbiddeford.org
207-284-8520



A HUGE thank you to all the restaurants that donated wonderful soups to the Community Soup-er (see the menu above), plus Reilly's Bakery for the delicious bread. Special thanks goes to Stacy and the crew at Biscuits & Company for hosting this event that raised \$750 for our local food programs! And, thanks to all the restaurants for



WELCOME

DONATE!

VOLUNTEER!

NEW

ABOUT HOB ▶

COMMITTEES

FOR THE KIDS

LOCAL EVENTS

CALENDAR

BIDDEFORD ▶

WORKS MASTER PLAN ▶

MEDIA CENTER ▶

RESOURCES ▶

NEWS

EVENTS ▶

Business Retention Interview

Downtown Business Needs Assessment

Interviewer

Date

Business Name

Business interviewed



Kathryn Gerrity
FAMILY OWN'S SAM'S PLACE



now-its-time-for-action/



When a
Business is
Closing



On Feb. 6, the Heart of Biddeford held a "going away party" for the Downtown Dollar, and invited people to the store to celebrate their success.

"Small businesses do sometimes close, but revitalization requires people willing to take risks," the Heart of Biddeford posted on its Facebook page. "Downtown Dollar is not closing from lack of effort ... (we) want to communicate that this effort was a success, and to thank Dan for his willingness to be an 'early adopter' in Biddeford's revitalizing economy."



Business Recruitment & Attraction



downtown

biddeford

seeks long-term

relationship with

coffee shop

A photograph of Michael Macomber, owner of Elements: Books Coffee Beer, standing in a cafe. He is wearing a light blue button-down shirt and glasses. The background shows shelves of coffee and a chalkboard menu.

I chose downtown Biddeford for the great energy.

And the \$20,000 incentive package didn't hurt!

— **Michael Macomber**
Owner of Elements: Books Coffee Beer
Main Street Challenge Winner 2012

It's Happening.

Exciting things are happening in the City of Biddeford. Once, a major textile center of national prominence, Biddeford is transforming its mills and beautiful historic downtown into housing, restaurants, offices and light industries.

The twin cities of Biddeford/Saco have seen a dramatic reinvention in recent years.

Thanks to revitalization efforts, the once

WHY DOWNTOWN BIDDEFORD?

- **A thriving downtown**, home to an exciting cluster of retail businesses and restaurants and a vibrant community of professionals, artisans, and entrepreneurs.
- **Competitive rents** in unique commercial spaces. Lease rates range from \$5-10/sf.
- Nationally accredited and award-winning Main Street Program **Heart of Biddeford**, offering start-up support, networking, façade improvement program, and downtown events.
- **Maine-paced urban atmosphere** with a growing number of restaurants and shops and a newly created River Walk.
- **Expanding arts and entertainment options** including performances at City Theater, Engine, Elements, McArthur Library, The Oak and the Ax, and monthly ArtWalk.
- **Population of 40,000** in Biddeford and Saco. Located in York County, population of almost 200,000.
- **Conveniently located** between Portsmouth and Portland, with easy access to I-95 and within walking distance of the Amtrak station.
- **Major employers** include the University of



The Gardiner Growth Initiative Program

The Most Comprehensive Downtown Revitalization Program in Maine



"We chose to start our business in Gardiner because of

the promise it holds. We look forward to making the downtown business community even stronger with you."

- Clate Marron, owner, Monkintree



Why Choose Gardiner?

- Centrally located in the heart of Maine and at the interchange of I-95 and I-295
- Ranked in the top ten Maine towns for raising a family
- Population of 50,000 within a 20 minute drive
- Large downtown waterfront park and marina
- Less than an hour from Portland and just over an hour from Bangor

Forgivable Loan Program

Join us in building a lasting relationship and a stable business base. If you have developed a regional brand, have a track record of success, and match our desired business mix, you may qualify for a forgivable loan. These funds are for building improvements, business equipment, and other fixed assets. Provided the business remains in Downtown Gardiner for five years, all principal and interest are forgiven

Loans available up to \$50,000 and up to 50% of total project costs*

Micro Grant

Understanding that strong businesses are built on a strong starting position, the Gardiner Board of Trade is offering micro grants to cover startup costs not eligible under the forgivable loan program

Geared towards inventory and working capital

Successful forgivable loan applicants will automatically qualify for funding up to 40% of loan amount, up to \$10,000

Free Rent

Select landlords are offering six months free rent to a business enrolled in the GGI program that signs a three year lease, and twelve months free rent to a business that signs a five year lease

Six Months Free Merchant Services

The Bank of Maine is offering merchant services free of charge for six months

Tax Rebates

For developers and owner-occupied businesses that improve buildings, the city of Gardiner is offering variable tax rebates on additional valuation for specific projects:

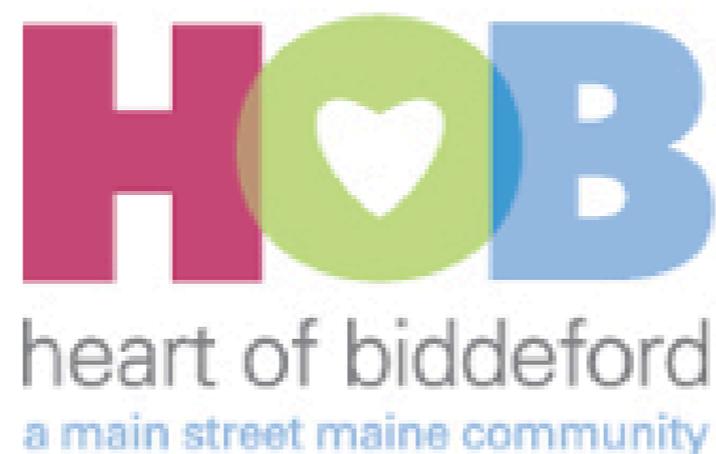
Credit enhancement agreement levels include:

- 100% for hotel
- 100% for an elevator serving three or more buildings
- 75% for an elevator with single building access
- 50% for second floor office space
- 50% for third floor residential
- 33% for second floor residential

Pledged Support from Large Employers

Gardiner is home to a number of regionally and nationally known large businesses employing a workforce of over 700. These employers have pledged to support businesses locating in Downtown Gardiner through the Gardiner Growth Initiative by encouraging their employees to support these businesses and, where appropriate, initiating their own purchasing through these businesses.





Biddeford Main Street Challenge- Encore

Information and Submission Form

The Heart of Biddeford is offering a \$20,000 incentive package for up to three winning businesses that will open in downtown Biddeford by June 20, 2014.

Overview

The Main Street Challenge is an entrepreneurial start up competition for the Biddeford Downtown area, focusing on the designated downtown district. Business concepts eligible for the competition are: (1) a business interested in opening a new or expanded location (2) new businesses (3) a significant

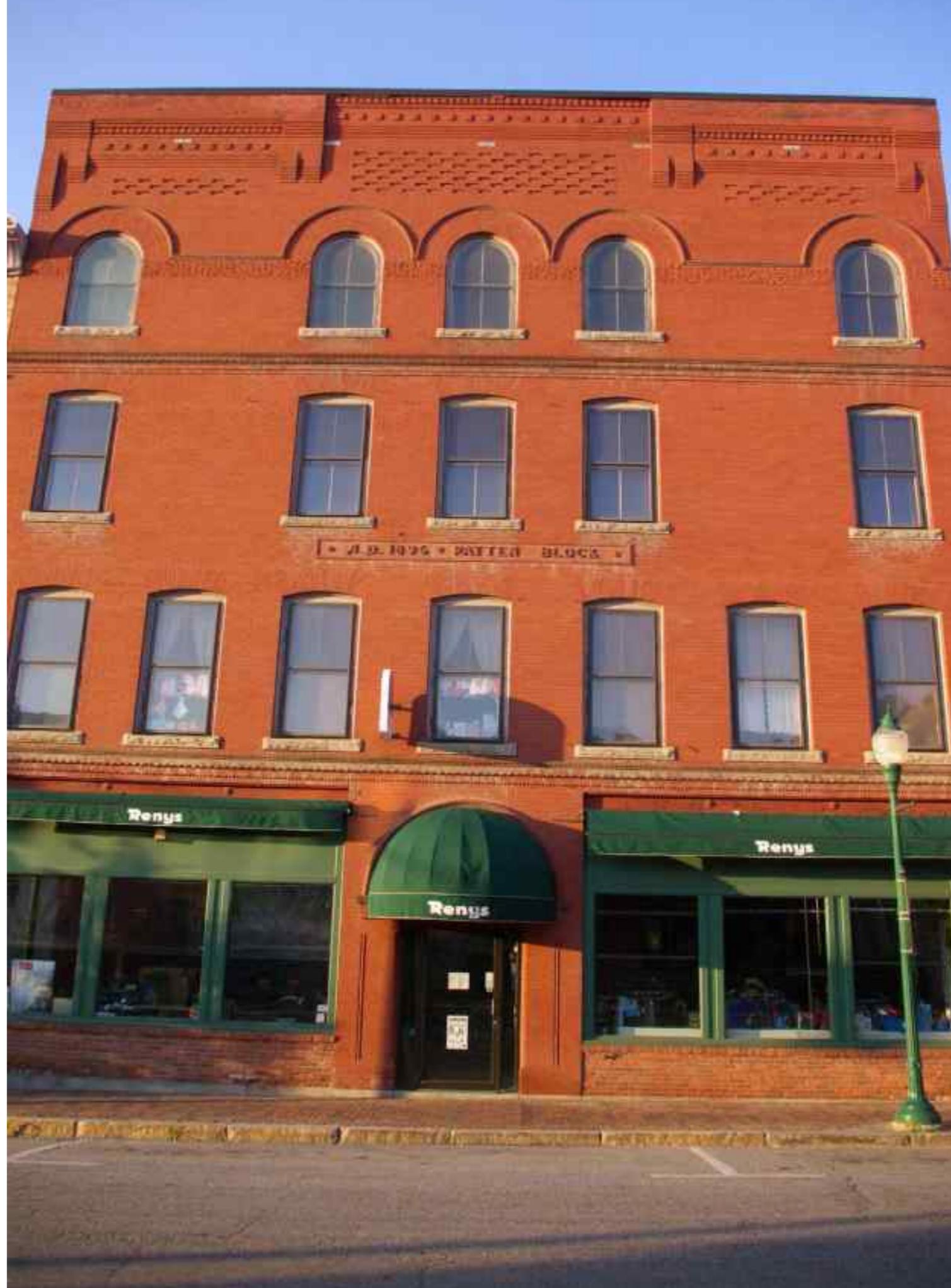
Main Street Mill Marketplace

A Pop-Up Project of the Heart
of Biddeford



FMI www.heartofbiddeford.org heart of biddeford
a main street organization





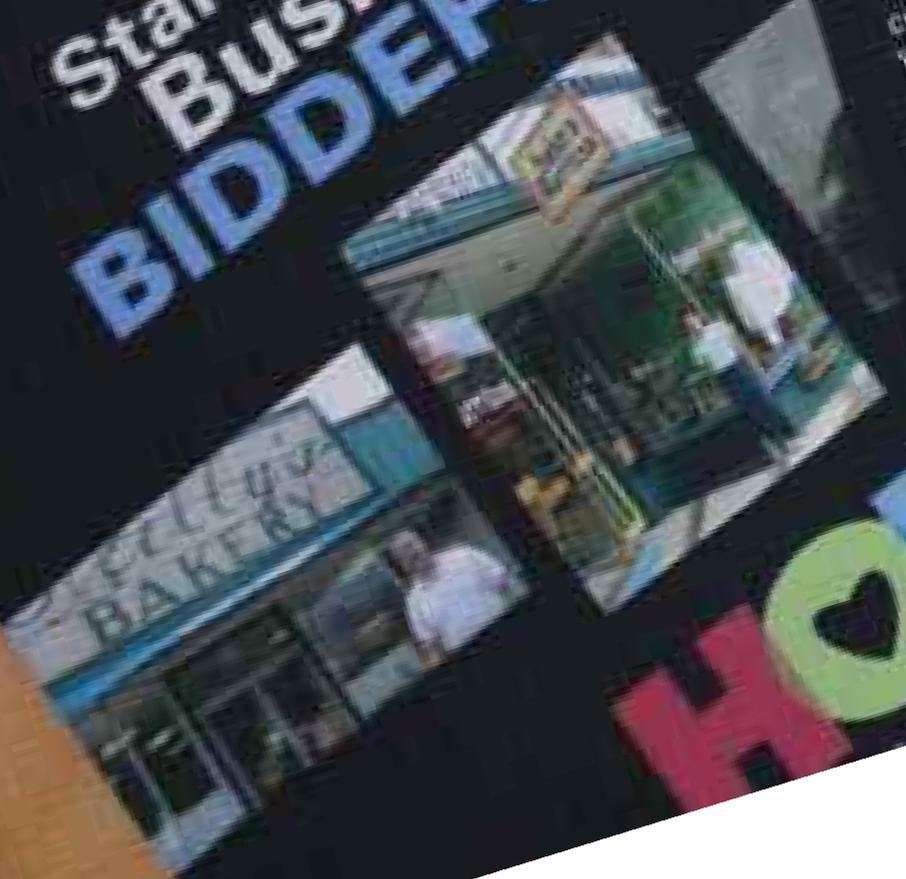
PORTLAND PIE CO

EST. 1928



How do I find a space?
What are the steps I need to follow?
How much time should I allow
for the process?
Where do I find help?

A GUIDE TO Starting your BUSINESS BIDDEFORD



Downtown Biddeford is in the middle of an economic resurgence. In recent years our beautiful, historic downtown has attracted significant new investment in the form of old buildings being purchased and re-purposed. The market for new construction continues to improve every day.

For an individual or entrepreneur starting a new business can present a number of challenges. You need to locate a space, possibly buy a building. You need access to funding and technical assistance. You need to obtain city permits. The process can seem overwhelming to some.

The Heart of Biddeford has created this guide in an effort to make the process of starting your business as simple as possible by outlining the recommended steps and addressing some FAQs we've compiled.

HOW TO 1

LOCATING YOUR BUSINESS: Where do you want to start?
Is it a retail or service business?
Does your business...



Homework



Inventory



Layout Tables Charts SmartArt Formulas Data Review

fx Medium

A	B	C	D	E
Business Description	In DT? (Y/N)	Feasible DT? (Y/N)	Importance of Business in Downtown (High/Med/Low)	Example of Current
ive Parts/ Accessories	Yes			CarQuest
er	Yes			Sullivan TI
Store (non-rental)	No	Yes	Medium	
me Furnishing Stores	Yes			Lacava
e/TV/Electronic Stores	Yes			Grady's
Wallpaper Stores	Yes			Dupuis
e Stores	Yes			Dupuis



Downtown *and* Business District Market Analysis

Tools to Create Economically Vibrant Commercial Districts in Small Cities

Home About Data Sources Example Studies

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- Introduction
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 - Trade Area Analysis

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Evaluating Retail & Service Business Opportunities



Materials





You Know

what to do next when...