



Creating a Business Competition in your Community

Delilah Poupore and
Patrick Wright



Business Development Team 2016 Workplan

- Branding And Advertising
 - Banner
 - Video
 - Website
 - Cooperative Advertising
 - Increased Social Media
- Identify Prospects For Gardiner Growth Initiative
 - Maintain Inventory Of Available & Potential Real Estate
 - Recruit Retailers
- Building Business Networks
 - FaceTime Social Networking Nights
 - Dollars To Donuts Business To Business Meetings
 - Cross Promotions
 - Secret Shopper Program
 - Promote Evening Business



downtown
biddeford
seeks long-term
relationship with
coffee shop



Youth Pop-Up
Competition

Entrepreneurs Group





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Biddeford Savings Bank

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Southern Maine Medical Center
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GOLD

Bangor Savings
Biddeford
T.D. Bank

SILVER

Oak Point

BRONZE

Genest Co
Saco Valley

BOOSTERS

Baby Furniture
Bergen & Sons
Birth Announcements
Caleb
Charlene
Cody



See what's Popping Up
in Gardiner!







“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

PHOTO: JOSEPH MCKENNEY PHOTOGRAPHY

READY TO START A BUSINESS OR EXPAND IN A NEW MARKET?

Enter Biddeford's Main Street Challenge — **Encore** by October 18th. Three businesses will win a **\$10,000** forgivable loan, four months of free rent, and a package of incentives.



heart of biddeford
 a main street maine community

207.284.8520
heartofbiddeford.org





Gardiner Main Street Entrepreneur's Challenge

Help us crown the winner of over \$5,000 in cash and prizes!
The following three finalists have submitted business plans/concepts and have been qualified by the Gardiner Growth Initiative Review Committee. Now the decision is yours. Vote below for one of these finalists. Voting remains open from Nov. 4th, 2014 thru Nov. 9th, 2014. Winner will be announced on Nov. 10th, 2014.

* Required

First Name *

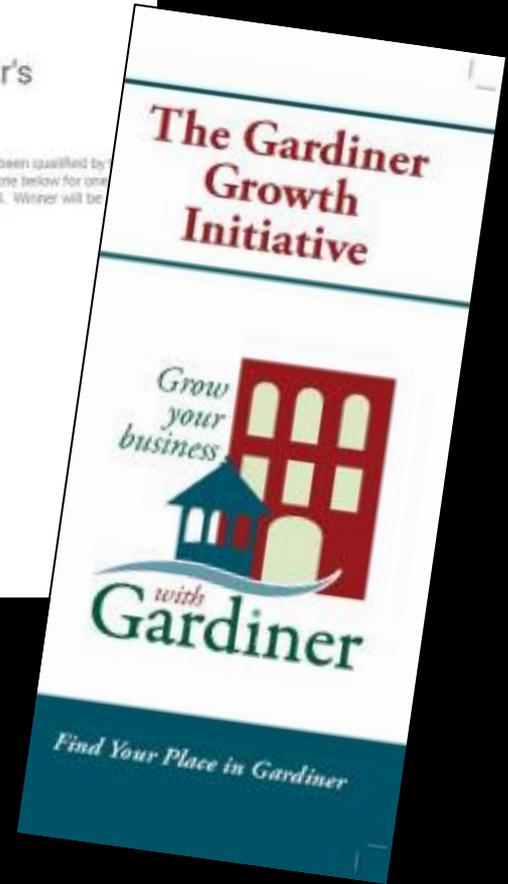
Last Name *

Email Address *

May be verified

City/Town *

Must be a Maine resident to vote





Main Street Challenge

Main Street Challenge- Encore











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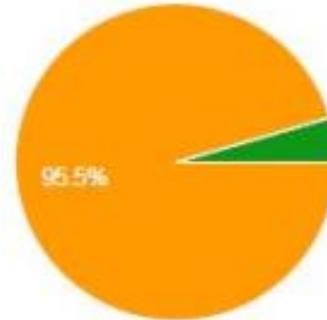








7. Business Attraction Efforts (ie. bringing Frosty's, Emery's Meat Market to town)



Hurts my business	0	0%
Has no impact	0	0%
Helps my business	21	95.5%
Not sure	1	4.5%









MAIN STREET AMERICA™

Nationally recognized.
Locally powered.™