



Main Street Skowhegan
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MainStreetSkowhegan.org

FOR IMMEDIATE RELEASE
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Main Street Skowhegan Receives \$10,000 Grant from Skowhegan Savings Charitable Foundation

SKOWHEGAN—Main Street Skowhegan has received a \$10,000 grant from the Skowhegan Savings Charitable Foundation to help implement the Skowhegan Strategic Plan for Community Transformation.

"We are grateful to Skowhegan Savings Bank for their steadfast support of Main Street and our mission to revitalize Skowhegan," said Executive Director Kristina Cannon. "These grant funds will be critical as we implement the strategic plan, and they will help us strengthen the organization and build capacity—enabling us to continue the important work of making Skowhegan a better place to live, work, and visit."

In 2015-16 Main Street led a community-wide process to craft Skowhegan's strategic plan, which was completed and approved by vote at the annual town meeting last June. The plan's goal is to make Skowhegan a thriving economic, cultural, and recreational destination where residents enjoy a high quality of life.

The Skowhegan Savings grant will help Main Street continue to facilitate implementation of the plan and tackle many of its action steps, which focus on economic development, tourism, and communication.

Economic development initiatives Main Street is undertaking include using its newly finalized business incentive package to launch an "open for business" campaign; partnering with the Run of River Committee on a capital campaign to raise funds for the Run of River Whitewater Recreation Area; executing the second Main Street Skowhegan Savings Entrepreneur Challenge; and planning for a business accelerator that would offer on-site business planning seminars and support as well as work space, private meeting and conference space, wi-fi, and access to business equipment.

Tourism initiatives Main Street is working on include collaborating with the Wesserunsett Arts Council to craft a cultural plan for Somerset County that will identify, leverage, and promote the county's cultural resources; developing and strengthening a relationship with Quebec to make Skowhegan more welcoming to French-Canadian visitors; creating and marketing self-guided tours such as a historical tour, Langlais Art Trail tour, and local food and brew tour; working to bring bus tours back to town via the Maine Motorcoach Network; and planning events to promote Skowhegan's assets and to attract tourists from around the Northeast.

Main Street is also taking on communication action steps such as establishing and implementing marketing communications plans to keep residents and the general public informed of the progress happening in town; collaborating with the Skowhegan Chamber of Commerce to develop a visitors' guide; and creating a community calendar of events on VisitSkowhegan.com.



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About Main Street Skowhegan

Main Street Skowhegan is a 501(c)(3) nonprofit focused on the ongoing revitalization of Skowhegan, Maine. In 2015 we expanded our purview to include the entire town—not just the downtown—enabling us to serve all Skowhegan businesses and implement town-wide projects. Our mission is to grow a vibrant, inviting town by encouraging innovation and economic development. We spearhead collaborative efforts to support businesses and diversify the economy, stimulate tourism, and tell Skowhegan's story. For more information, visit MainStreetSkowhegan.org.

About Skowhegan Savings Charitable Foundation

Skowhegan Savings' charitable giving program makes donations to both large and small local nonprofit and charitable organizations, with a focus on financial literacy programs and economic and community development, including programs that promote job creation, business retention, business growth, and community enhancement. To apply for funding, visit SkowheganSavings.com/about-charity.htm.