

Annual Report 2017



ACTING BOLDLY FOR SKOWHEGAN

Photo by Sam Horine
Annual report printed by the Paper Klip

MAIN STREET SKOWHEGAN

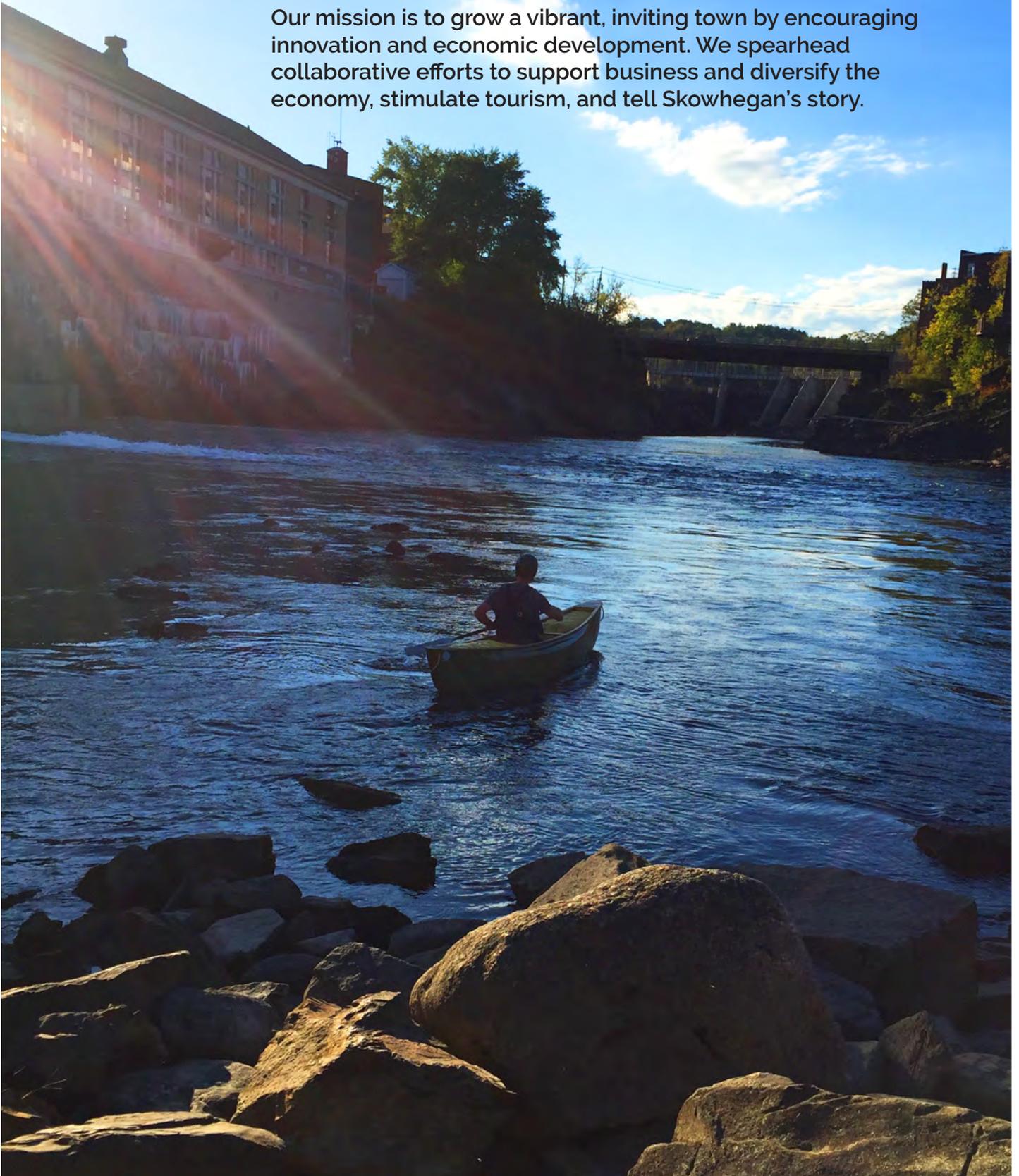
**WE ARE A CONDUIT FOR IMPACT. ★ WE WORK HARD TO
PUT THIS PLACE WE LOVE ON THE MAP. ★ WE ACT
BOLDLY TO CREATE POSITIVE CHANGE. ★ WE DO NOT SIT
BACK AND WATCH... ★ WE REACH FOR THE STARS.**



Brandis Burrill Photography

Main Street Skowhegan is a 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 business and diversify the economy, stimulate tourism, and tell Skowhegan's story.



ECONOMIC DEVELOPMENT



Why We Do It

- >>Bolster the Skowhegan economy
- >>Support and promote our local businesses
- >>Bring new businesses to town
- >>Encourage innovation and entrepreneurship

ECONOMIC DEVELOPMENT

Small Business Promotion

- >>Organized Skowhegan Block Party on Saturday, May 6, to celebrate Small Business Week
- >>Small Business Saturday Passport to Savings Program grew significantly for the second year in a row
- >>Skowhegan Home Show connected locally owned building, remodeling, and landscaping businesses with new customers

New Business Development

- >>Partnering with Skowhegan Savings Bank on the second Entrepreneur Challenge, bringing a new business to Skowhegan in 2018

Business Support

- >>Hosted free Facebook for Business and QuickBooks Basics seminars
- >>Regular promotion of Skowhegan and our businesses via monthly business news emails and monthly business profiles
- >>Business and marketing support for local businesses and organizations including website creation, strategic planning, and marketing assistance



ECONOMIC DEVELOPMENT

20

businesses offering incentives for the Skowhegan Block Party



12

profiles of Skowhegan businesses in 2017, available at MainStreetSkowhegan.org/Business-Profiles



9

entrepreneurs in the 2017-18 Entrepreneur Challenge



44

participating businesses in the 2017 Small Business Saturday Passport to Savings Program

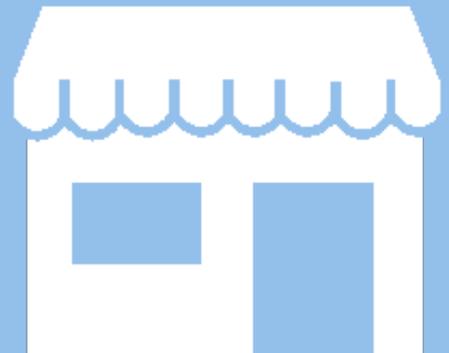


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Entrepreneur Challenge winner selected in Feb. 2018, leading to ...

1

new Skowhegan business in June 2018



\$23,000

incentive package for the Entrepreneur Challenge winner



787

purchases made by shoppers on Small Business Saturday 2017



TOURISM INITIATIVES

Why We Do It

- » Draw people to Skowhegan to visit our shops, restaurants, and more
- » Transform Skowhegan into a thriving recreational and cultural destination



TOURISM INITIATIVES

BikeMaine

>>Coordinated BikeMaine's September visit to Skowhegan, where this year's ride both started and ended

>>Helped oversee meals, luggage, parking, and info booth

- **400 bicyclists from 35 states and 5 countries**
- **\$660,000 total economic impact in the region**
- **75% of food came from within 75 miles of the region**

Run of River Whitewater Recreation Area

>>Working on behalf of Run of River Committee and in partnership with the town

>>Created video, website (RunofRiver.org), Facebook page, brochure, rack cards, and business plan

>>Traveled to Colorado with Town Manager Christine Almand to learn more about whitewater parks and their impact

>>Drafted a successful grant application for pre-permitting activities, the next phase of the project

>>Cultivating relationships with potential donors

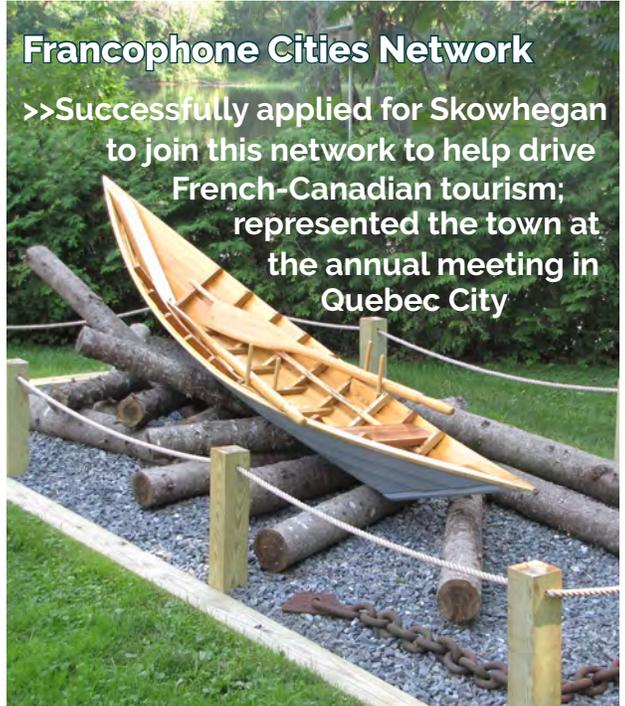
- **\$15,000 grant from the Davis Conservation Foundation to move the project forward**
- **\$4 million in annual sales for one business owner in Salida, Colorado—up from \$600,000 before Salida's whitewater park**

TOURISM INITIATIVES



Somerset Cultural Plan

>>Partnering with WesArts to finalize a cultural plan for the county by January 2018 that will enhance and promote cultural assets to drive tourism and economic development



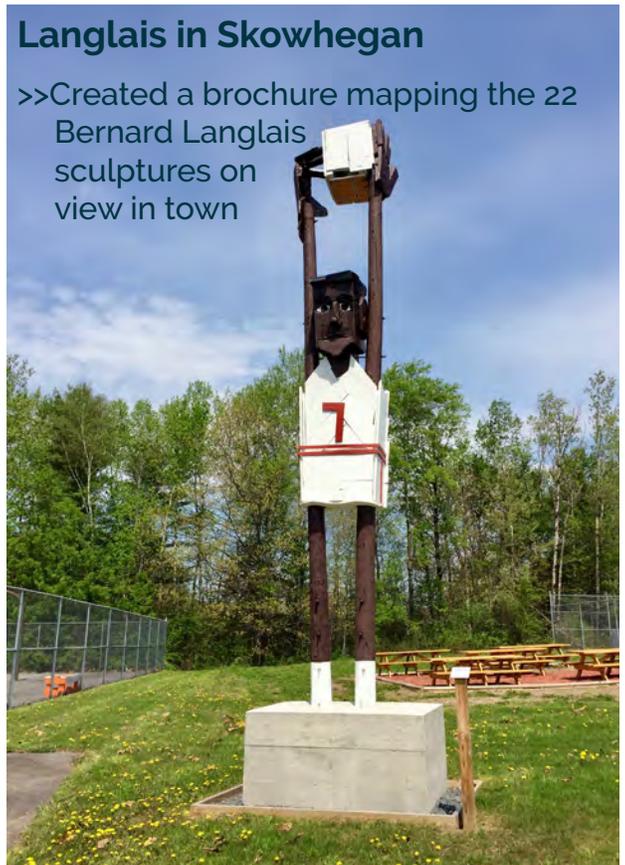
Francophone Cities Network

>>Successfully applied for Skowhegan to join this network to help drive French-Canadian tourism; represented the town at the annual meeting in Quebec City



Maine Motorcoach Bus Tours

>>Showcased Skowhegan to tour operators on Oct. 15



Langlais in Skowhegan

>>Created a brochure mapping the 22 Bernard Langlais sculptures on view in town



Promotional Videos

>>Collaborating with the Kennebec Valley Tourism Council on a series of 10 short videos promoting the region

MARKETING INITIATIVES

Why We Do It

- >> Tell Skowhegan's story
- >> Promote a positive image of Skowhegan
- >> Build Skowhegan's brand as a recreational and agricultural destination
- >> Create economic impact



MARKETING INITIATIVES

Skowhegan Visitors' Guide

- >>Created a 44-page, magazine-style visitors' guide, in collaboration with the chamber
- >>Printed 5,000 copies and distributed at visitors' centers across the state and at businesses and organizations in Somerset County



Advertising

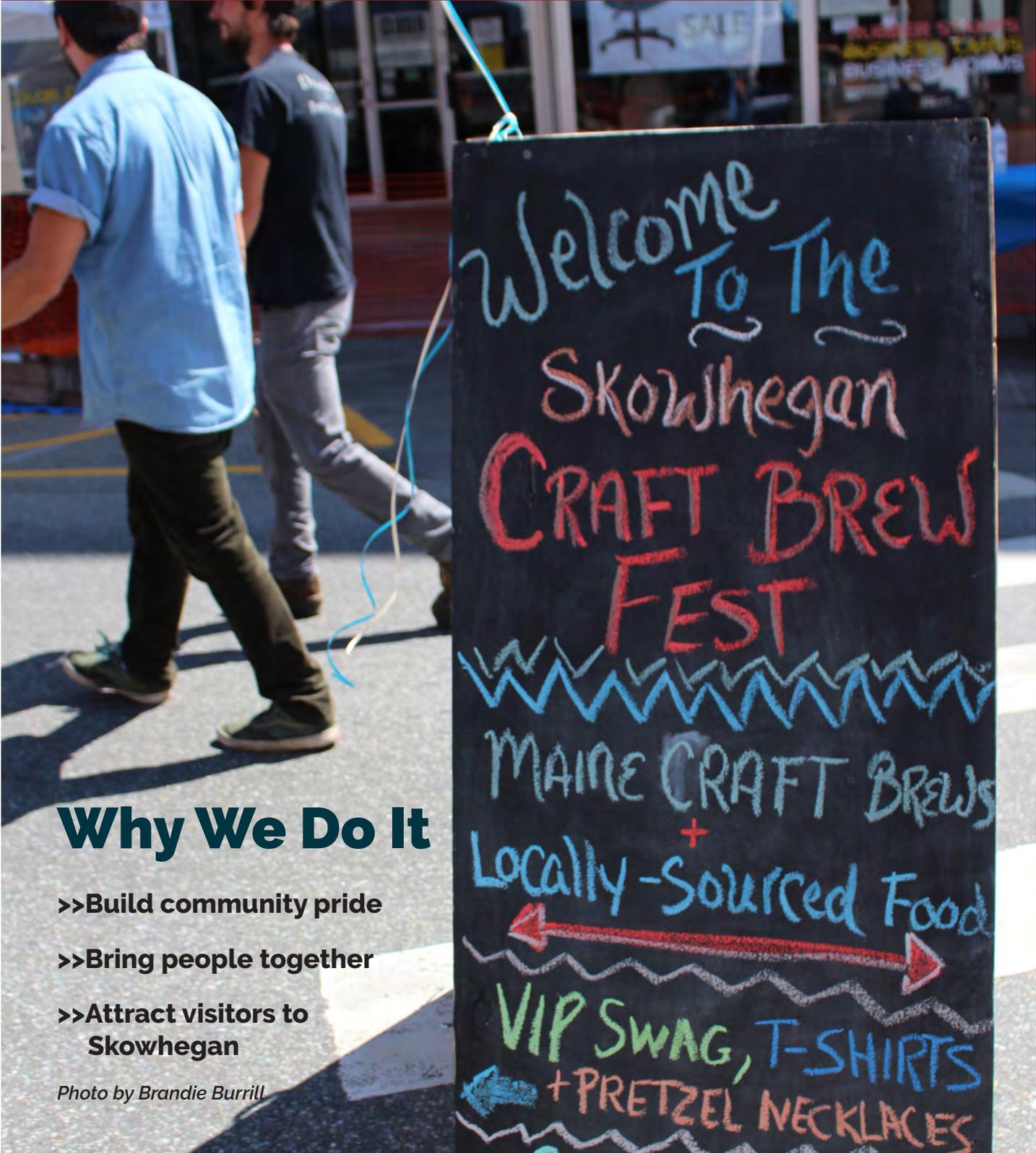
- >>Two full spreads about Skowhegan in the Kennebec Valley Explorer
- >>One full-page ad in the Maine Motorcoach Network Profile Book

Community Calendar

- >>Implemented a community calendar for Skowhegan and all of Somerset County on VisitSkowhegan.com



COMMUNITY EVENTS



Why We Do It

- >>Build community pride
- >>Bring people together
- >>Attract visitors to Skowhegan

Photo by Brandie Burrill

COMMUNITY EVENTS

Maple Festival, March 24-25

Showcased Somerset County as the nation's leading maple syrup producer

River Fest, Aug. 2-6

Celebrated life on the Kennebec; in collaboration with the Run of River Committee and the chamber

Skowhegan Craft Brew Festival, Sept. 2

Drew nearly 1,100 people to town for the second annual brew fest; heard comments including "Your town is so cute" and "I'm coming back to spend a wad of cash at the Children's Cottage"; according to online ticket sales, attendees hailed from all over, including Virginia, Massachusetts, Quebec, New Brunswick, NH, NY, NJ, Vermont, California, Mississippi ... and even Hawaii



Photo by Brandie Burrill

Main Street Gala & Auction, Sept. 30

A night of celebration, awards, music, dancing, and socializing to raise funds and awareness for Skowhegan revitalization projects

Holiday Stroll, Dec. 1-2

Brought hundreds of children and parents to Skowhegan to participate in holiday activities

2018 Moose Permit Lottery

Submitted a successful proposal for Skowhegan to host the lottery; expect to attract 5,000 people to town June 8-10, 2018; Main Street is leading the planning efforts



Photo by Mike McVey

MAIN STREET ORGANIZATION

This summer we hired a new staff member in collaboration with the Wesserunsett Arts Council. Mary Haley spends about one-third of her time on WesArts and two-thirds on Main Street projects—particularly events—allowing Kristina Cannon and Maria Landry to focus on other projects such as big-picture planning, marketing, and grant writing. With more staff comes greater capacity to take on bold new initiatives and do even more to make Skowhegan an even better, brighter version of itself for the future.

Staff

Kristina Cannon, Executive Director
Maria Landry, Assistant Director
Mary Haley, Project Coordinator
Tim Sirois, Office Volunteer

Board of Directors

Matthew DuBois, President
Brandi Meisner, Vice President
Michael DuBois, Treasurer
Lisa Caswell, Secretary
Margi Browne
Patrick Dore
Sam Hight
Lisa Landry
Pam Powers
Darcy Spooner
Fawn Wentworth
Darryll White



From left: Kristina, Maria, and Mary sport 2017 brew fest T-shirts.

>>150 volunteers dedicated 1,810 hours to date

>>Kristina selected as one of 13 Maine Network Partners Fellows, an 18-month initiative to build a network working to drive positive change in Maine through collective leadership

SUPPORT MAIN STREET

You can make a difference in Skowhegan! Do you want to help position Skowhegan for future success and prosperity? Join us and help ensure the community we love fulfills its incredible potential as an amazing place to live, work, play, and visit.

Our goal is \$25,000. Can you help us get closer?

Raised as of Nov. 30: \$11,700

Yes, I want to make a difference in Skowhegan! Enclosed is my tax-deductible gift of:

- \$25** representing 25 years of the Holiday Stroll
- \$44** representing 44 pages in the Skowhegan Visitors' Guide
- \$87** representing 87 varieties of beer, wine, cider, and spirits at the 2017 Skowhegan Craft Brew Festival
- \$173** representing 1.73 million maple taps in Somerset County, celebrated annually at Maple Fest
- \$230** representing the \$23,000 benefit package offered via the Main Street Skowhegan Savings Entrepreneur Challenge
- \$400** representing the 400 bicyclists Main Street brought to Skowhegan via BikeMaine 2017
- \$660** representing the \$660,000 economic impact BikeMaine had on the region
- \$787** representing 787 purchases at participating businesses during the 2017 Small Business Saturday Passport to Savings Program
- \$1,064** representing 1,064 brew festival attendees in 2017
- Other: \$

Please make checks payable to Main Street Skowhegan, or visit MainStreetSkowhegan.org/Donate to give online.

Name:

Address:

Email:

Phone:

- I would like to learn more. Please add me to your email list.