

The Revitalization of Skowhegan

Leadership. Strategy. Momentum.



MAIN STREET SKOWHEGAN



2023 Impact Report

Go Big or Go Home

At Main Street Skowhegan, we **go big or go home**. We are **boldly leading** Skowhegan's revitalization—and we couldn't be prouder of the growing momentum here in our community.

We are Skowhegan's **economic engine**, spurring development, supporting local businesses, and attracting visitors and new residents. We bring people and groups together, forge unique partnerships, and build strong relationships with many. Our initiatives are **asset-based** and **community-centric**.

Over the last eight years, our revitalization work has grown out of the pages of Skowhegan's strategic plan and expanded into a **wholistic approach to community and economic development**. We recognize that improving the quality of life for all means taking into account the whole community—all of our businesses and our people—and weaving together a variety of approaches to revitalization, including entrepreneurship, placemaking, tourism product development, health and wellness, career pathways, workforce training, and youth engagement.

I hope you'll take some time to learn more about our work on the following pages.

This is **The Revitalization of Skowhegan**. We think you'll agree that Skowhegan's future is bright.

Please consider joining us in this work by donating at MainStreetSkowhegan.org.

Best,
Kristina



President & CEO
Main Street Skowhegan



Main Street Skowhegan is a 501(c)(3) nonprofit focused on the ongoing revitalization of historic Skowhegan, Maine. Founded in 2005 by a group of citizens, Main Street relies on hardworking staff, energetic AmeriCorps members, a dedicated Board of Directors, and more than a hundred awesome volunteers to execute major community initiatives and events. Our mission is to celebrate Skowhegan's rich heritage while achieving our brightest future as a thriving economic, cultural, and recreational community where residents enjoy a high quality of life.



Photo by Rick Griffiths

Kristina Cannon was named the 2023 Outdoor Industry Leader of the Year by Maine Outdoor Brands, an award that recognizes an individual who's had an outsized impact on, and whose actions have demonstrably strengthened, Maine's outdoor recreation industry.

Bold. Tenacious. Wholistic.

Family enjoying the Bicentennial Celebration



President & CEO, Kristina Cannon talking about Skowhegan's bright future



Kayak Clinic Participants



T-Mobile Grant Announcement



Kennebec Room



Sleigh Rides in Coburn Park



Somerset Outing Club



Youth Birchhouse Initiative



Snowboarder competing in Skijor Skowhegan



Friends enjoying Dinner in the Park together



Riverfront Greenspace



Economic Engine

Current Main Street Skowhegan Projects & Initiatives (that your donation supports!)



Skowhegan Outdoors AmeriCorps Program

Free outdoor recreation programs and skills training for area residents

Skowhegan Center for Entrepreneurship

Home base for entrepreneurial and business support in Skowhegan



The Kitchen at 185

Shared kitchen food hall that will offer low-barrier-to-entry production space and expanded value-add and retail opportunities to entrepreneurs and farmers

Business Lab & Pitch Competitions

Seven-week program for early-stage businesses and startups with a chance to win \$5,000



Technical Assistance Grants

Mini-grant program that helps grow Skowhegan-based businesses

Skowhegan River Park

Redevelopment of our industrial downtown river corridor into an accessible outdoor recreation asset for whitewater paddling & surfing



Riverfront Development

Connecting our commercial district to our river via a promenade, greenspace, and river access, viewing, and event areas



*Skowhegan Dam by
Maria Landry*

Convener. Connector. Collaborator.

Trail Master Plan for Skowhegan

Enhancement of current trails & development of new accessible, multi-use trails totaling more than 50 miles



Village Connector Network

Collaborative effort to improve active transportation opportunities and neighborhood & trail connectivity



Village Partnership Initiative

Partnership with Town & DOT to develop a transportation master plan that focuses on safety and bike/ped infrastructure



Skowhegan Marketing

Continued promotion of Skowhegan via VisitSkowhegan.com, @VisitSkowhegan on Facebook and Instagram, the Skowhegan Visitors' Guide and event marketing



Bernard Langlais Sculptures

Twenty-one sculptures placed in downtown locations that attract visitors as part of a statewide Langlais Art Trail



Kennebec on Fire

A seasonal public arts installation in the Kennebec River - Skowhegan's Big Eddy



Events & Festivals

Annual Events - Somerset SnowFest & Skijor Skowhegan, Dinner in the Park, Skowhegan Craft Brew Festival, #ShopSmall Week, and SKOW-Whoville



Village Beautification

Projects that make our commercial district welcoming and attractive, including street pole banners and birdhouses, holiday lights and trees, the riverfront greenspace installation, and Triangle Garden

Learn more at MainStreetSkowhegan.org.



Skijor Skowhegan 2023 by Jamie Walter

Community Transformation through Outdoor Recreation



Skowhegan River Park

Redevelopment of our industrial downtown river corridor into an accessible outdoor recreation asset for whitewater paddling and surfing

Village Connector Network

Collaborative effort to improve active transportation opportunities and neighborhood & trail connectivity

Skowhegan Outdoors Basecamp

Home base for Skowhegan Outdoors program offering gear lending (200+ items) and skills clinics and serving as a third space for youth

Skowhegan Outdoors AmeriCorps Program

Free outdoor recreation programs and skills training for area residents

A wholistic approach to community development

Outdoor Recreation Initiatives

Expanded Trail Network

Enhancement of current trails & development of new accessible, multi-use trails totaling more than 50 miles

Village Partnership Initiative

Partnership with Town & DOT to develop a transportation master plan that focuses on safety and bike/ped infrastructure

Outdoor Rec Career Pathways

Tailored training & skills development for aspiring outdoor rec professionals

Riverfront Development

Connecting our commercial district to our river via a promenade, greenspace, and river access, viewing, and event areas

We have significant natural resource assets—our river and forestland—within a stone's throw of downtown, so we are adding recreation infrastructure, providing free programming and gear, and preparing the next generation of outdoor recreation professionals.



Infrastructure. Programming. Career Pathways.



Project Impacts



Community Benefits



Building a Strong Entrepreneurial Ecosystem



Skowhegan has a burgeoning local food and agricultural economy, so we're strengthening our entrepreneurial ecosystem and adding food-focused business infrastructure and programming to help our town become a leader in this industry.



Business Support. Entrepreneurial Opportunities. Workforce Training.

Project Impacts



Community Benefits

- Stronger locally owned businesses
- Skilled food-based workforce
- Sustainable startups
- Diversified & thriving economy
- Culture of entrepreneurship & innovation
- Supportive small business environment
- Engaged & skilled youth workforce
- Job growth



Skowhegan's Bright Future

Investment. Partnerships. Excitement.

Skowhegan's renaissance is underway. With \$650 million in current private and public investment and more on the way, our future is bright. Here are a few more reasons you should believe in Skowhegan:



Strong local leadership. Our commitment and passion for this community is unmatched, and we are in it to win it.



A whole community approach to revitalization. We are doubling-down on comprehensive strategies to improve the quality of life for all in Skowhegan.



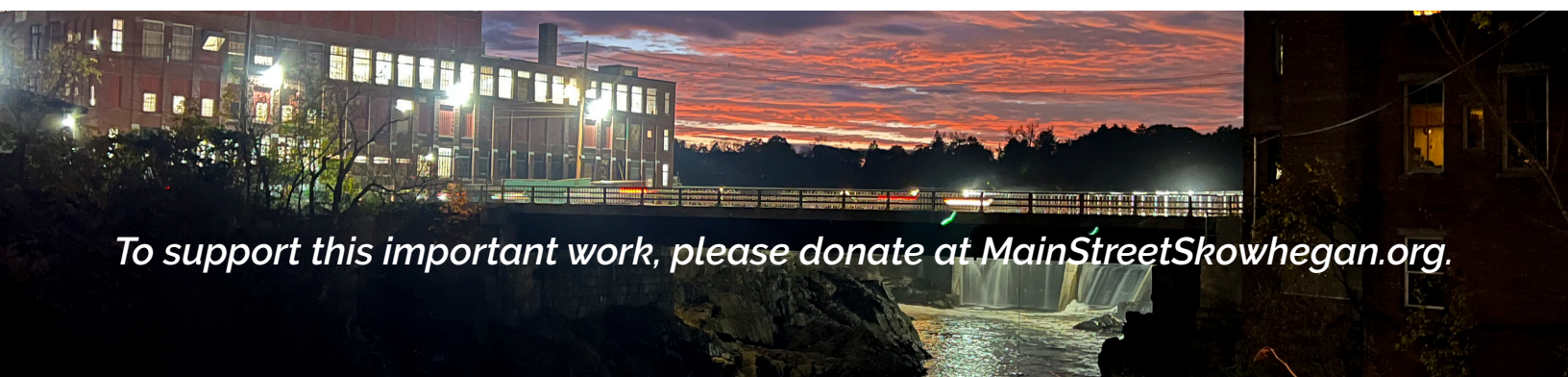
Teamwork makes the dream work. We work with hundreds of collaborators, volunteers, partners, and supporters who are all-in on Skowhegan.



Regional Collaboration. Thanks to \$485,000 from the Maine Office of Tourism and \$425,111 from the EDA, we're leading regional efforts—in collaboration with a number of local and Waterville-area partners—to develop strategies for strengthening our workforce and economy, as well as a destination development plan, cohesive regional brand strategy, and tourism marketing campaign. We're also a finalist to compete for \$20 to \$50 million in strategy implementation grant funding from the EDA! Stay tuned for more info!



Building momentum. We've raised more than \$7 million for the Skowhegan River Park and Riverfront Development and \$344,000 for the Kitchen at 185, with construction on these projects slated to begin in 2024.



To support this important work, please donate at MainStreetSkowhegan.org.



Spring Business Lab Pitch Competition



MGA tossing dough at Skowhegan Craft Brew Fest



MSS Board at Annual Chamber Dinner



SOC Whitewater Summer Camp

SKOWHEGAN



5th Annual Dinner in the Park

1823

2023

Celebrating 200 Years



T-Mobile Grant Announcement for the Kitchen at 185

HOMETOWN GRANT RECIPIENT

T-MOBILE IS INVESTING IN SMALL TOWNS

Your community has been selected for a Hometown Grant. Scan to find out about T-Mobile's commitment to towns and rural communities across America.

T-Mobile



Bicentennial Celebration



Skijor Skowhegan 2023 Volunteers



Boldly Leading



DONATE

Please consider supporting our work by donating at MainStreetSkowhegan.org.

