

Brief history of MSB

2009: Bucksport became a Network Community in the Main Street Maine Program. Main Street Maine is a project of Maine Development Corporation (MDC.) There was an initial site visit and MDC made several recommendations about the downtown (I have this document if anyone would like to review it.)

2009-2013: The Town continued to pay participation fee to MDC but the program was essentially dormant. Dave Milan (the Town's Economic development Director at the time) attended conferences and learned more about Main Street Program.

October 2014: MSB was formed in the weeks following the mill closure announcement. Roxanne Jobe had previous experience with Main Street Programs and formed an advisory group to launch our own program. We began meeting monthly. Initial committee members were Roxanne Jobe, Brook Minner, Mark Eastman, John Paul LaLonde, Bill Fretz, and Rich Rotella. Terry Doty and Daphne Eyerer joined early in the process as well.

October 2014: Grow Smart Maine selected Bucksport as a community to participate in the Making Headway in your Community Program. They scheduled a community conversation, with our help, to occur in mid-October. The mill closure announcement came just days before the event. They screened the film Reviving the Freedom Mill and helped community members brainstorm what's next for the community.

December 2014: Bucksport Economic Development Director Dave Milan launched holiday pop up shops in empty downtown storefronts.

Throughout 2015: MSB recruited new Board members and learned more about the Main Street model by attending conferences and webinars.

Fall 2015: MSB began advocating for a change in Town ordinance to allow for food trucks.

December 2015: MSB took over pop up shop program. We also hosted our first PK Bucksport event, a pecha kucha style presentation that featured Bucksport people that make interesting stuff. It was also the public debut of Chris Soper's video, "Small Town America."

Early 2016: We worked with the Town to get a mobile food vending ordinance passed in order to allow food trucks.

February 2016: We hosted our 2nd PKBucksport event featuring people's ideas for Bucksport plus a new original poem by Pat Ranzoni.

February 2016: "Making Headway in Your Community" celebration. They noted the quick rise of many engaged civic groups including Wednesday's on Main and Main Street Bucksport, Friends of Wilson Hall, Bucksport Arts Festival and Heart and Soul.

February 2016: We applied for and received (in June) a grant from the Hancock County Fund of the Maine Community Foundation to design a logo, launch a website, obtain 501c3 status, and do some fundraising.

Spring 2016: We worked on articles of incorporation and wrote by-laws.

Summer 2016: We hosted a successful fundraising dinner, paid for in part by Hancock County Fund grant.

Fall 2016: We partnered with Chamber to promote Small Business Saturday and held a meeting with downtown business owners to coordinate holiday season events.

Fall 2016: We agreed to partner with WoodenBoat to continue the International Maritime Film Festival.

November 2016: We received 501c3 status and became an actual Board rather than an advisory committee. We opened our bank account (funds were previously held by the Town on our behalf.)

November 2016: We agree to act as fiscal agent to Bucksport Arts Festival.

December 2016: MSB Holiday events included Small Business Saturday ribbon cutting, Night on the Town with live music in several storefronts, fundraising cocktail party, and free gift wrapping at Heart and Soul.

December 2016: We agree to partner with Gary Allen for the 6th annual Bridge the Gap Race if the finish line can be moved downtown.

January 2017: Brook gave a presentation to the Economic Development Committee to ask for \$10,000 in TIF funds to help offset the cost of a part time employee. Later, the Town Council approved the funding request. We recruited new Board members Robin McCarthy, Joyce Greco, Derek Tudela, and Andy Lacher.

February 2017: We began hiring process. Paula Kee and Mark Eastman (part of the original Advisory Committee) resigned from the Board.

February 2017: We applied for and received (in June) a grant from the Hancock County Fund Maine to offer art workshops at the Bucksport Arts Festival.

March 2017: Interviewed candidates for ED.

April 2017: Brook was hired as part time ED.

April 2017: Bridge the Gap Race is a success with almost 500 runners participating.

May 2017: Hosted downtown clean up day and began weekly running group.

June 2017: We are given a \$20,000 appropriation from the Town (in addition to the previous TIF funds, which ended up only being \$5,000; not \$10K)

August 2017: Bucksport Arts Festival was a success. We also hosted another fundraising dinner attended by 40 people.

September 2017: 2nd annual International Maritime Film Festival is a success with a 30% increase in ticket sales.

2017 major events: expenses, income, impact

Bridge the Gap Race

Income: \$1,100 (local sponsorships)

Expenses: \$200

Bottom line: \$900

Impact: Fun, healthy community event that brought 500 runners plus spectators to downtown. Some downtown business saw a boost in business on race day but there were longer lasting impacts too (new customers that discovered stores and returned.)

Discussion: Saturday instead? Dinner the night before? Breakfast afterwards?

Bucksport Arts Festival

Income: \$8,258

Expenses: \$6,658

Bottom line: \$1,600

Impact: The festival has received a lot of positive attention. Lyndsey is looking to step back but is willing to work with us for another year before entirely handing it over. Joyce has expressed interest in taking this on.

Discussion: Brings a lot of people to town, feels fun, very positive feeling, add a night component (artists at dinner the night before?), this is the only event we have the sole responsibility, changing the season? Fall? Expand the artists component perhaps by hosting them in local homes for the weekend and creating other events around the festival.

International Maritime Film Festival

Income: \$8,716

Expenses: \$6,648

Bottom line: \$2,068

Impact: Ticket sales grew by 30% in year two (120 tickets were sold in 2017) About half of attendees come from other towns and about half of those come from town more than a couple of hours away so they stay for the weekend. This is by far the most work of any of our events but I believe it has the most growth potential.

Mission Statement:

The mission of Main Street Bucksport is to promote a vibrant downtown Bucksport by supporting existing businesses, attracting new businesses, and supporting cultural arts events.

We do not have a Vision Statement. Should we?

Income streams:

34% Town of Bucksport

34% MSB events

32% Grants and general fundraising

Board committees:

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies. Rich

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. Joyce, Daphne, John Paul

PROMOTION/ EVENTS positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources. John Paul, Robin