



2011 Highlights

The Downtown Master Plan, a collaboration between Heart of Biddeford, the City of Biddeford, and the Orton Family Foundation, was completed in June and included the ideas of hundreds of community residents, and property and business owners. All of the goals related to Heart of Biddeford were woven into a Strategic Plan created by the HoB Board of Directors. The following list shows what was accomplished in 2011 from that plan.

Business Enhancement Committee Accomplishments

1. Created a business matrix, including potential business types HoB will help recruit.
2. Collaborated with the City to create a new inventory of street level and mill vacancies, which will be rolled into a publicly searchable database during 2012.
3. Held a Youth Pop-Up Competition in coordination with local high school and college business classes. Two student teams ran storefront businesses for one month leading up to the holiday season.
4. Hosted a Women-in-Business Workshop, in conjunction with Furman Gregory Deptula, Key Bank and Southern Maine Women's Business Center.
5. Enhanced relationships with property owners by initiated property-owner meetings at the Heart of Biddeford.
6. Kicked off innovative campaign to bring a coffeeshop to Main Street. Met with four interested entrepreneurs!

Promotions Committee Accomplishments

1. Sponsored 25 events including the Easter egg hunt, Secret Spaces/Historic Places, ten-week Music in the Park series, Chalk on the Walk, the new 5K run, Halloween for Kids, monthly PULSE! Networking Events, and the Downtown Holiday Festival.
2. Developed activities that brought school-aged students and their parents as well as UNE students downtown such as the "RA's in Downtown Biddeford" scavenger hunt, hundreds of hours of community service for UNE students in the downtown, and the Youth Pop-Up Competition.

Design Committee Accomplishments

1. Increased beauty throughout downtown with the storefront planters project.
2. Took on park clean-ups in Shevenell Park, 315 Main Street, Mechanics Park, Liberty Park and Bacon Street parks. Also, kicked off plans for an Adopt-a-Park program.
3. Implemented "Let's Talk Trash Project," awarding a prize to the winning artist and placing newly decorated trash can lids.

4. Implemented the “Biddeford Cares” project in five vacant storefronts leading up to Holiday season.
5. Implemented a display window lighting campaign in five current businesses, and initiated storefront design improvements with several downtown businesses.

Organization Committee Accomplishments

1. Enhanced Volunteer Recruitment efforts for all committees and the board.
2. Finalized and implemented a clear fund-raising plan and event sponsorship program.
3. Assessed and expanded board composition.

Other Accomplishments:

1. Distributed weekly online newsletter to 1297 recipients, increased Facebook page presence to 753 page likes, and added new Twitter followers every day.
2. Regularly met in-store with downtown business owners to celebrate successes and ascertain barriers HoB can help address.
3. Worked to improve collaboration with key partners such as La Kermesse, Downtown Development Commission, Buy Local, City Theater, University of New England, the City of Biddeford and major supporters such as banks.
4. Worked closely with Engine, City Theater, and the University of New England to implement CC=ED grant, and enhanced efforts to promote creative economy in Biddeford.
5. Received positive press coverage in the Journal Tribune, Courier, Portland Press Herald and Sun Chronicle for initiatives such as Let’s Talk Trash, Secret Spaces/Historic Places, Master Plan completion, Youth Pop-Up Competition, Design Committee park clean-ups.
6. Attended state and national trainings and conferences to bring back “best practices” to adapt and adopt within Heart of Biddeford.
7. Supported City’s projects and efforts, such as the downtown inventory and parking structure survey.