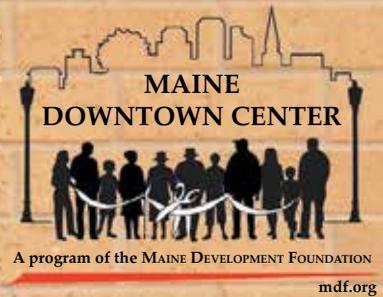


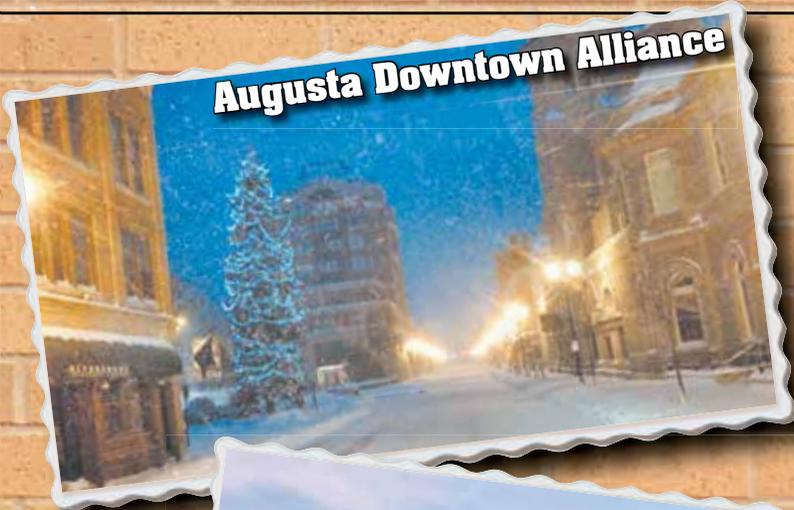
A quarterly publication featuring Main Street Programs and Downtown Alliances in our communities

# Downtown Quarterly



Special Supplement to the Coastal Journal • Kennebec Journal • Morning Sentinel

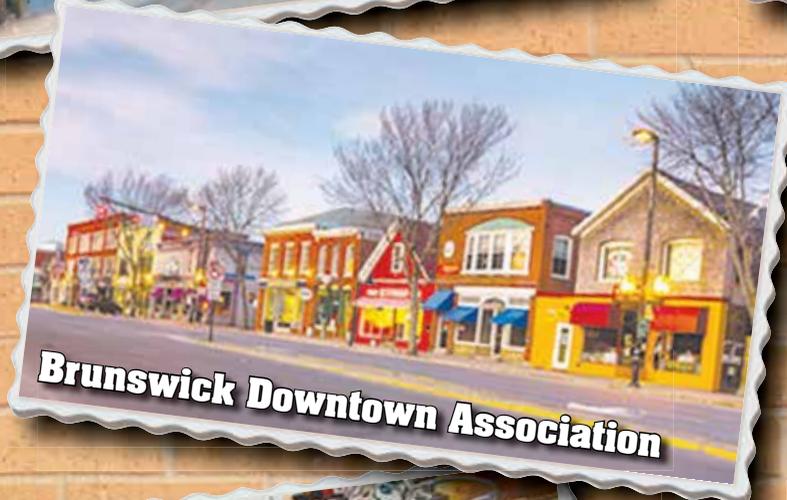
Wednesday, January 27, 2016



**Augusta Downtown Alliance**



**Rockland Main Street**



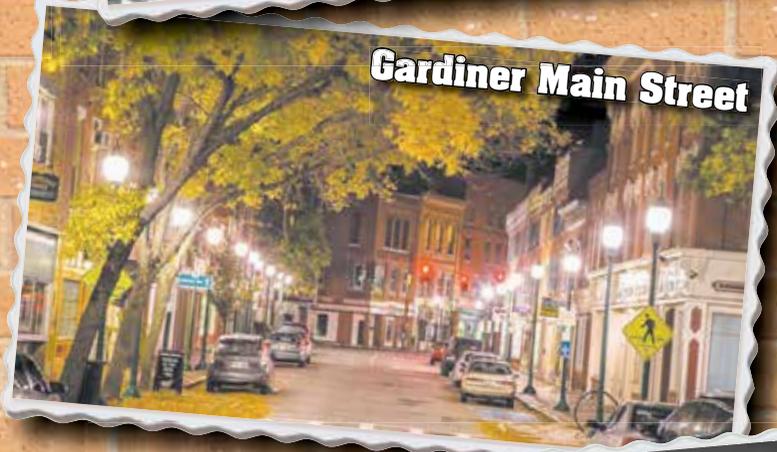
**Brunswick Downtown Association**



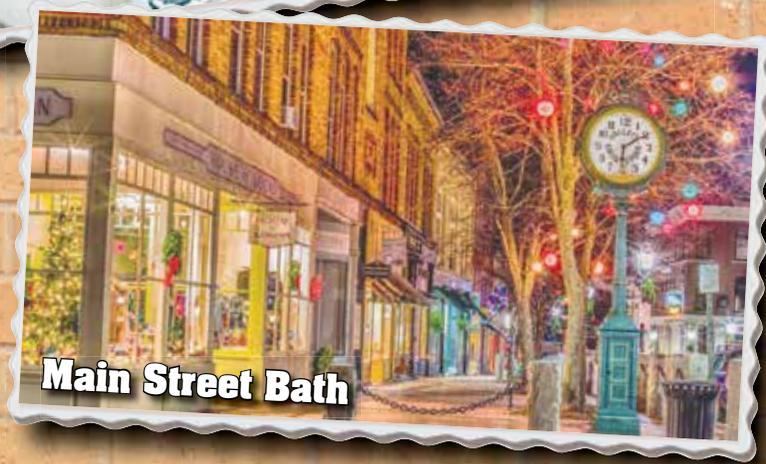
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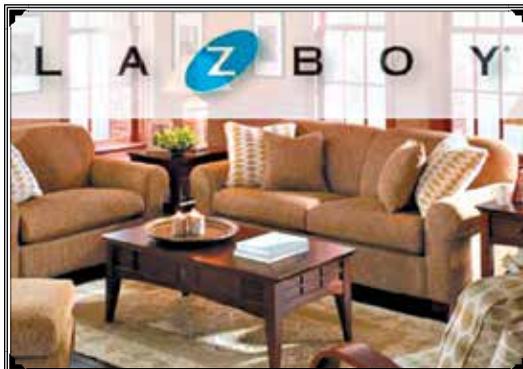
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**Maine Reinvestment Statistics (2002-2014, 10 Main Street Maine communities reporting):**

**Jobs & Business Growth**

- Net Gain Part time Jobs: **313**
- Net Gain Full Time Jobs: **1038**
- Net New Businesses: **325**

**Leveraging Local Volunteerism:**

- Downtown Volunteer Hours: **264,257**

**Capital Investment:**

- New Construction Projects: **21**
- New Housing Units: **368**
- Building Rehabilitations: **832**
- Total Reinvestment of **\$224.5M** (including Private reinvestment \$172,241,053 (77%))
- Reinvestment Ratio: **\$24.10** for every \$1 spent by the local communities

**★ Main Street Maine Communities**  
**● Maine Downtown Network Communities**

The Maine Development Foundation's Downtown Center serves as the state coordinator for the National Main Street Center. We utilize the Main Street Four-Point Approach® which has earned a reputation as one of the most powerful economic development tools in the nation for vibrant, healthy downtowns.

The Center's mission is to advance preservation-based economic development in downtowns across Maine, resulting in business growth, job creation, building rehabilitation, cultural enhancement and organizational leadership. The Center and its Advisors serve as a resource for all Maine communities interested in undertaking downtown revitalization projects and developing sustainable programs. We are proud to work with 10 Main Street Maine and 19 Maine Downtown Network communities statewide.

**The Maine Downtown Center Oversees and Manages the:**

- Main Street Maine program – locally staffed programs in 10 Maine communities
- Maine Downtown Network – for communities exploring downtown revitalization options
- Green Downtowns, Healthy Maine Streets, Grants to Green Maine
- Annual Conference and Downtown Institute trainings

Lorain K. Francis, Senior Program Director, lfrancis@mdf.org, 207.626.3117, mdf.org



The picturesque gazebo in downtown Brunswick is beautiful in winter.

# Winter has arrived in Maine!

It's a great time to get out of the house and and enjoy your favorite downtown or take a ride and go for an adventure to a new community to discover the shops, restaurants and activities going on!

Shopping and eating local in the winter season is a great way to support your local businesses and a fun way to get together with family and friends. Meet your shop owners and chefs, look for farmers markets to bring home some fresh local foods we crave this time of the year.

Watch for special events going on for Valentine's Day! Ice bar gatherings, special menus, and don't forget the local florist for flowers! Take a stroll with your sweetheart and do some window shopping.

Many of our communities have museums to stroll though and classes to take. Independent movie theaters show great films, have lectures and special events to enjoy.

On those nice Maine blue sky sunny days get out for some exercise, snowshoe, cross country ski or walking.

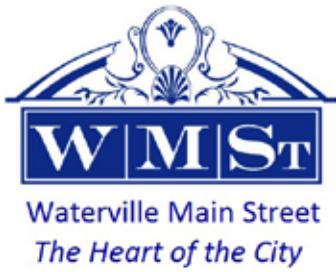
Many of our communities have great walking trails that link to downtown, look for way-finding signs, maps and ask the locals where they walk. Trails around the harbors and waterfronts offer a different view and experience in the winter, as do our Maine woods.

Explore our downtowns in all seasons, each offers a unique perspective and each makes the season their own with signature activities. Search them out, shop, dine, and enjoy what local Maine is all about !



## PARTICIPATING DOWNTOWN COMMUNITIES

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# Welcome to Downtown Waterville

## A message from Waterville Main Street Board President Charlie Giguere



Contributed photo

Charlie Giguere, President of Waterville Main Street, welcomes parade goers to downtown Waterville during the Holiday Electric Light parade.

What a great time to be a Watervillian! Growing up only three blocks away, I remember the power of Main Street in my youth. All the retail space was occupied and downtown businesses were thriving.

In the decades that followed, we all witnessed its slow demise. Our manufacturing jobs went away, our population decreased, big box stores came, franchises arrived, and the end result was what we now have — a downtown in need of your support.

We are fortunate. The new initiatives in the downtown are ambitious. We now have Colby College playing a lead role, with the support of the Harold Alford Foundation, Unity Foundation and longtime residents investing in its future. With the winds blowing in our direction, it's time for all of us to jump on board and sail this ship into its former grandeur. Be part of this by supporting the Waterville Main Street program.

### How does Waterville Main Street contribute to these efforts?

We lead important initiatives that bring people downtown, such as Kringleville, Harvest Fest, Maine Open Juried Art Shows and the downtown Farmers Market.

We communicate the importance of shopping local with the greater community.

We engage in strategic partnerships such as Waterville Creates!

We support small business wellness programs such as Healthy Main Streets.

### Why is your investment important?

Now is the time for business owners and community members to show their investment and support in these important programs and to join others in a commitment to strengthen downtown Waterville's future.

We can build on this exciting momentum and become something stronger — together.

I hope you will join us.

**Charlie Giguere**  
President

## The 46th annual Kringleville season comes to a successful end

On Dec. 22, Kringleville closed its doors on another year. Unseasonably warm temperatures and the lack of snow contributed to the estimated 10,000 Parade of Lights attendees.

When all was said and done, approximately 2,000 children visited Santa and Mrs. Claus. It didn't take long for a day's schedule to fill. On some days, Santa's schedule filled within 15 to 20 minutes after it began.

Thank you and sincere appreciation to Central Maine Motors Auto Group, Mid-Maine Chamber of Commerce, Nicholson, Michaud & Associates, Camden National Bank, Michaud's Welding & Trailer, Waterville Public Works and the many Waterville Main Street/Kringleville volunteers for their dedication to one of Waterville's best loved traditions. Plans already are underway for next year's Parade of Lights at 6 p.m. on Nov. 25.



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# Children's Book Cellar is for the young and young at heart

## Longtime owner sells toys, books that appeal to the child in everyone

**Editors note:** Waterville Main Street will feature a different business each quarter in our Meet Me Downtown series.

BY MICHELLE TROUTMAN  
Correspondent

Like some of the fiction she sells, the story of Ellen Richmond's business ownership at Children's Book Cellar features a plot twist.

"I had no plan to do retail; I was going to be an English teacher," Richmond said. "But when I graduated in the '70s, there were far too many high school English teachers, and I couldn't coach basketball or football, so it was tough to find a job."

After graduating with a Bachelor of Arts in English from Connecticut College, she managed local Mr. Paperback stores for 20 years. By the winter of 2001, burned out and ready to begin a new chapter in her life, Richmond worked at the local L.L. Bean call center. Friends downtown suggested she consider buying Children's Book Cellar from Barbara Wentworth. At the time, Richmond said she didn't plan to sell books again.

Richmond eventually did, however, become the fourth in a series of Children's Book Cellar owners, after Carol Wynne opened the store in 1987.

"The landlord was willing to have me take over the lease. It just kind of fell into place, so — here I am," Richmond said.

"I'm starting to think about eventually selling the store to someone else who will love it and nurture it," she said. "I would love to have a partner so I could ease up a bit and teach them the ropes — someday."

Like Richmond herself, her bright, open store welcomes visitors to a world of education and imagination. Beneath the ornate tin ceiling lie shelves lined with books for all ages, puzzles, stuffed animals, games, blocks, cars and trucks. The book titles span new fiction and classics; non-fiction includes social sciences, history and biography.

Richmond now carries more reading material for adults, primarily fiction, and some non-fiction that independent booksellers nationwide have reviewed and recommended.

"Despite the name, Children's Book Cellar is a full-service bookstore for the entire family, offering special orders, school sales and gift wrapping," Richmond said.

The Skowhegan native and only child developed a love of reading early.

"Both my parents were readers. When I was a kid, I remember a great big shipping case coming from the Maine State Library. It was about the size of a coffin. I don't remember exactly



"I love the connections I have made over the years with my customers and their families. The fun of the job is having the customer return looking for another book because your recommendation was 'spot on.'"

ELLEN RICHMOND,  
OWNER CHILDREN'S BOOK CELLAR

what the deal was, but it had this whole assortment of books for the family. It would be delivered to you, and you had it for 'x' amount of time, and then you'd ship it back to the library.

"I went through all the Tarzan novels," Richmond recalled. "I read all the Nancy Drew, all the Hardy Boys, anything else I could get my hands on — my mother never restricted what I read."

Dr. Seuss titles, "The Little Shepherd of Kingdom Come" by John Fox, Jr. and "Parsley" by Ludwig Bemelmans (author of "Madeline") number among her favorite children's books.

Richmond chooses her merchandise based on experience, customer requests, reviews, pricing, name, subject, packaging and trial and error.

"Sometimes things die, and sometimes I pass on things I think look awful, and all of a sudden, they're on the bestseller's list," Richmond said.

Former Mr. Paperback employee Anita LePage occasionally fills in while Richmond travels to conferences and trade shows. But, for the most part, Richmond remains a one-woman show — marketing, running the cash register, taking orders and stocking shelves. She cites no career influences: "Nobody I can blame," she said.

Richmond still hosts book signings regularly. Authors have included Laura Numeroff, best known for "If You Give a Mouse a Cookie," Matt Tavares, Cynthia Lord, Chris Van Dusen and local newspaper columnist J.P. Devine.

She considers poet Richard Blanco's Dec. 2015 appearances a career highlight. Known for reading his poem "One Today" at President Obama's second inaugural, Blanco spoke to Winslow Junior and Senior High School students and later at The Waterville Opera House to a standing ovation.

Richmond did much of the work herself, from convincing his publicist, to designing and printing the posters and other advertising, to paying Blanco's expenses.

"I had no financial help. Because I

am not a nonprofit, I couldn't get any sponsorship or underwriting. So, I rented the Waterville Opera House in a gigantic gamble. The Opera House staff was great; they handled most of the ticket sales," Richmond said.

"Not a day has gone by since December 15th when I haven't had someone tell me what an incredible evening it was. I've had men confess to getting teary! One woman wanted me to get him back here every year," she said. "For over an hour, people waited in line

afterward to speak to him and to have him personalize their books."

And thanks to bestselling thriller writer James Patterson, Richmond installed LED lighting. In 2013, Patterson announced he would offer \$1 million to independent bookstores that promoted children's literacy. The next year, Richmond's 500-word essay and customers' recommendations led to a \$5,000 Patterson grant for renovations to enhance the store "for children of all ages."

"I love the connections I have made over the years with my customers and their families," Richmond said. "The fun of the job is having the customer return looking for another book because your recommendation was 'spot on.'"

Children's Book Cellar at 52 Main Street in Waterville is open from 9 a.m. to 5 p.m. Tuesday to Saturday during the months of January through May. From June to December, the shop is open noon to 5 p.m. on Mondays and from 9 a.m. to 5 p.m. Tuesday through Saturday.

To reach the business by telephone call 872-4543, or by website at [www.childrensbookcellar.com](http://www.childrensbookcellar.com), or Facebook at [www.facebook.com/ChildrensBookCellar](http://www.facebook.com/ChildrensBookCellar).

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## Waterville Farmers' Market Winter Hours

Don't miss the chance to obtain some of Maine's freshest and most delicious seasonal veggies, meats, milk, cheese and scrumptious baked goods.

The Downtown Waterville Farmers' Market has moved indoors for the winter. The market is scheduled the first and third Thursdays of the month at Maine-General Thayer Campus on North Street. Use the Dean entrance and the market is in the Dean Conference Room.

Dates: Feb. 4, Feb. 18, March 3, March 17, April 7 and April 21, from 3 to 6 p.m.

## Create the Future

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Converge and Create.



**Heidi Vanorse Neal,**  
Owner, Loyal Biscuit Co.

"We chose downtown Waterville as the location of our fourth store for many reasons, but most of all because I love being a part of towns and cities that belong to the Main Street Program. There is a special vibrancy about these participating downtowns that you just can't find anywhere else. The sense of community and belonging can't be replicated in plazas and strip malls. We love being a part of this community and look forward to many years to come as part of Waterville Main Street."

**Tammy Rabideau,**  
Associate Director, Waterville Public Library

"In the heart of downtown, the Waterville Public Library and Waterville Main Street have worked together for decades to support rich and dynamic community vehicles for connecting, converging and creating. With synergistic commitments to empowering people, strengthening community, and enhancing the economic vitality of Waterville, the two organizations have chosen close partnership on many initiatives with public art installations, the Maine Open Juried Art Show, Waterville Creates!, Maine Poetry Express Waterville, and Small Business Waterville being just a few examples. I love Waterville Main Street!"



## Maine Open Juried Art Show

March 20 – April 22  
Waterville Public Library

The Waterville Area Art Society, Waterville Public Library and Waterville Main Street are proudly co-presenting the 2016 Main Open Juried Art Show at the spectacular Waterville Public Library in Downtown Waterville.

Now entering its 26th year, the Maine Open Juried Art Show attracts more than 80 artists representing more than 50 Maine communities and a variety of media, including oil, acrylic, watercolor and pastel.

Registration forms to artists will be mailed and available to fill out online at the end of January. People who have questions should call June at Waterville Main Street, 680-2055. The opening night reception, free and open to the public, will be held from 6 to 8 p.m. Tuesday, March 22 at the Waterville Public Library.



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## Downtown Waterville Loyalty Flyer

Each quarter, more than 25 businesses offer discounts and specials to their customers through Waterville Main Street's Downtown Loyalty Flyer. The coupon sheet is now available at participating businesses and at Waterville Main Street for your shopping and dining needs. Be sure to pick one up to cash in on the savings! Visit [www.watervillemainstreet.org](http://www.watervillemainstreet.org) to view the coupon sheet online

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Please make checks payable to Waterville Main Street.  
 If you have any questions, please contact June L'Heureux at 680-2055.

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# Welcome to Downtown Augusta

## Michael Hall named Augusta Downtown Alliance director The 32-year-old plans to live and work in the downtown

BY JESSICA LOWELL  
Staff Writer

When Michael Hall starts his job on Feb. 1, he'll have a short commute.

As the new executive director of the Augusta Downtown Alliance, he'll be living in the same neighborhood where he works.

Alliance President Tobias Parkhurst made the announcement, bringing to a close a two-month national search.

"One thing that was very clear in the minds of merchants, board members and stakeholders was the desire for a new perspective," Parkhurst said. "... not necessarily someone from out of town, but someone who could bring some fresh ideas and different experience."

In recent months, downtown Augusta has undergone a period of transition as businesses have moved to other locations or closed, voluntarily or otherwise, and development plans have been announced.

Parkhurst described Hall as an idea-to-action type of person with the ability



Staff file photo by Andy Molloy

The Augusta Downtown Alliance recently announced it has hired Michael Hall as new executive director, to lead the city's efforts to build the downtown.

to identify what's unique about a place.

"It's been a long time since someone told me something about Augusta that I hadn't heard before," Parkhurst said. "He's been thinking about downtown Augusta — new ways to attack our challenges and new ways to look at downtown, the city and the state."

Hall, 32, with master's degrees in both communications and architectural conservation, said he has found a way to combine both of those interests in this position.

In pursuing his 2014 architectural conservation degree from the University of Edinburgh, he said he worked on projects that were planning-oriented in historic areas, including Durham in northern England.

"The way the dots connect for me is the marketing and promotion," he said. "Downtown Augusta needs a way to be promoted to attract new business."

There is, he said, a natural evolution to downtowns that leads to turnover.

"Downtowns are moving to niche stores," he said. "That's where I think we need to move with Augusta."

Hall said one of his first priorities will be updating the alliance's website to include an inventory of available properties as Cincinnati, another city with a riverfront, has done, showcasing the merits of what it means to be in the downtown.

Parkhurst said Hall's research has given him an understanding of what kind of businesses and what kind of names they should have to create a sense of place and have some success.

Hall will take on the position four and a half months after Steve Pecukonis stepped down as the alliance's first executive director.

Parkhurst said the job description remains essentially the same. What's different, he said, is that the alliance has matured as an organization and its members have a better idea of what they want to accomplish.

"If downtown doesn't change with the times, it will disappear," he said. "Every business that closes — it's too bad, but it's also an opportunity."



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## Welcome to Downtown Belfast 2015 in review

From our annual Street Party doubling in size to our best Auction & Gala yet, it's been a great year. Here's a committee by committee look at what we've been up to at Our Town Belfast, our local Main Street revitalization program.

### Design:

Our design volunteers created and maintained the downtown plantings, decorated downtown with straw bales, corn stalks, pumpkins and mums this October, and decked the downtown for the holidays with local evergreen wreaths and handmade bows. Please Be Seated, our annual installment of "art to recline upon" hit the streets for its fifth year with five new designs added to the collection.

Design Committee also continued work in the newly-named Park on Main, with granite steps installed this spring and with volunteers implementing new plantings and creating a small pond and ground swale for a more beautiful take on drainage.

### Promotions:

From the new and improved Belfast Pocket Map to the biggest Street Party to-date, promotions committee volunteers have been busy this year marketing Belfast and creating fun reasons to come downtown. New features to the Belfast Pocket Map included enhanced cartography, more inclusion of area recreation spots and trails, and an easier-to-use map of downtown businesses.

At the Annual Our Town Belfast Street Party, the festivities grew to encompass not only the length of High Street but Church Street as well. Our new children's area featured new rides and a DJ while the live music played on down on High Street.

A highlight of the evening was a massive group photo being taken from the rooftop of the Colonial Theatre by several area photographers.

And this holiday season, the promotions committee organized an ad to promote shopping and dining in downtown Belfast, planned the Christmas Tree Lighting, our first ever Chanukah Menorah

Lighting, the Holiday Costume Parade with Mrs. Claus, and organized two holiday homecoming dances.

### Economic Vitality:

Our EV committee has been working to establish relationships with building owners so that when vacancies arise, Our Town Belfast might help them to find a tenant that is a good fit for the community — knowing that a healthy business mix is key to a vibrant downtown. Surveying locals in recent years as to what kind of businesses they feel are missing has helped in this regard.

### Organization:

Each year, this committee works to ensure that our board of directors is populated with dedicated persons from many walks of life who care deeply about the Belfast community. This year, we completed our personnel policy and instated a new program for parental leave for our staff; fundraising is led by members of the organization committee as well. Thanks to the support of Trillium Caterers, we continued our occasional dinner series with Dinner on the Armistice Bridge and Dinner in the Library and our annual Auction & Gala raised nearly \$15,000 dollars to support our programs.

### And in the Office:

With the help of the Maine Community Foundation, we were able to bring on an additional part-time staff member in, Heather Daniels Pusey, our go-to staff person for our social media, website, and regular e-newsletters. In August of 2015, we welcomed a baby to the downtown family as our executive director, Breanna Pinkham Bebb, had her first child.

Of course, none of this could ever happen without the incredible support of our donors and volunteers. Vibrant communities are no accident. It takes partnership and a shared vision with organizations like Our Town Belfast working with the municipality, local businesses, other nonprofits and area residents to ensure economic health and human happiness in our historic downtown.

Thanks for your support! We hope to see you soon!



### UPCOMING BELFAST EVENTS

**Friday Night Flix (Jan. 29, 7pm, Belfast Free Library)** "Comedies to Beat Cabin Fever". Rounding out the month on Jan. 29 is "Sleeper" (1973).

**Ladies Night (Jan. 26, 6pm, Colonial Theatre)** Snacks, cash bar, raffle and the the movie "The Hundred Foot Journey." FMI call 338-5800 or email [cornerspring@tidewater.net](mailto:cornerspring@tidewater.net).

**Just Eat It (Jan. 30, 4pm, Colonial Theatre)** 40% of the food produced for humans in the U.S. is wasted every year. See this incredible film to learn what we can do.

**Stage Combat Intensive (Jan. 30 & 31, 10-3pm, Belfast Dance Studio)** Cold Comfort Theater presents a professional training opportunity for performers through their Stage Combat Intensive. Fee \$50. To register, email [ColdComfortTheater@gmail.com](mailto:ColdComfortTheater@gmail.com).

**Snowed In (Jan. 30, 9pm, Three Tides)** The 8th Annual Snowed In WINTER DANCE PARTY! For more information, visit Three Tides' Facebook.

**Belfast Flying Shoes presents Velocipede (Feb. 6, 6pm, American Legion Hall)**

Caller: Chrissy Fowler. Band: Velocipede.

**Beer & Bikes (Feb. 4, 5:30-7:30pm, Rolli's Bar & Grill)** Appetizers, drinks and fun as we celebrate the 2016 Trek Across Maine! Free and open to the public. FMI, email [TrekAcrossMaine@LungNE.org](mailto:TrekAcrossMaine@LungNE.org).

For more Belfast happenings visit [ourtownbelfast.org](http://ourtownbelfast.org) and [facebook.com/ourtownbelfast](https://facebook.com/ourtownbelfast).

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# Welcome to Downtown Skowhegan



## 2016 and Beyond

### From the Director:

*Kristina Cannon*

Main Street Skowhegan is in a time of transition. We're changing the way we work to ensure that we are poised to implement town-wide revitalization strategies. We're shifting our focus to strategic economic development projects that will make a significant impact and improve quality of life in Skowhegan.

Even our community-building and fundraising events and promotions

will be re-evaluated with an eye toward business vitality. Expanding our boundaries and pledging to help businesses in all of Skowhegan was an absolute necessity and an easy decision. We're innovating and crafting a new vision — for the benefit of our organization and the Town of Skowhegan.

Revitalization doesn't happen quickly, or at the hands of just one organization. The kind of economic development that is underway in Skowhegan will require an all-hands-on-deck approach. Collaboration at the highest level will be crucial to successful business revitalization.

Key groups are already working together — the Skowhegan Area Chamber of Commerce, Skowhegan Economic and Community Development, the Town of Skowhegan, Somerset Economic Development Corporation, Main Street Skowhegan and several other organizations and business leaders — and planning will include even more voices in the coming months as we chart Skowhegan's future.

This shift in vision and increased collaboration has laid the groundwork for our five-year strategic plan. We've hired a consultant and formed a steering committee — made up of representatives from the town, the business community, Wesserunsett Arts Council and Main Street, as well as recreation enthusiasts, artists, farmers and public health official — to lead the planning process. Members of other organizations and the community will be invited to join the conversation in the coming weeks.

It's our hope that by engaging everyone in this process we will foster excitement and engender a sense of ownership among residents. The final plan will not just sit on a shelf. Instead, it will include innovative strategies for economic and community development and articulate mid-range and long-term projects and initiatives for Skowhegan.

Main Street has also partnered with a committee of the Wesserunsett Arts Council that is preparing to write a cultural plan for Skowhegan. Our continued collaboration with key groups will ensure that our plan incorporates important strategic objectives and will guarantee that we're all working toward the same goal.

Skowhegan is poised for change, and we encourage anyone who is interested to get involved. For more information, contact us at 612-2571 or [info@mainstreetskowhegan.org](mailto:info@mainstreetskowhegan.org).

### UPCOMING SKOWHEGAN EVENTS



**10th Annual Maple Festival**  
Friday, March 25 – Sunday, March 27  
Downtown Skowhegan  
Celebrating Somerset County's status as the top maple-producing county in the United States, this two-day festival of all things maple will shake off the winter blues with

fun activities and events for all ages. Highlights include the Main Street Skowhegan talent show, a pancake breakfast and the Skowhegan Rotary's food, wine and beer tasting.  
FMI: [mainstreetskowhegan.org](http://mainstreetskowhegan.org) or [Facebook.com/MapleFest](https://www.facebook.com/MapleFest)

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# Entrepreneurs deliver final pitch in Skowhegan

## Four compete for \$20,000 start-up package

Four entrepreneurs presented business plans to a selection committee Thursday, Jan. 14, hoping to be chosen as the winner of the Main Street Skowhegan Savings Entrepreneur Challenge.

The event concluded the third and final phase of the five-month program designed to spur economic activity in Skowhegan.

The winner, who will be announced on Feb. 1, will receive \$20,000 in incentives to start or expand their business. Other participating entrepreneurs may also be eligible for select benefits.

“The group of entrepreneurs has received valuable skills and assistance from the Main Street Skowhegan Savings Entrepreneur Challenge through this process,” said Christine Almand, Skowhegan town manager and a member of the selection committee. “This unique program will give the winner a tremendous boost. Each of the entrepreneurs clearly has a passion for their business and the local community. I’m excited about their potential here in Skowhegan.”

Selectwoman Darla Pickett echoed her sentiments.

“The enthusiasm of the participants was contagious and uplifting,” Pickett said. “The presentations were a reminder of how many hard-working and clever entrepreneurs we have right here in our own backyard. I was

very impressed by each of their efforts.”

Nancy Blaisdell Baxter pitched MeshEarth, an independent film company that celebrates rural Maine living and community connections through video portraits of people teaching life skills and lost arts. Baxter is passionate about promoting Maine and wants to use her films to engage local people and attract visitors to the Skowhegan region.

Amanda Clark is currently operating The Maine Barkery out of her home. She makes all-natural dog treats from locally-sourced ingredients and sells them wholesale to businesses. Clark plans to expand her operation to a downtown location, enabling her to increase production and add retail space to sell her dog treats and other locally-made products.

Virginia Jewell is hoping to expand her health foods store, Ginny’s Natural Corner. Concerned about Somerset County health statistics, Jewell plans to sell healthy soups, sandwiches and wraps. She also intends to offer services to the community, including cooking classes to show families how to prepare healthy foods, and other educational, informational and networking opportunities.

Justin Richard is planning to launch DowntownDelivery.ME, an affordable restaurant delivery service with a secure web-based ordering platform and built-in marketing tool.

Richard plans to present his delivery service and marketing capabilities to local restaurant owners to build future partnerships.

The \$20,000 start-up package includes a \$10,000 forgivable loan from Skowhegan Savings Bank, commercial storefront space, internet access and phone lines from Bee Line Cable, bookkeeping services from Tax Pro, website design and development from Your Designs Unlimited, carpentry services

from Dionne & Son Builders and free legal, accounting, banking, marketing and insurance services.

Almand and Pickett, along with Director of Skowhegan Economic and Community Development Jeff Hewett and members of the Main Street Business Enhancement Committee — which includes several local business owners and leaders — comprise the selection committee.

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# Gardens are a welcoming invitation for downtowns



Though it's January, Main Street Skowhegan already is thinking about blooming tulips. Come spring, pink tulips will be emerging in the Triangle Garden. And soon after, longtime Main Street volunteer and Design Committee member, Patricia Horine will be found in Skowhegan's gardens installing new plant materials, such as zinnias, cosmos, verbena and other annuals that will complement the perennial plant materials and provide beautiful color all season long.

"I think gardens are important. They add a lot of charm to a community setting," said Horine, who created and currently maintains the downtown Triangle Garden, the Trailhead Garden and the History House Heirloom Gardens. Blooming flowers and flourishing plants give residents another reason to take pride in their community.

Though often overlooked, gardens play an important role in economic revitalization. They tell a story about a community in that they provide a sense of place, add character and invite people to stroll the sidewalks and enjoy the scenery. They may offer pedestrians a reason to linger, and perhaps make their way into a shop or two.

Skowhegan's downtown gardens are financed by Main Street's Design Committee. With a modest budget, the committee is always looking for donations of time, labor, plant material or money. As Main Street's head garden coordinator, Horine makes plans for the year and recruits volunteers to help plant flowers, clean up garden beds and perform ongoing maintenance.

"While a garden is easy to design and even install, it's the on-going maintenance that's really the issue," Horine said. "After the heavy lifting is done in the spring, having a volunteer for two or three hours a week to assist with maintenance tasks helps the gardens stay especially lovely."

To volunteer, contact Main Street Skowhegan at [info@mainstreetskowhegan.org](mailto:info@mainstreetskowhegan.org) or 612-2571. Donations are accepted at [MainStreetSkowhegan.org](http://MainStreetSkowhegan.org).

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FSB's Sally Dwyer and Patrick Dore at a Skowhegan work site.

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**Brunswick**  
DOWNTOWN ASSOCIATION

## *Welcome to Downtown Brunswick*

# Brunswick Downtown Association reflects on a great 2015 *Members gear up for an exciting 2016*

**BY DEBORA KING**

*Executive Director*

*Special to Downtown Quarterly*

As the new year begins, Brunswick Downtown Association celebrates a successful 2015 and prepares for an exciting year of lively events, promotions and fun activities.

The BDA held a very successful fundraising campaign for holiday lighting along Maine Street and the Town Mall.

The lights on the lamp posts and the trees alongside the Gazebo will remain lit to provide illumination for the skaters on the outdoor ice rink on the Mall. It makes for a truly magical atmosphere.

On Jan. 28, members will hold the annual meeting of the Brunswick Downtown Association.

The theme of this year's meeting is *Caring for Our Community*; we will reflect on our past achievements and outline our plans for the coming year.

All of our energy and resources are focused on our mission: "Promoting Downtown Brunswick as a vibrant and attractive place to live, work, play and do business."

We want folks to feel the energy and vitality of our downtown, whether they are residents or visitors. We are proud of our community and it shows! Awards will be given to BDA Member of the Year, Business of the Year and Visitor Center Volunteer of the Year.

Three property owners will receive Preservation awards in recognition of their efforts to create tangible value in the heart of their community through renovation or restoration of existing buildings or through new construction that restored and enhanced the tradition streetscape.

A very special announcement will be made regarding our National Historic District designation.

Coming up on March 16, the Association will host a Breakfast Speaking Event featuring former U. S. Senator George Mitchell. We are honored to have Sen. Mitchell kick-off our Speaking Event series.

The BDA staff and volunteers are busy working on upcoming spring and summer events. Ladies, mark your calendars



*Contributed photo*

Ladies enjoying Celebrate Your Inner DIVA.

for April 15 (not because it's Tax Day!) but because it's time to "Celebrate Your Inner DIVA!"

This annual event will be held in partnership with Maine State Music Theatre, and the night promises to be filled with fun, frolic, indulgence and pampering!

Even though it's cold outside right now, we are looking forward to the balmy days of summer and are busy planning our many outdoor activities and events.

June 25 is the date set for the Community Barbecue on the Town Mall, and our Music on the Mall concert series — we are celebrating our 11th year — is set to kick-off on June 29 and will run every Wednesday through Aug. 31.

Brunswick was listed as one of the Top 100 Best Small Towns in America by *Livability.com*. Brunswick was ranked 44th in the country, based on economy, health, housing, civic involvement, education quality and public infrastructure. Bar Harbor was ranked fifth and Augusta was ranked 50th — all full-fledged or Network Main Street Communities. We all believe that our downtowns are the heart and soul of our communities and strive to create an atmosphere of energy and vitality and a climate that is attractive for investment. Our commitment to our community shows.

Visit the website at [www.brunswick-downtown.org](http://www.brunswick-downtown.org) for a complete listing of local events and activities and to learn more about the Brunswick Downtown Association.



**Brunswick**  
DOWNTOWN ASSOCIATION

### 2016 BDA Event Schedule

January 28	Annual Meeting
February	Longfellow Days
March 16	Speaker Series: George Mitchell
April 15	Diva Night
June 25	Community BBQ
June 29 - August 31	Music on the Mall
August 20	Brunswick Outdoor Arts Festival (10 <sup>th</sup> Annual)
October 20	Silent & Live Auction
Nov 12	Early Bird Sale/Bed Races
Nov 26	Tree Lighting & Small Business Saturday

[www.brunswickdowntown.org/bda-events](http://www.brunswickdowntown.org/bda-events)



# Welcome to Downtown Gardiner

## Gardiner business community supports new entrepreneurs

BY MELISSA LINDLEY

Program Coordinator

Gardiner Main Street

Special to Downtown Quarterly

Jason Goucher and Samantha Robinson are passionate about music and want the customer to be too. Step into Niche Inc., one of Gardiner's newest businesses at 289 Water Street, and find an eclectic mix of new and used vinyl records and CDs, along with record players, guitars and equipment, band T-shirts and all sorts of unique gift items.

Goucher grew up in Gardiner and always loved Water Street, he said. He said he and Robinson recognized the need for a music store in the area and found the perfect location to open a shop.

"This building has a vibe, a good feeling,"

Robinson said. "It's perfect for what we are bringing to the area."

Open since November, the new owners said the store enjoyed a busy holiday shopping season and received great reception from its customers.

"One quote we've constantly heard is 'Gardiner needed a place like this.' Hearing that makes us just feel great and confident in our decision to open the business," Robinson said.

Goucher said he is thankful for the support they got from several Gardiner business owners to help them start up their business.

"One awesome thing about being downtown is having the Gardiner Main Street program," he said. "The tremendous support from everyone is incredible, and we want to thank everyone who helped us along, as well as all the volunteers that make every event down-

town amazing."

After hosting a few open mic nights for musicians, Niche Inc. has now begun offering poetry and spoken word events on the third Thursday of each month.

They'd also like to start up weekly listening party nights with a set genre, or artist. People would be invited to bring in their own vinyl and use music available in the store to share stories and memories and hang out.

Niche Inc. is for music makers and consumers alike; they offer private lessons for beginners and have a unique selection of guitars.

"We just want to share the love of music with everyone," Robinson said. "If it's vintage or new vinyl, CDs, music gifts, or just to sit and listen while you drink coffee and people watch — we are all about making our customers happy."



Samantha Robinson and Jason Goucher of Niche, Inc., a new business in Gardiner.

## Gardiner Library Association plans dedication

BY DEB FILES

Volunteer with Gardiner Main Street

Special to Downtown Quarterly

The Gardiner Library Association is planning a public dedication of the newly-renovated Community Archives Room from 6 p.m. to 9 p.m. on Friday, Feb. 12 at 152 Water Street.

Mayor Thom Harnett, and Kirk Mohny, Director of the Maine Historic Preservation Commission, are the guest speakers. Dennis Doiron, GLA president, and Anne Davis, library director, will introduce the speakers. The presentations will be followed by light refreshments and entertainment.

The Community Archives Room opened in 1985 to house the Greater Gardiner area's local history collections. Treasures in the collection include historic maps and photographs, family papers and community artifacts, as well as local and state histories — all in all, an invaluable resource for anyone researching the history of their home, workplace or family tree. It also is a great resource for people interested in social history of place, the movement of settlers, economic patterns or architecture. They will find it easy to spend many enjoyable hours in the Community Archives Room.

Current renovations include new, non-damaging LED lighting; an HVAC system to control temperature, humidity and dust and moisture-resistant flooring and walls — creating a state-of-the-art archive to preserve the city's treasures for generations to come.

Gardiner has been home to a library collection for more than 200 years.

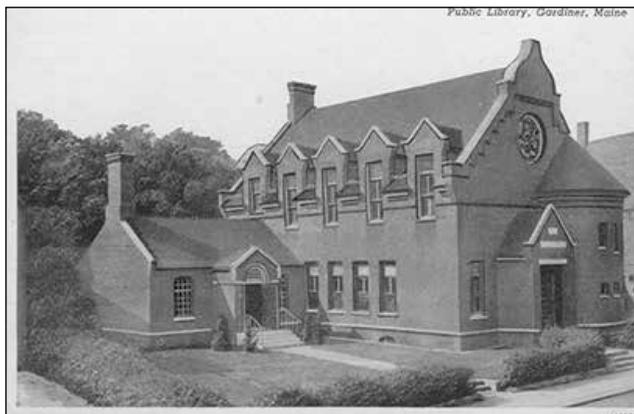
In 1881, the Gardiner Library Association built the handsome library that stands today with the purpose of housing the city's growing collection. Significant additions were built in 1930 and 1960.

Mindful preservation and renovations of the historic building began in 1997 with the restoration of the Hazzard Reading Room and the installation of an elevator in the main building.

In 2006, the stunning stained glass rose window in the Children's Room was restored.

In 2008 and 2010, complete renovations of the Children's Room and Main Floor, as well as practical improvements to the building's heating and air circulation systems, returned the library to its original splendor.

The completion of renovations to the Community Archives Room marks a top-to-bottom rejuvenation of the library.



Right, Gardiner Public Library Post 1930.

This project would not have been possible without the support of the Maine Community Foundation, Davis Family Foundation, J. Walter Robinson Welfare Trust, Modern Woodmen, Gardiner Rotary, two Maine foundations who wish to remain anonymous and, of course, generous donations from the Greater Gardiner Community. We thank you and hope you will join us in celebrating this great achievement for the City of Gardiner.



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MAIN STREET  
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# Welcome to Downtown Bath



Dear Friends,

Happy New Year! In a flash of family, friends and food the holiday season has come and gone, but the celebrating has just begun for Bath! The new year brings with it several milestones for our “cool little city,” with the Morse High School Alumni Association celebrating its 125th anniversary and Main Street Bath entering its 15th year. Now is the time to reflect on our accomplishments and plan for our future.

If you are starting the year with a new resolution to be more healthful, consider eating well by cooking with local ingredients you will find at the Winter Farmers Market on Saturday mornings in the Freight Shed.

Though the cold winds of January tend to slow us down and keep us indoors, it is good to remember that there are plenty of ways to have fun and keep warm in Downtown Bath. To warm up on a cold morning, consider stopping into Cafe Creme for a cappuccino or go on down to Betty's Diner for a hearty breakfast. For an evening of entertainment, make your way to the Chocolate Church or take the stage yourself at Byrne's Irish Pub for karaoke.

There is always something fun happening in Downtown Bath. To find out what's happening and to add your events, check out the community calendar.

Your friend and neighbor,

Jake Korb, director

*Excerpt from Bath Matters: Jan. 20, 2016*

## UPCOMING EVENTS AT THE CHOCOLATE CHURCH

**LATE NIGHT TALES:** A collection of true stories depicting moments in the dancers lives (dance): Jan. 29-30, 2016 at 7pm; 31st at 2pm. Advance tickets: \$10 under 18 years of age / \$15 for adults. Door sales: \$12 under 18 years of age / \$16 for adults.

The Resurgence Dance Company presents a collaborative of pieces to highlight the human spirit inspired by the Maya Angelou quote, “We are more alike, my friends, than we are unlike.”

**COLWELL BROTHERS (R&B):** Saturday Feb. 6, 2016. 7:30pm. \$10.

Warm up with this “unique brand of high energy electric blues and R & B.” Pat Colwell, former Speaker of the Maine House of Representatives, “rips it up on guitar and vocals,” while Bob Colwell, “brings down the house with his New Orleans flavored piano and vocals!”

**VIXENS & VALENTINES (Burlesque):** Saturday, Feb. 13, 8:30pm (Doors open at 7:30pm. Show is at 8:30) \$12advance/\$15 door. Try our first row \$20

seating for a VIP experience.

Heat up your Valentine weekend with a naughty night of Burlesque with Red Hot & Ladylike and Bath's own Wicked Burlesque Companies.

**HOT CHOCOLATE JUBILIEE Cabaret!:** Sunday, Feb. 14, 2016. 2pm. \$15/\$25 couple.

Grab your Sweetie for an afternoon escape for a serenade of romantic tunes and croon to beloved torch songs. Dessert and beverages available. Curtis Room.

**TIM RICE** (jazz/folk fusion) with emerging artist **CHRIS LAVANCHER**, Friday, Feb. 19, 2016. 7:30pm. \$10.

**VISITING MR. GREEN** by Jeff Baron (theatre) Feb. 26-27, 7pm; Feb. 28, 2pm. \$12 adv/\$15 door.

What starts off as a comedy about two people who resent being in the same room together develops into a bittersweet drama.

For more information or to purchase tickets visit [www.chocolatechurch.com](http://www.chocolatechurch.com).



# Welcome to Downtown Rockland



## What's new for the 2016 Pies on Parade Pie Tour?

January 23 marks National Pie Day and, each year, just around that time the town of Rockland takes out the rolling pins and starts creating dough for New England's largest pie-a-thon to celebrate the good ol' American dessert. This year, the 12th Annual Pies on Parade event, celebrating pie and raising money for the Area Interfaith Outreach Food Pantry and Fuel Assistance Fund, will take place Jan. 31, 2016 from 1 to 4 p.m. at 20 inns, restaurants and businesses in Rockland. Each year, we're asked “what's new?” Well, Pie Tour veterans, you will be treated to some new venues, new pies and a new High Tea to precede the Pie Tour, along with the Silent Auction to get the pie party rolling.

On Saturday, Jan. 30 from 1 to 3 p.m., as part of the Pies on Parade weekend activities in Rockland, the Island, 386 Main Street, will welcome Downton Abbey fans to drop by for a cup of tea, finger sandwiches and teacakes served on fine china by Island Institute staff dressed in period attire. Guests also will have a chance to win a gift basket filled with teatime goodies and Downton Abbey related items. The event is free for Pies on Parade ticketholders; there is a suggested donation of \$5 for other guests and everyone is invited. All proceeds from the tea will go to the Area Interfaith Outreach Food Pantry.

Following this event, the Wine and Pie Tasting at the Wine Seller in Rockland is a very popular event to get ready for the Pie Tour. The Wine and Pie Tasting is free and open to the public from 3:30 to 5:30 p.m. A number of new stops have been added to the Pie Tour in addition to the favorites that have been included for 12 years now. Added to this year's Pie Tour are Comida Restaurant, Eclipse Restaurant (making its debut last year but as The Speakeasy), Friends of Maine's Seabird Islands/Maine Coastal Islands National Wildlife Refuge, Main Street Markets working in conjunction with Rockland's own Bixby & Co Bixby, and Over the Rainbow Yarns will return to the line-up working with the Hawthorn Inn B&B in Camden to create pies.

This year, tourgoers can also look forward for some of the year-after-year favorites on the Pie Tour, like Blueberry, Raspberry and egg pies from Berry Manor Inn, Key LimeRock Pie from LimeRock Inn, Pizza pies from Café, Whoopie Pies at Rockland Café, Waterworks Restaurant's signature Shepherd's Pie, and the adorable Cream Puffin Sweetie Pies from the Audubon's Project Puffin Center.

For complete information on Pies on Parade, please visit [www.historicinnsofrockland.com/pies-on-parade](http://www.historicinnsofrockland.com/pies-on-parade) or call 596-6611.

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\*Includes all available rebates. Sale prices on in-stock units only. All sale prices expire on 1/31/16. Tax and title extra. Owner Loyalty for current owners of Chrysler Group vehicles. Includes Chrysler Capital Bonus Cash

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**NEW 2016 RAM 1500 QUAD CAB EXPRESS 4X4**

#GC0089, Auto., 5.7L Hemi V-8, A/C, 20" Alloy Wheels, Uconnect 5.0, Rear Back Up Camera, Trailer Tow  
MSRP \$40,060

**\$4,610 OFF**

**SALE PRICE \$35,450\***

**OR \$229 MONTH**

\*10,000 miles per year lease for 36 months with \$2,999 due at signing. 25¢ per mile in excess of 30,000 miles. Residual value = \$24,036. Total of payments = \$8,244. Includes Chrysler Capital Bonus Cash. Tax & title extra.

**NEW 2016 JEEP CHEROKEE SPORT 4X4**

#GC0192, Auto., 4 Cyl., A/C, Power Windows & Locks, Cruise, Tilt  
MSRP \$26,390

**\$2,700 OFF**

**SALE PRICE \$23,690\***

**NEW 2015 CHRYSLER TOWN & COUNTRY TOURING L**

#FC0647, Leather Seats, Navigation, Rear DVD  
MSRP \$39,390

**DEMO SPECIAL**

**\$6,395 OFF**

**SALE PRICE \$32,995\***

\* Includes Chrysler Capital Bonus Cash

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**NEW 2016 CHEVROLET CRUZE LS**

#GG0010, Satellite Radio, Aluminum Wheels, Keyless Entry  
MSRP \$21,695

**LEASE SALE PRICE \$16,544 OR LEASE FOR \$92 MO.**

\*27 month lease. 10k miles per year. 25¢ per mile in excess of 22,500. Total of payments \$2,484. Residual \$13,017. \$2500 due at signing plus tax and title.

**NEW 2016 CHEVROLET SILVERADO DOUBLE CAB**

#GG0107, Power Windows, Assist Steps, Trailering Pkg., and More  
MSRP \$43,405

**LEASE SALE PRICE \$33,995 OR LEASE FOR \$188 MO.**

\*39 month lease. 10k miles per year. 25¢ per mile in excess of 32,500. Total of payments \$7,332. Residual \$26,477.05. \$2500 due at signing plus tax and title.

**NEW 2016 CHEVROLET MALIBU**

#GG0057, Satellite Radio, Alum. Wheels, Keyless Entry, Steering Wheel Controls  
MSRP \$24,910

**LEASE SALE PRICE \$18,915 OR LEASE FOR \$109 MO.**

\*27 month lease. 10k miles per year. 25¢ per mile in excess of 22,500. Total of payments \$2,943. Residual \$14,946. \$2500 due at signing plus tax and title.

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\*Sale prices on in-stock units only. All sale prices expire on 1/31/16. Tax and title extra. As always, no doc fees. Must present ad for pricing. Price includes Toyota Manufacturer's Rebates and any applicable dealer incentives. 0% APR in lieu of rebates. With Approved Toyota Financial Credit. Cannot be combined with other offers. \*\*With approved Toyota Financial Credit. Tier 1+ and Tier 1 Only. 60 monthly payments of \$16.90 for each \$1000 borrowed.

**NEW 2016 TOYOTA COROLLA LE**

#GT0007, 4 Cyl., CVT, Climate Control, Power Pkg., Back Up Camera, Mats  
MSRP \$19,725

**SALE \$17,775\***

**Or Lease for \$213/mo.**

1st payment of \$213 due at signing. Residual Value \$12,624. Total of Payments \$7,668. 36 Months, 36,000 Miles. 15¢ a Mile for miles in excess of 36,000. No security deposit. Includes tax & title.

**NEW 2016 TOYOTA CAMRY LE**

#GT0169, 4 Cyl., Auto A/C, CD, Power Pkg., Back Up Camera, Floor Mats and More.  
MSRP \$24,130

**SALE \$21,191\***

**Or Lease for \$242/mo.**

1st payment of \$242 due at signing. Residual Value \$14,478. Total of Payments \$8,712. 36 Months, 36,000 Miles. 15¢ a Mile for miles in excess of 36,000. No security deposit. Includes tax & title.

**NEW 2016 TOYOTA RAV4 LE AWD**

#GT0298, Auto., All Wheel Drive, Power Windows & Locks, Cruise Control  
MSRP \$26,965

**SALE \$25,099\***

**Or Lease for \$298/mo.**

1st payment of \$298 due at signing. Residual Value \$17,258. Total of Payments \$10,728. 36 Months, 36,000 Miles. 15¢ a Mile for miles in excess of 36,000. No security deposit. Includes rebate, tax & title.

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