



**DOWNTOWN  
LEWISTON**

## What is the Downtown Lewiston Association?

We are a new non profit based and focused solely on bettering Lewiston Maine's downtown commercial area. We are currently filing for our 501(c)3 status. We have been working on this for over 6 months. Contributors to getting to this point are:

John Grenier, Keith Tannenbaum, Michael Dostie, Gabriel Russell, Carl Sheline, Tammy Grieshaber, Paul Landry, Beckie Conrad, Eric Agren, Jules Patry, Sandy Marquis, Tom Platz, Peter Rinck, Jennifer & Anthony Ferguson, Kevin Morin, Misty Parker, Scott Benson, Kristen Cloutier, & Anhour

## Where are you focusing?

We have identified the area inside the following boundaries: Main Street, Adams Avenue, Bates Street, Androscoggin River as the Downtown Lewiston Commercial District

## Why did you form this group?

Currently there is no specific focus on downtown development or a long term strategic plan for the downtown business area; therefore there is no advocacy for working towards a long term vision.

The downtown needs to be marketed not only to other communities as a draw for patronage and business investment but it also needs to be marketed to *our own local community*.

## How do you plan on doing that?

One word: COLLABORATION. Collaborative advocacy efforts, market our downtown assets, push economic development, expand cultural offerings, and promote community-based events.

We can start by identifying small and attainable action items/needs that can be addressed. By listening to the needs of the businesses and focusing on a big picture we can make REAL change that will benefit the whole downtown.

Eventually we want to develop a long term plan for the downtown and its impact on the entire city.

## Why should I join? What does my membership buy/pay for?

The formation of this group is to utilize **collective action** to realize a bigger picture for Lewiston's downtown. By working together on advocacy and marketing, we will have the ability to achieve what individual members can not accomplish on their own. Together we can have one voice.

### **Some advantages of collectively investing through membership:**

-We will have the ability to promote downtown as a destination which will help our current businesses

-We will be able to showcase downtown as an investment opportunity for new businesses and companies to move and invest here

-We will have the ability to offer private investment partnership opportunities with the city of Lewiston for needed improvements or enhancements in the downtown area

## What are some things you have identified to work on?

### Advocacy

- Establish the area as a TIF district creating income to be reinvested into the Downtown.
- New city grant/loan programs to encourage new and existing businesses to locate downtown.
- Zoning that is strategic to help revitalize empty storefronts to appropriate uses.
- Create Downtown Ambassadors

### Events

- Collaborate with other organizations to have Downtown events that attract people. Art Walk, music, historical walking tours, Plein Aire painting, bike races etc.
- Membership Downtown After Hours Socials

### Marketing & Improvements

- Welcome packet for Bates College student orientation & for parent's weekends
- Relocate Holiday Tree and lighting event to Dufresne Plaza
- Enhance Holiday street décor
- Create Downtown Lewiston rack card for tourism information centers
- Streetlight Banners
- Welcome signage at southern entrance to Downtown
- Create a "Come Downtown" marketing video for social media and web
- Visible, easy to read way finding signage to the downtown and to the parking garages.

## What are some of your short term goals?

**Current** - Create a resource website that can be used for people who visit, live, and/or work downtown, businesses who want to open or relocate downtown, and developers who wish to invest in downtown. (visit [www.downtownlewiston.com](http://www.downtownlewiston.com))

**Current** - Welcome signage– We are currently working with City Staff to place a "Welcome To Downtown" sign in the median on Lisbon St (by Bilodeau Insurance)

**Current**- We have initiated an "Adopt-a-Spot" program on Lisbon Street which we want to greatly expand next year.

### Things we want to work on in 2018:

2018 - Enhance Holiday street décor

2018 - Relocate Holiday Tree and lighting event to Dufresne Plaza

2018 - New city small business incubator grant/loan program to encourage new and existing businesses to locate downtown

2018 - Downtown Newsletter - either Monthly or Quarterly

### Things we want to work on in 2019:

2019 – Formalize and expand a downtown beautification program

2019 - Establish the area as a TIF district creating income to be reinvested into the Downtown.

2019 - (if not accomplished in 2018) Relocate Holiday Tree and lighting event to Dufresne Plaza

## What do you need from me?

We need businesses that are in the downtown commercial district who believe in what we want to achieve to join as members of the Downtown Lewiston Association

We need people to join us in planning, and most importantly DOING things that will help move our downtown forward.

- It could be as simple as planting flowers in front of your business/building, or signing a petition to ask for the city to address a common need downtown.
- It could be researching information about specific funding sources that could be used to better our downtown.
- It could be welcoming a new business owner to the area, or inviting a potential investor to a downtown event
- It could be planning and/or volunteering a downtown event.

There are so many ways individuals and businesses can help bring our downtown to its full potential, but it starts with a willingness to be involved in some way.

We need your input. No one knows the commercial downtown area and what needs improvement better than the business owners, building owners and residents who are here. We have spent half a year getting to this point but we don't have all the answers; we don't know all the needs; we can't push to the full potential without your help in some way.

This is your downtown. Together we have to demonstrate our collective willingness to invest in ourselves. Yes, we have taken the first steps in purchasing property or opening businesses. Now it is time to go to the next level.

## Ok, I am ready. How do I join?

[www.downtownlewiston.com/about-us/become-a-member/](http://www.downtownlewiston.com/about-us/become-a-member/)

### Business Membership \$200.

- Business located within the Downtown Lewiston Commercial Area
- Can submit information about the business for listing on website for a single location
- Receives invitations to downtown discussion meetings
- Receives invitations to downtown membership meetings
- Receives invitations to join working committees
- Has voting privilege of 1 vote (A single individual cannot hold more than 1 membership vote.)

### Building Owner Membership \$200.

- An individual or business that owns a single or multiple building(s) within the Downtown Lewiston Commercial Area
- Can submit residential and/or commercial listings on website for buildings located within the Downtown Lewiston Commercial Area
- Cannot submit listing information on website for other commercial entities (businesses) within building(s)
- Receives invitations to downtown discussion meetings
- Receives invitations to downtown membership meetings
- Receives invitations to join working committees
- Has voting privilege of 1 vote (A single individual cannot hold more than 1 membership vote.)

### Non Profit Organization Membership \$150.

- A non-profit located within the Downtown Lewiston Commercial Area
- Can submit information about the registered non profit for listing for a single location
- Receives invitations to downtown discussion meetings
- Receives invitations to downtown membership meetings
- Receives invitations to join working committees
- Has voting privilege of 1 vote (A single individual cannot hold more than 1 membership vote.)

### Resident Membership \$50.

- An individual who currently lives within the Downtown Lewiston Commercial Area
- Receives invitations to downtown discussion meetings
- Receives invitations to downtown membership meetings
- Receives invitations to join working committees
- Has voting privilege of 1 vote (A single individual cannot hold more than 1 membership vote.)

\* You cannot be a resident member if you own or partially own a business or building that is located within the Downtown Lewiston Commercial Area if that business or building is not a member.

## What if I can't afford to be a member, don't qualify, or I want to give more?

Friend of Downtown - \$35.

Downtown Supporter - \$100

Downtown Believer - \$500

Downtown Visionary - \$1000

\*no additional voting rights \* invitations to discussion meetings \* invitations to join working committees\*

We hope you'll join us at our kickoff event  
On Thursday, July 12<sup>th</sup> at Davinci's Eatery!



# **DOWNTOWN LEWISTON**