City of Biddeford

Downtown Development Commission

November 21, 2022 5:30 PM Second Floor Conference Room & Zoom

https://biddeford.zoom.us/j/98779438683?pwd=SmlaNUM5UWVSZ3FNTzBPOTJxSkc5QT09

Webinar ID#987 7943 8683 Passcode #009000

Status: Downtown Development Commission-Second Floor Conference Room-5:30 PM

1. **Roll Call**
2. **Welcome Guests**
3. **Nominations**
   - 3.1. Nomination and vote for new DDC chairperson
4. **Approval of Minutes**
   - 4.1. Approval of Meeting Minutes from 10-17-22
5. **Budget Report**
6. **Chairman Follow-ups/Updates**
7. **Old Business**
   - 7.1. Update on new Public Art Ordinance-will be presented to Council after the holidays, likely in January, 2023.
8. **New Business**
   - 8.1. DDC Ordinance Review-Action needed-vote to accept revisions. Will be presented to Council for approval after first of the year
     12-04-2017 Downtown Task Force Final Action Plan.pdf
   - 8.2. Discussion:
     * Establish Mission of the DDC
     *Establish Annual Work Plan
     *Possible areas of activity for brainstorming
     *Wayfinding-dependent upon Council Action
     *Farmer's Market or Public Market-Review existing ordinance
     *Others
     PUBLIC MARKETS Ordinance.pdf
     Yarmouth Farmer's Market.pdf
9. **Next Meeting**
10. **Adjourn**

Downtown Action Plan

Prepared by:
Downtown Task Force

November 9, 2017

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Executive Summary

The downtown area is increasingly important to the vitality of the broader community it serves bcause a genuine downtown experience is becoming more highly valued than in past decades. The Biddeford City Council has asked the Downtown Task Force to recommend ways to facilitate downtown Biddeford's ongoing improvement. After much study, the Task Force has determined that providing a pleasing and unique pedestrian experience is an effective way to ensure the continued success of existing downtown businesses, develop new business, and create additional downtown housing units. People like to go where other people already are and drawing new visitors and residents into downtown will encourage many others to follow.

Biddeford has made great progress in recent years nurturing the downtown area. The most transformative action was, of course, the purchase of the Maine Energy Recovery Company in 2012. Without a doubt, the closure of this facility changed the general attitude about and in downtown. The level of new investment directed downtown, both public and private, has accelerated and people from the Southern Maine region and "from away" now see Biddeford as a real opportunity. There has been an increasing degree of positive publicity about Biddeford and it is probably not an exaggeration to say that Biddeford is now the most talked about place in Maine.

To capitalize on the progress already made, the Task Force is recommending a set of new actions that will continue the positive momentum we are now experiencing. Capturing pedestrians and increasing the number of "feet on the street" is the common thread that runs through these recommendations. Emphasis here is on moving people out of their cars and providing an experience found nowhere else. Among these recommendations are:

- Completing the RiverWalk
- Constructing a parking garage
- Designing gateways into downtown
- Continuing downtown beautification
- Nurturing art in public spaces

The actions suggested here give the pedestrian something to do, something interesting to look at and something new to experience. They paint a picture of Biddeford using fresh colors. They demonstrate new pride in this city. These actions, if executed thoughtfully, will be great attractions in Biddeford that in turn will draw in new residents, stimulate new business, and increase property values. If people want to go where people already are, the suggestions will make people want to be in Biddeford.

This report was prepared by the members of the Downtown Task Force:

Bruce Benway	Mark Robinson
Steve Beaudette	Julian Schlaver
Pete Lamontagne	Bill Southwick
Delilah Poupore	Brad Favreau

Introduction

Downtown is for people. It is an interesting place that encourages the desire to linger. Downtown is for walking, to shops and restaurants or other venues and amenities. It is an enjoyable pedestrian experience that unfolds with every step. Downtown is an adventure, with ample things to see and do. Downtown is a place people want to *be*.

The vision of the Downtown Task Force for Biddeford encompasses these traits, but in a way that can only happen here. Biddeford's unique qualities, for example, the Mill District, with its imposing buildings set against the backdrop of the Saco River, and Main Street with its variety of 19th century architecture, already provide the necessary ingredients to fulfill this vision. Emphasizing our strengths and seizing opportunities will draw us closer to this vision.

Communities grow and evolve naturally, as market conditions and demographic shifts bring about change. City Council has asked this ad hoc committee to suggest ways to guide this natural evolution to lead to the most beneficial outcomes for Biddeford.

<u>Why is downtown important?</u>

Downtown is the heart of a city. The downtown defines the greater community by providing a visual identity of the area, often through iconic buildings and other place-making elements. Here, Biddeford City Hall is perhaps the most iconic image of our downtown.

The 'flavor' of the overall city is the direct result of what takes place in the downtown. Is there a strong arts community downtown? Is downtown a tourist destination? How do residents and visitors use the downtown? Downtown sets the theme of the community for both residents and visitors.

Downtown embodies the history of the community. History often begins downtown. Downtown offers a rich and varied account of the community's foundation. The falls here on the Saco River and the Mill District define what Biddeford has been in the past and point to where it may go in the future.

Walkable, pedestrian friendly communities are becoming more important in the 21st century as age cohorts on both sides of the adult spectrum (i.e. young adults and seniors) are beginning to prefer living in a densely populated downtown that offers a unique urban experience. This lively and convenient kind of experience is becoming more valuable and is likely to be the driver of future economic development.

Characteristics of a Great Downtown

First, a successful downtown is an easy and enjoyable place for pedestrians and has many features people want to explore on foot. Historic buildings give downtown a unique presence. Public art, interesting water features and other distinctive characteristics add aesthetic value to a downtown area. Effort to maintain both public and private spaces is evidence of the pride that all members of the community take in the downtown area. Aside from being pleasing to the eye, a great downtown also includes strong infrastructure that supports flow of both pedestrians and vehicular traffic. Reliable public transportation aids moving people in and out of downtown and the supply of parking is sufficient to meet development requirements. Both of these must be easy and convenient to use. Lastly, a strong arts community, in conjunction with successful civic organizations keeps downtown vibrant and engaging.

Remarkable City Hall Investment in Biddeford's Future

Listen to long-time Biddeford residents and you will hear stories about downtown from years ago. National chain stores like Woolworth's and JC Penney anchored Main Street. Local shops flourished in the spaces between. Going shopping in Biddeford meant going to Main Street. However, America was a different place then. These days shopping is an entertainment activity that likely takes place in a regional mall or big-box retailer, or increasingly, online. Main Street may no longer be the commercial center of Biddeford, but the flavor of what once was can be recaptured using a 21st century vernacular.

That flavor is people. People attract other people, and enhancing Biddeford's existing downtown attributes and creating new destination venues will spark greater pull of people downtown. A great deal of private investment has been made downtown in recent years that was invigorated by public spending on infrastructure. The city has leveraged millions of dollars not only to upgrade and repair vital infrastructure such as streets and sidwewalks, but also to improve downtown in other meaningful ways. Spending time downtown has never been more pleasant. Some of these projects include:

Purchase of the Maine Energy Recovery Company (MERC) – This transformative event at the end of 2012, taking the stink out of downtown, sparked millions of dollars of new investment downtown.

Main Street sidewalk reconstruction (2012) – Hill Street to Alfred Street. This project included new sidewalks, streetlights and upgraded electrical service.

Main Street sidewalk reconstruction (2017) – Alfred Street to Lincoln and Adams Street. The project included new sidewalks, streetlights, street trees and crosswalks of laid pavers and cobblestones. Decorative cobblestone accents also now adorn Main Street.

Street reconstruction (2016) – Main Street from Elm to railroad tracks. This project included sewer separation and new street surface.

Elm Street repaving (2015) – "Mill-and-fill" street resurfacing.

Adams/Jefferson Street repaving (2015) - A "Mill-and-fill" street resurfacing.

Main Street repaving (2017) – Elm Street to Alfred Street – Another "Mill-and-fill" street resurfacing.

Mill District "elevated platform" (2016) – Here, the city repaired sewer lines and the "platform" they are suspended from adjacent to Building 15. City took ownership of the area.

Pilot downtown beautification project (2017) - Infrastructure is of course important, but great downtowns also are visually interesting. Biddeford is fortunate to have many fine and architecturally significant buildings, but a little seasonal color adds "atmosphere." This spring the city embarked on a pilot beautification program along Main Street. Now over 100 planters and hanging baskets add the color of many varieties of flowers. The response throughout the summer months has been overwhelmingly positive.

Downtown wifi (2017) – A new downtown wifi hot spot was installed here at City Hall. This is a public/private partnership initiated by the City's Downtown Development Commission with the generous help of Bangor Savings Bank, GWI, and Axiom Technologies of Machias. The DDC is currently seeking new sponsors for three additional hotspots to cover Main Street completely from Mechanic's Park to Elm Street.

Investment in Heart of Biddeford – The Heart of Biddeford is a National Main Street Center organization that works on business enhancement, downtown design, and special events. The City recognizes the great contribution made by the dedicated staff and volunteers of HoB and has supported its efforts with dedicated funding since 2005.

As a result of these ongoing public improvements and maintenance projects, the cost of which is more than $11 million, the commercial properties downtown are selling at 58.59% above assessed value, and valuation overall has increased by more than $38 million, yielding an additional $716,000 of property tax revenue. Also because of these public investments, businesses both old and new thrive in downtown Biddeford. Over the past five years, many new businesses have opened on Main Street, and while some have lasted only a short time, those that have endured have established a strong presence in Biddeford. Some examples are Elements, Biscuits & Company, Trillium, Suger, Cow Bell Burger Bar and Uncorked. A new martini bar is opening soon.

Each of these businesses is, in part, experiential and provides distinctive products. These are true destination-oriented enterprises that entice people downtown repeatedly. Also, proprietors of these establishments are eager to establish a personal relationship with their patrons, adding a warm, small town feel to shopping and dining downtown.

Along with Main Street and the adjacent streets, retail is also taking hold in the Mill District. The benefit of plentiful space in the Mill District has expanded retail presence beyond traditional Main Street storefronts. In particular, new enterprise is burgeoning in Pepperell Mill Campus, where Portland Pie,

Sweetcream Dairy, Tulu Salon and Spa and Banded Horn are flourishing. Over the past decade, not only has this space been absorbed by retail and office users, but manufacturing has taken root in the very soil that was cultivated a century and a half ago when the first mills began operation. Hyperlite and Angelrox are examples of two manufacturers now carrying on Biddeford's historic legacy. Pepperell Mill Campus has been very successful attracting and nurturing small businesses of all kinds, as well as professionals and artists. See Appendix 4 for a directory of Pepperell Mill.

Additional Public Investment on the Way

The success that the City of Biddeford, private investors, and community organizations have accomplished in just a few short years is remarkable. Still there is much to do to achieve Biddeford's full potential. Further infrastructure projects, business enhancement and a continued focus on downtown will strengthen Biddeford's position as a destination place that will be the envy of neighboring communities. Projects that are key to reaching this goal require public funding and support:

RiverWalk – The RiverWalk is a very important project for downtown Biddeford. When fully completed, it will provide a special attraction that will draw new visitors, and therefore additional economic activity, to the City. The Saco River has always been a significant asset for Biddeford. Crossing the "barrier" between downtown and the river that the many mill buildings now pose will open up the drama of the river to pedestrians. That was the idea behind the conception of the RiverWalk several years ago. The first phases have created a path from Mechanic's Park past the Overlook and through North Dam Mill to Laconia Plaza, with a new pedestrian bridge leading to Saco Island. Conceptual designs now in place for future work to take the RiverWalk far beyond North Dam Mill. The RiverWalk, once fully completed, will trace the edge of the river past the Mill District across Elm Street to the future Diamond Match Park. Indeed, the RiverWalk will help define Biddeford as a destination community. This project is a very good example of the kind of amenity that helps make downtown successful: pedestrian experience and connections to important transportation links. The master plan prepared by Wright Pierce in late December 2016 will guide future phases as funding is acquired. Citizen support and involvement are both crucial for future phases of the RiverWalk to become reality.

Parking Garage – If pedestrians are essential to a lively downtown, getting people out of their cars is the first step, and all those cars must be parked somewhere. Parking has been a problem here for decades, and pressure on the existing parking supply is growing. Therefore, this committee strongly supports the construction of a structured parking facility. For a new garage to be successful, however, convenient and clear pedestrian connections and intuitive wayfinding are also important considerations, and if implemented thoughtfully, can only enhance the downtown pedestrian experience. This group made recommendations in January of 2017 (see Appendix 1) regarding a proposed parking garage earlier this

year. Council has engaged Desman Associates to recommend a site (from among those suggested by this group) and to design the facility. However, a parking garage must be *one* part of a comprehensive parking management strategy that together balances parking supply and demand to make car-storage as efficient as possible. A parking facility is a significant part of infrastructure needed to support future growth downtown.

Main Street sidewalks – As mentioned earlier, the new sidewalks, lighting and street trees from Lincoln Street down to Hill Street have brightened the character of Main Street. However, the sidewalks from Lincoln and Adams Streets west to Elm Street are also in need of replacement.

Re-design of the Main, Hill and Water Streets intersection – This very busy intersection at the foot of Main Street is badly in need of redesign and reconstruction due to its difficult existing configuration and to increased levels of traffic. This project is currently in design phase and should be completed during the 2018 – 2019 construction season.

Lincoln Street re-construction – This project will include Lincoln Street repaving, burying overhead electrical lines, and rebuilding the retaining wall adjacent to Lincoln Mill This work is essential to the success of the Lincoln Hotel & Lofts project.

Ongoing downtown beautification project for 2017 and has been an unqualified success. Main Street is brighter and livelier because of the colorful flowering plants that line the streets this season and because of the efforts to keep sidewalks and streets clean. Continuing this project annually, whether funded by the proposed Downtown Improvement District or by the City, sends an important message about the pride we all take in Biddeford.

City Hall Clock Tower – Wind your way up the stairs of the City Hall tower to the clock mechanism and you will find the names and dates of countless workers penciled or painted on the broad wooden beams. These are, no doubt, the men who over more than a century cared for the tower, keeping the clock good working order for the benefit of all city residents and visitors. Today, the clock no longer operates. The hands of its four faces are frozen in place. The repair and continued maintenance of the clock and repairs to the tower's exterior is an excellent way for the city to demonstrate to residents and to the private sector its renewed commitment to the maintenance of municipal property.

City Square Park – This small park next to the bank building at 208 Main Street is a leafy oasis with mature trees and nicely trimmed hedges. However, an iron fence surrounds it on all sides with an inconspicuous opening near the rear of the bank building. Opening the fence park along Main Street will allow greater enjoyment of the park, particularly if benches are added. This park might also be an excellent venue for street performers. Bangor Savings, the new owner of 208 Main Street, will play an important role in the upkeep of this park.

Upcoming Private Investments

New private investment in the downtown will supplement public funds described above to create a complement of places and spaces that reinforce the pedestrian experience here.

3 Lincoln Street Redevelopment – The purchase of the MERC facility by the City in late 2012, and its subsequent demolition, was a transformative event for downtown Biddeford. This six-acre site is now ready for redevelopment. The feasibility study conducted by Camoin Associates of Saratota Springs, New York suggested mixed-use, campus-like development. City staff is actively marketing the site to both Maine and out-of-state developers.

Lincoln Mill – Perhaps the most exciting new development downtown is about to begin at 17 Lincoln Street. This highly anticipated project called The Lincoln Hotel & Lofts will include 180 residential rental units, commercial space, and special roof top amenities. A stand-alone boutique hotel is planned as a second phase. A project of this magnitude will certainly have a dramatically positive effect downtown as hundreds of new residents and visitors will be only steps away from Main Street. Construction is expected to begin before the end of 2017.

208 Main Street – this purpose-built bank building dating from 1921 has been occupied by several financial institutions over the years. Bank of America operated a branch here until 2015, when it was sold to a local developer. Bangor Savings Bank now owns the building and will move its downtown branch here by early fall.

27 Washington Street – Impressed by the direction downtown Biddeford has taken in recent years, developer James Brady purchased the former post office/courthouse on Washington Street this year. This beautiful period building sat empty for several years, slowly becoming dilapidated as a leaky roof caused a mold problems. In spite of the expense to rehabitate such a structure, Brady has nevertheless felt that the investment to bring it back to near original condition, plus a reasonable rate of return, will be provided by the building. His positive outlook is based largely on the many other investments he sees now being made in downtown Biddeford. Brady's plans for the historic building are to convert it to Class A office space, something currently lacking downtown.

Action Plans

Defining Downtown through Gateways

Successful downtowns have clearly visible indications that one is entering the central business district. We call these indications "gateways." Gateways can serve several functions in support of Biddeford's downtown:

- Provide recognizable entry points to downtown

- Create an identifiable brand for downtown by using consistent design language and place-making elements (public art, plantings, hardscaping, and signage as part of a gateway scheme)
- Emphasize neighborhoods adjacent to the downtown area that in turn become "gateway districts," and create stronger identity for these neighborhoods
- Assist with wayfinding in the downtown and adjacent neighborhoods

Seven locations around the perimeter of downtown Biddeford have been proposed as formal gateways (shown as squares on the "Proposed Downtown Boundary and Proposed Downtown Gateway" map). These are geographic points (mainly street intersections) that already hint at transition from outlying areas into the downtown and need only the addition of place-making elements to become true gateways. These gateways are:

- Elm Street at the Saco City line (Spring Island)
- Elm Street at the railway overpass
- Main Street at Elm Street
- South Street at Elm Street
- Alfred Street at Birch Street
- Pool Street at Hill Street
- Water Street at Main Street

(see Appendix 3 for map.)

Using gateways to establish a new brand for downtown will enhance the downtown experience and help to reset the existing image of downtown Biddeford. The proposed gateways encompass an area bounded roughly by Elm Street, the Saco River, Hill Street and Birch Street. These boundaries define downtown experientially, and delineate the downtown area from other parts of Biddeford. A gateway design must incorporate common elements to achieve a meaningful and evident transition into the downtown area. One way to achieve this is to use Biddeford's long history as a mill town to set up a thematic design vernacular. Also, the area inside the invisible boundary defined by the seven gateways should be somehow experientially different than the rest of the city, in such a way that the gateways are not just isolated markers, but true thresholds into downtown.

Importantly, creating downtown gateways cannot rely on signage alone to mark this transition, although signs may be one part of a larger gateway design. Among the elements that might be considered for a strong gateway presence are industrial parts that hint at Biddeford's past, water elements or water art, plantings, a common color palette, hardscaping, and, of course, signage. Whatever elements are chosen for the design, they must indicate strong visual continuity among the seven gateways that states unmistakably, "you are entering downtown" to residents and visitors alike.

All gateways need not be implemented simultaneously. In fact, some gateways warrant higher priority than others. There are gateway areas in the city that have not yet reached a level of improvement that would be amenable to the addition of a formal gateway. For example, it may be more appropriate to wait until the Saco Lowell building at 59 Elm Street is under renovation before a gateway on Springs Island is implemented. Conversely, The gateway at the foot of Main Street near Mechanic's Park appears ready

for a gateway design and perhaps might be the first gateway fully implemented as part of the redesign of the nearby intersection.

As a part of the Capital Improvement Program for fiscal year 2019, the Economic Development Department has requested $225,000 to design and implement downtown gateways (See Appendix 5).

Pedestrian Access

Wayfinding is an essential element of providing a positive pedestrian experience. Clear, concise and engaging signage in the downtown area offers assurance to visitors who may be unfamiliar with Biddeford. Another important element is a large map of downtown, perhaps mounted as part of a kiosk, that can be easily updated. Such a map, perhaps located in Shevenell Park, would identify shops, restaurants, performance venues and other amenities to assist pedestrians find their way.

Business retention and attraction is part of access. More people walking from business to business augments street activity, which, in turn, increases the perception of safety.

The final location of a parking garage has yet to be identified. However, if it is located some distance from Main Street, the MERC site for example, it is critical not only to install wayfinding signs, but also find ways to make the path between the two engaging for pedestrians. Greater activity along this path will stimulate use of the parking structure and assist Main Street businesses gain and keep customres.

Pedestrian Amenities

The Project for Public Spaces (PPS) describes "The Power of 10," in which communities should strive to offer pedestrians ten or more things to do or see. "The idea behind this concept is that places thrive when users have a range of reasons (10+) to be there. These might include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities will be unique to that particular place, reflecting the culture and history of the surrounding community. Local residents who use this space most regularly will be the best source of ideas for which uses will work best" (from the PPS website).

New, thoughtful pedestrian amenities for downtown can further enhance its character and create an rich and varied ambiance amid our beautiful downtown buildings that will encourage people to pause and linger. This, of course, is the overreaching goal of improving downtown: creating an environment where pedestrians feel safe, relaxed and entertained.

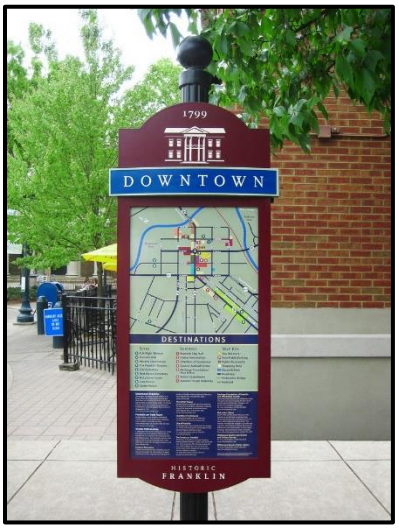
Water elements can be interactive or just for viewing, and can reflect history and culture, like the Pepeprell Mill Campus' wheel at 40 Main Street.

Public art, sculptures, murals, and art in empty storefront windows can reflect Biddeford's history and show how the values of a thriving community attract the artistic types.

Professional public performances and arts events such as Music in the Park, Fringe Fest, and Art Walk, as well as more informal "busking" (performers on street corners) can add drama and interest to our already busy streets.

Restaurants with outdoor seating, even those using on-street parking spaces increase the supply of seating and add visual interest to the streets.

Immersive holiday lighting, making walking tours of the downtown just as exciting in the winter as in the warmer months.



Interesting and engaging wayfinding signage, used to direct visitors to shops, restaurants, parking, and other points of interest, orients people and can help define the downtown area.

Business Attraction: Restaurant Sector

Biddeford is well poised to become a serious food and eatery destination. Already there is a good selection of restaurants downtown, with plenty of room for growth in this sector. Dining is a sector that benefits from close promixity of many different establishments. Food is an excellent way to attract visitors to Biddeford and to keep them here awile, visiting shops, strolling the RiverWalk, or seeing a play at City Theater. There are concrete ways to encourage abnd nuture the restaurant scene:

- Brand Biddeford as a restaurant destination by building on previous success of Restaurant Week activities.
- Establish an annual restaurant convention, inviting successful resturateurs to speak about new trends in the restaurant business and best practices in creating a thriving restaurant destination. Incorporate a tasting tour of local establishments. Invite well-known food critics, and promote this event widely via local television and radio stations, as well as of course, social media.
- Consult with the Maine Restaurant Association, existing regional restaurateurs, and restaurant experts to assess what other restaurant options are needed to form a complete and comprehensive restaurant destination in Biddeford.
- Broaden the Façade Improvement Program to include expenses related to restaurant build-out.
- Allow food trucks downtown, amending the City code if needed.
- Incent property owners to partner with restauranteurs and assist with often costly built-out of new restaurants.
- Find out what is missing in restaurant options for people in the 25 mile radius, and have HOB recruit that restaurant

Continually Re-assess Action Items

Finally, it is important to review downtown progress on a periodic basis. Downtown is in a constant state of change and improvement and the the suggestions made here, as part of a thoughtful analysis of downtown by the Downtown Task Force, can influence that change. While not intended as a comprehensive and exhaustive "to-do" list, this report offers a a set of practical items that fulfills the overall goal of this report: making downtown Biddeford a place that attracts foot traffic. As stated at the beginning of this report, downtown is for people, and attracting only cars into downtown will severely limit the growth and development of downtown businesses. Pedestrians are needed for that. It will become the purview of other groups or individuals to execute the proposals made here, and regular and consistent review of this central goal, and devising new ways to achieve that goal is critical to the success of downtown. Citizen involvement is crucial, both in reaching the goals set out here, and reviewing progress regularly. Careful and reflective oversight, over time, is needed to transform Biddeford into the destination place we all wish it to be.

Come enjoy a tour of downtown Biddeford with me. The year is 2023

What a familiar place: the aroma of donuts and bread coming from Reilly's bakery, the beautiful bones of the historic architecture. Over here, the roaring of the waterfalls. Down there, the quiet of Mechanics Park. With just the right light, you will swear you can see the shadows of millworkers and their families who, for decades, filled these streets on a Friday night. You know you belong here because this city was built by immigrants, fought for with hours of hard work, maintained through innovation, and preserved by its own people who cared so much about their downtown, the very heart of the city.

While familiar and comforting, the downtown is not locked in the past, and that is why we see a group of medical students walk out of their second story apartments to check out Banded Horn and a few other breweries that now join dozens of successful businesses in the mills.

The retail shops in Main Street, many of them flagship stores that are stocked with goods created in the mills, stay open late to accommodate the restaurant crowd, made up of young local families as well as retirees and tourists here from the Kennebunks and Biddeford Pool. ArtWalk and another sold out show at City Theater showcase Biddeford's creative spirit. Buskers play on the street corners while a free concert welcomes all to the quaint bandstand in Shevenell Park. The trees and plantings, charming cobblestone crosswalks, ample benches, and interactive play spaces along the full length of Main Street demonstrate that this town is still proud to welcome locals and visitors to its city center.

Following clear signage, we see another gateway to the river. It is an easy stroll from Main Street, down though the thriving mill district, to Laconia plaza on the River Walk. On this early evening walk along the Saco, we see kayakers and casual fishermen enjoy this clean and mighty river.

It is easy to be impressed with the diversity of the crowd enjoying the downtown. New hotels in the downtowns of both Biddeford and Saco, not only draw curious visitors, but they also add to the employment opportunities offered in the mills' manufacturing businesses. With more economic opportunity, young families have found their place within the fabric of downtown Biddeford.

In 2023, it is striking the unpretentious beauty of this place, where the City, local developers, business owners, and thriving community organizations collaborate to preserve this city's authentic natural beauty and history while cultivating entrepreneurship and economic opportunity that makes Biddeford better for all its members.

Appendix 1

Structured Parking in Downtown Biddeford:
A Consideration of Potential Sites

Downtown Task Force Subcommittee:

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January, 2017

Executive Summary

Downtowns are important in many ways. They are the heart of a community, and serve as centers for services, employment, and civic interaction. They symbolize a community to its residents, and to people throughout the region.

Community pride is not isolated to the impact of a downtown, but a downtown is clearly a cornerstone of that pride. Long-time Biddeford residents are acutely sensitive to this reality, and still lament an article that appeared on the front page of the Maine Sunday Telegram on February 27, 2000. Written by reporter Kelley Bouchard, the article was entitled "MERC: A Point of Reckoning for 'Trash Town USA.'" Unfortunately, the article led a number of media stories in the subsequent decade that perpetuated that unfortunate label.

Then, however, the tide turned dramatically. Tangible, significant, and historic changes have occurred in Biddeford since the community made the strategic decision in 2012 to remove a trash-to-energy facility from its downtown. That positive momentum should continue.

The Downtown Task Force Subcommittee is charged with making recommendations to the Mayor and the City Council to help improve the downtown, and thus help improve what symbolizes Biddeford, a City that is diligently revitalizing itself with energy and imagination. As its mission applies to downtown parking, the Subcommittee has recognized that highly qualified experts have studied that issue in particular detail. Those experts have concluded that continuing the positive trends in downtown Biddeford depends on addressing a documented shortage of parking in the City's downtown district.

The Subcommittee concurs. It reviewed the parking challenges intensely, as outlined in this report, and it used a detailed process to arrive at its recommendations. Throughout the Subcommittee's process, it viewed the Mill District as an integral part of Biddeford's downtown, not as a distinct and separate area. Together, the downtown and Mill District make up a single vibrant neighborhood, the future of which increasingly depends on its supply of parking.

The Subcommittee recommends:

1. Build a structured parking facility downtown.
2. Finance the facility in such a manner that will not burden taxpayers.
3. Locate the facility in one of two possible locations:
    - On city-owned property at 3 Lincoln Street;
    - Behind Lincoln Mill and adjacent to Pepperell Building 10, with access available from York Street and Saco Falls Way, identified here as Lot D/E.

Introduction

The City Council appointed the Downtown Task Force Subcommittee in May, 2016. The Subcommittee functions as an advisory body to the Mayor and the City Council. The Subcommittee's purpose is to examine issues of particular importance to the downtown area of the city, and then to provide comment or make recommendations to Council. To date, this group has submitted two recommendations to the City Council.

First, the Subcommittee stated its full support of the future phases of the RiverWalk, as an integral part of the redevelopment of the downtown and Mill District. This recommendation is in recognition of clear national trends in downtown revitalization, which place the very highest premium on attracting pedestrian traffic, on creating walk-able downtown configurations, and on enhancing natural community gathering spaces.

Second, in September of 2016, the Subcommittee issued a recommendation that the City initiate a far more robust communications strategy to inform the community of the many positive changes in downtown Biddeford. In recent years, policy decisions by the City Council, and economic development strategies pursued by city staff, have produced tangible and very positive results that can be measured with hard, quantifiable data. That progress is not as widely known as it might be and typically does not factor into community discussions as city leaders and citizens jointly discuss planning initiatives for the coming years. Biddeford residents should be made more aware of these positive changes. In summary, the City Council can be challenge when it makes policy decisions, because its constituents have not fully absorbed the direct connection between visionary policy decisions that must be made, and the actual and quantifiable economic progress that such decisions have been shown to yield. Briefly, below are some examples of quantifiable forward progress that recent policy decisions have produced. This progress supports the need for more parking downtown:

- The latest U.S. Census data shows that Biddeford is now the fastest-growing community in Maine for people under 30. The median age in Biddeford is 34, significantly lower than the median ages of 42.7 for Portland and 43.5 for the state as a whole. In a state well known for its rapidly aging population and a well-documented, decades-long exodus of young people, this is an outstanding and much-envied indicator that Biddeford is successfully transforming itself into "the place to be."
- Downtown commercial buildings are selling, on average, nearly 59 percent above assessed value, generating $38.3 million in new value and $716,000 in additional property tax.
- Residential properties are selling for 12 percent above assessed value, adding $14.5 million in additional value and $287,000 in taxes.
- On a routine basis, Biddeford now garners a large share of regional press exposure on the topic of downtown revitalization in Maine. As an example, an article in the Boston Globe, one of the nation's most respected newspapers, doesn't even mention the City of Saco. All the attention is on Biddeford.

This is extraordinary progress in just a few short years.

And so, after issuing recommendations on RiverWalk completion and City communications about progress in economic development, the Downtown Task Force Subcommittee has focused on parking in the downtown and the Mill District. The Subcommittee now offers its observations and recommendations regarding options for structured parking in downtown Biddeford.

For several years no topic, except perhaps the purchase and closure of the solid waste incinerator, has been more debated among Biddeford citizens and public policy officials. And yet, since 2006, many professional parking studies commissioned by the City have reinforced the need to build a parking structure in Biddeford. In the "Biddeford Mill District Master Plan" published in October, 2009, it was estimated that there will be a need for as many as 3,000 parking spaces when the Mill District is fully built-out. This projected need for parking spaces is in part based on the expectation that the former waste incinerator site at 3 Lincoln Street would be redeveloped into commercial, residential, and office spaces. This Subcommittee has determined that in order to successfully build out the existing vacant space in the Mill District, accommodate new development, and maximize its taxable value, additional structured parking is essential.

Independent of elected officials, the Subcommittee has studied the issue of parking in depth, and now offers its insight to the Mayor, the City Council and to city staff. Although differences of opinion among members of the Subcommittee do exist on minor issues, the Subcommittee is largely unified on major policy issues in regard to structured parking. The Subcommittee is hopeful that its conclusions will provide a useful reference for further investigation into this important matter.

Assumptions

The Subcommittee began studying the issue of structured parking with the understanding that certain conditions surround the issue of parking here in Biddeford. These conditions are:

1. Revitalization of the city's downtown area is very important. A city's downtown is a large part of its identity. The state and condition of downtown defines the perception of its citizens regarding the overall health and vitality of the city. New development, stimulated by additional parking, helps ensure a thriving downtown.
2. According to the "Downtown Parking Study" conducted by Rich & Associates in 2012, municipalities should control at least 50% of the available parking supply in accordance with the industry's "best practices" standards. This allows the municipality to better manage the city's supply of parking and to react to changing demands. As of the date of that report, Biddeford controlled just 45%.
3. Additional parking is needed in the downtown/Mill District area in order to sustain the existing growth rate and to stimulate new development. The present supply of parking is critically insufficient. The present shortage of adequate and reliable parking in

downtown Biddeford is not only hampering development, it is also an obstacle to attracting major new job creators.

4. The Subcommittee offers its recommendations here based on the assumption that financing structured parking can be accomplished through revenue generated by an overall downtown parking management plan and with some funding available through an existing tax increment financing (TIF) district. The Subcommittee believes that property taxes in Biddeford can remain unaffected by the construction of a parking structure.

Methodology

Having begun this investigation with basic assumptions, the Subcommittee entered into this study with no preconceived notion of an optimal site for structured parking. It was only through field work and inquiry that the group reached some consensus of what sites would be proper to consider. Then through analysis, study, and discussion, the Subcommittee evaluated these sites and reached a strong consensus. The Subcommittee applied both quantitative and qualitative metrics in its evaluation.

The group began the investigation with a walking tour of downtown and the Mill District. By covering the area on foot, the Subcommittee gained a useful and practical perception of pedestrian distances, as well as the important role that pedestrian connections and state-of-the-art "way-finding techniques" will play in the proper siting of any garage. This field investigation was conducted during inclement weather, highlighting the importance of proper distances and good connections. Also, in a general way, the Subcommittee identified the properties that are available for redevelopment. It also reviewed the RiverWalk and how it, and its future expansion, factor into any decision to build a structured parking facility.

Next, the Subcommittee adopted an evaluation scoring sheet, a detailed process in which 44 criteria --- organized in five distinct categories --- established the important factors for the proper siting of a garage. In contemplating these criteria, the group began to formulate overall objectives that structured parking must achieve. Optimal sites must:

- Support Mill District redevelopment & optimization
- Serve and support existing businesses downtown
- Encourage convenient access to the RiverWalk, and promote the Saco River as a defining feature of downtown Biddeford
- Meet present needs, but perhaps more important, anticipate future growth in the next 2-5 years.

The Subcommittee believes very strongly that downtown growth will continue along Lower Main Street, then proceed to the northeast, toward the Saco River.

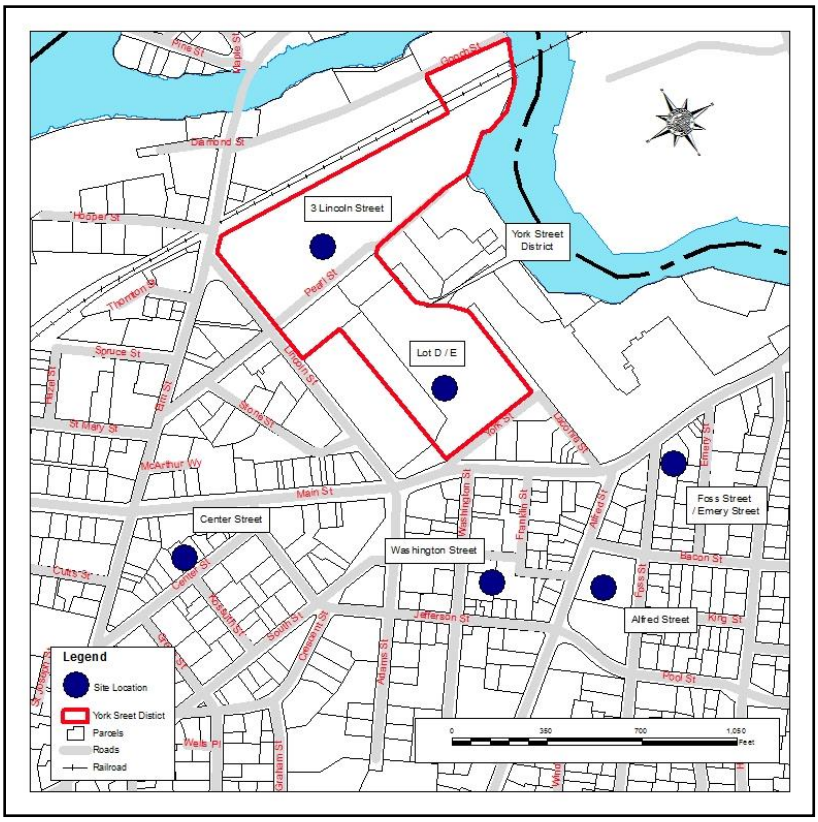
The Subcommittee assigned a weighted value to each criterion; naturally, some of the criteria carried greater importance and influence than did others. Throughout this process, the Subcommittee recognized its strong conviction that structured parking is absolutely necessary,

given the undeniable advances that the City of Biddeford has been making in its downtown district. Furthermore, the Subcommittee is firm in its conclusion that although the City should build structured parking in the near future, the City must remain aware, during the planning process, not only on what is perceived to be happening in 2017, but also on the growth that is anticipated.

The five categories of criteria used in the evaluation sheets were: Site Considerations, Revenue Streams, Impacts on Property Values, Proximity Considerations, Downtown Enhancement, and Other Considerations. (See the Appendix for Evaluation Sheet.)

With the site walk and evaluation sheet completed, and with an understanding of the over-arching goals that structured parking must achieve, potential sites began to reveal themselves. In all, the Subcommittee evaluated six sites. They are, in no particular order:

- **3 Lincoln Street** (former incinerator site) – a portion of this site was considered, allowing other development to take place on the site as appropriate. Presently this area is used temporarily for surface parking that is leased to tenants of the Lofts at Saco Falls. If selected as the site for a garage, more than 80 of new structured parking spaces would be "pre-leased" at market rate (same rate as others) to these residents and would provide an immediate revenue stream. This site is city-owned.



- **Lot D/E** (York Street adjacent to Pepperell Building 10, Lincoln Mill, and the Bugbee Brown Building) – This site has very good proximity to both the Mill District and downtown. The size and configuration of the parcel allows great flexibility in siting and orienting a garage, either fronting York Street, or nearer 3 Lincoln Street.
- **Washington Street** – This area at Washington Street and Federal Street offers excellent proximity to existing downtown businesses. As part of an overall parking management plan, it may provide revenue to the City and help to mitigate costs. Bangor Savings Bank presently uses almost 20% of the available surface spaces, and may provide a reliable market for paid parking.

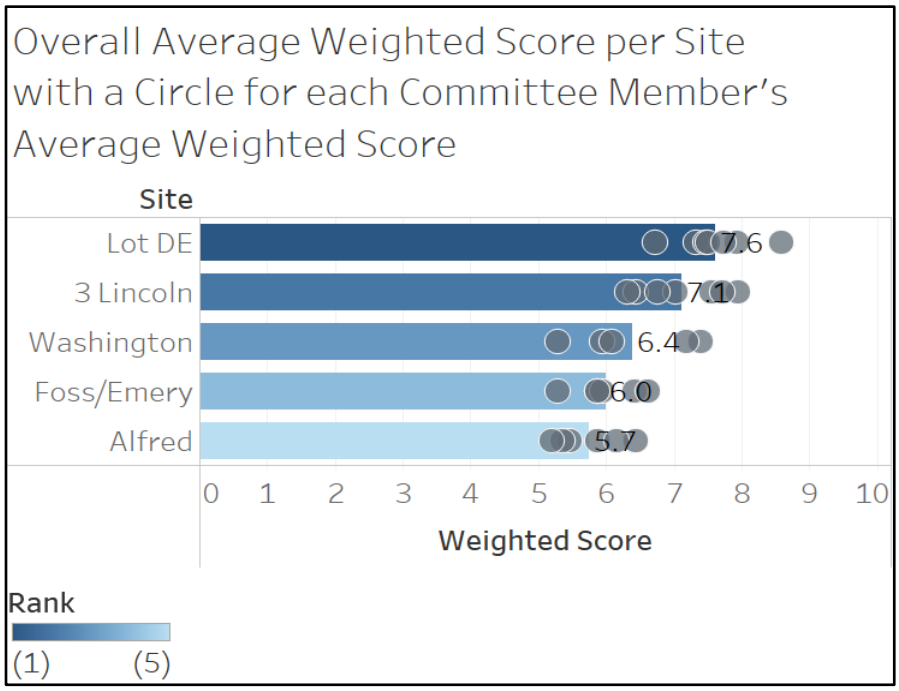
- **Alfred Street** (adjacent to police station) – This site, near the Washington Street site, may create a good gateway to downtown from outer Alfred Street and help eliminate blight in nearby residential neighborhoods.
- **Foss and Emery Streets block** – Like the previous two options, this block presently is the site of surface parking. With excellent proximity to both Pepperell Center and Buildings 19 and 20, the potential to spur new development there is high. It offers good proximity to North Dam Mill. However, this option is also the site of multiple existing residential structures.
- **Center Street** – Considered in the past for surface parking, a garage here may eliminate significant blight along Center Street. This site offers excellent proximity to upper Main Street, but is poorly situated to stimulate new development in the Mill District of further east on Main Street.

Impacts on Property Values

Positive impacts on the property values in close proximity to the location is desired. With the possible sites in hand to study, an analysis of projected property values was conducted. This analysis provided data for the category of 'Impacts on Property Values' in the evaluation sheets. With the help of the GIS Mapping Division all properties within three concentric distances from the proposed sites were identified and sorted according to property type (i.e commercial, single family residential, etc.). According to parking industry standards, 350 feet from structured parking is a comfortable pedestrian distance drivers will walk to his or her final destination. Therefore property within this distance would be most greatly affected by a new parking structure. Seven hundred feet is the maximum reasonable pedestrian distance from structured parking, and will have noticeable impact on values, and 1,000 feet is generally thought to be the farthest acceptable distance, but property values are nevertheless likely to be at least somewhat affected by structured parking. The Assessing Department provided multipliers based on the three concentric distances as well as by property type (e.g. commercial, residential, raw land, unfinished mill space). These multipliers were applied to the present value of each property surrounding the sites to arrive at an estimate of how values would change given new structured parking nearby. The multipliers included both positive and negative impacts, depending on the types of properties. A list of the multipliers used is included in the appendix along with the results.

Finally, a simple matrix of pros and cons was devised to illustrate the numerous points that came up during the course of discussion. This matrix provided a qualitative analysis of the potential sites under review. (See the Appendix for Parking Sites Pros and Cons.)

Findings



Each member scored the sites according to the criteria in the evaluation sheet. The mean scores for each site were then calculated. Reviewing these scores, the Subcommittee eliminated the Center Street site from further consideration due to its low final average. Scores for the Lot D/E site were highest, with an averaged 7.6 on a 10-point scale. All other things being equal, this site offers the right blend of proximity to downtown and the Mill District that can promote new development in both areas. New pedestrian connections are straightforward with a small amount of additional way-finding needed. Its location also can easily serve the RiverWalk, both existing and future phases.

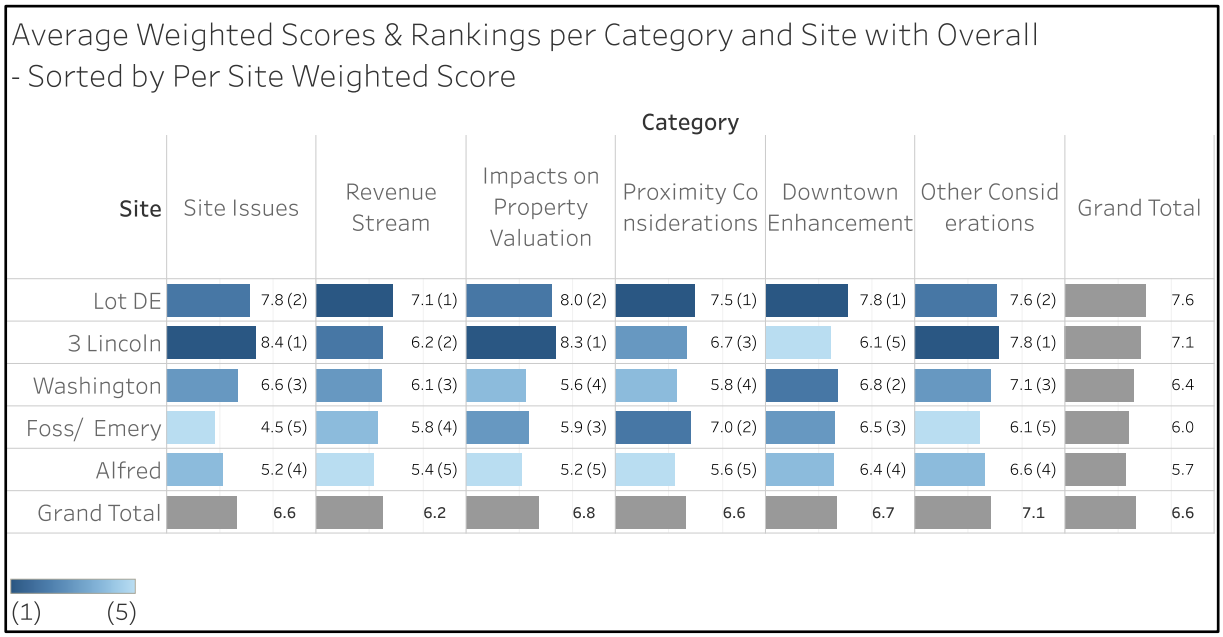
Next, 3 Lincoln Street scored closely behind Lot D/E with an average score of 7.1. This site is presently city owned, requires minimal initial site work, has a partial revenue stream already in place (Lofts at Saco Falls), and would likely induce important new development on site (along with new jobs). It also provides excellent proximity to the RiverWalk, and is a good choice as a location for a multi-mode transportation hub (where cars, buses, trains, bikes, and pedestrians converge), which is a consideration of growing importance for attracting future development. Proper way-finding would be necessary, especially toward the downtown area.

The Washington Street site, while it supports existing businesses downtown very well, may not stimulate new development in the Mill District. The site is constricted somewhat by existing buildings which limits its potential for future expansion. As such, it rated an average of 6.4. Both the Foss/Emery Block and the Alfred Street site offer some advantages, but each poses significant challenges which held down their scores. The Foss/Emery site is well positioned for new development along lower Main Street, but the number of structures now there make it costly to acquire. The Alfred Street site is not near enough to the heart of the Mill District to reliably serve build-out there.

Conclusion

Lot D/E and 3 Lincoln Street scored high in this analysis, and have been put forth as viable sites for structured parking by others. They both provide good proximity to the areas of the downtown and Mill District areas of Biddeford in most need of a greater supply of parking. These two sites would require minimal initial site work, and both would provide good access to the RiverWalk. While each one has some drawbacks (mainly acquisition in the case of Lot D/E, and proximity to downtown in the case of 3 Lincoln Street) they both meet the principal goals of spurring development, meeting the existing needs of businesses, supporting the present and future expanded RiverWalk, and being flexible enough to meet uncertain future needs in the City. Of all the sites considered by the Subcommittee, these two sites consistently and reliably rated highly. The high scores of 3 Lincoln Street and Lot D/E indicate that either would be an excellent choice for structured parking. Because of this, and because of the proximity of the two sites to each other, it would be appropriate to consider each option both individually and together as a single "district", where a parking structure may be sited and oriented within this district for maximum benefit. This "district" might also include portions of the parcel at 17 Lincoln Street, allowing even greater flexibility. This site may then be accessible from York St., Lincoln St., Pearl St., and Saco Falls Way.

Washington Street, Foss/Emery Block, and Alfred Street each offer some positive attributes, but because these benefits are not great enough to counter each one's shortcomings, the Subcommittee feels that they be considered as "second tier" potential sites for parking.



After a thorough investigation, the Downtown Task Force Subcommittee, therefore recommends that Lot D/E and 3 Lincoln Street sites most strongly merit further investigation as

per Criteria Comparison of Lot DE and 3 Lincoln
(darker color indicates larger difference)

Category	Criteria	Site: Lot DE	Site: 3 Lincoln
Site Issues	Site preparation costs	6.7	7.9
	Ease of garage expansion	8.9	8.9
	Impact on ideal efficient design (minimizes wasted space and cost)	8.4	8.3
	Impacts on construction costs of structure (unique to site)	7.7	8.0
	Acquisition costs	7.8	9.4
	Demolition costs to prepare site	8.3	9.1
	Impacts caused during construction (parking, other)	7.7	7.9
	Legal and/or other impediments to site	7.4	8.3
	Impacts on exiting use of site	6.7	7.7
	Category Score	**7.8**	**8.4**
Revenue Stream	Hourly parking revenues: short term	5.7	2.9
	Hourly parking revenues: long term	6.9	5.1
	Monthly pass revenues: short term	7.7	6.9
	Monthly pass revenues: long term	8.6	8.1
	Impact on other parking revenue potentials	5.7	6.0
	Potential for other non-property tax revenues (rent, other)	7.9	8.0
	Volatility (predictability) of revenues	7.5	6.5
	Category Score	**7.1**	**6.2**
Impacts on Property Valuation	Influence on increase of valuation of existing properties	9.4	9.2
	Influence on new construction	7.6	8.3
	Any reduction in existing property tax valuation	6.7	7.3
	Quality of valuation growth	8.4	8.6
	Category Score	**8.0**	**8.3**
Proximity Considerations	Mill District (occupied space)	9.1	7.4
	Mill District (unoccupied space)	9.7	9.1
	Water Street	3.6	2.4
	Western Main St corridor (Elm to Adams)	6.6	5.2
	Central Main St corridor (Adams to Alfred)	8.9	6.6
	Eastern Main St corridor (Alfred to Bridge)	5.4	3.7
	Access to Riverwalk & Saco River	8.8	9.1
	Ease of vehicle entrance/exit to major transportation routes	7.4	9.1
	Access to other transportation systems (rail, bus, pedestrian connection..	7.7	7.7
	Category Score	**7.5**	**6.7**
Downtown Enhancement	Impact of vehicle traffic on Main St	5.0	7.0
	Impact of pedestrian friendliness perception	8.5	4.6
	Likelihood to increase downtown population day (employees)	8.5	6.9
	Likelihood to increase downtown population night and/or weekends	9.2	6.3
	Supports creation of downtown housing units	8.3	7.3
	Supports redevelopment of existing housing in immediate neighborhood..	5.7	5.1
	Strength of retail growth creation	8.9	5.8
	Strength of high end job creation	7.0	6.4
	Support of existing downtown businesses	9.1	5.4
	Quality of jobs created	7.4	6.3
	Category Score	**7.8**	**6.1**
Other Considerations	Visual impact	7.7	7.5
	Potential for multi-transportation hub	7.4	9.8
	Impact on perception of safety and security	8.4	7.8
	Additional investments needed to fully integrate site into downtown area	8.1	6.1
	Other (specify) – Future Adaptability	6.4	8.0
	Category Score	**7.6**	**7.8**

0.0 3.8

Site Evaluation

Criteria	
Site Issues	**Weight**
Site preparation costs	0.95
Ease of garage expansion	1.05
Impact on ideal efficient design (minimizes wasted space and cost)	1
Impacts on construction costs of structure (unique to site)	1
Acquisition costs	1.05
Demolition costs to prepare site	1
Impacts caused during construction (parking, other)	1
Legal and/or other impediments to site	1
Impacts on exiting use of site	0.9

Criteria	
Revenue Streams	**Weight**
Hourly parking revenues: short term	1
Hourly parking revenues: long term	1
Monthly pass revenues: short term	1
Monthly pass revenues: long term	1
Impact on other parking revenue potentials	1
Potential for other non-property tax revenues (rent, other)	1
Volatility (predictability) of revenues	1.05

Criteria	
Impacts on Property Valuation	**Weight**
Influence on increase of valuation of existing properties	1.05
Influence on new construction	1
Any reduction in existing property tax valuation	0.95
Quality of valuation growth	1

Criteria	
Proximity Considerations	**Weight**
Mill District (occupied space)	1
Mill District (unoccupied space)	1.05
Water Street	0.95
Western Main St corridor (Elm to Adams)	0.95
Central Main St corridor (Adams to Alfred)	1.05
Eastern Main St corridor (Alfred to Bridge)	1
Access to Riverwalk & Saco River	1.05
Ease of vehicle entrance/exit to major transportation routes	1.05
Access to other transportation systems (rail, bus, pedestrian connections)	1.05

Criteria	
Downtown Enhancement	**Weight**
Impact of vehicle traffic on Main St	0.95
Impact of pedestrian friendliness perception	1.05
Likelihood to increase downtown population day (employees)	1.05
Likelihood to increase downtown population night and/or weekends	1.1
Supports creation of downtown housing units	1
Supports redevelopment of existing housing in immediate neighborhoods to downtown	1
Strength of retail growth creation	1.05
Strength of high end job creation	0.95
Support of existing downtown businesses	1.05
Quality of jobs created	1

Criteria	
Site Issues	**Weight**
Visual impact	1.05
Potential for multi-transportation hub	1.05
Impact on perception of safety and security	1.1
Additional investments needed to fully integrate site into downtown area	1.1
Other (specify) – Future Adaptability	1

II. Pros and Cons

3 Lincoln Street	
Pro	**Con**
Site is presently city-owned - no acquisition cost required	**Low proximity to Main Street**
Minimal initial site work is required	**Minimal imapct on redevelopment of North Dam Mill Campus i.e. Building 15**
Will induce quicker re-development of site	**Poses potential traffic movement problem for Elm Street**
Excellent proximity to RiverWalk and future green space	**Careful way-finding and pedestrian connections needed**
High potential to induce absorption of vacant Mill District space: PMC 10 & 11, RiverDam, Saco Lowell, Lincoln Mill	**Low short-term hourly revenue potential**
Highest projected property valuation increase: 83%	
High potential as a multi-modal transport hub	
High short-term monthly revenue potential (LaSF)	
High long-term monthly revenue potential	
High potential to induce quality incremental employment	
High potential for future expansion	
Creates downtown 'gateway' potential for 3 Lincoln St.	

Lot D/E	
Pro	**Con**
High proximity to PMC and downtown	**Not city-owned.**
Fair proximity to 3 Lincoln St	**Some legal impediments may exist**
Minimal initial site work needed	**York Street is not a city thoroughfare**
High potential for future expansion	**Poses potential traffic movement problem for Main Street and Elm Street**
High potential to induce quality incremental employment (PMC Buildings 10 and 13)	
Proximity to Lincoln Mill increases viability of boutique hotel	
May induce quicker redevelopment of Buildings 10, 11	
High long-term monthly revenue potential	
High long-term hourly revenue potential	
High projected property valuation increase: 70%	

Foss/Emery Street	
Pro	**Con**
May reduce blight in surrounding residential neighborhood	**Low proximity to upper Main Street**
May Induce redevelopment of PMC Buildings 13, 19, 20	**Low proximity to re-develop-able areas of Mill District, e.g. 3 Lincoln, River Dam, Saco Lowell**
High long-term monthly revenue potential	**Poses potential traffic movement problem for Main Street**
Medium projected property valuation increase: 60%	**Impacts re-design of Main/Hill/Water Street intersection**
	Low potential for job creation
	Involves costly acquisition of multiple private properties
	Requires costly demolition of exisitng structures
	Requires costly re-location of existing residents
	Low potential for future expansion
	Low potential for wide-spread future re-development
	Design must consider context of site and repurpose-ability - see note

Washington Street	
Pro	**Con**
Presently city-owned - no acquisition cost required	**Low proximity to re-develop-able areas of Mill District, e.g. 3 Lincoln, River Dam, Saco Lowell**
Requires minimal initial site work	**Low potential for future expansion**
May induce quicker redevelopment of 25 Adams - present District Courthouse	**Low impact on employment and jobs**
High long-term monthly revenue potention: Bangor Savings Bank	**Low potential to induce significant re-development**
	May pose traffic movement problem on Washington, Franklin, and Main Streets
	Low proximity to RiverWalk
	Careful way-finding and required
	Lower projected property valuation increase: 44%
	Design must consider context of site and repurpose-ability - see note

Alfred Street	
Pro	**Con**
May reduce blight in surrounding neighborhoods	**Low proximity to upper Main Street**
Can become a gateway to downtown	**Low proximity to Mill District**
May increase available retail space	**Low proximity to RiverWalk**
	Careful way-finding required
	May pose traffic movement problem at Alfred and Main Streets
	Low potential for job creation
	Requires acquisition of existing commercial property.
	Low potential for widespread re-development
	Lower projected property valuation increase: 47%
	Low long-term monthly revenue potential
	Low short-term monthly revenue potential
	Design must consider context of site and repurpose-ability - see note

III. Structured Parking Site Property Valuation Analysis

Multipliers used to estimate future property values were:

	350’	700’	1000’
Commercial	1.3	1.2	1.1
Rental Residential	1.1	1.05	1.0
Single Family Residential	.9	.95	1.0
Undeveloped land	4.0	3.0	2.0
Finished Mill Space	1.3	1.2	1.1
Unfinished Mill Space	*	*	*

*Unfinished Mill Space was reviewed by the Assessor on a case-by case basis using multipliers ranging from 1.69 to 7.5.

Results of the analysis:

1 3 Lincoln Street

		Present Value		Projected Value	Change
1000' radius	$	35,439,400	$	42,927,858	
700' radius	$	13,453,200	$	21,553,521	
350' radius	$	11,619,200	$	46,099,926	
	$	**60,511,800**	**$**	**110,581,305**	**83%**

2 Lot D/E

		Present Value		Projected Value	Change
1000' radius	$	22,785,200	$	26,120,330	
700' radius	$	36,188,300	$	55,369,917	
350' radius	$	16,858,300	$	47,272,836	
	$	**75,831,800**	**$**	**128,763,083**	**70%**

3 Foss St.

		Present Value		Projected Value	Change
1000' radius	$	31,049,000	$	61,706,118	
700' radius	$	31,058,200	$	38,134,669	
350' radius	$	24,985,600	$	39,149,814	
	$	**87,092,800**	**$**	**138,990,601**	**60%**

4 Wash St.

		Present Value		Projected Value	Change
1000' radius	$	55,541,900	$	62,926,848	
700' radius	$	32,357,900	$	64,161,779	
350' radius	$	20,304,100	$	28,583,770	
	$	**108,203,900**	**$**	**155,672,397**	**44%**

5 Alfred St.

		Present Value		Projected Value	Change
1000' radius	$	43,977,300	$	74,528,160	
700' radius	$	37,458,700	$	47,054,865	
350' radius	$	14,901,200	$	20,066,410	
	$	**96,337,200**	**$**	**141,649,435**	**47%**

Appendix 2

Recommendations to council
August 31, 2016

The City's river walk addresses two of the universally accepted important factors for successful downtowns, namely pedestrian generators and a sense of place. It is for these reasons, the Downtown Task Force is recommending that the City Council move forward with elevating the planning and construction of the entire Riverwalk.

It is also recommended that the Riverwalk be connected to a series of other pedestrian ways throughout the downtown. These additional ways should be constructed with the same design feel as the riverwalk so that citizens may transition from one to the other without a conscious observation that they have. In addition, the pedestrian ways should connect with the adjacent neighborhoods.

Each major parking location should be connected to the riverwalk by one of the 'other' pedestrian ways. In addition, available parking should be designed for users of the riverwalk, especially Biddeford residents, at the major beginning/ending locations.

To achieve this recommendation, the Downtown Task Force is recommending the following specific steps of action:

Complete the conceptual design and location of the riverwalk from Mechanics Park to the planned connection of the Eastern Trail (the railroad bridge north of the Diamond Match property).

Complete the pre-designed cost estimate for the entire riverwalk project.

Secure all the necessary legal permissions and/or ownership to construct the riverwalk.

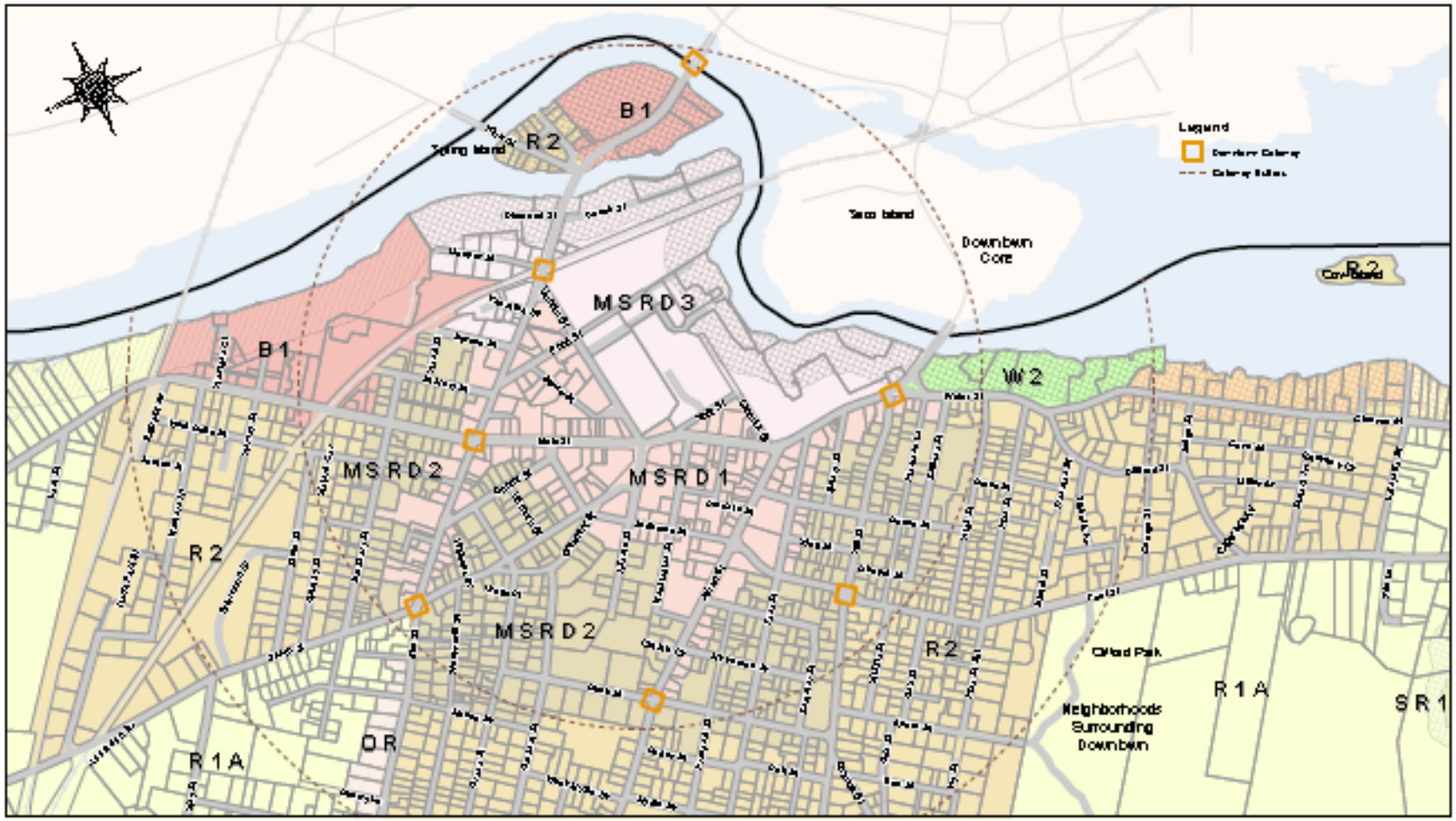
Indentify the 'other' pedestrian ways throughout the downtown area and work to secure the legal permissions and/or ownership issues associated with the ways.

Seek in the very near future, the pre-design cost estimates for each additional 'other' pedestrian way.

Separate recommendation

The lack of understanding of the changes happening in the downtown is a source of much of the misinformation that exists. The Downtown Task Force recommends the City work to reach the public with real information about what is occurring in the downtown as well as the community as a whole. We recommend that it be on a regular basis.

Appendix 3



The City of Biddeford, Maine

Technologies Department - GIS Mapping

201 Main Street P.O. Box 586 Biddeford, Maine 04005-0586

Tel. 207 571-6660 gis@biddefordmaine.org

DOWNTOWN GATEWAYS

0 0.1 0.2 0.3 Miles

1 inch = 0.1 miles

Appendix 4

NORTH DAM BLDG 18

FIRST FLOOR

101 Dance House Productions
104 Maine Photography Studio
107 Capstone Marketing
110 Margaret Gerding Studios
112 Erin Donovan
114 Integral Pipeline Technologies
115 Chasing The Sun Photography
116 Cottage Linens
117 Bottom of the River Sound
126 Irvin Serrano Photography
127 Flash Forward Communications
128 Maine Marine Trades Association

SECOND FLOOR

201 Back To Basics
203 Four Corners Frame Shop
204 Business Communications of ME
205 Vervacious
208 Four Star Fresh
209 Stacey Kane Photography
214 Rabelais
216 Photo Italia Studio & Gallery
217 Van Meer & Belanger
218 The Jacman Group
221 Union Church
223 Mindful Soul Counseling Center
224 Indigo North Counseling
226 Kinney Shores Trading Co.
230 Heartwood College of Art
230 Wholly Crow Gallery

THIRD, FOURTH & FIFTH FLOORS: Apartments

NORTH DAM BLDG 17

FIRST FLOOR

101 Kairos Art
103 Mainely Motorsports
115 Saco River Auction Co.

SECOND FLOOR

203 Growlin' Gourmet
204 Retro Girl's Attic
205 Burn Heart
206 Mullenberg Designs
209 Aptilite
215 Support Solutions
220 Kymara Gallery
221 Local Technique
223 Engineered Drafting and Design
225 Hobson & Company
227 Sanweco Inc.
228 Out of The Ark Studio
229 Vuthy Sim Designs
230 Old Mill Violins

THIRD FLOOR

301 - A Big Brothers Big Sisters
301 - E *Mill Management & Leasing Offices (207-282-5577)*
301 - H Cara Matchmaking
301 - I Brainstorm Business Services
301 - K Robert Fralley
302 - M Law Office of Joe Mekonis
302 - N Brady Construction
302 - O Fieldstone Marketing
302 - P Asclepius Research Services
302 - Q Retro Giraffe Studio
302 - R Law Office of Scott Houde
302 - S Eastern Trail Alliance
302 - U Prudential Financial
302 - V HERE North America

FOURTH & FIFTH FLOORS: Apartments

NORTH DAM BLDG 15

FIRST FLOOR

101 Woodworking Co-Op
103 Oak and Laurel Inc.
107 LAW Calibration
110 Port Living Co.

SECOND FLOOR

201 Michael Molarsky
202 Maine Salt Water Creations
204 Maine Juice Co.
205 Sarah Hoag Violin / Viola Studio
206 Alec Wall
207 Twenty Sauce
210 Quality Upholstery
213 North Dam Quilts
215 C2 Graphics
217 Next Gen Beverage
219 HMH Vises
225 207 Pole Fitness
226 Peter Greeno Photography
228 Empath Healing
230 Screentech

NORTH DAM BLDG 35

FIRST & SECOND FLOORS: Apartments

PEPPERELL CENTER

FIRST FLOOR

101 Portland Pie Company
109 Angelrox
114 Al's Goldfish Lure Co.
116 CREFCO
120 Hyperlite Mountain Gear
123 Impact Fitness Center
124 The Maine Pie Company
127 Hands Free Vehicle Technologies
131 Equilibrium Balancing Health
136 The Yard
138 Sweetcream Dairy
140 Think Tank Biddeford
144 McKenney Photography
150 Trident Marketing Solutions

WING - FIRST FLOOR

102 Banded Horn Brewing Co.
103 Round Turn Distilling

SECOND FLOOR

201 Tulu Salon & Spa
206 Rain Boots Records
216 Foreside Home & Garden

SPENCER BUILDING

FIRST FLOOR

101 Maine DOC
102 Independents of America
103 Flux Integration
106 The Counseling and Psycho
108 Golway Bay Transport

SECOND FLOOR

201 Spurwink Services
202 YCCAC
203 Biddeford School Department

BUILDING 30

101 Rebuild Ministries

BUILDING 37

101 Barn Fresh Classics

Appendix 5

FY2019 BIDDEFORD CAPITAL IMPROVEMENT PROGRAM

Project Description Form

DEPARTMENT: Planning & Development	**PROGRAM:**
Est. Total Cost: $225,000 **Estimated Cost FY2019 $225,000**	**Estimated Cost FY2020-2023:**
City Share FY2019: $225,000	**City Share FY2020-2023:**

1. Description of Project: Downtown Gateways Beautification
2. Need for and impact of Project: Recommendation of Downtown Task Force
3. Consistency with the adopted plans or other related planning documents:
4. Years previously on the BIDDCIP; funding received in each of the past five (5) years (if applicable): FY2014- $; FY2015 - $; FY2016 - $; FY2017 - $; FY2018 - $
5. New personnel, equipment, or supplies required:
6. How project originated and how cost estimates were obtained: Preliminary Staff Estimates
7. Any related department or City Projects: Downtown Sidewalks, Façade Improvement
8. Financing possibilities or potential grants: State Grants
9. Justification of timing of project and segments (if applicable):
10. Other information:

IMPLEMENTATION SCHEDULE (Fiscal Years)

	2019	2020	2021	2022	2023	Future
TOTAL PROJECT COST	$125,000	$100,000	$	$	$	
NON-CITY SHARE	$	$	$	$	$	
CITY SHARE	$125,000	$100,000	$	$	$	

Attach on separate page(s) additional information (if needed).

CHJ

ARTICLE V
PUBLIC MARKETS

Sec. 22-46. Definitions. [Ord. of 4-6-1999; amended 9-1-2009 by Ord. No. 2009.42]

As used in this section, unless the context otherwise indicates, the following terms have the following meanings.

BIDDEFORD PUBLIC MARKET — A venture, to be created and administered by the Downtown Development Commission, and shall be administered in accordance with this chapter.

BIDDEFORD PUBLIC MARKET HOURS OF OPERATION — Shall not commence before 7:00 a.m. and shall end by 6:00 p.m. on Saturday, Sunday and Mondays designated as a holiday, from May 1 to November 1.

DAY STALL — A space within the Public Market area, which is available for rent on a daily basis and from day to day. The hours of operation of day stalls shall be limited to the hours of operation of the Public Market.

FARM-RELATED PRODUCTS — Any agricultural, horticultural, forest or other product of the soil or water, including but not limited to, fruits, vegetables, eggs, dairy products, meat and meat products, poultry and poultry products, fish and fish products, grain and grain products, honey, nuts, maple products, apple cider, fruit juice, ornamental or vegetable plants, nursery products, firewood and Christmas trees. Farm-related products shall not include prepared foods which require separate licensing.

MARINE-RELATED PRODUCTS — Any fresh or frozen fish and fish products, edible sea plants or other agricultural items derived from the sea, seafood, shellfish, and sea salts.

POTENTIALLY HAZARDOUS FOOD — Any perishable food which consists in whole or in part of milk products, eggs, custards, whole or ground meat, poultry, fish, shellfish, edible crustacean or other ingredients, including synthetic ingredients capable of supporting rapid and progressive growth of infection or toxigenic microorganisms.

PUBLIC MARKET — A private venture that is distinguished from the Biddeford Public Market, and involves the sale of products as defined in Section 22-47.

PUBLIC MARKET AREA — The public area known as "City Square," and is further described as the public streets and sidewalks within the area bordered by Adams Street and Main Street, Adams Street to Jefferson Street and South Street from Adams Street to Jefferson Street. The public market may also include all of the area known as the "City Hall parking lot," as authorized by the City Manager.

RECURRENT VENDOR — Any individual or entity that rents a day stall for more than six days during any calendar quarter at the public market.

TEMPORARY VENDOR — Any individual or entity that rents a day stall for six days or fewer, during any calendar quarter at the public market.

Sec. 22-47. Designation and products sold. [Ord. of 4-6-1999; amended 9-1-2009

by Ord. No. 2009.42]

The City Council shall designate by order, the times and days during which certain public property may be used as a public market. A public market shall be for the sale of fruit, vegetables, flowers, seedlings, plants and crafts. The following items may also be sold, provided that the product is produced, processed or manufactured in an establishment licensed by the Department of Agriculture to produce the item, and that the seller has produced, processed or manufactured the item: farm-fresh eggs, provided that they are stored at or below 45° F. during transport to, and display at, the public market, honey, jams, jellies, pickles, relishes, maple syrup, apple cider, packaged herbs or herb blend mixtures and pesto. The following items may be sold, provided that the total amount of sales from all such items does not exceed 49% of the total amount of sales made by the licensee at the public market: any other edible product that is a derivative of plants or produce grown by the licensee, provided that the licensee also has a license from the Department of Agriculture. Any baked goods sold at a public market must be individually or collectively wrapped while displayed and sold. In no event shall any licensee sell at a public market any potentially hazardous foods, which includes any perishable food or food product which consists in whole or in part of milk or any other ingredient capable of supporting rapid and progressive growth of infectious and toxigenic microorganisms, including, but not limited to, cream fillings in pies, cakes or pastries; custard products; meringue-topped bakery products; or butter cream type fillings in bakery products.

Sec. 22-48. License required. [Ord. of 4-6-1999; amended 9-1-2009 by Ord. No. 2009.42]

Except as otherwise provided for in Section 22-49, a vendor in a public market, must be licensed in accordance with "Vendors on public places," pursuant to Chapter 22 Article III, Section 22-33, of this Code.

Sec. 22-49. Biddeford Public Market licensing. [Ord. of 4-6-1999; amended 9-1-2009 by Ord. No. 2009.42]

(a) The Biddeford Public Market shall be responsible for obtaining a vendor on public place license from the City Clerk, and shall be responsible for all temporary and recurrent vendors.

(b) The Downtown Development Commission shall remit to the City Clerk a vendor on public place license fee of $100 for the Biddeford Public Market, per annum. Any additional fees collected by the Downtown Development Commission for operation of the Biddeford Public Market shall be remitted to the City Treasurer, and shall be accounted for in a special revenue fund, and may be dispersed for expenses related to the operation of the Biddeford Public Market, at the direction of the Downtown Development Commission.

(c) A vendor renting a day stall at the Biddeford Public Market is not required to obtain a municipal license as long as the following requirements are met:

(1) No food item may be displayed for sale or sold at a day stall absent an

appropriate license from the City unless the vendor is selling fresh fruits or vegetables or has obtained a valid food license from the Maine Department of Agriculture.

(2) No potentially hazardous food may be displayed for sale or sold at a day stall at the Biddeford Public Market unless it remains refrigerated at a temperature of 45° F. or below. Frozen foods shall remain at a temperature required by state rule or regulation.

(3) The Biddeford Public Market shall provide to the City Clerk information necessary to allow the City to track vendor participation at the Market. The Biddeford Public Market shall certify that vendors have obtained valid and current commercial liability insurance in an amount of not less than $300,000.

(4) The Biddeford Public Market shall allow any City inspector who is on duty to access the premises at the Biddeford Public Market at any and all times for the purpose of inspecting the premises, including day stalls, in order to determine compliance with the provisions of this Code. It is a violation of these regulations for anyone to interfere with or prevent such inspection.

Sec. 22-50. Street closure in Public Market area. [Ord. of 4-6-1999; amended 9-1-2009 by Ord. No. 2009.42]

During the Biddeford Public Market hours of operation, the Downtown Development Commission is authorized to close public streets to vehicular traffic within the area designated as the "Public Market area," as defined in Section 22-46. Public sidewalks shall remain open to pedestrian traffic, and vendors shall not block access to building or driveway entrances. Additionally, as authorized by the City Manager, parking may be restricted on Adams Street from the intersection of Adams Street and South Street to the driveway exit for the now or formerly, Maine Bank and Trust Company, and on South Street from Adams Street to Jefferson Street. All vehicles that are parked contrary to this article, or that are not authorized to remain within the Public Market area may be towed at the owner's expense.

Sec. 22-51. Revocation or suspension. [Ord. of 4-6-1999; amended 9-1-2009 by Ord. No. 2009.42]

Pursuant to, and in accordance with the provisions of this chapter for public markets, the license of any person who has combined with any other licensee in the fixing or maintaining of a price, fraudulent use of weights or measures, or who intentionally and knowingly deprives another licensee of the use of the latter's designated stall in the market shall be revoked by the City Clerk. In addition, the license of any person who is found in violation of any other section of this article may be suspended or revoked by the City Clerk. Vendors renting a day stall at the Biddeford Public Market may have their vendors privileges revoked by the Downtown Development Commission for violating any provisions of this chapter.

Sec. 22-52. Penalty. [Ord. of 4-6-1999; amended 9-1-2009 by Ord. No. 2009.42]

Notwithstanding the provisions of Section 22-51, a person who violates this section commits a civil violation for which a forfeiture of not less than $100 and not more than $200 may be adjudged.

Sec. 22-53. Solicitation. [Added 9-1-2009 by Ord. No. 2009.42]

"Solicitation" is a consumer sale or credit sale of goods or services in which the seller or person acting for a company, organization or entity engages in personal solicitation of the sale at a residence, if the buyer's agreement or offer to purchase is given to the seller or person acting for a company, organization or entity.

(1) Permit required. No person shall engage in transient sales of consumer merchandise or services within the City without a license from the City Clerk. The permit shall be carried by the seller while engaging in home solicitation sales.

(2) Application for permit. Applications for permits for home solicitation will be made to the City Clerk, will be in writing and will contain the following information:

a. The name and physical description of the applicant, including a photocopy of the applicant's picture identification.

b. The applicant's address.

c. A brief description of the nature of the business to be conducted and the goods sold.

d. If the applicant is employed, the name and address of the employer, along with credentials establishing exact relationship.

e. The length of time for which the solicitation permit is being requested.

f. If a vehicle is to be used, a description of that vehicle, along with the license plate number and state registration for that vehicle.

g. A sample of an agreement informing the buyer of his or her right to cancel, as required by 9-A M.R.S.A. § 3-503. A sample of this agreement is contained herein.[1]

h. Such other information as the City Clerk may deem necessary for the proper police and other protection of the City.

(3) State permit required. The obtaining and maintenance of a transient seller's permit from the state by the applicant or licensee shall be a condition precedent to the issuance or maintenance of a license.

(4) Fees. The fee for home solicitation permits shall be $20 per year. Additional licenses may be issued to employees of a license holder upon payment of $20 per

1. **Editor's Note: See Subsection (8)**

employee, per year; and upon filing of the necessary paperwork with the City Clerk for each employee.

(5) Exemptions. The provisions of this article shall not apply to persons selling solely for the benefit of a bona fide nonprofit organization.

(6) Revocation of permit. The City Clerk and/or the Chief of Police may revoke a permit if the holder of the permit engages in disorderly conduct, as defined by 17-A M.R.S.A. § 501, or harassment, as defined by 18-A M.R.S.A. § 506-A, while in the course of business.

(7) Sample permit application.

I, _____, do hereby make application for a permit for home solicitation sales in the City of Biddeford in compliance with the ordinances of the City.

Street address: _____ City: _____ State: _____

Business Phone: _____ Home Phone: _____ Cell Phone: _____

Age: _____ Weight: _____ Height: _____ Hair Color: _____ Sex: M/F

Length of time permit is desired: _____

Name of company, organization or entity represented: _____

Address: _____

Description of business/product(s)/service(s) to be solicited: _____

Number of vehicles to be operated: _____

Description of vehicle(s) to be operated and license plate number(s):

_____

Signature of applicant: _____

Date: _____

(8) Sample right-of-cancellation agreement

Buyer's Right to Cancel

(9-A M.R.S.A. § 3-503)

If this agreement was solicited at your residence and you do not want the goods or service, you may cancel this agreement by mailing a notice to the seller. The notice must say that you do not want the goods or service and must be mailed before midnight of _____ (stated date three days from date of sale), when cancellation right lapses.

This Cancellation Agreement must be mailed to:

(Name and mailing address of seller)

If you cancel by this date, the seller may not keep any of your cash down payment.

Signature of Buyer: _____

Date: _____

Sec. 22-54. Penalty. [Added 9-1-2009 by Ord. No. 2009.42]

Referenced in Chapter 1, Sec. 1-12 in this Code of Ordinances.

2021 YARMOUTH FARMERS MARKET REPORT

The Team

Amy Sinclair, *Market Manager*
Hannah Swift, *Summer Assistant*
Ted DeMille, *Music Manager*

Overview

In 2021, the Yarmouth Farmers Market ran for 26 Thursdays - our longest season to date - at the Bickford Pavilion, located at 1 Railroad Square just off Main Street. The new location, which provides shelter, electricity, and plenty of off street parking, proved to be an excellent fit for our market and resulted in an overall increase in customer traffic and satisfaction. We are grateful to the Bickford family for allowing us to use their pavilion.

Highlights

- Relocation To Bickford Pavilion - Good visibility, shelter from weather, ample parking, level ground, great acoustics for music.

- New MFFM Bumper Crop Program - The Maine Federation of Farmers Markets partnered with local businesses to offer $5 vouchers to employees to encourage shopping at local farmers markets. This workplace wellness program resulted in new customers discovering the Yarmouth Farmers Market.

- Improved Music Program - This year we had a dedicated music sponsor (Thank you Gorham Savings Bank!) that allowed us to strengthen the partnership with 317 Main Community Center by hiring

a teaching artist (Ted DeMille) to set up the summer music schedule and oversee the performances.

- Hosted "Gab Girls" a mentor program created by Mad Gabs that encourage girls to become entrepreneurs. The teens launched 3 businesses - dog treats, beauty products and candles - at our market.

- Continued strong usage of YFM Food Voucher Program (See table below.)

- Increased vendor fee from $80/season in 2020 to $100/season in 2021.

Challenges

- Parking - There's plenty of off street parking behind the pavilion, but shoppers needed VERY clear instructions on where to park and not to park. Occasionally, sloppy parking in the field boxed in cars and cars parked in the Downeast Energy lot which is not allowed. We'll continue to clarify and improve the signage/messaging in 2022, but may need to recruit a volunteer during peak time (3:30-5pm) to manage parking in the field. May also consider stakes and flagging tape.

- Construction on Main Street - There were road and sidewalk crews on Main Street ALL summer which likely discouraged some people from driving/walking to the market. This was a temporary problem.

- Weather - So many rainy Thursdays! The stretch of rainy Thursdays likely discouraged some customers, but the weather reinforced the value of the new location under cover.

- Voucher program excess? -This season, many of the regular voucher consumers got in the habit of asking for 2 vouchers and overall we were seeing the same 20-25 voucher customers all season. I'm not sure this is a problem, but I'd like to meet with stakeholders (YCAN and Yarmouth Community Food Pantry) over the winter to review current usage and ways it can be improved upon.

- Portapotty- It was hard to find one, expensive and not well maintained. Next season, I'll secure the potty earlier in the season and confirm the maintenance schedule. B/c it's being paid for out of the farmers market budget, we might consider locking it outside of market hours to ensure cleanliness. (Other markets do this.)

2021 Participants

17 SEASONAL VENDORS	25 GUEST VENDORS	15 MUSIC GROUPS	9 FOOD TRUCKS
Alchimia	AKN Studio Arts (2x)	Chris Moore & Ted DeMille (4x)	Greeks of Peaks (4x)
Andrews Farm	Amanda Mitchell (1x)	Lincoln Meyer Jam (3x)	Roll Call (1x)
Artascope Studios	Bags O Gold (2x)	Jeff Christmas (2x)	Mainely Meatball (3x)
Beckwith Farm	Cultivated Thread (2x)	Diana Hansen (2x)	Lucky Lous (5x)
Chef Paul	Emma B Garcelon (4x)	Ted & Bobby St Pierre (1x)	The Pink Waffle (2x)
Counterpoint Bread	Epoca Jewelry (3x)	Monique Barrett (2x)	Big Bad Food Truck (1x)
Empanada Club	Fuzzy lovies (5x)	Ted DeMille & Taylor Smith (2x)	Iron clad(2x)
Fruit of The Forest	Gab Girls (3x)	Ethan Setiawan (1x)	Smokey & Brines (1x)
Liberation Farms	Galactic Hobo Sauce (3x)	The Wabacs (1x)	Snöbirds Shave Ice (24x)
Marvelous Macaron	Giuseppe Roasters (6x)	Unspent Youth (1x)	
Mama Mo's	Grey Goose Gourmet (1X)	Flight Reunion (1x)	
Mindful Folk Farm		Yasmin Vitalius Student Recital (1x)	
Niyat Catering		Old Eleven (1x)	
Noisy Acres Farm		T Acadie (2x)	
Still Brook Acres			
Tender Soles Farm			

W. Maquoit Vinegar	Hansel's Orchards (6x) Joanna Morris Pottery (2x) Judith Barker (4x) Lacey Pots (2x) Linda Horstmann (1x) Milk Bottle (7x) Moonrise Organics (5x) Nonesuch Nursery (1x) Rare Berry Jam (2x) Robinson Maple (3x) Scratch Farm (1x) Shaker Village (1x) Threadtree Gifts (3x) Yarmouth PTO (2x)	Front Porch String Band (2x)	

Participation Over The Years

2020	2019	2018	2017
15 Seasonal Vendors	**16** Seasonal Vendors	**15** Seasonal Vendors	**16** Seasonal Vendors

8 Guest Vendors	**21** Guest Vendors	**23** Guest Vendors	**10** Guest Vendors
7 Food Trucks	**9** Food Trucks (Truck at market 17 weeks)	**10** Food Trucks	**4** Food Trucks

2021 Voucher Usage

May	23 vouchers	$345
June	30 vouchers	$450
July	44 vouchers	$660
August	41 vouchers	$615
September	45 vouchers	$675
October	17 vouchers	$255
2020 Vouchers Crop	7 vouchers	$105
TOTAL	207 Vouchers	$3,105

Voucher Usage Over the Years

2021	2020	2019	2018	2017	2016
207 Vouchers Redeemed $3,105	275 Vouchers Redeemed $4,050	180 Vouchers Redeemed $2,579	131 Vouchers Redeemed $2,160	75 Vouchers Redeemed $1,120	32 Vouchers Redeemed $315

Analysis

In 2021, the YFM Voucher program continued to be a valuable community resource. This program, funded by local businesses and nonprofits, provided more than $3,100 in fresh food for people wexperiencing food insecurity. The decline in usage between 2020 and 2021 can be attributed to Covid related fluctuations and may reflect a need for increased marketing and distribution in 2022.

2021 Sponsors

Market Sponsors	$9,200	Voucher Sponsors	$3,500
Yarmouth Econ. Development Advisory Board	$5,000	Yarmouth Cares About Neighbors (YCAN)	$1,000
Gorham Savings Bank	$2,500	First Parish Congregational Church	$1,000
Sotheby/Legacy	$700	Sotheby/Legacy	$500
Estabrook's	$500	Yarmouth Community Food Pantry	$500
Peoples United Bank	$250	Island Treasure Toys	$500
The Lemont Block Collective	$250		
Revision Energy	$250		
Railroad Square	Use of pavilion		
317 Main Community Music Center	Access to Administrative		
Rhizome Marketing	Free artwork services		

Income

Sponsors	$12,700
Seasonal Vendor Fees	$1,700
Guest Vendor Fees	$500
Total	$14,900

Expenses

Market Manager Stipend	$2,000
Summer Asst. Stipend	$1,500
Music Manager Stipend	$1,000
Musician Pay	$1,500
Marketing Materials (yard & parking signs, posters, banners, vouchers, ads in papers)	$1000
Portapotty rental	$800
Tote bags	$700
PPE Supplies	$100
Wifi Booster & monthly fees	$300
Web fees	$215
Voucher reimbursement to farmers	$3,105
Total	$12,220

Thoughts for 2022

- Picnic table on the lawn in front of the pavilion?
- With Bickford family permission, add an attractive wooden sign at pavilion? "Home of Yarmouth Farmers Market"
- Solidify plans to launch an indoor winter market to run Nov-Dec and March-April at 317 Main.
- Improve marketing and distribution of vouchers. Consider changes to current program.
- Increase vendor fee to $120
- Create Yarmouth Farmers Market email address and separate from 317 Main email system.