

**DOWNTOWN BANGOR PARTNERSHIP
BOARD OF DIRECTORS
Tuesday, March 10, 2015
8:30 a.m. to 9:30 a.m.
Council Chambers, City Hall**

The Downtown Bangor Partnership promotes and markets activities that enhance the distinctive identity of Downtown Bangor, encouraging retention and growth of commercial, residential, and cultural life within the downtown district.

AGENDA

CALL TO ORDER

WELCOME & INTRODUCTIONS

CONSENT AGENDA

1. Approval of Previous Meeting Minutes
2. Financial Report

DISCUSSION ITEMS

1. Introduction to Penobscot Community Healthcare's Unlimited Solution Clubhouse (Guest Carrie Lynn Lemos) *10 minutes*
2. Downtown Bangor Parking Advisory Committee's Recommendation for Metered Parking (Guest Jason Bird; see attached memo) *20 minutes*
3. 2016 Board and Executive Committee Vacancies (Stephen) *15 minutes*
4. Committee Updates *10 minutes*
5. Other Business (Stephen) *5 minutes*

ADJOURNMENT

Future Board Meetings:

April 14 at 8:30 a.m. (Council Chambers)

Future Marketing Committee Meetings:

April 7 at 8:30 a.m. (2nd Floor Conference Room)

Future Networking and Outreach Committee Meetings:

March 18 at 9 a.m. (Verve)

Future Beautification Committee Meetings:

March 20 at 4 p.m. (Nocturnem Draft Haus)

Future Events Committees Meetings:

April 1 at 4:30 p.m. (Verve)

**DOWNTOWN BANGOR PARTNERSHIP
BOARD OF DIRECTORS
Tuesday, February 10, 2015, 11:30 a.m.
COESPACE**

MINUTES

Officers Present: Stephen Boardway (Chair) Molly Briggs (Vice Chair) and Heather McCarthy (Treasurer/Secretary)

Directors Present: Kate Bielinski, Annie Cambridge, Nazrin Dixon, Annette Dodd, Josh Gass, Gibran Graham, Karen Foley, Julie Baker-Leaden, Betsy Lundy, Ben Sprague, Dan Sykes

Others: Caitlin Brooke, Staff Liaison

Excused Absence: Heather Furth, Kate Grover

Unexcused Absence: Jen Brooks

Guests: Elena Metzger

CALL TO ORDER

President, Stephen Boardway, called the meeting to order and thanked everyone for coming.

CONSENT AGENDA

1. Approval of Meeting Minutes for January 13, 2015
2. Financial Report

Molly moved to approve the Consent Agenda. Ben seconded the motion, which was approved unanimously.

DISCUSSION ITEMS

Design Review Committee

Caitlin presented an invitation for two DBP board members to participate in a City of Bangor Committee to review outdoor seating applications from local businesses. The Committee will review applicant's designs for aesthetic components that are consistent with the flavor of downtown. Other City Departments like Code Enforcement, Police, and Fire will also be reviewing the applications for life safety, etc. The Committee is ad hoc as meetings will only be necessary when applications are submitted. This is anticipated to be heavier in the Spring when businesses are beginning to plan for outdoor dining. Josh Gass and Dan Sykes volunteered to be on the Committee with Stephen Boardway as an alternate if either could not attend. Everyone was in favor.

Board Meeting Flow and Consistency

Discussion took place about how the board can create more efficient meetings by submitting written Committee reports which will free up the majority of meetings to have in depth conversations. This would also provide a concise record of Committee activities for the DBP's permanent files. It was noted that these reports would be part of the Consent Agenda.

Caitlin offered to send around a reminder to Committee Chairs prior to the date the reports are due.

Most Board Members seemed favorable towards this way of consolidating Committee reporting and it was agreed upon to move forward with this. If it doesn't work, future changes will be made accommodate the group's needs.

A brief discussion did come up about non-DBP Board Members on Committees. A few Committees did note they had active non-DBP Board Members while others did not. Josh G. asked if there was a conduit for new board members as well as volunteers? Stephen noted that Committee work was a good way for possible DBP Board Members to get their feet wet. Caitlin asked how Committee Chairs would like to handle new volunteers as, in the past, volunteers have been sent along to Committee Chairs but no follow up has been made to extend invitations to meetings, etc.

Heather concluded with saying that the written Committee reports are going to give the DBP a chunk of time to discuss other items so send them along to Caitlin or the Executive Committee if you would like to see something on the agenda! Stephen added that he thought it was a good opportunity to shift back towards our overall mission. Rethink how things work and develop new ideas.

Committee Goals

Each Committee Chair reviewed portions of their FY2015/2016 goals. The minutes will reflect highlights from those conversations. **For a full listing of the goals, please go to the end of meeting minutes.**

Executive Committee Goals

The Executive Committee will be focusing on governance this year. This will include ongoing tasks such as the annual report and fiscal management as well as new items like establishing a job description for Chair, Vice Chair, Secretary/Treasurer, Committee Chairs, and Board Members; defining Staff Liaison role and responsibilities; create a DBP Operating Manual for new Board Members; development the Nomination Committee and Board cultivation; explore fundraising responsibilities; and continue Board education.

It was suggested that online project management tools, such as Trello, could provide organizational transparency and increased efficiency. Executive Committee to explore.

The first goal the Executive Committee would like to tackle is a skills inventory of current Board members. In the coming weeks, Caitlin will be sending around a Skills Matrix for all Board members to fill out. This way, when looking at Board vacancies, the Nominating Committee can figure out areas where the Board needs help.

Beautification Committee

The Beautification Committee will be continuing a lot of the same successful programs it began in 2014 including Adopt A Garden, holiday lighting, and the Kenduskeag Stream Trail clean up.

In addition, the group will be working on a kiosk for West Market Square which will encompass descriptive language about shopping, arts, and architecture. They anticipate having three or four different panels that can be taken out seasonally. The group is also working with the Bangor Historical Society to collect “then and now” photos.

Another smaller initiative will be determining the location of the planters and flower boxes throughout downtown. They will come up with a map to provide to Public Works in the spring.

Marketing Committee

The Marketing Committee will continue with many of its yearly goals which include holiday marketing as well as engage in new projects like the DBP’s new website, an updated brochure, and beginning conversations about a style guide/guidelines for DBP material.

Events Committee

The Events Committee has been reviewing all of the annual events that they are charged with executing and will continue to look at the reality of programming with their current resource base. They are eager to begin discussion about sponsorship packages, the scalability of events, and conduct an overall event audit to determine the best use of volunteer and staff time moving in FY2016.

The DBP will have an internal meeting about Downtown Countdown on February 24 at 8:30 a.m. at COESPACE to talk about the future of the event.

Networking and Outreach Committee

The Networking and Outreach Committee will continue to host biannual Town Halls and the quarterly downtown business meetings. In addition they will be reinstating Welcome Baskets for new businesses moving to downtown, developing a Downtown Living Open House, and working with the Marketing Committee to manage the DBP’s email list.

Other Business

Josh G. asked when discussions about collaboration should take place? His sentiments were echoed by several DBP board members that the cross communication between committees needs to be better to support each Committee’s goals.

Being no other new business, the meeting was adjourned.

Executive Committee Goals

Ongoing (“Committee Tasks”)

- Fiscal management:
 - Create the annual budget;
 - Monitor the budget throughout the year, to ensure fiscal strength.
- Create the Annual Report
- Staff Management
 - Define staff role / time use & priorities;
 - Provide annual evaluation

Goals for 2015

- Establish and implement business protocol for the Board of Directors and Board Committees, to ensure efficient use of time, and to allow for activities to progress with appropriate speed.
- Work with Board committees to develop a DBP Operating Manual.
- Board Development
 - Create a Board Orientation system that will include an introduction to the meeting protocol (“simplified” Roberts’ Rules of Order);
 - Create a Board Book that is presented to each new Board member, and updated annually;
 - Cultivate Board members and officers (use a skills inventory to determine needs);
 - Lead the Nominating Committee to ensure strong succession planning for the Board;
 - Work with Committee Chairs to develop “Job Descriptions” for each standing Committee, and for all Board members (note: Advocacy and Fundraising are the responsibility of each Director);
 - Bylaws review;
 - Board education (issues and opportunities).

Beautification Committee Goals

2015 Goals

1. West Market Square Kiosk Plans
Spring 2015
Possibly four designs, one for each season (Annette will contact Bangor Historical Society)
Budget/Sponsorship: TBD (printing and design estimates)
2. Spring Clean Up Day
April 11, 2015
Holiday lights will come down in addition to general clean up
Budget/Sponsorship: \$50 food/drinks for volunteers
3. Planters and Flower Box Relocation
March 20, 2015
Create a plan and map for the City of Bangor's Public Works Department
Budget/Sponsorship: \$3,000
4. Adopt A Garden
April 17, 2015
Sign-ups via Facebook and donation round up
Budget/Sponsorship: N/A
5. Adopt A Garden and Big Dig Day
May 9, 2015
Volunteers will plant their gardens and assist with planting "bee seeds."
Budget/Sponsorship: \$50 food/drinks for volunteers
6. Kenduskeag Stream Trail Clean Up Day
August 8, 2015
Budget/Sponsorship (FY2016): \$50 food/drinks for volunteers
7. Fall Clean Up Day
September 26, 2015
Budget/Sponsorship (FY2016): \$50 food/drinks for volunteers
8. Holiday Lights Up
October 24, 2015
Annette will email Lowe's (Marc Gray) about current light prices and request information about obtaining lights for each downtown lamp post and solid colored lights for each tree.
Budget/Sponsorship (FY2016): TBD (printing and design estimates)

Looking Forward...

The Committee will begin to look into signage, trail marking, and lighting on the Kenduskeg Stream Trail. Funding sources will be through grants.

- Jaime Ballinger will check into grants and e-mail Brewer about their waterfront—what they did and how and see if they would like to come to the next meeting.

Ways to Improve on What was Done in 2014...

Kenduskeg Stream Trail Clean Up—Have Lowe's do the clean up and mark the trail from Gomez Park on. Maybe paint dance steps on sidewalk.

Fall Clean Up/Holiday Lights Up Day—Have a start time and end time (maybe break for lunch). Wrap all the black light post and large tree trunks. Have the City wrap the tops of all the large trees.

Marketing Committee Goals

General Marketing Committee Goals

1. Email Communication Strategy and List Maintenance

Develop a strategy for when to utilize the organization's subscription to Constant Contact and who is responsible for content creation.

- Timeline: March
- Budget: \$500
 - 1 year subscription to Constant Contact (FY 2016)
- Committee Members Needed: 2

2. Marketing Downtown Bangor

Discuss the holistic communication strategy for the DBP's marketing efforts. This will include defining audiences and target markets for the organization as well as each Marketing Committee goal; assessing advertising opportunities in a variety of publications; and surveying downtown stakeholders for input.

- Timeline: March
- Budget: \$0
- Committee Members Needed: All

3. Downtown Bangor Website

The Committee will designate staff time and Committee members' efforts to implementing the new website and maintaining an updated website with accurate information about downtown Bangor, events, businesses, etc.

- Timeline: February
- Budget: \$800
 - 2016 web hosting cost of \$300 at Sutherland Weston.
 - \$500 for graphics, photography, etc.
- Committee Members Needed: 2

4. Holiday Promotions

Promotions will market downtown as a destination for holiday shopping, dining, and general enjoyment as well as the DBP backed events intended to drive traffic to retailers during the holidays. Events include: Early Bird Sale (November 7), Plaid Friday (November 27), Small Business Saturday (November 28), Holiday Open House (Date TBD)

- Timeline: September through December
- Budget: \$6,000
 - Includes television, radio, and print advertisements.
 - Graphic design, social media graphics, and poster production
- Committee Members Needed: 3

5. Downtown Brochures

Redesigning and reconfiguring the current downtown brochure into a more cost effective design that can be reprinted inexpensively and updated yearly with new businesses.

- Timeline: July
- Budget: \$2,000
- Committee Members Needed: 3

6. Greater Bangor Convention and Visitor's Bureau 2016 Guidebook Ad

The Committee needs to discuss the value of this ad to downtown businesses and if it should be continued in FY2016.

- Timeline: June
- Budget: \$2,250
 - \$2,000 as estimated co-op underwrite; anticipating increase in cost of ad space.

(Marketing Committee Goals continued)

- \$250 for graphic designer
- Committee Members Needed: 3

7. Style Guide

Utilizing the design and graphics foundation established through the creation of the downtown brochures and website, establish a set of guidelines, standards, and “best practices,” for all DBP communications to ensure consistency and a cohesive visual message.

- Timeline: May
- Budget: \$500
- Committee Members Needed: 3

Event/Marketing Committee Goals

8. Work with Other Committees on Event Marketing

The Marketing Committee will designate a Committee member to act as a liaison with the Events Committee. This person will work with the Events Committee to develop a marketing plan for the series which will include graphic elements, social media posts, poster distribution, and any advertisements.

- Timeline: April through August
- Budget: \$300 (*Additional funds may be secured through the event’s sponsorship.*)
- Committee Members Needed: 1 for each event

Confirmed events for 2015 that will require Marketing Committee assistance are:

- Downtown Living Open House (March 25)
- Fresh Air Market and Cool Sounds Summer Concert Series (June through August)
- Downtown Countdown (December 31, 2015)
- Santa’s Workshop – tentative
- Downtown Halloween - tentative

Events Committee Goals

The DBP Events Committee oversees the development, planning and production of the proprietary events of the organization including the Cool Sounds Concert Series, Downtown Halloween Trick-Or-Treat and the Downtown Countdown New Year's Eve Celebration.

Monthly Meeting

1st Wednesday of every month

Current Event Portfolio

- Cool Sounds Concert Series (Summer)
- Downtown Trick-Or-Treat (October)
- Santa's Workshop (December)
- Downtown Countdown (New Year's Eve)

1. Cool Sounds Concert Series

The Cool Sounds Concert Series & Outdoor Market is a FREE street fair style event that draws people to downtown on Thursday evenings, typically between June and August.

Cool Sounds Timeline

February 13 th	Vendor & Sponsor Decks Completed
February 16 th	Call for Vendors
February 23 rd	Call for Music Talent (Application process begins)
March 20 th	Event Sponsors Finalized
March 27 th	Production Vendors Locked (Stage, Sound, Generators)
April 3 rd	Early Vendor Deadline
May 8 th	Music Submission Process Closed
May 19 th	Concert Series w/Music Talent Announced
June 5 th	Final Vendor Deadline
June 19 th	Vendor Payment Deadline

Potential 2015 Concert Dates

June 25th
July 2nd
July 9th
July 16th
July 23rd
July 30th
August 6th
August 13th
August 20th
August 27th
September 3rd

(Events Committee Goals continued)

2015 event GOALS

Revenue neutral (or better):	The event should break even or turn a profit
Event Sustainability:	The 2015 event model should be one that can be easily replicated for the next 2-3 years with satisfied, retainable sponsors, production logistics and vendors.
Satisfied Sponsors & Vendors:	Sponsors & vendors should complete the 2015 season feeling achieved goals, values and satisfaction.
Audience Engagement:	The event should attract and engage a more diverse audience than in years past, setting the standard as a community cultural activity in downtown.

2015 cool sounds – potential event revenue

- Sponsorships (*see Events sponsorship needs*)
- Vendor fees
- Program, digital assets, or other
- Food or Beverage Sale
- Music Talent Submission Fees

2. DOWNTOWN trick or treat & Santa’s wkshp

The Events Committee is current reviewing this event for 2015 in order to better understand needs & goals for participating Downtown business owners, and to reassess the DBP’s role in the organizing and promotion of these events.

Current goals here are:

- Review and Design event for 2015
- Work with the Networking/Outreach committee to gather feedback from stakeholders

These goals should be completed by early June of 2015.

3. DOWNTOWN COUNTDOWN

DTCD is Bangor’s signature community New Year’s eve event, engaging audiences of all ages at indoor and outdoor venues across downtown, with the ceremonial dropping of the lighted beach ball in West Market Square to symbolize the arrival of the New Year.

Downtown Countdown Timeline (Tentative)

***Immediate Goal is to review and develop the role of the “Event Planner” going forward and determine the best model for the event going forward. This review must be completed before the end of February 2015.*

February 13 th	Sponsor Decks Completed
March 20 th	Initial Event Sponsor Finalized
September 7th	Call for Music Talent (Application process begins)
October 5th	Production Vendors Locked (Stage, Sound, Generators)
October 19th	Call for Vendors

(Events Committee Goals continued)

November 13th	Music Submission Process Closed
November 20th	Early Vendor Deadline
December 4th	Performers & Activities Announced
June 4 th	Final Vendor Deadline
December 11 th	Vendor Payment Deadline

2015 event GOALS

Revenue neutral (or better):	The event should break even or turn a profit
Long-Term Model:	The 2015 event model should be re-designed in a way that makes it scalable and sustainable, serving the mission of the DBP without draining resources from the organization.
Redevelop “Event Planner”	The role of the “Event Planner” has changed drastically over the past 5 years. This role needs to be re-designed and implemented for 2015 and beyond.
Satisfied Sponsors & Vendors:	Sponsors & vendors should complete the 2015 season feeling achieved goals, values and satisfaction.
Event Scalability:	DTCD has an opportunity to grow in the next 2-3 years to become the regions largest NYE event and potentially attract thousands of additional attendees to Downtown Bangor. This opportunity will help the DBP achieve its mission in ways that no other current event property currently offers.

2015 DTCD – potential event revenue

- Sponsorships (*see Events sponsorship needs*)
- Vendor fees
- Program, digital assets, or other
- Food or Beverage Sale
- Music Talent Submission Fees
- Button Sales / Donation
- Merch Sales

RELATIONSHIP WITH THE MARKETING COMMITTEE

More than any other two committees, the Events Committee and Marketing Committee need to form a symbiotic relationship in order to best serve the organizational goals of the DBP. As of the creation of this document, these two committees have not yet had an opportunity to meet and discuss opportunities and shared goals. Areas that need to be addressed immediately are:

1. Communication, Planning & Completion of shared projects
2. Shared marketing assets for 2015
3. Event promotional plans/strategies for 2015
4. Potential marketing assets of value to Sponsors, Vendors & other stakeholders
5. Goals for 2015 & Beyond

(Events Committee Goals continued)

EVENTS - SPONSOR DEVELOPMENT & NEEDS

Monetary values of sponsorships are not available at this time. It is the recommendation of this committee chair that sponsor opportunities for ALL events be immediately reviewed and redesigned based on our goals going forward.

Sponsorship development should begin immediately, with information and assets on all our 2015 events in hand, with clearly defined Sponsor opportunities for an organization to support the DBP annually instead of solely on a “per event” basis.

In addition, Sponsor development should include a more robust informational ‘deck’, with more information provided to potential partners on benefits (including positive DBP Marketing stats, website, social media, etc.) and more diverse options for partner participation (DTCD Button partners is a good example of this).

This will help streamline and simplify the Sponsor development process and begin to allow us to build lasting relationships with potential financial supporters.

For reference total Sponsorship needs based on past event models would require \$20k in revenue for the Downtown Countdown and at least \$10-15k for the Cool Sounds Concert Series.

ROLE OF THE ECONOMIC & DEVELOPMENT LIASON

The role of the City Liason should continue to be that of a facilitator, helping to form relationships, identifying potential partnerships and creating solutions for problems wherever possible. Their full-time position within the E&D department gives them special ability to serve as an advisor to the DBP and be a mouthpiece for the organization – especially when it comes to the producing of Events by the DBP in the Downtown District.

It is hard to put a time value on that work, but the goal of the Events Committee for 2015 is to pull back on the need to rely on City Staff to serve in any production or planning capacity for DBP events.

Networking & Outreach Committee Goals

2015 Goals

1. Quarterly Downtown Business Meetings
January 14
April 15
July 15
October 14
(all at the Charles Inn, 8:30 am)
Agendas to include review and preview of DBP events, marketing and infrastructure concerns, outside event partnerships, and open forum
Budget: \$50 food/refreshments

2. Semi-annual Downtown Town Hall Forum
February 11 (Bagel Central, 5:30 pm)
September 9 (tbd)
Agendas to include overview of DBP work, livability and infrastructure concerns, and open forum
Budget: \$50 food/refreshments

3. Downtown Living Open House
March 25 (6 pm - 8 pm)
Apartment crawl-style event with new downtown property owners/developers giving tours of new apts. DBP to provide marketing & maps for the event. N&O committee to host that evening.
Budget: tbd (design & printing estimates)

4. Welcome Basket program
Ongoing
Six baskets prepared for February distribution
Budget: \$50 (basket purchasing)

Ways to improve on previous year activities:

The Committee will work on improving contact with downtown stakeholders including

- taking on email list management
- strengthening quarterly newsletter production
- possible survey distribution

Looking forward:

The Committee will look into the potential of hosting a downtown office space open house.

Bangor Center Corporation
Profit & Loss Budget vs. Actual
July 2014 through June 2015

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>	<u>% of Budget</u>
Income			
Advertising Co-op Rev (Offset)	1,750.00		
Opening Balance from Prev FY	0.00	3,500.00	0.0%
Event Revenue			
Cool Sounds Vendor fees	267.00		
Event Revenue - Other	1,072.32		
Total Event Revenue	<u>1,339.32</u>		
Interest	6.57		
Levy - Special Assessment	28,500.00	57,000.00	50.0%
Other Income	1,975.00		
Sponsorships - Cash			
Cool Sounds	500.00		
Downtown Countdown	13,300.00		
Beautification Sponsor	2,000.00		
Total Sponsorships - Cash	<u>15,800.00</u>		
Total Income	<u>49,370.89</u>	<u>60,500.00</u>	<u>81.61%</u>
Gross Profit	49,370.89	60,500.00	81.61%
Expense			
Networking & Outreach	412.50	750.00	55.0%
Beautification			
Adopt a Garden	0.00	0.00	0.0%
Misc/Other	0.00	250.00	0.0%
Banners	0.00	0.00	0.0%
Equipment	0.00	0.00	0.0%
Holiday Lighting & Decoration	1,148.61	2,500.00	45.94%
Kenduskeag Stream Flower Boxes	3,800.00	2,500.00	152.0%
Streetside Flower Boxes	2,015.00	2,500.00	80.6%
Total Beautification	<u>6,963.61</u>	<u>7,750.00</u>	<u>89.85%</u>
Contract Services			
Accounting Fees	0.00	650.00	0.0%
City Economic Dev Services	18,809.48	30,000.00	62.7%
Total Contract Services	<u>18,809.48</u>	<u>30,650.00</u>	<u>61.37%</u>
General & Administrative			
Other	742.75		
Legal Advertising	2,122.00	4,500.00	47.16%
Event Registrations/Fees	0.00	200.00	0.0%
Insurance	2,309.00	1,800.00	128.28%
Memberships/Registration Fees	448.00	400.00	112.0%

Bangor Center Corporation
Profit & Loss Budget vs. Actual
July 2014 through June 2015

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>	<u>% of Budget</u>
Postage & Mailing Services	5.25	75.00	7.0%
Printing & Copying	180.95	200.00	90.48%
Supplies	0.00	250.00	0.0%
Total General & Administrative	5,807.95	7,425.00	78.22%
Liaison			
Public Safety- DT Officer	10,000.00	10,000.00	100.0%
Total Liaison	10,000.00	10,000.00	100.0%
Marketing			
CVB Guidebook Underwrite	6,210.00	1,500.00	414.0%
Discover Downtown Rollout	100.00	3,000.00	3.33%
Holiday Marketing/Promo	4,050.00	3,000.00	135.0%
Marketing Other	0.00	150.00	0.0%
Advertising Co-op Exp (Offset)	0.00	3,000.00	0.0%
Contract Services	685.00	1,500.00	45.67%
Advertising-General	0.00	3,000.00	0.0%
Brochures	1,018.00	500.00	203.6%
Email Newsletter Service	120.00	500.00	24.0%
Website	3,262.50		
Web Hosting & Domain	229.00	250.00	91.6%
Total Marketing	15,674.50	16,400.00	95.58%
Events			
Santa's Workshop			
Misc/Other	0.00	100.00	0.0%
Food & Beverage	75.00		
Contract Labor	275.00	375.00	73.33%
Total Santa's Workshop	350.00	475.00	73.68%
Halloween			
Misc/Other	260.94	400.00	65.24%
Marketing	30.00		
Prizes & Gifts	0.00	100.00	0.0%
Performers/Speakers	0.00	1,600.00	0.0%
Food & Beverage	0.00	50.00	0.0%
Equipment & Supplies	0.00	100.00	0.0%
Total Halloween	290.94	2,250.00	12.93%
Cool Sounds			
Misc/Other	0.00	400.00	0.0%
Marketing	500.00		
Performers/Speakers	0.00	4,900.00	0.0%
Equipment & Supplies	1,040.07	250.00	416.03%

Bangor Center Corporation
Profit & Loss Budget vs. Actual
 July 2014 through June 2015

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>	<u>% of Budget</u>
Total Cool Sounds	1,540.07	5,550.00	27.75%
Downtown Countdown			
Misc/Other	935.17	500.00	187.03%
Marketing	0.00	2,000.00	0.0%
Venues	400.00	1,000.00	40.0%
Prizes & Gifts	0.00	500.00	0.0%
Performers/Speakers	3,885.80	10,000.00	38.86%
Food & Beverage	31.26	500.00	6.25%
Equipment & Supplies	4,742.43	1,000.00	474.24%
Contract Labor	5,000.00	5,000.00	100.0%
Total Downtown Countdown	<u>14,994.66</u>	<u>20,500.00</u>	<u>73.15%</u>
Total Events	<u>17,175.67</u>	<u>28,775.00</u>	<u>59.69%</u>
Total Expense	<u>74,843.71</u>	<u>101,750.00</u>	<u>73.56%</u>
Net Income	<u><u>-25,472.82</u></u>	<u><u>-41,250.00</u></u>	<u><u>61.75%</u></u>

Metered Parking

Car shuffling by patrons, employees and owners of Downtown businesses has long been an issue. While there is a perception of a parking shortage in Downtown, the reality is that there are limitations in the City's existing parking enforcement ordinances to prevent and penalize car shufflers. It is widely understood that car shuffling has a negative effect on businesses in Downtown.

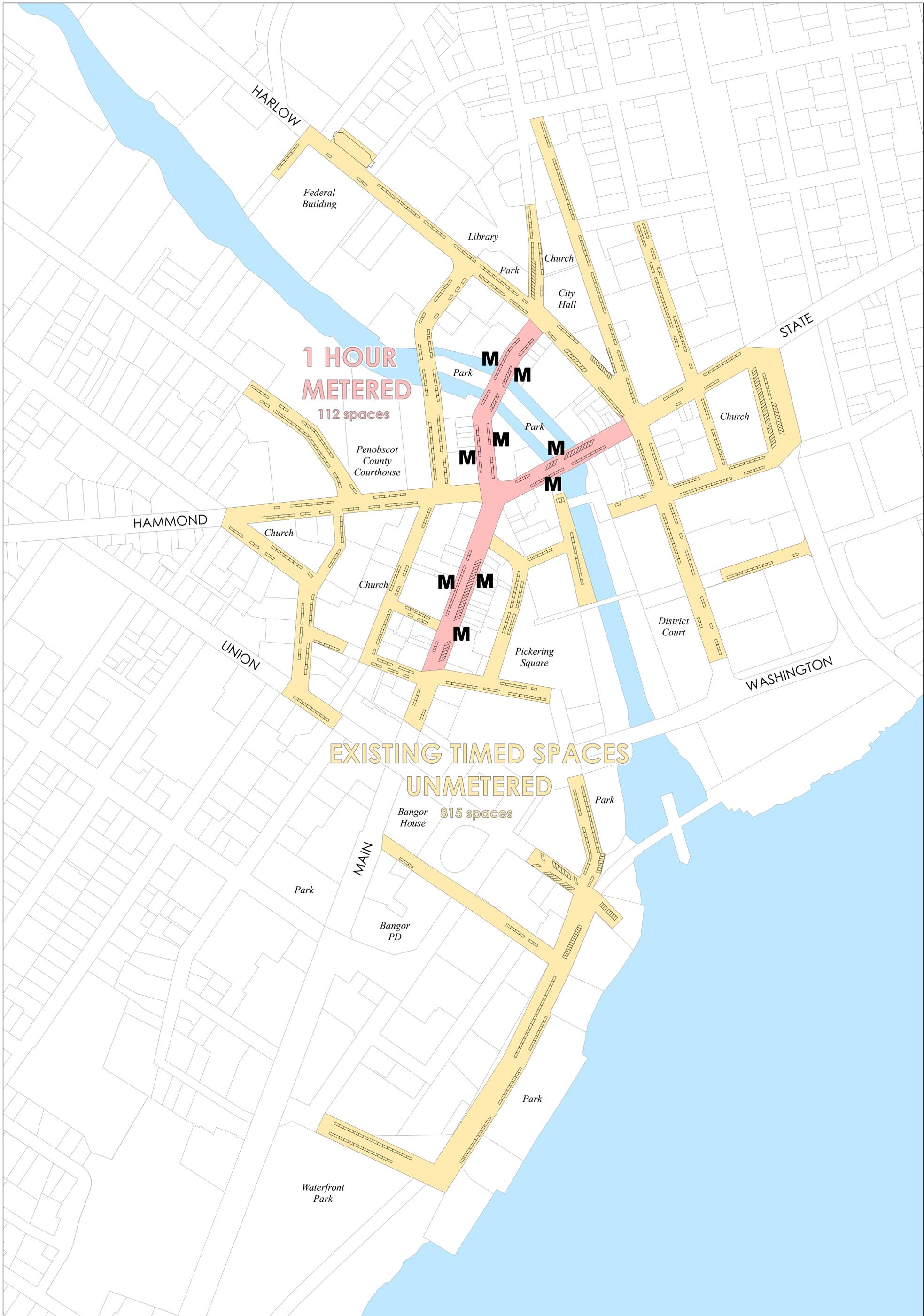
To address this issue, the City has recently undergone a review of available options. Those options included implementing a zone parking system, metered parking and revisiting the license plate reader system.

The newly formed Downtown Parking Advisory Committee has reviewed this topic over two different meetings; at its February 27th meeting, the Committee recommended the City implement metered parking on three streets in Downtown: Main Street, Central Street and State/Hammond Street.

While there is direct DBP and downtown business owner representation on the Downtown Parking Advisory Committee, the Committee stressed the need to have the DBP's input on such an important decision. At the upcoming meeting, I will be presenting the proposed structure and will be soliciting the general thoughts of the DBP. From there, we will take the item to the Business & Economic Development Committee of the Council for further consideration.

Proposed Metered Parking

Using kiosk-like machines, the City would implement a pay by space system on Main Street, Central Street and Hammond/State Street. Please see the attached map for more detail; an "M" represents an approximate location of where a kiosk could be placed. The spaces would be metered at \$1 per hour, and there would be no limit on how long someone can park there as long as the meter was current. The Downtown Parking Advisory Committee gravitated towards metered parking for its ability to address car shuffling and to generate revenue to help pay for another parking garage if Downtown continues to grow. Metered parking also presents the City with enforcement efficiencies that can allow the existing staff greater ability to ensure car shuffling isn't simply being shifted to the other streets in Downtown.



1-HOUR METERED PARKING

1" = 150'
3/2/15
by SCG

