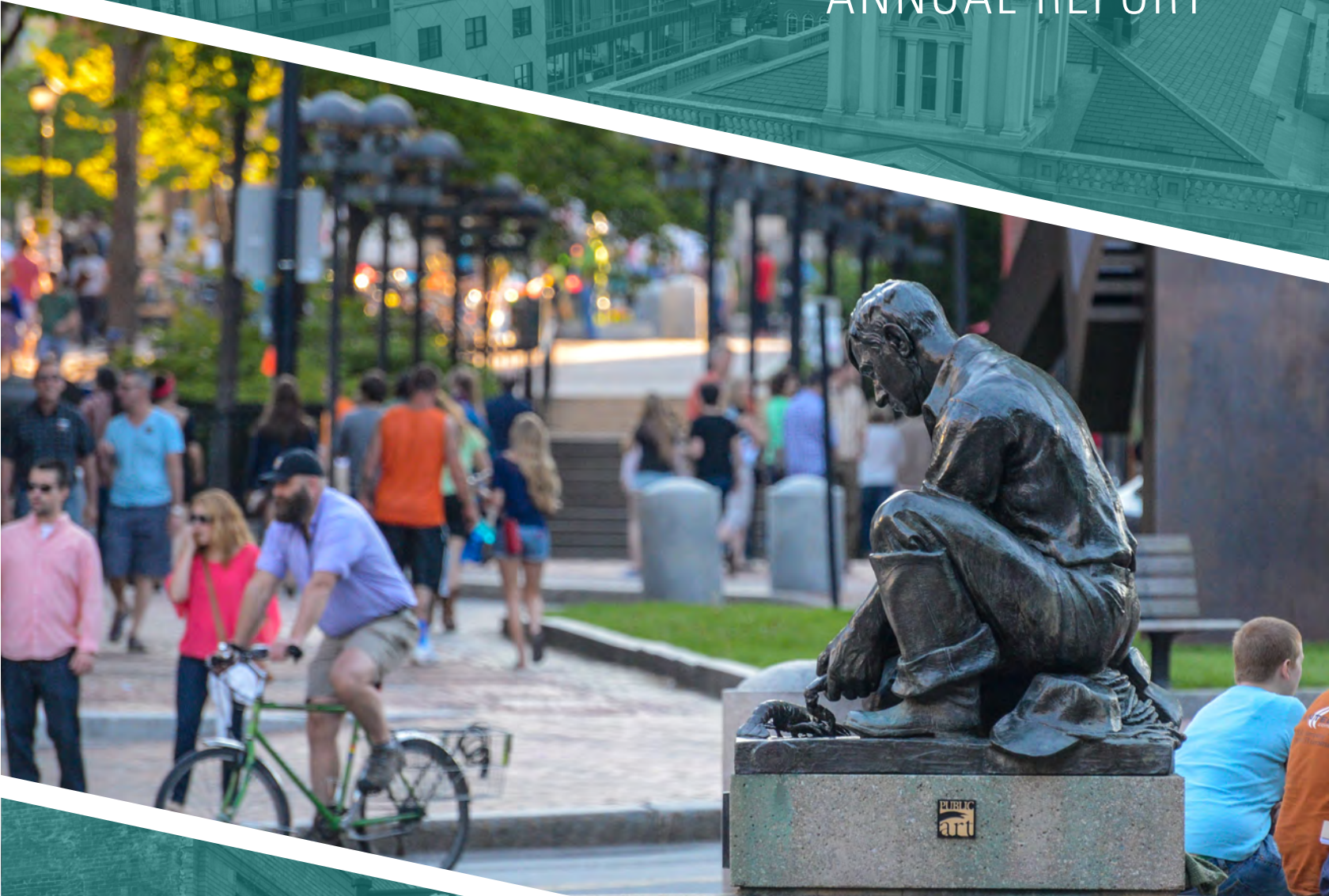


# 2017

## ANNUAL REPORT



EST. 1633  
**PORTLAND**  
DOWNTOWN



# DEAR DOWNTOWN STAKEHOLDER

Portland Downtown's mission is to maintain a clean, safe, and vibrant downtown. We achieve this through a supplemental tax, which is paid by property owners in the downtown district. The collective and collaborative nature of the Business Improvement District (BID) creates a multiplier effect, thus amplifying what we are able to deliver to the community. Our five year strategic plan allows us to approach the delivery of our programs, services, and events in a way that is intentional and grounded in accountability and transparency.

Established in 1992, we have 25 years of experience upon which we have built each year. A hallmark of our success is the outstanding relationship that we have with the City of Portland. As well, we look to the City Council each year to renew its faith in our organization and our contribution to the community.

Fiscal year 2017 was one of achievements and accolades. Portland Downtown received several awards, including: an award from the International Downtown Association for 'Busting Graffiti Downtown,' which highlighted our partnership with LearningWorks; Portland Buy Local's Indie Biz Awards dubbed Portland Downtown the "Portland Ambassador," and we humbly received the designation of "Psychologically Healthy Workplace" from the Maine Psychological Association. The board and staff were honored and humbled to be recognized for our efforts as change-makers and exemplars of best practices among our colleagues.

With expanded visibility and engagement comes increased communication and feedback. As a result, we heard from many constituents about their frustrations with issues such as sound, parking, and panhandling. Portland Downtown fully embraced the opportunity to have thoughtful conversations with our stakeholders and to conduct research, which enabled us to develop viable solutions. Our advocacy work has resulted in positive outcomes and partnerships, and we look forward to following through on all of the recommendations in the coming years.

Portland Downtown understands the complexities of a vibrant and growing urban core. As such, we prioritize our budget, above and beyond our Supplemental Services Agreement, to keep downtown clean, safe, and vibrant.

Our financial support of the Downtown Cadet Program, in partnership with the City of Portland's Police Department, and our annual contribution to Milestone Foundation's HOME Team Program ensures that there is outreach to our most vulnerable citizens. Through our Shop For A Cause event, we raise thousands every year for local social service agencies, such as Preble Street and Amistad. Yes, we not only 'talk the talk,' but we 'walk the walk' – and it is reflected in our annual budget. We use every dollar thoughtfully, knowing that our mission remains focused in the heart of Portland, our downtown, but that our impact translates beyond geographic boundaries.

With another fiscal year coming to a close, and FY19 just around the corner, our board eagerly anticipates another year of opportunities and possibilities to make downtown even more vibrant – through continued partnerships, collaborations, and conversations. We welcome you to join us – as a committee or board member, sponsor, volunteer, or advocate. Our impact is greater with your support – and for that, we are so grateful.



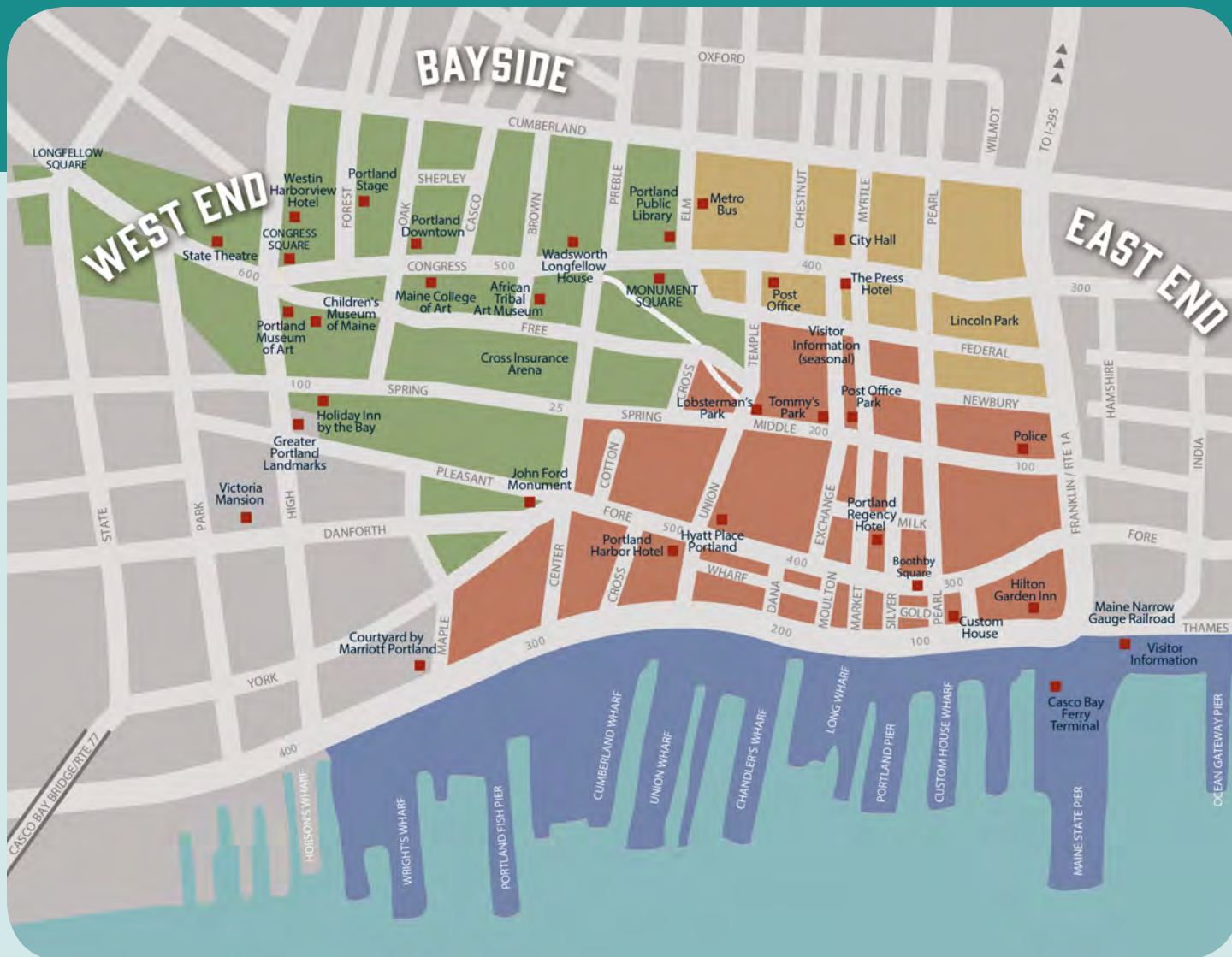
*Casey T. Gilbert*

Casey Gilbert  
Executive Director



*Kimberly Volk*

Kimberly Volk  
Board Chair



## OUR MISSION

Portland Downtown is in the business of maintaining a clean and safe downtown while building and promoting a vibrant business, residential, and tourism destination.

## HOW WE'RE FUNDED

Portland Downtown is a 501c4 nonprofit Business Improvement District (BID). We are funded through a tax assessment paid by property owners within the downtown district. In addition, many of our community events are made possible thanks to the support of generous sponsors.

## CONNECT WITH US

Portland Downtown  
549 Congress Street  
Portland, ME 04101  
207.772.6828



[portlandmaine.com](http://portlandmaine.com)

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# CLEAN & SAFE

*Keeping our downtown clean and safe 365 days a year*



## DOWNTOWN PUBLIC WORKS CREW

Portland Downtown contracts with the City of Portland's Public Works Department to bring enhanced cleaning and beautification services to the downtown district. Thanks to our designated downtown Public Works crew, our streets, sidewalks, and public spaces receive special care & attention year-round. Our services include:

- Litter removal
- De-icing of sidewalks
- Snow removal
- Weed control
- Plant watering
- Leaf removal
- Graffiti removal from city property
- Poster board maintenance
- Sidewalk maintenance
- Holiday decorations



## GRAFFITI BUSTERS PROGRAM

Portland Downtown teams up with a fellow nonprofit, LearningWorks, to make sure graffiti is removed as quickly as possible. Through LearningWorks' Service Works program, youth needing to complete community service hours learn valuable property maintenance skills while making positive connections in their community. During the 2017 season, 15 Service Works participants:

- Completed 76 graffiti-busting projects;
- Removed 6,970 square feet of graffiti;
- Removed 1,398 tags; and
- Served 77 hours.



## DOWNTOWN CADET PROGRAM

To provide safety services for its property and business owner constituents, Portland Downtown co-manages the Downtown Cadet program with the Portland Police Department. In addition to patrolling the downtown area, cadet duties include talking to business owners, engaging with the public at events, and connecting with local homeless outreach teams to resolve issues of loitering, panhandling, and public substance use. During the 2017 season, the cadets:

- Made 649 business visits;
- Provided 275 special attention checks;
- Warned for 399 ordinance violations; and
- Participated in community engagement opportunities.





## GREEN + CLEAN INITIATIVES

Portland Downtown built two organizational relationships to “green” and “clean” its event programming in 2017:

- Through its partnership with Maine Green Power, Pandora’s Winter Lights and the Old Port Festival music stages were powered with 100% green energy from renewable energy credits.
- Through its partnership with the City of Portland’s Tobacco Prevention Program, the Old Port Festival was declared Smoke and Tobacco Free.

## A MODEL FOR OTHER DOWNTOWNS

Portland Downtown’s Clean & Safe programs received two awards from the International Downtown Association (IDA):

- 2016 Award of Excellence for our Downtown Cadet program
- 2017 Merit Award for our Graffiti Busters program

These accolades position Portland Downtown as a leader and innovator in downtown leadership and management — and put Portland, Maine front and center in a worldwide dialogue about what it means to be a great city.



## By the numbers

**8,000**

Hours Clocked By  
Downtown Public Works Crew

**6,970**

Square Feet of Graffiti Removed

**100%**

Green Energy for Old Port Festival

**399**

Ordinance Violation Warnings  
Given By Cadets

# MARKETING & EVENTS

## *Showcasing our vibrant, beautiful, bustling downtown*



### DOWNTOWN DIRECTORY & WALKING TOUR BROCHURES

Our annual Downtown Directory is the go-to resource for all things Portland. It features a handy map and over 600 business listings for Eats & Drinks, Shops, Hotels, Museums & Galleries, Professional Services, and more. 160,000 copies are distributed to businesses and households throughout Maine and beyond — making it an indispensable guidebook for residents and visitors.

**New this year:** Our Self-Guided Walking Tour Brochures offer a free, fun way to explore downtown on foot. With themes ranging from Kids Fun and Hidden Public Spaces to Architectural Wonders and Historic Pubs & Shops, there's a tour to suit every age and interest! Digital copies are available at [portlandmaine.com](http://portlandmaine.com).



### PANDORA'S WINTER LIGHTS

Our downtown is lit up with brilliant colors all winter long, thanks to a partnership between Portland Downtown and visionary artist Pandora LaCasse. Congress Street, Commercial Street, and three iconic downtown parks — Longfellow Square, Tommy's Park and Boothby Square — are illuminated by a kaleidoscope of fantastical colors & shapes each year, bringing radiance, warmth, and magic to cold winter nights. These dazzling displays wow residents and visitors alike and have become a true signature of downtown Portland during the winter months.

**Fun Fact:** 24 light forms are wrapped with 200 sets of lights to create the sculptural display in Boothby Square (left).



### STREET BANNERS

Explore. Connect. Taste. Create. Inspire. These are just a few of the evocative action words you'll find on our bold street banners along Congress and Free Streets. The eye-catching images celebrate the people and places that make our downtown an incredible place to live, work, and play.

**Fun Fact:** There are 60 banners total and many of the images feature local nonprofits and cultural organizations including The Telling Room, LearningWorks, and Portland Symphony Orchestra.





Old Port Festival

## YEAR-ROUND COMMUNITY EVENTS

Throughout the year, Portland Downtown produces an exciting array of community events for all to enjoy. They include:

**Downtown Worker Appreciation Day** – Co-hosted by Portland Downtown and Portland Buy Local, this feel-good event is our way of saying “thank you” to Portland’s diverse and dynamic workforce. On event day in May, our 1200 attendees enjoy complimentary coffee, breakfast treats, spring flowers, raffle prizes, and more.

**Summer Kickoff Weekend** – The second weekend in June is filled with fun for the whole family. A new event – Square Hop – kicks off the weekend on Friday night with free outdoor shows in four of our downtown parks. The festivities continue Saturday with two beloved events: Shop For A Cause Day and Walk the Working Waterfront. Sunday’s Old Port Festival wraps up the weekend in spectacular fashion – drawing a crowd of 40,000 for a celebration of music, art, and community.

**Light Up Your Holidays** – Our Tree Lighting in Monument Square officially marks the beginning of the busy holiday season downtown. Then it’s four weeks of fun with a full slate of events including Shop For A Cause Day, Elfternoon Lunchtime Shopping, Horse & Wagon Rides, the Holiday Window Display Contest, and everyone’s favorite late-night shopping extravaganza: Merry Madness.

**Police Awards Breakfast** – Each February, Portland Downtown partners with the Portland Police Department to host this inspiring event. During the ceremony awards are presented to local citizens and police officers for their outstanding contributions to making Portland a safe community to live and work.

## By the numbers

**\$8,000**

Raised for Milestone Recovery through  
Shop For A Cause Day

**16,774**

Email Subscribers (up 10%)

**33,326**

Facebook Followers (up 8%)

**4,300**

Instagram Followers (up 26%)

**109,250**

Average Website Visitors Per Month

# ADVOCACY

## *Our collective voice is our greatest strength*

Portland Downtown often serves as the voice of our downtown stakeholders and – over the past two years – we presented three advocacy letters to City Hall. The letters outlined our recommendations in three “hot button” areas: Parking & Transportation, Panhandling, and Sound. As a result, we were able to accomplish the following:

### **PARKING & TRANSPORTATION**

- Partnered with the City of Portland to co-fund a parking study. The goal of the parking study was to gather data on current supply and demand for on-street and garage parking in downtown and to identify recommendations to reduce congestion and better manage the supply.
- Partnered with the City of Portland, Greater Portland METRO, NNEPRA, and Bicycle Coalition of Maine on a multi-modal transportation marketing campaign. The goal of the campaign is to educate target audiences about the range and availability of various modes of transportation in Portland.

### **PANHANDLING**

- Promoted the City’s Portland Opportunity Crew pilot program and advocated for the program’s expansion.
- Funded the annual Downtown Cadet program, which adds four full-time police cadets to the downtown district May through October. Cadets enforce local ordinances and make contact with local businesses – and Portland Downtown tracks and evaluates data for the program.

### **SOUND**

- Successfully advocated for regular meetings of the City’s Sound Oversight Committee and to allow public comment at the meetings. The goal of the committee is to mediate issues around sound complaints.
- Successfully advocated for the City of Portland to install sound monitors in downtown to collect sound data, which will inform possible changes to the city’s sound ordinance.



## *Be a part of the conversation*

Passionate about an issue affecting downtown? Our monthly committee meetings offer an opportunity to bring your concerns, ideas, and solutions to the table. Join us!

#### **Merchant Committee**

Meets the first Thursday of each month at 8:30am (odd months at the Westin, even months at Bull Feeney’s).

#### **Clean & Safe Committee**

Meets the second Thursday of each month at 1:00pm at the Portland Downtown office.

#### **Parking & Transportation Committee**

Meets the fourth Wednesday of each month at 9:00am at the Portland Downtown office.

#### **Nightlife Oversight Committee (NLOC)**

Meets the third Tuesday of each month at 3:30pm at the Portland Downtown office.

#### **Marketing & Events Committee**

Meets the first Thursday of each month at 3:30pm at the Portland Downtown office.

For more information – and to sign up for meeting notifications – visit [portlandmaine.com](http://portlandmaine.com).



# PARTNERSHIPS

## *Collaborating to create positive change*

A clean, safe, and vibrant downtown is created through collaboration, creativity, and hard work. That's why Portland Downtown works hand-in-hand with hundreds of community partners year-round – ranging from nonprofit organizations, social service agencies, retail businesses, municipal leaders, and many more. It is through these valued partnerships that our organization is able to deliver programs, events, and services that truly create positive change.

With gratitude, we'd like to recognize the many partners and sponsors who supported Portland Downtown in FY 2017. These collaborations continue to grow and evolve each year – making our downtown an amazing place to live, do business, visit, learn, and create.

### PROGRAM PARTNERS

**City of Portland's Police Department:** Co-management of our award-winning Summer Cadet program

**Visit Portland:** Co-management of our Visitor Information Booth in Tommy's Park

**LearningWorks:** Partnership on our award-winning Graffiti Busters program

**Milestone's HOME Team:** Partnership to provide outreach, support, and services to our most vulnerable populations

**Pandora LaCasse:** Artistic collaboration to bring light and vibrant color to downtown during the winter months

**Maine Green Power:** Partnership to provide renewable energy for special events including the Old Port Festival

**City of Portland's Tobacco Prevention Program:** Collaboration to make special events smoke and tobacco free

**Portland Buy Local:** Our co-host for Downtown Worker Appreciation Day

**Portland Press Herald:** Our publication partner for the annual Downtown Directory



### EVENT SPONSORS

AARP Maine

Bangor Savings Bank

Bard Coffee

Bixby Bars

Cabot Cheese

Casco Bay Ford

Central Distributors

Coffee By Design

Courtyard Marriott

Diversified Communications

East Brown Cow Management

Fatface

Frito Lay Northern New England

Harmon's Floral Company

Hood Eggnog

Hyatt Place Portland - Old Port

J.B. Brown & Sons

Live + Work in Maine

Machias Savings Bank

Maine Magazine

MaineHealth

MEMIC

MHR Management LLC

Nappi Distributors

National Distributors

Northland

Old Port Magazine

People's United Bank

Pine State Trading Co.

Portland Food Co-op

Portland Glass

Renewal By Andersen

South Portland Wine Co.

Stonewall Kitchen

Sue's Needhams

Sunsweet

SVN | The Urbanek Group

Top of the Old Port Parking

Trader Joe's

# BOARD & STAFF

## *A “small but mighty” staff led by a dedicated volunteer Board*

### BOARD OF DIRECTORS

**Kim Volk** — Chair  
Aurora Financial

**Trish McLellan** — Vice Chair  
J.B. Brown & Sons

**Erik Urbanek** — Treasurer  
SVN | The Urbanek Group

**Anastasia Contos**  
Top of the Old Port Parking

**Megan Doane**  
Portland Stage Company

**Michael Erickson**  
Holiday Inn by the Bay

**Philip C. Haughey**  
MHR Management

**Denine Leeman**  
East Brown Cow Management

**Sarah Martin**  
The Bar of Chocolate Café

**Sue-Ellen McClain**  
McClain Marketing & Interactive

**Mike McDonald**  
North River IV LLC

**Greg Mitchell**  
City of Portland

**David Packard**  
Frederick, Quinlan & Tupper LLC

**Suzie Rephan**  
LeRoux Kitchen

**Alen Saric**  
Hyatt Place Portland Old Port

**Penelope St. Louis**  
MaineHealth

**Peter Tousignant**  
Commercial Real Estate Finance Consultant

**Robyn Violette**  
Fore Street Restaurant



From left: Taffy Eaton, Casey Gilbert, Amy Geren, and Adam MacDonald.

### STAFF

**Casey Gilbert**  
Executive Director

**Amy Geren**  
Downtown Experience Liaison

**Adam MacDonald**  
Marketing Coordinator

**Taffy Eaton**  
Office Manager

### THANK YOU TO OUR VOLUNTEERS

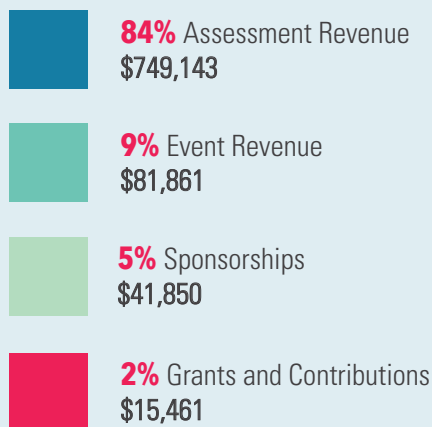
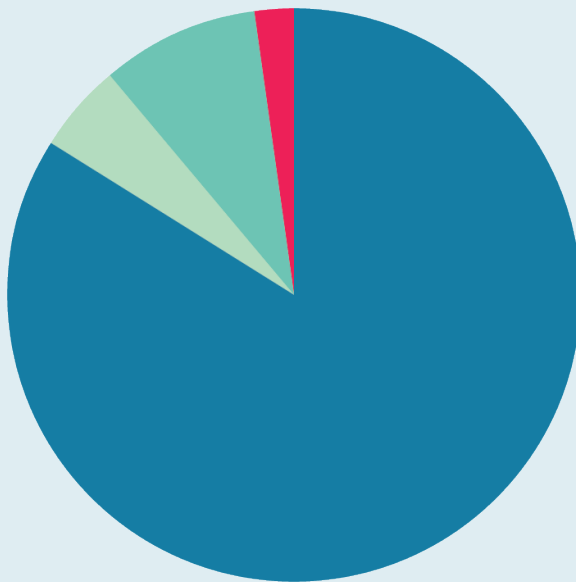
Portland Downtown's work would not be possible without our amazing volunteers, who support our events and programs year-round. Thanks to their hard work and dedication, we're able to deepen our impact in the community – all while having fun!



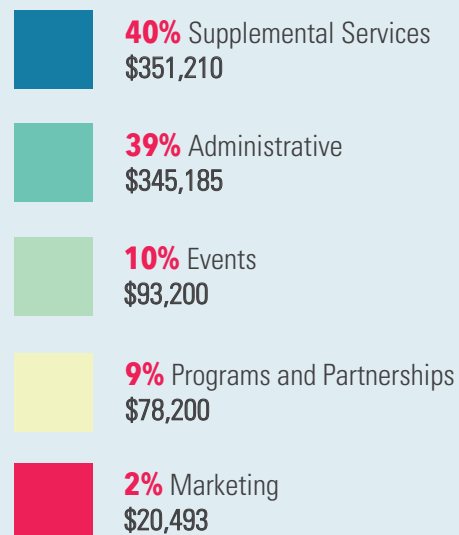
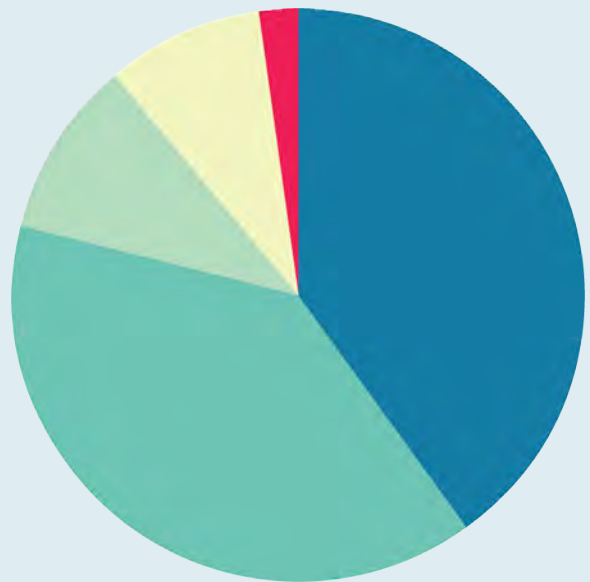
# FINANCIALS

*For Fiscal Year 2017 (July 1, 2016 – June 30, 2017)*

**INCOME: \$888,315**



**EXPENSES: \$888,288**





Portland Downtown  
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Portland, ME 04101  
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F: 207.774.4640  
[portlandmaine.com](http://portlandmaine.com)

Photography by Corey Templeton and Sarah Beard Buckley

