



EST. 1633
PORTLAND
DOWNTOWN



2018
ANNUAL REPORT

DEAR DOWNTOWN STAKEHOLDER

Portland Downtown, a 501(c)4 nonprofit development district, has been serving the Portland community since 1992. Dedicated to economic revitalization and the provision of a clean, safe, and vibrant downtown, we are proud to work alongside the City of Portland and other nonprofit partners as we deliver a supplemental level of programs and services to our downtown stakeholders. As a 501(c)4 nonprofit, the impact of our programs and reach of our mission goes beyond the direct benefit of our constituents to ensure that the entire community is bolstered by our good work. Whether it is our Cadet Program in partnership with the Portland Police Department, our Peer Outreach Worker Program in partnership with Amistad, or our Graffiti Busters program in Partnership with LearningWorks, we aim to enhance our community through strategic collaborations that contribute positively to the greater good.

Portland Downtown's Board of Directors is comprised of nearly twenty volunteers who provide oversight, transparency, and direction to our dedicated staff. The Portland City Council reviews our budget and development plan on an annual basis, as well as the Master and Supplemental Services Contract that provides a framework for our continued partnership with the municipality. For more than 25 years, Portland Downtown has responded to the needs of the community, invested at every level, and has been a cheerleader - helping the downtown transform into a thriving economic engine and global destination.

The focus of fiscal year 2019 was directed towards three areas: constant improvement, responsiveness, and collaborations. Our Program Director, Amy Geren, has been steadily and strategically improving how we evaluate our programs. We now have multiple years' worth of data on our Downtown Cadet Program, Supplemental Services Program, and Graffiti Busters Program. Collecting data and evaluating our programs allows us to constantly improve the programs and services that impact our stakeholders and the community at-large.

At our February Board retreat, two ad-hoc committees were established: Growth and Old Port Festival. As a result of those ad-hoc committees, which collected survey data, engaged with USM's MSPPM program in a cost-benefit analysis, and gathered stakeholder and community feedback, the district boundaries were expanded for the first time in ten years and Old Port Festival was scaled back. While the expansion resulted in the addition of 218 properties for FY19, the Old Port Festival changes did affect our bottom line. With many demands on our small, but mighty organization it can be difficult to prioritize all that we would like to accomplish. That is why we are so thankful for collaborations with organizations like Homeless Voices for Justice, the University of Southern Maine, and the City of Portland's Parks, Recreation and Facilities Department (to name a few!). These partnerships enabled us to host Cultivating Compassion - a conversation about homelessness in Portland, the creation of seven customized walking tour brochures, and the inaugural Pianos in the Squares event. We are constantly amazed at the positive impact that our organization has on the downtown with our amazing staff, supportive board, and enthusiastic partners.

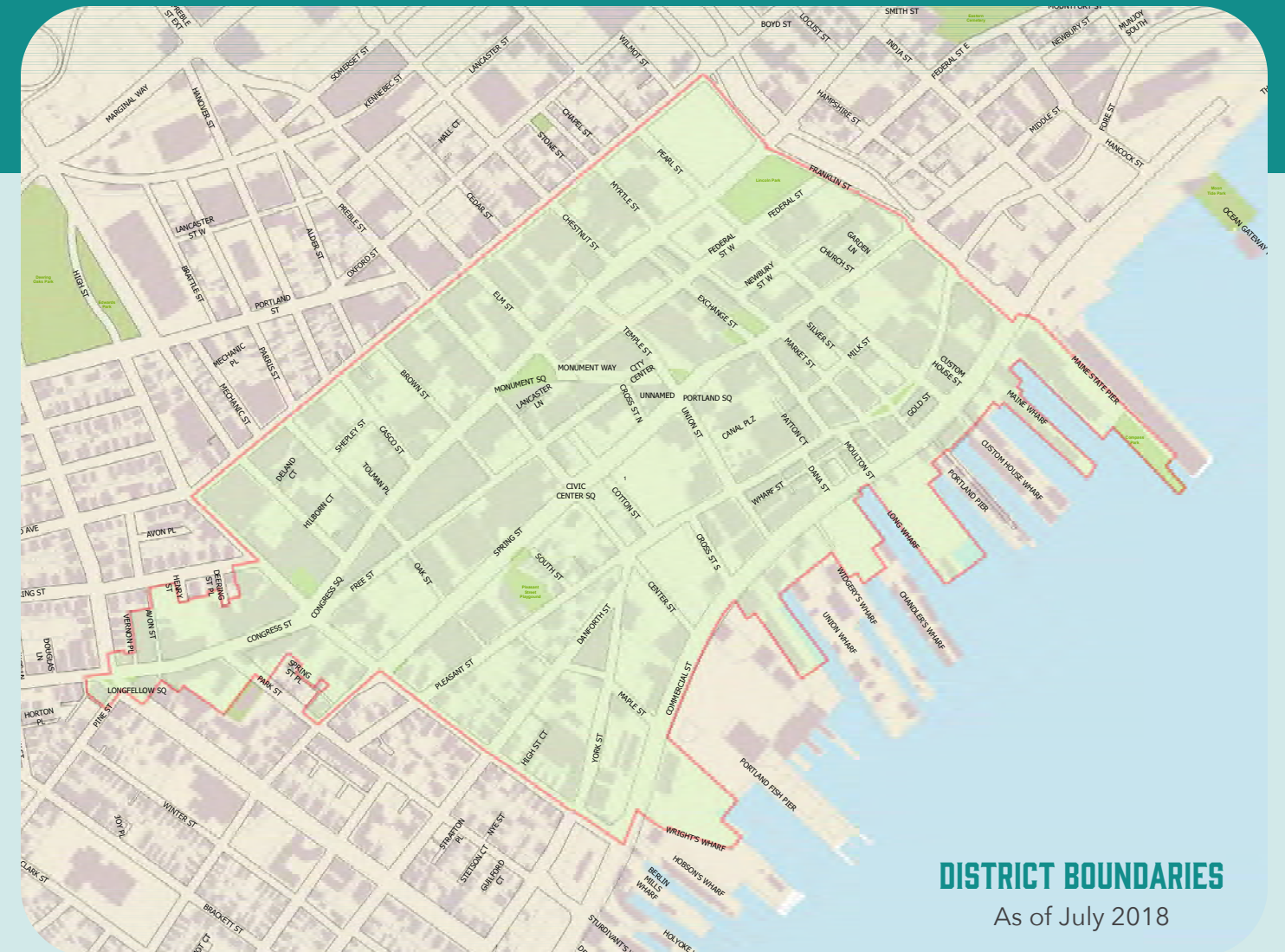
Though we have come a long way since we were first established in 1992 - our work is not done. It is never done. As we look to fiscal year 2020, our sights are set on a new strategic plan, improving our supplemental service delivery, keeping our downtown clean and safe, and better engaging our downtown property owners and stakeholders. We welcome you to join the conversation and get involved.



Casey T. Gilbert
Casey Gilbert
 Executive Director



Kim Volk
Kim Volk
 Board Chair



DISTRICT BOUNDARIES
 As of July 2018

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

As a 501(c)4 nonprofit Downtown Improvement District, we are funded through a supplemental tax paid by property owners within the downtown district. In addition, many of our events are made possible thanks to the support of generous sponsors and community partners.

CONNECT WITH US

Portland Downtown
 549 Congress Street
 Portland, ME 04101
 207.772.6828



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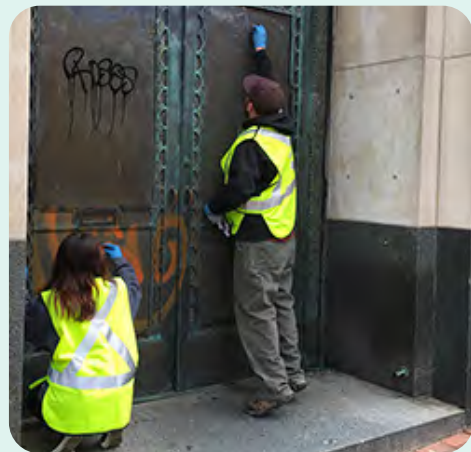


CLEAN & SAFE

Keeping our downtown clean and safe 365 days a year



Downtown Cadets



Graffiti Busters



Supplemental Services

OVERVIEW

We are proud to work alongside the City of Portland and other nonprofit partners as we deliver a supplemental level of programs and services that keep downtown clean & safe. Whether it is our Cadet Program in partnership with the Portland Police Department, our Peer Outreach Worker Program in partnership with Amistad, or our Graffiti Busters program in partnership with LearningWorks, we aim to enhance our community through strategic collaborations that make our downtown an amazing place to live, visit, work, and do business.

CLEANING & BEAUTIFICATION SERVICES

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

2018 HIGHLIGHTS

- Our **Summer Cadets** patrolled downtown on foot May through September. In addition to visiting local business owners and engaging with the public, the cadets connected with local homeless outreach teams to resolve issues of loitering, panhandling, and public substance use.
- We partnered with Amistad, a peer support and recovery center, to develop the **Peer Outreach Worker Program**. The POW program ensures that downtown's most vulnerable populations get the help they need in a timely fashion.
- We honored men & women who went above and beyond the call of duty to keep our community safe at the annual **Police Awards Breakfast**.
- We collaborated with **Junior Achievement of Maine** to host Job Shadow Day. King Middle School students spent the day considering careers in urban district management.



WORDS FROM OUR FRIENDS & FANS

"The cadet program gives candidates an accurate insight on what their experience as a police officer will look like. It is a great tool for our department because it gives candidates first-hand experience in the field. Through these experiences, they are able to determine if this line of work is a good fit for them. This is especially important for candidates who do not have law enforcement or first responder background. We are grateful for the partnership!"

- **Officer Kate Phelan**, Portland Police Department

"Public Works in downtown Portland is great - better than any other city I've lived in. Thanks, guys & gals!"

- **Jordyn Curley**, Portland Resident

"Amistad serves hundreds of community members struggling with mental illness, homelessness, food insecurity, and other life challenges. The love shown us by our friends and neighbors through Shop For A Cause will help us provide the basic needs supports, recovery resources, and community connections that people need in order to reclaim and transform their lives."

- **Brian Townsend**, Amistad

By the numbers

2,505

Hours spent by Downtown Public Works crew collecting & disposing of litter from streets & sidewalks

1,585

Hours spent by Downtown Public Works crew removing snow & ice from sidewalks

9,507

Square feet of graffiti removed

464

Ordinance violation warnings given by cadets

\$51,345

Raised for Peer Outreach Worker Program through Community Development Block Grant

MARKETING & EVENTS

Showcasing our vibrant, beautiful, bustling downtown



Walking Tour Brochures



Downtown Worker Appreciation Day



Shop For A Cause

OVERVIEW

Throughout the year, Portland Downtown brings vibrancy & vitality to our urban center through major community events, beautification projects, and powerful print, digital, and social promotions. If it's happening downtown, we're all over it!

2018 HIGHLIGHTS

- Our new **Walking Tour Brochures** flew off the shelves - offering a free, fun way to explore downtown on foot.
- Our biannual **Shop For A Cause** event helped two nonprofits - **Amistad** and **Frannie Peabody Center** - create positive change in our community.
- We surprised & delighted 1200 downtown workers with flowers, coffee, and warm smiles on **Downtown Worker Appreciation Day**.
- We teamed up with the City of Portland's Parks, Recreation & Facilities Department and Friends of Congress Square Park to introduce a new summer event: **Pianos in the Squares**.
- Our **Downtown Map & Directory** helped thousands of visitors discover where to eat, shop, stay, and play.
- Jaws dropped and hearts soared thanks to stunning storefront creations in our **Holiday Window Display Contest**.
- We felt the love on **Instagram** - nearly doubling our number of followers.
- **Old Port Festival** got a makeover - less carnival fair; more local flair.
- Joy and merriment filled the air during our sold-out holiday shopping extravaganza: **Merry Madness**.
- **Pandora's Winter Lights** shined brighter than ever - dazzling residents & visitors all season long.
- Our **website**, a popular resource for locals & tourists to find out "what's up downtown," averaged more than 35,000 visitors per month.
- We collaborated with the City of Portland to make our events **smoke and tobacco-free**.



Elfternoon Lunchtime Shopping

WORDS FROM OUR FRIENDS & FANS

"I had several customers come in this year during the Elfternoon Wednesdays that had never been into my shop and may have never stumbled upon us if it weren't for Elfternoon! They were strolling around going to all the places that were participating, with the green list in hand. I just wanted to say thanks to you and the rest of the Portland Downtown crew for putting together things like this."

- **Mike Marks**, Fore River Gallery

"We held a scavenger hunt around Portland the day before our wedding for all of our wedding guests. We approached Casey and Adam at Portland Downtown to involve a visitor information booth in one of our clues, and the response was wonderful. They provided us with maps for our guests, along with postcards. Both Casey and Adam responded promptly and had excellent customer service. They were eager to make sure we had a great time on the hunt!"

- **Abby Welbourn**, Visitor

By the numbers

\$13,500

Raised for Amistad and Frannie Peabody Center through Shop For A Cause Day

17,350

Email Subscribers (up 3%)

7,475

Instagram Followers (up 74%)

160,000

Downtown Directories Distributed

\$15,000

Invested in Multi-Modal Transportation Marketing Campaign

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 a variety 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 2018. These collaborations continue to grow and evolve each year - making our downtown an amazing place to live, do business, visit, learn, and create.



Portland Police Awards Breakfast

COMMUNITY PARTNERS

Amistad
 City of Portland
 Creative Portland
 Friends of Congress Square Park
 International Downtown Association
 Junior Achievement of Maine
 LearningWorks
 Maine Green Power
 Milestone Recovery (HOME Team)
 Pandora LaCasse
 Portland Buy Local
 Portland Police Department
 Portland Press Herald
 Portland Regional Chamber of Commerce
 Visit Portland

EVENT SPONSORS

Bangor Savings Bank
 Bard Coffee
 Benchmark Real Estate
 Bixby Bars
 Cabot
 Camden National Bank
 Central Distributors
 Coffee By Design
 Coffee Me Up
 Courtyard Marriott
 Diversified Communications
 East Brown Cow Management
 Fore Street Restaurant
 Frito Lay Northern New England
 Harmon's Floral Company
 Hood Eggnog
 Hyatt Place Portland - Old Port
 J.B. Brown & Sons

Machias Savings Bank
 Maine Magazine
 MaineHealth
 MEMIC
 MHR Management
 Nappi Distributors
 Northern Distributors
 Norway Savings Bank
 Old Port Magazine
 People's United Bank
 Pine State Trading Co.
 Portland Monthly
 Se Vende
 South Portland Wine Co.
 Spectrum
 SVN | The Urbanek Group
 Top of the Old Port Parking

GET INVOLVED

Be a part of the conversation

Collaboration is key to all we do. If you're passionate about a particular downtown issue, we invite you to share your ideas and expertise with others working toward change. Your voice helps us advocate for a better downtown for all!

CLEAN & SAFE COMMITTEE

This committee is responsible for overseeing the "Clean & Safe" mission of Portland Downtown. It also works to ensure that the terms agreed upon in the Supplemental Services agreement with the City are fulfilled.

MARKETING & EVENTS COMMITTEE

This committee plans, develops, and implements Portland Downtown's major community events including Summer Kickoff Weekend, Light Up Your Holidays, and Downtown Worker Appreciation Day. The committee is also responsible for expanding Portland Downtown's reach and visibility through a variety of communications channels including: website, email marketing, social media, print & digital advertising, and more.

MERCHANT COMMITTEE

This committee provides a forum for merchants and other business owners and managers to share ideas, plan holiday events, and develop programs and initiatives to help our small business community thrive.

NIGHTLIFE OVERSIGHT COMMITTEE

Comprised of owners and managers of establishments with liquor licenses, this committee reviews liquor license renewals with the Portland Police Department and exchanges ideas for best practices and safe service of alcohol.

PARKING & TRANSPORTATION COMMITTEE

This committee works on improving the ever-changing parking and transportation landscape in the city, often joining forces with other groups working on similar issues.

To sign up for meeting notifications & reminders, go to portlandmaine.com and click "Join Our Email List."



BOARD & STAFF

FINANCIALS

A "small but mighty" staff led by a dedicated volunteer Board

For Fiscal Year 2018 (July 1, 2017 - June 30, 2018)

BOARD OF DIRECTORS

Kim Volk – Chair
Aurora Financial

David Packard – Vice Chair
PK Realty Management

Denine Leeman – Treasurer
East Brown Cow Management

Karen Coffin
Machias Savings Bank

David Davis
Portland Regency Hotel

Megan Doane
Portland Stage Company

Michael Erickson
Holiday Inn by the Bay

Kim Farrar
Avesta Housing

Dawn Homa
Portland Properties

Bob Keegan
Dirigo Management Co.

Sarah Martin
The Bar of Chocolate Café

Sue-Ellen McClain
McClain Marketing & Interactive

Mike McDonald
North River IV LLC

Dan Mirabile
City of Portland Public Works

Penelope St. Louis
MaineHealth

STAFF

Casey Gilbert
Executive Director

Amy Geren
Program Director

Adam MacDonald
Marketing Director

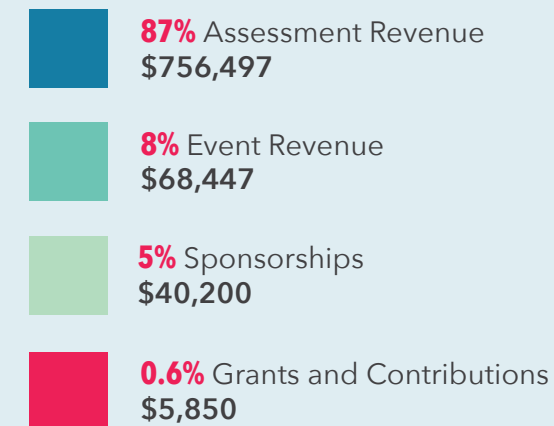
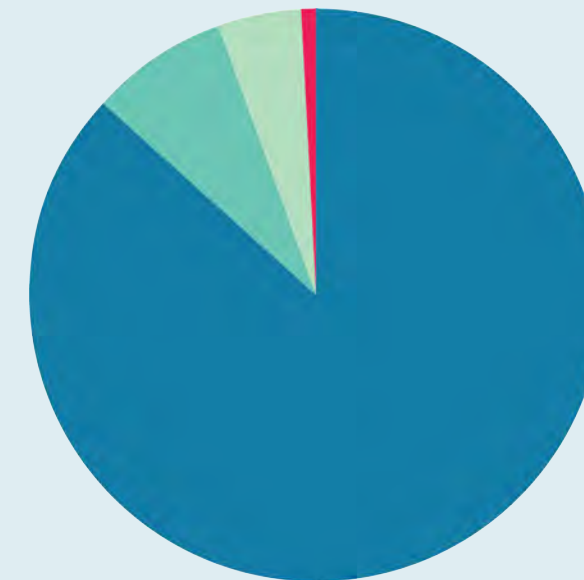
Taffy Eaton
Office Manager



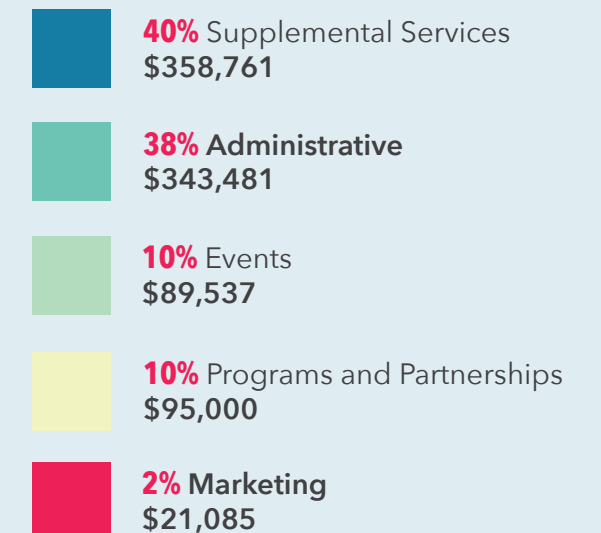
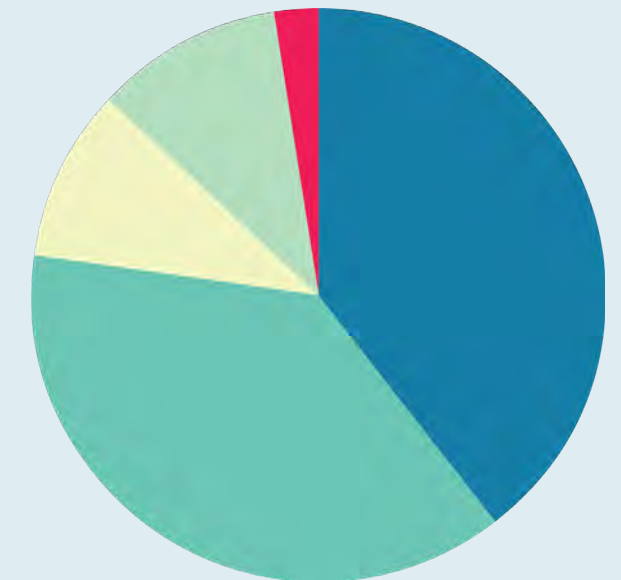
RECENT ACCOLADES

- 2018 Merit Award for Shop For A Cause, International Downtown Association
- 2017 Portland Ambassador Award, Portland Buy Local Indie Biz Awards
- 2017 Psychologically Healthy Workplace Award, Maine Psychological Association
- 2017 Merit Award for Graffiti Busters Program, International Downtown Association
- 2016 Award of Excellence for Downtown Cadet Program, International Downtown Association
- 2016 Merit Award for Portland Downtown Brand Launch, International Downtown Association

INCOME: \$870,994



EXPENSES: \$907,864





Portland Downtown
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portlandmaine.com

Cover photo by Benjamin Williamson.
Interior photos by Sarah Beard Buckley
and GoodMaine.

