

BBACC Strategic Plan

2018 update before renewal

Goal-Financial Development

The Chamber will at least double its annual gross income by December 31, 2015 (2018)

\$62,560.00 12-13 Fiscal Year \$71,866.00 13-14 Fiscal Year \$79,611.00 14-15 Fiscal Year

\$82,082.00 15-16 Fiscal Year \$83,288.00 16-17 Fiscal Year (Projected for 17-18 Fiscal Year
\$127,200.00 this total includes an additional \$35,000 for celebrate 225)

Objectives:

1. Develop a minimum of five revenue generating Chamber sponsored special events by December 2013.

Current number of events: 4 as of 10/20/15: 9 (Golftoberfest did not happen this year)

We currently organize 9 events throughout the year; Annual Awards Ceremony, Frost Fest, Bucksport Bay Farmers' Market, River Duck Dash, Pixie Harbor Hoopla, Bucksport Bay Festival, Golftoberfest, Ghostport, Tozier's Turkey Trek

2. Increase membership by 10% by June 2013.

Membership total as of June 2012: 133 members Membership total as of October 2015: 194 members +46%

Membership total as of January 2018: 203 members +52%

3. Develop joint marketing/promotion opportunities that will provide a percentage of revenue for the Chamber by June 2013

As of 10/20/15: 1 (We now have banner ads for sale on our website) 2 (Ghostport vendor Advertising) 3 (Smartdata Mapping services pinterest map) 4 (East Penobscot bay map) 5 (Biz Hub copier services)

As of January 30, 2018: Website advertising, Member Map, Biz Hub Copier (proposed Gift our Town)

4. Increase Bay Festival and Ghostport net proceeds a minimum of 20%, per year, through December 2015.

Bay Festival Proceeds 2013: \$7274.00	Ghostport Proceeds 2013: \$1,675.00
2014: \$11,697.00 +60%	2014: \$1,635.00 -2.3%
2015: \$12,578.00 +7.5%	2015: \$3,756.00 +129.7%
2016: \$15,396.00 +22.4%	2016: \$2,951.00 -21.4%
2017: \$13,170.00 -14.5%	2017: \$3,203.00 +8.5%

5. Develop a minimum of one business partnership each year, which will provide an income stream, as a result of marketing/promotion efforts.

Current number: 0

As of 08/01/14: 0

I have spoken with the Ellsworth Chamber and they have no programs like the one suggested here. I have reached out to a few more chambers including some out of state, all do not have anything like this in place and more than one suggested it would not be fair to make members compete against each other. I agree.

Goal-Member Services

The Chamber will offer a minimum of ten, high value, membership benefits by December 31, 2015

Objectives:

1. Develop electric, heating oil, natural gas and Insurance discount programs, by March 2013.

Current discount: Heating oil

As of 10/20/15: providing a member to member discount with Dead River and Gary's Fuel, via WIN WIN Program. No other companies have responded favorably to our request to offer group rates.

As of January 30, 2018: The WIN WIN program is still providing discounts on a variety of items and services including Heating oil and propane.

2. Improve website to include; member profiles with Photos and personal story + links to your website and social media accounts, credit/debit card payment options and advertising opportunities by April 2013. Current offerings: Member list with link to Website

As of 10/20/15: The Website is evolving continually. We have added banner ads that are sold for a year at a time. I am currently investigating what is our best option for accepting credit cards. We are only being asked about three times a year so I am trying to avoid monthly fees.

As of January 30, 2018: Our Weebly account has been upgraded to include the ability to have slide shows and other types of links and the Weebly name is no longer displayed on our page. We sell banner ads for multiple pages and are still investigating the best way to accept credit card payments.

~~**3. Expand "Downtown Main St." to include outlying businesses on Rt. 1 and Rt. 15 by December 2012.**~~

Current "Downtown Main St": School St. to Mechanic St.

As of 08/01/14: True Value to Seaboard feels welcome once more. We extended Bay festival activities to both ends this year.

As of January 30, 2018: Now that Bucksport has its own Main Street group, we are working more diligently on expanding our reach and influence into the other communities we have members in.

4. Educational opportunities and special Event Partnering, including; cultural groups, service groups, clubs and other Chambers by December 2012.

As of 12/31/12: We have partnered with; Bucksport community concerns for "Turkey Trot" and "Light up the Night", Bucksport Animal Shelter for "Turkey Trot"

As of 10/20/15 we have teamed up with multiple organizations with almost every event that we are involved in. We have conducted social media and membership learning.

As of January 30, 2018: We are conducting, at least two times a year, Membership orientation. We alert our members to online and in person educational opportunities being offered throughout the state by various

organizations. We continue to partner with organizations (listed below) throughout our entire service area. Great Pond Mountain Conservation Trust, Maine Federation of Farmers' Markets, Main Street Bucksport, Bucksport Heart and Soul, Small Business Development Center, Eastern Maine Development Center, Bucksport Area Cultural Arts Society, Head of the Bay Business Alliance, Bucksport Community Concerns, Healthy Acadia, Bucksport Healthy Communities Coalition, RSU 25, Wednesday on Main, Community Radio WERU, IRS office in Augusta and Town of Bucksport

5. Members' first referrals + Membership discount cards, which have a limited number of participating members each year. Referrals will be tracked and confirmation emails sent by July 2013.

As of 05/17/13: This project has not been pursued.

As of 10/20/15: WIN WIN has grown and provides members a special monthly newsletter showcasing offers submitted by our members to our members. Discounts are being offered for services and goods at varying locations throughout our service area. Open your WIN WIN the first of each month to learn more.

As of January 30, 2018: WIN WIN is still going. We struggle to get members to submit offers but overall, the program is well received. Members are always first referred with many reporting back to us after the inquiry.

6. Use of chamber office equipment including, ~~bulk Mailing service/bulk mail permit and~~ Membership Mailing labels for \$12, Wi-Fi hot spot, Fax, Laminator, use of Chamber meeting facilities, black and white copies ~~and up to 20, color~~ by 2014.

As of 10/20/15: We have the Minolta Bizhub and offer its services to our members. All other items listed above are being offered. The members that take advantage of these really appreciate them.

As of January 30, 2018: The Bizhub has proven to be a great asset to both our organization and our membership. We have members and non- members that use the copier almost daily. Our other services are frequently used by members and others as well.

7. Create 3 new Fun. Useful. Networking. = F.U.N. event opportunities by May 2014.

As of 05/17/13: 2 (Monthly CASH MOBS, Member Business Hosted Christmas Party)

As of 10/20/15: We are using the Business BUZZ to let members choose and pick what and if they want to hold a special event. We have used the BIG scissors for multiple openings, co-hosted afterhours, offered social media classes and are conducting membership orientations.

As of January 30, 2018: No new F.U.N. events have been added to our standard practice.

Goal-Promotion and Marketing

The Chamber will significantly increase the positive awareness of business, cultural and tourist opportunities, in its membership area, through electronic/print media and promotional activities/materials by December 31, 2015

Objectives:

1. The Chamber will have an enhanced website with, maps, sub group information by area with general marketing brochures in .pdf format, business profiles, event calendar, member directory, advertising space and package offers

for visitors and locals alike by April 30, 2013. As of 05/17/13: I have only begun re-working the website. We have gone to sending PDFs for most information request. We have partnered with RFB Advertising to produce a visitor and relocation Guide for our region.

As of 10/20/15: The Website continues to grow. The map we are producing with Smartdata Mapping is on our website and shows the location of all our members. Our social Marketing has increased both on Facebook, Twitter, Pinterest and our Constant Contact newsletter. We currently have 500+ Constant Contact subscribers (both business and public) and enjoy a 23% to 42% open rate. The guide will be produced again for this coming season, this was our last year with RFB doing all the work so we will need to decide if we want them to continue doing the work or we will take over.

As of January 30, 2018: Our Website is a source of pride. With our upgrades our members enjoy added features like search and slide show. We have good visitation numbers for a small chamber.

2. Develop affordable joint marketing in print and electronic media, including flyer handouts at Ft. Knox, “ask about our chamber” campaigns and group ads in publications such as; Maine Invites You that highlight the Chamber’s service area by May 31, 2013.

Current print marketing: Bucksport walking map

As of 10/20/15: We now offer website ads, members can participate in the monthly WIN WIN, an interactive membership map and group rates have been offered by Radio, TV and print.

As of January 30, 2018: We have partnered with many media outlets to offer discounted group ads. Bangor daily News, WVII, Star 93.7, our guide and the Ellsworth American have all worked with our members to get them more for their advertising dollars.

3. The Chamber will negotiate group advertising for our area in print and electronic markets that cater to visitors, including Canadian markets, which provides an income stream by June 2013.

As of 05/17/13: We are publishing a visitor/relocation guide that will be distributed from Kittery to Canada.

As of 10/20/15: Our membership map was created and can be found on our website as well as on Pinterest. The guide continues to reach from Calais to Kittery. The East Penobscot Bay region Map is now ours and is included in all of DART’s publications.

As of January 30, 2018: We have our guides in all the information centers and chambers throughout the state. We have ads in Downeast Acadia Regional Tourism, Travel Maine and Discover Maine publications that direct traffic to our website. We use social media to promote members and the area in general.

4. The Chamber will take advantage of all the free events calendars, visitor advertising and media attention it can find and have a presence in Visitor Information Centers , by July 2013. An ongoing goal will be to research other websites and share links with them.

As of 10/20/15: We utilized multiple online calendars to list the majority of our events.

As of January 30, 2018: We use as many events calendars as time allows. Our own Google calendar on our website has become a real go to for the community and tourist alike. We enjoy a very steady show of interest by local TV, Radio and print from our press releases and Social Media postings.

5. The Chamber will partner with local cultural, arts and historical non-profits and actively promote their activities, increasing everyone's awareness of what is and can be offered. Examples; Pirate days at Ft. Knox, concerts and shows with BACAS, special activities and shows at local museums and libraries by **December 2015.**

As of 10/20/15: We are an active partner with multiple museums and attractions in our service area.

As of January 30, 2018: Still going strong.

6. The Chamber will work with the Economic Developer by providing information to prospective businesses, welcome new businesses, create welcome bags for new residents and recognize the achievements' of the long standing members of our business community by **January 2014.**

As of 10/20/15: We continue to actively engage new businesses in person as well as via social media. Working with Dave Milan we put Pop- up stores in our vacant store fronts for the month of December. Our annual meeting celebration is well attended and the addition of an award for longstanding member has been well received.

As of January 30, 2018: We welcomed and enjoy working with Rich Rotella as the Town of Bucksport's new economic and community developer.

7. Identify and partner with the various economic and cultural assets in our BBACC service area that will represent an ongoing Chamber schedule of special events by **April, 2014. Facilitate a meeting of all cultural arts groups in our service area **by Feb. 2013****

As of 10/20/15: We now have the Town of Castine and HOBBA as our member so we are promoting the special things they are organizing. We continue to communicate and partner with what this area has to offer.

As of January 30, 2018: We have added an additional business group to our membership, Winterport area business association. Now Castine, Winterport, Stockton Springs and Searsport all have active member organizations as part of our membership. We help each group promote their efforts in their communities and work on ways that we can connect us all to each other.

8. The Chamber will assist in the development of a minimum of ten, annual diverse cultural events by **12/31/15.**

As of 10/20/15

Frost Fest –February **YEARLY**

engages the community for 3 days of fun activities centered around snow and ice

As of January 30, 2018: We partner with the community PTO and Down East Family Y Bucksport Rec. for a very fun filled Saturday in February.

Story Tellers event as part of Wednesday on Main - **YEARLY**

As of January 30, 2018: Has been taken over by Wednesday on Main and WERU Community radio.

Opening Day for the Farmers' Market-May **YEARLY**

Entertainment and community tent

As of January 30, 2018: The Farmers' Market has several events during their season; Theme markets, Farmers' market Week celebrations, contest and music, including karaoke night out at the market!

Neverland Fairys' Day and Pirate Ball-JUNE (still in planning stages) (YEARLY)

As of January 30, 2018: We now have Pixie Harbor Hoopla! a fairy themed event that takes place on Sunday afternoon and is growing in popularity. The Pirate event at the fort now happens right before Bay Festival so no pirate's ball.

River Duck Dash-June **YEARLY**

We adopt ducks to the public in order to fundraise and race them in the Narramistic

As of January 30, 2018: We adopted a record number of ducks this past year, 2017. 318 rubber duckies splashed down.

Bucksport Bay Festival-July **YEARLY**

This year we adopted a theme “the Festival of the Forest” 1.5 days of fun all over town!

As of January 30, 2018: We are back to The Bucksport Bay Festival after celebrating Bucksport 225 and Bayfest 20 last year. This year we look to focus on the bay.

UP stART Chamber Hosted local Art Show-June **(Still in planning stages)**

Showcasing artist that have never shown or sold a piece of their art

As of January 30, 2018: Still am looking to do this. Will reach out to Lighthouse Arts Center and the RSU

GOLFTOBERFEST – September **YEARLY**

Oktoberfest combined with our annual Golf outing

As of January 30, 2018: We have managed to keep this event going back and forth between our two golf clubs and is well liked by those that attend.

Ghostport-October **YEARLY**

ALL Day long Halloween themed event involving various local businesses and organizations

As of January 30, 2018: Still wildly popular and growing.

Toziers’ Turkey Trek-November **YEARLY**

Scavenger hunt in real time via Facebook. Participants solve clues and post the answers while looking for the turkey idol. Fundraiser benefits the chamber and the food pantry

As of January 30, 2018: We now collect for the animal shelter as well as for Bucksport Community Concerns. We ask for toiletries and pet supplies and have focused on the scavenger hunt part of the event. It is growing.

Shop Small Saturday –November **YEARLY**

We hold a ribbon cutting across Main street to officially open the seasonal shopping season! This last year we coordinated our efforts with HOBBA and they also held a ribbon cutting in East Belfast. We register as a community champion so we received a great deal of promotional materials that we offer to our members from American Express. This also kicks off our #ThinkLocalFirst Campaign where the public is encouraged to shop local all through December and enter to win a prize. We partner with Main Street Bucksport and HOBBA.

Santa Claus is coming to Town-Dec ember **YEARLY**

Santa arrives on a firetruck and leads children around town caroling and then reads them a book at BookStacks before heading off to Orland (Shutter Image) to take pictures with his admirers.

As of January 30, 2018: We no longer coordinate this event. Town of Bucksport now organizes a lights parade and Santa comes in the evening. Orland Community Center has an event with Santa and a parade in the morning and we help promote both.

Light up the Night-December **(Poorly attended last year, looking for replacement fun or someone to partner with)**

As of January 30, 2018: We are no longer doing this event but other local businesses have started a caroling night around town.

Goal-Economic Development

The Chamber will assist in the establishment of a minimum of ten new businesses, within its membership service area by December 31, 2015

Objectives:

1. Attract more boaters to the bay by expanding the current water related businesses. Work to recruit a business that will provide boat trips and rentals and establish a relationship that will bring a schooner presence by **May 15, 2014**

As of 10/20/15 Town has acquired the Marina and Billy Chandler and I have been working together. The chamber is helping by promoting the facility. We have members, Guildive cruises out of Castine, Verona Island Charter Service and Stockton Harbor Cruises whom have enjoyed more referrals this year, due to more inquiries. The Guildive came in and offered tours at Bay Festival and Stockton Harbor Cruises did the same at Ghostport. Billy Chandler and I are trying to court one of them to call Bucksport home. The Cruise ship, the American Glory, has added Bucksport back on to its scheduled stops. Sadly, they do not give their passengers much time to look around before they bus them to Bar Harbor. I have worked with the cruise director to make sure they had adequate information about events and activities in our area.

As of January 30, 2018: The Marina is immensely popular and Mike Ormsby is now the manager. I look forward to working with Mike on future fun. We have multiple members that work on the water and come to Bucksport from time to time. This year's festival will have a water focus so looking to work close with the marina folks.

2. Develop electronic and print promotional materials that tout the area's positive business/living environment. Include comparative real estate tax/rental/sales prices, with links to commercial properties for sale/lease by **April 2013.**

As of 10/20/15: Our Guide covers some of this and the website has a page titled "Where to live" but we need to do more on the website. We have begun a list in the office of available rentals and include FOR SALE properties in our newsletter and Facebook page.

As of January 30, 2018: The Guide is still our go to for this. We recently had all the copy inside changed to reflect a message of this place is wonderful so wonderful you might want to call it home. I would still love a better way to list properties and rentals on the website but maintaining such listings proves too time consuming. We do have links to all of our member websites when they provide them. We have been receiving more calls about the area and take that opportunity to direct them accordingly. Facebook and our newsletter have a great deal of eyes seeing them and many of the inquiries have come as messages on Facebook.

3. Partner with the Town of Bucksport to provide a seasonal trolley/bus to move people to and from the Fort and area businesses by **May 2014**

As of 10/20/15: Dave and I have had discussions concerning this matter back in May of 2013. Currently Town has no plans to spend any of its' budget on such a project.

As of January 30, 2018: Public transportation is still a real issue for this area. We do have a regularly scheduled bus on Wednesdays but is only takes those on aid. Taxi service and Uber drivers are very limited. I believe it is a subject the chamber should bring to town again in the near future. We did solve part of the problem during the summer by the marina personnel using an RSU vehicle to move boaters around the area.

4. Work with area economic development people to craft a survey aimed at local consumers, ask them what new retail businesses are needed by **June 2013.**

As of 10/20/15: The Town of Bucksport's comprehensive plan committee is moving on this.

As of January 30, 2018: The comprehensive plan is complete and Bucksport Heart and Soul is in its final stages. Due to the Mill closing in 2014, The town, ADAPT and Heart and Soul have all questioned the population about economic issues.

5. Recognize all new businesses in the Chamber service area, whether members or not, effective immediately.

As of 10/20/15: This is an ongoing activity that I personally engage in. We acknowledge them in person and in our electronic outreach.

As of January 30, 2018: I have fallen behind on this task due to having more members and activities to take care of. I have asked the board to help in the matter.

6. Facilitate the development of a minimum of three new traffic generators for Routes 1 and 15 by **December, 2015**

As of 10/20/15: The rebooted Farmers' Market (2013) has since tripled its sales since that date, drawing shoppers downtown from May to November. The Chamber helped get the community to rally around raising funds for the Alamo theatre to purchase a digital projector. I am currently searching for a third idea that will bring increased traffic to our area.

As of January 30, 2018: The Farmers' Market continues to bring locals and tourist alike to the area all summer long. Main Street has gained its own champion in the Bucksport Main Street group. We support them in all of their efforts and applaud their moving the Bridge the Gap Race finish line to Main street and bringing the International Maritime Film Festival to the Alamo.