





# Our Town Belfast

A MAIN STREET COMMUNITY

Partners Program

# Our Town Belfast

Supporting local businesses, honoring our heritage, bringing the community together

-  **Places**
-  Events
-  Jobs
-  Real Estate

Where to look?

 All categories

▾ What are you looking for?

🔍 Search

**\$150**  
**Main Street**  
PARTNER

**\$12<sup>50</sup>**  
 / Per month

Prioritized Promotion of Your Events & News

Enhanced Map Listing on our website directory

Belfast Pocket Map Discount (5%)

[Join Now!](#)

**\$300**  
**Armistice Bridge**  
PARTNER

**\$25<sup>00</sup>**  
 / Per month

Prioritized Promotion of Your Events & News

Enhanced Map Listing on our website directory

Belfast Pocket Map Discount (10%)

[Join Now!](#)

**\$500**  
**Passagassawakeag**  
PARTNER

**\$41<sup>67</sup>**  
 / Per month

Prioritized Promotion of Your Events & News

Enhanced Map Listing on our website directory

Belfast Pocket Map Discount (15%)

Dedicated content featuring your business highlighted through our media channels, at least once per

**\$1000**  
**Belfast Harbor**  
PARTNER

**\$83<sup>33</sup>**  
 / Per month

Prioritized Promotion of Your Events & News

Enhanced Map Listing on our website directory

Belfast Pocket Map Discount (25%)

Dedicated content featuring your business highlighted through our media channels, at least once per

**\$2500**  
**Penobscot Bay**  
PARTNER

**\$208<sup>33</sup>**  
 / Per month

Prioritized Promotion of Your Events & News

Enhanced Map Listing on our website directory

Belfast Pocket Map (Complimentary 1.75"x3.75")

Dedicated content featuring your business highlighted through our media channels, at least once per

[Join Now!](#)

2 Complementary Tickets to OTB Annual Auction & Gala

[Join Now!](#)

2 Complementary Tickets to OTB Annual Auction & Gala

2 Complementary Tickets to OTB Annual Dinner on the Bridge

Your Business Logo featured in our Weekly Newsletter

[Join Now!](#)



# Our Town Belfast

A MAIN STREET COMMUNITY

*Growing and sustaining our historic downtown. Celebrating our unique cultural heritage.*

## Downtown Belfast News

### Thank You to our newest partner!



When the Wild Cow family (Sarah WILDer and Ryan COWan) were expecting their second child, Sarah found she had a problem. The new baby growing inside was demanding that he be given ice cream, but when Sarah looked at the ingredients of the ice creams in the grocery store, she found there were very few flavors to choose. Many of the ice creams had thickeners such as carrageenan, guar gum, and carob bean gum, emulsifiers such as polysorbate 80, and artificial colors like red #40, blue lake #1, and the infamous yellow #5. All of these



## main Street Creativity

Our Town Belfast Sep 11 Share post



### *How Jennifer Lisa created two businesses that sustain her professional and personal life.*

Jennifer Lisa always knew she wanted to be an artist, but it wasn't until high school that she gained access to the mentorship and resources that would help mold her raw creativity into fine craft. What started as a job wrapping jewelry for the holidays in high school resulted in the young artist befriendng a goldsmith and being invited to stay on. Working her way up the ladder, Jennifer began learning the basics of jewelry making.

Following what felt "like destiny," Jennifer applied and was accepted early decision to the Rhode Island School of Design (RISD), and spent the next decade in Providence, Rhode Island committing her professional life to learning about design and jewelry. After her formal education at RISD, where she was also a teaching assistant for youth art classes, Jennifer worked for a fine craft jeweler as well as a costume jeweler. She also created her own one-of-a-kind hollow-form jewelry of



Dear XXXXX,

In early March 2020, with no idea what was on the horizon, I commented to a Board member that I thought 2020 was going to be a big year for Belfast and our downtown. I just had a feeling... never in my wildest dreams could I have ever predicted what would come next. Less than two weeks later our downtown was dealing with the COVID-19 pandemic.

2020, was to be a year of celebration. Our Town Belfast turns 10, the State of Maine celebrates its bicentennial, we were working on a whole host of activities to celebrate both. Additionally, we were working on other events and activities designed to support downtown like Restaurant Week, Sidewalk Sale, and coordinating advertising to produce the pocket map. Like many of you, we were forced to pivot our operations.

Our "new" operations consisted of finding ways to support you and other stakeholders as we navigate our current realities. Those activities included,

- Led the effort, supported by the other nine Main Street Communities in the State, and sent a letter on March 25 to our Federal Congressional delegation and Governor Mills advocating for financial support, technical assistance, and considering relaxing regulations that would support the downtown business community.
- Met personally with members of the delegation twice to advocate for additional financial assistance on your behalf.
- Created and continue to maintain COVID-19 resource page on our website with information for businesses and the community. We promoted this list on our social media and weekly email newsletter. It has been shared widely since March and has over 3,000 views. The list includes;
  - A list of businesses in our downtown
  - Changes in operations (curbside, hours, etc)
  - Links to individual businesses' e-commerce platforms
  - Links to where gift cards can be purchased.
- Implemented a weekly call of downtown business owners for 12 weeks until most businesses were fully back to work. The goal of the calls was to share information and understand challenges business faced as a result of these calls we were able to work with partners to develop several programs, based on feedback we heard from these calls
  - With the City of Belfast created and launch the Curbside Belfast program. To date, 16 businesses are participating.
  - Worked with the City of Belfast to build and implement the Belfast Keep The Faith Fund. Partnered to create guidelines around the program with the City of Belfast, then serving as a member of the review committee. To date, grants have been provided to 125 businesses totaling \$62,500.
  - Launched a fundraising campaign that raised over \$10,000 to support the Keep The Faith Fund.

- Distributed a wide variety of information about COVID-19 (at times daily) topics ranging from the Paycheck Protection Program to Unemployment benefits through our various email lists.
- Launched a new website that provides better attention to your business and the special things that make our downtown unique.
- Worked with the City of Belfast on the Keep ME Healthy program. Educating the community and visitors about COVID-19 safety and state guidelines. To date, this has included signage in the downtown, for individual businesses along with a video PSA.

As we look to the future we are continuing in our efforts to grow and sustain our vibrant downtown,

- Continuing to be available to assist you via phone, email, and in-person (from a safe distance) as you navigate the pandemic.
- Continuing to work with the City and other stakeholders to make sure you have access to Local, State, and Federal resources as they become available.

Despite the pandemic, I've been awestruck by the resilience, creativity, and flexibility of members of our community. While certainly not how I imagined 2020, I am inspired by your resolve to succeed and Our Town Belfast remains even more committed to supporting OUR downtown during and after this pandemic. However, this work is only possible because of the support we get from members of this community. Including through our partners' program.

Your continued support is an essential part of this work and enables us to continue working to sustain our vibrant downtown. Please consider continuing your support of the Our Town Belfast Partner's Program at a level that is appropriate for your business. In the past, you have supported at the XXXX Partners Level of \$XXX. We would welcome the opportunity to discuss with you any ideas you have about making Belfast the best that it can be, please do not hesitate to contact any of our board members or myself.

Thank you for your continued support and involvement.

Sincerely,

Zach Schmesser  
Executive Director  
Our Town Belfast

**Our Town Belfast**

207-218-1158 | ourtownbelfast.org | 82 Main Street, Belfast, ME 04915 | PO Box 103, Belfast, ME 04915

		2017	2018	2019	% Growth since 2017	% Growth since 2018	
\$ Generated		\$ 12,960.80	\$ 17,506.00	\$ 22,694.00	75.10%	29.64%	
# of Partners		27**	37**	61	126.00%	65.00%	
By Level (Includes In-Kind)							
\$ 2,500.00		2	3	6	200%	100.00%	
\$ 1,000.00		6	6	6	0.00%	0.00%	
\$ 500.00		7	8	7	0.00%	-12.50%	
\$ 300.00		12	16	22	83%	37.50%	
\$ 150.00		0	2	20	NA	900.00%	New Level in 2018