



FY24 Impact Report

FY25 Municipal Services Request

February 5, 2024



FY24 City Support Spurred HOB Growth & Quality Improvements

This report will demonstrate how the City's increased contribution to HOB in FY24 increased HOB's ability to connect the community, support businesses, attract visitors, and improve our quality and capacity.

HOB Maintained the City's Return on Investment

For every **\$1** the City contributed,
HOB leveraged **\$3.61**

*compared to a \$3.66 ROI last year

HOB Events

This year, HOB added:
Jane's Walk
Oktoberfest
Maine Craft Weekend
Pride
Sip Shop & Stroll
and
Wellness Crawl



Business Support

This year, HOB hosted a workforce summit and 'Destination Business' seminar, and sponsored multiple collaborative marketing events. Currently, we are improving our "entrepreneurial ecosystem" by building a resource site for businesses and starting a podcast with Saco Main Street.

95%  # of business support Initiatives

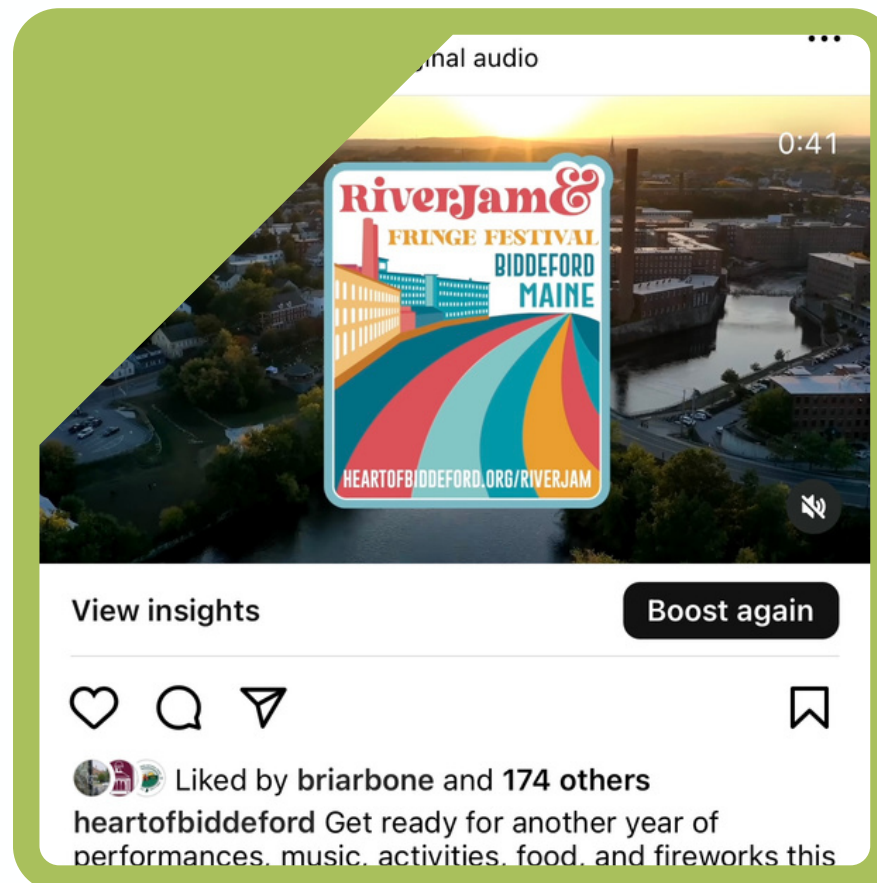
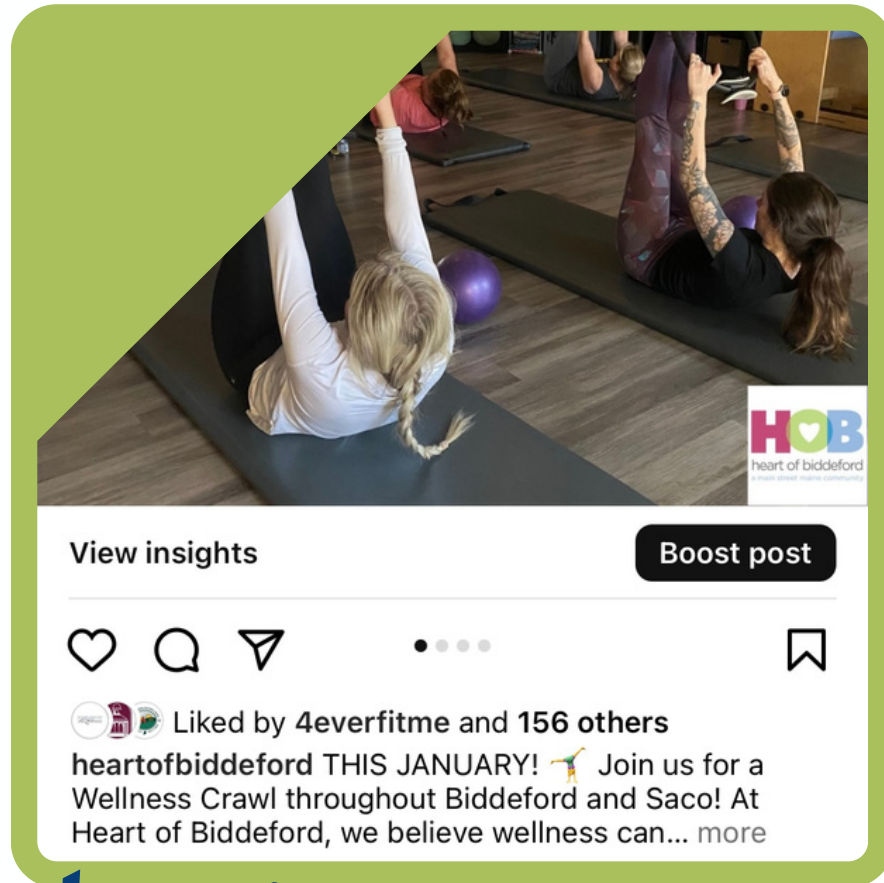
70%  # of businesses participating in HOB events

14 businesses received grants due to HOB outreach



Marketing

HOB reached more people through increased social media and web engagement.



225% increase in Facebook reach

61% increase in Instagram reach

159% increase in website views

24+

youth/school groups involved in HOB events

177%

of volunteers

39%

of volunteer hours



Volunteerism

At a time when many organizations struggle for support, HOB's volunteer crew grew in numbers and diversity.



Tourism

HOB is drawing upon grant funds and partnerships to help Biddeford benefit from visitors.



Grants

HOB was awarded two grants this year related to tourism: \$5000 to promote River Jam regionally, and \$8000 to plan and implement a Destination Tourism project (tbd).

Education

HOB hosted Jon Schallert, expert on how to create a Destination Business, which will prepare Biddeford businesses to attract a broader base of consumers.

MainStreetMaine.org

HOB initiated the statewide collaborative marketing program called MainStreetMaine in collaboration with the Maine Downtown Center. This program continues to show results for Maine's ten Main Streets.

Events and Partnerships

HOB events are increasingly drawing people from across the state and New England. HOB works with a collaborative of cultural/heritage/arts organizations to cross-promote and improve the visitor experience.



HOB is “At the Table”

Economic and community development is challenging, and Heart of Biddeford is committed to addressing the complexities with the City and other partners.

Cultural Coalition

HOB hosts Biddeford’s cultural/heritage/arts organization meetings

Homelessness Task Force

HOB attends monthly coalition meeting led by Seeds of Hope

Schools

HOB partners with BHS, BMS, BRCOT, APC, and UNE student groups

Main Street

Presenting at National Conference, and co-hosting the ‘24 State Main Street Conference

Entrepreneurial Ecosystem

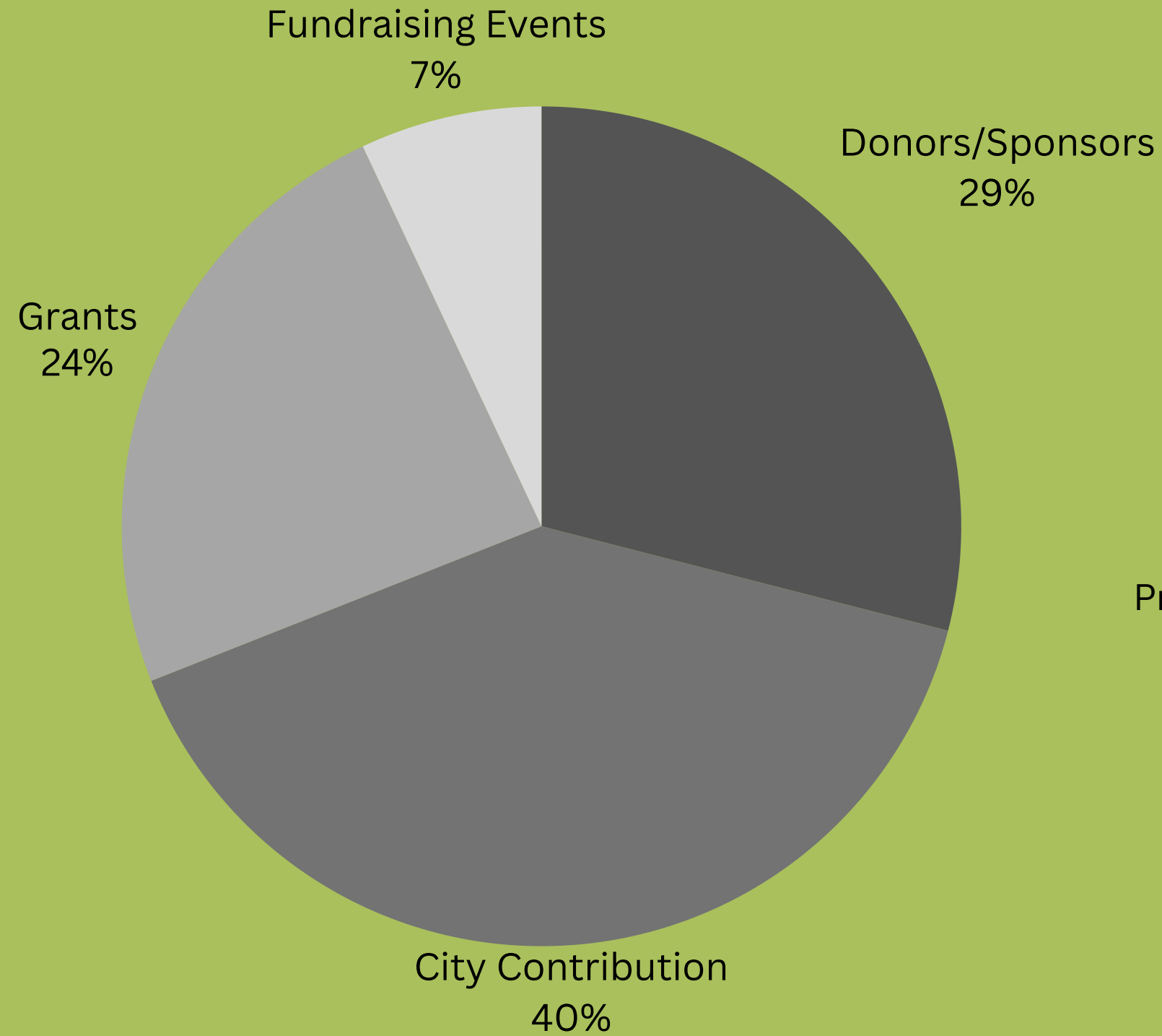
HOB partners with all local economic dev. orgs. on multiple projects

Welcoming New Mainers

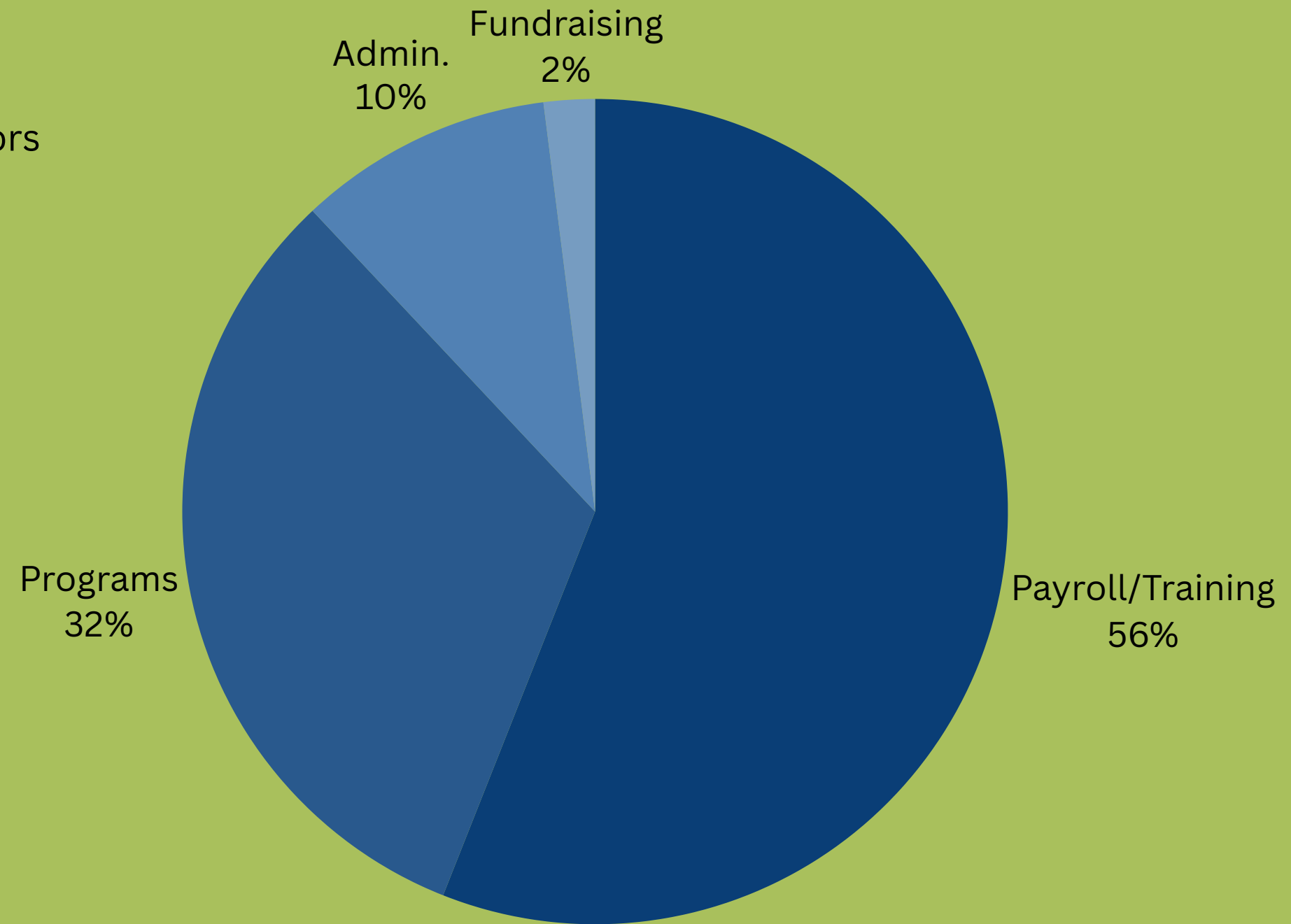
HOB joins a group of citizens and orgs committed to welcoming New Mainers

HOB FY24 BUDGET SUMMARY

INCOME



EXPENSES



What's Next in FY25?

1. Complete Entrepreneurial Ecosystem grant (BizHub website and Biddeford Saco podcast)
2. Increase River Jam attendance by 20%
3. Co-host 2024 Statewide Main Street Conference, with Saco Main Street
4. Implement Destination Tourism grant
5. Increase holiday lighting to Washington and Lower Main Street
6. Update HOB's brand for HOB's 20th Year, and celebrate the completion of the City Hall Clock Tower.

