



# FY25 Impact Report

February 28, 2025



# 16 HOB Events

Wellness Crawl  
Restaurant Week &  
Soup-er  
Memorial Day Parade  
Jane's Walk  
Pride  
Music in the Park  
River Jam  
Nat'l Night Out partner  
Oktoberfest  
Maine Craft Weekend  
Veterans Day Parade  
Holiday Stroll  
Merry & Bright Night  
Menorrah Lighting  
WinterFest partners



Connecting  
15,000 people

Boosting the  
downtown

Continuing  
Traditions

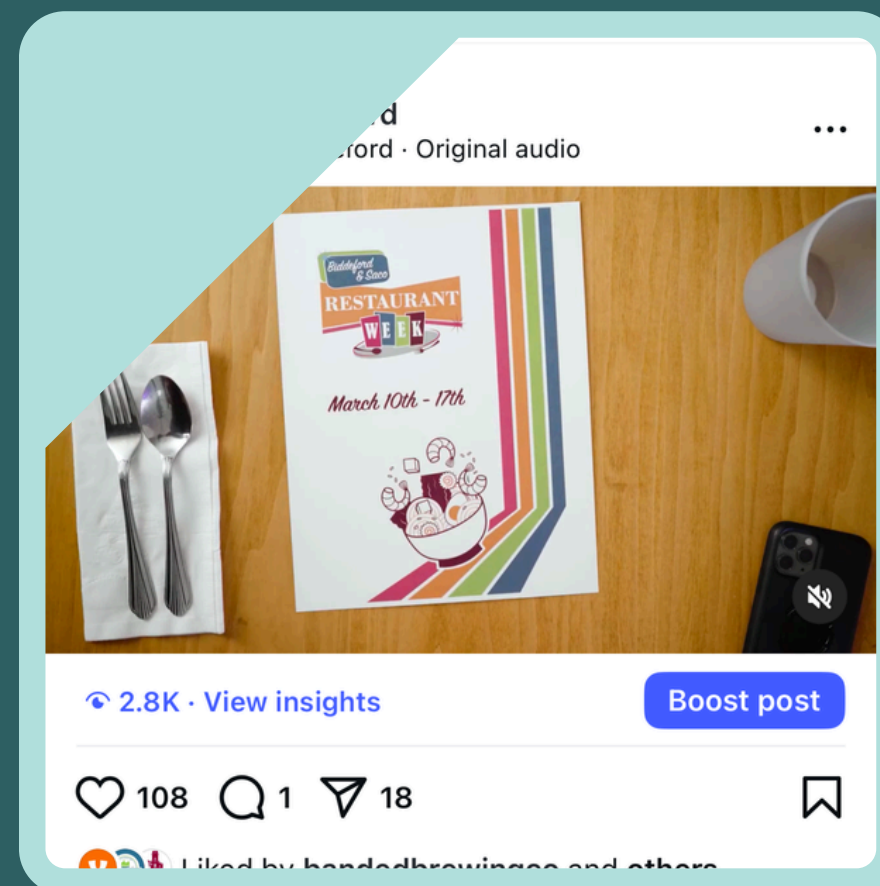
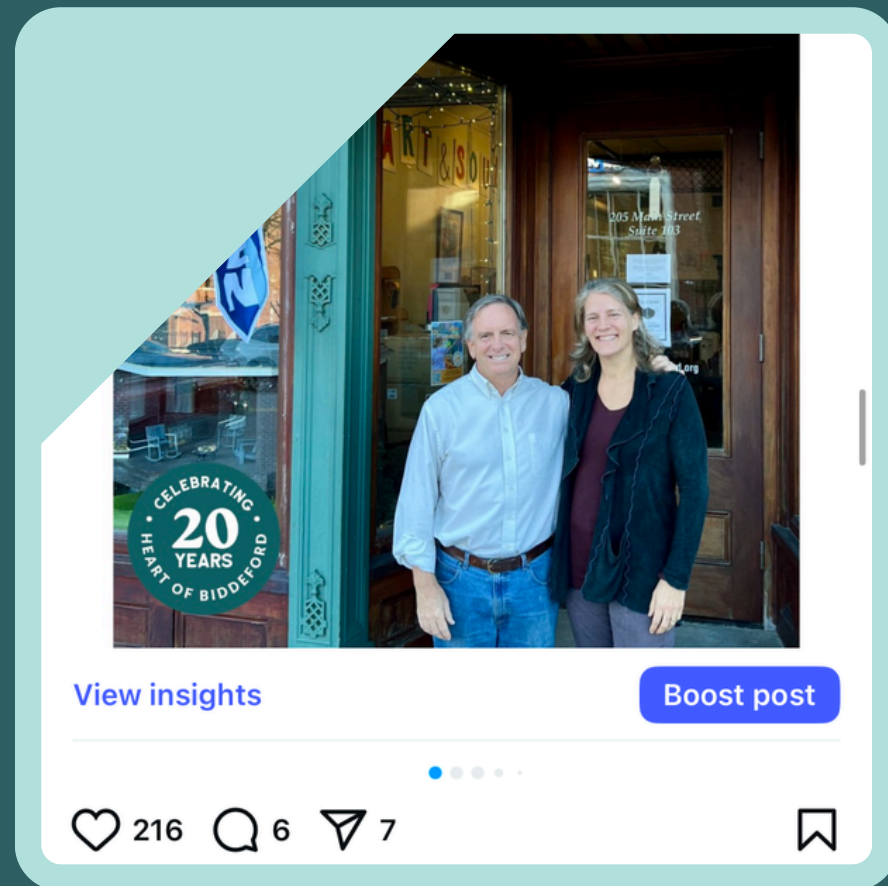






# Marketing

3 newsletters/week, 5 active social media channels



150%

increased # of accounts reached

2000+

new followers

x2

doubled social media channels

HOB's director spoke at the national Main Street Now Conference, and conferences for the Maine Downtown Center, Rhode Island Main Street, and Colorado Main Street



**779**  
Volunteers



**3436**  
Hours



**\$104,969**

Value of Volunteer Time

Based on Independent Sector multiplier



**Volunteerism**



# Tourism

Attracting visitors while benefitting locals and businesses

## Grants

- Implemented \$5000 Maine Office of Tourism grant to promote River Jam regionally.
- Now implementing \$5000 grant to offer cultural tours visiting businesses this summer.
- Awarded a \$12,500 “Science on Main Street” grant to weave together science, history, and ecology in telling how the waterfall powered the mills.

## Events and Partnerships

- This year, we hosted the state’s Maine Downtown Conference, which brought 150 people.
- HOB coordinates the Cultural Coalition to increase communication across organizations and cross-promote our visitor experiences.
- Art of Biddeford’s first event weekend drew 500 people to The Foundry for WinterFest.



## MainStreetMaine.org Statewide Marketing Program

The social media metrics on our collaborative marketing program demonstrate growing interest in visits to Maine’s Main Streets:

- Website Traffic Growth – 293K visits (+56%) and 196K unique visitors (+59%) in 2024.
- Biddeford’s Presence – 27,960 visits to Biddeford’s page; 2,212 for Oktoberfest; 2,071 for Apéro Maine.
- Social Media Boost – Facebook reach up 204%, Instagram up 1,200%.





# Providing Infrastructure

HOB serves as a Fiscal Sponsor for the following entities -- supporting community projects to fulfill charitable purposes

Biddeford  
Community  
Gardens

Age Friendly  
Biddeford

Friends of  
Clifford Park

Biddeford  
Dog Park

Art Bus

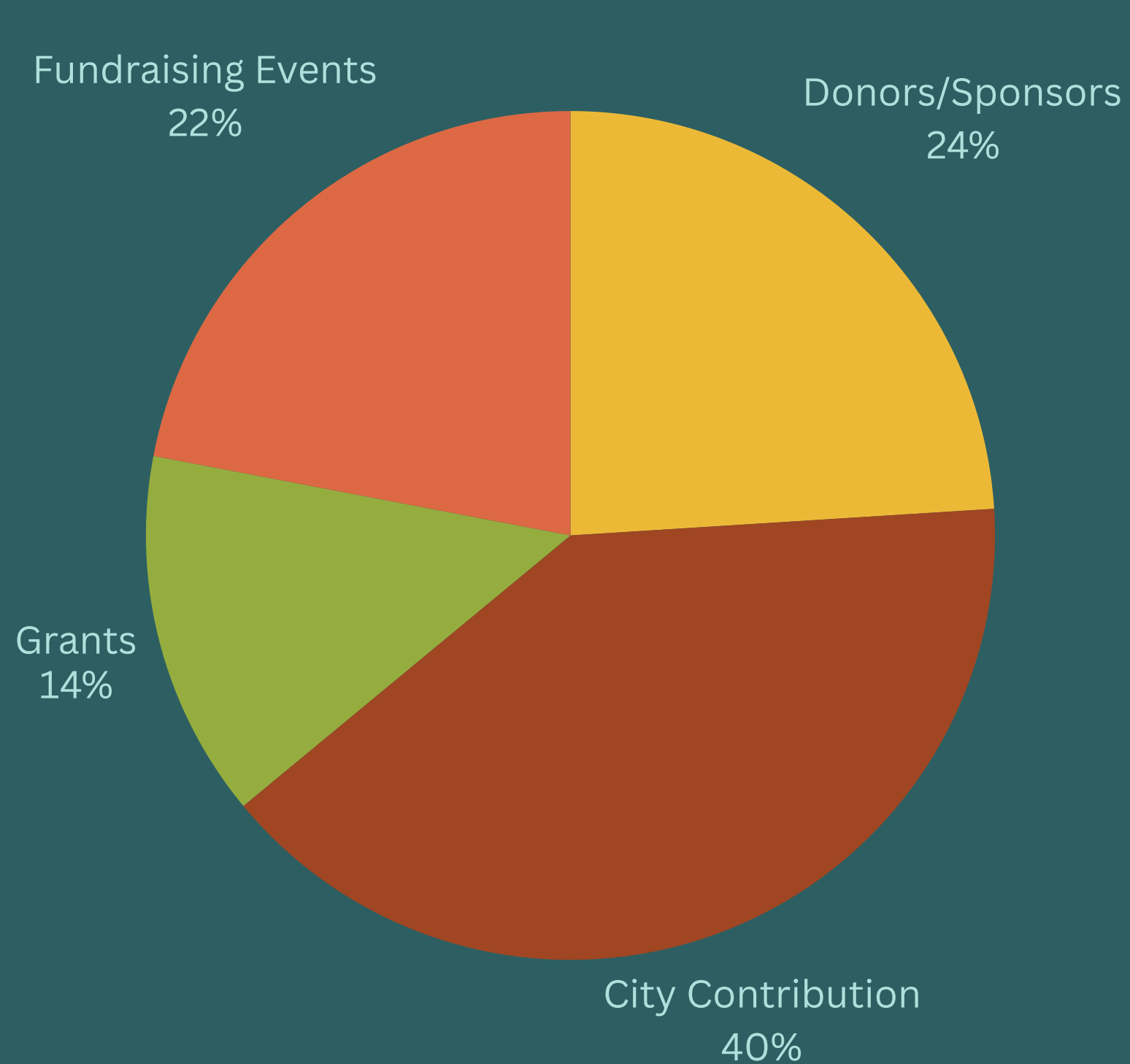
Friends of  
Lincoln Mill  
Clock Tower

Though we did not win the grant, HOB played a key role in a \$20 million application for an EPA Climate grant in partnership with the University of New England.

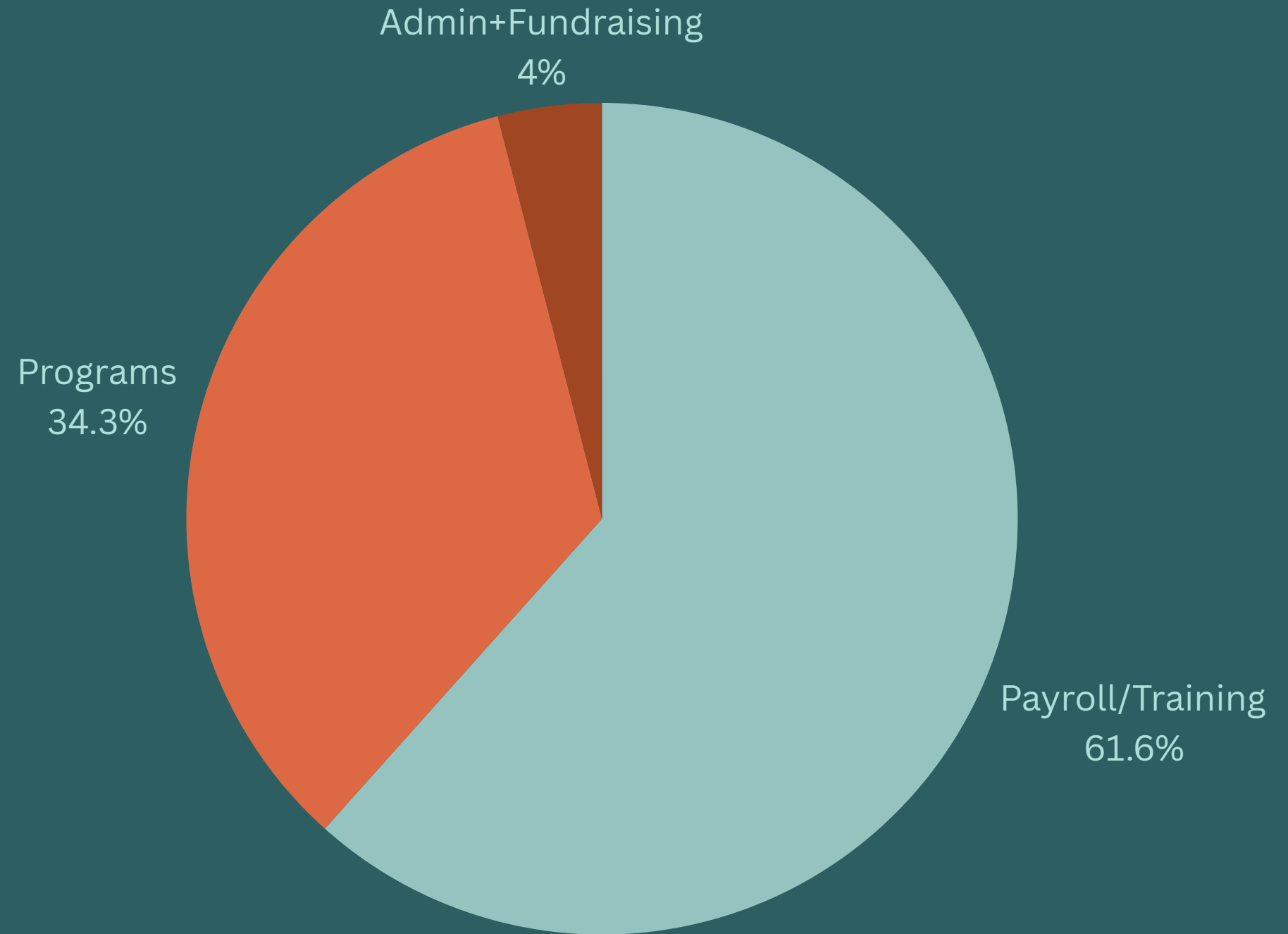


# HOB FY25 BUDGET SUMMARY

## INCOME



## EXPENSES





# What's Next in FY26?

1. Ensure existing businesses are in communication with HOB and networked with other businesses.
2. With the launch of **Art of Biddeford**, add more events, cultivate creativity, support artist entrepreneurship. If awarded a \$100,000 grant through Main Street America in May, start an arts accelerator at The Foundry.
3. Launch a tour program this summer featuring downtown businesses and sites of interest to attract visitors.
4. Implement a "Science on Main Street" grant, related to tourist attraction.
5. Increase River Jam and Oktoberfest attendance by another 20%.

