



**HEART OF
BIDDEFORD**

A MAIN STREET COMMUNITY



FY26 Impact Report

February 2026





**Maintained Traditions that
Brought People Together**

**18+ Seasonal
Festivals &
Parades**

**More than
15,000
attendees**





**Wove arts, culture,
and joy into all
events**





Built Momentum

In a year with new challenges – construction, a “K-shaped economy,” and political shifts – Heart of Biddeford maintained long-standing events, beautified the downtown, engaged volunteers, and built connections with the municipality, residents, visitors, and businesses.

At the same time, we launched new programs, created artist opportunities, and built partnerships that expanded possibilities downtown.

Launched Art of Biddeford

- 6 Exhibitions at The Foundry
- 6 Art Walks, Fringe Fest, and a Science Collider
- 5 Maker fairs to boost entrepreneurial opportunities for artists
- New website + FB and IG



Launched Art of Biddeford



- Received grants to fund events, and pursued grants for a permanent arts space and artist support
- Partnered to create the Biddeford Youth Arts Scholarship (BYAS) Fund for youth access to arts education.



Reached Out (a lot)

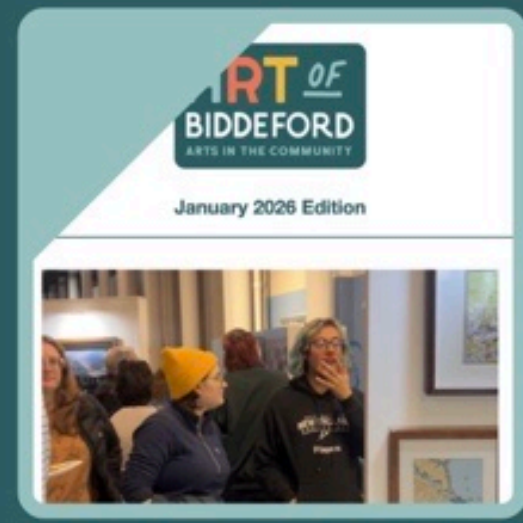
7,500 Newsletter Recipients + 23,700 Social Media Followers



**HOB Weekly Newsletter
+ Weekend Edition**



**Weekly
Business Edition**



**Monthly
ArtBeat**

HOB's website had 53,000 visitors last year and our statewide marketing platform, MainStreetMaine.org, had 290,540 visits last year

Supported Businesses Through Connection

- Weekly business newsletters
- One-on-one business support
- Networking events
- Coordinated homelessness response



Supported Businesses through Collaboration

- Construction mitigation
- Collective marketing and shopping events
- Hosted summer "Biddeford Homecoming" tours featuring history and business visits

**DOWNTOWN BIDDEFORD
NOVEMBER 29 - DECEMBER 31**



**SMALL BUSINESS
SATURDAY
NOV. 29, 10 AM - 8 PM
FREE HOT COCOA +
SIP & SHOP FROM 4-8PM**



Win prizes for shopping with a Holiday Passport all month long!

SCAN FOR MORE INFO!



HEART OF BIDDEFORD
Every Friday Forward

HeartofBiddeford.org/Holidays

Construction SurThrival Tips

Surviving (and Thriving!) during Elm Street
April–November 2025



\$10 BiddeBucks
Redeem ONLY on
Small Business Saturday
Nov. 29th

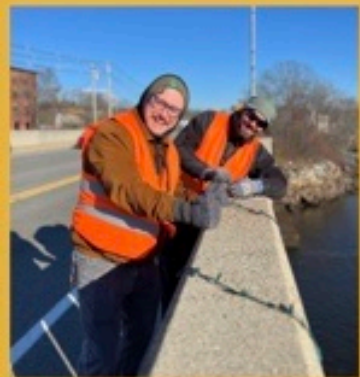


Hosted Volunteer, Internship, and Youth Opportunities



382 volunteers

1400 hours





Ensured Community Infrastructure

HOB served as a Fiscal Sponsor for nine projects – supporting community groups 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

Biddeford Public Market

Biddeford Youth Arts Scholarship Fund

Biddeford Ball

HOB also serves on multiple committees such as the Homelessness Coalition, the Cultural Coalition, and SMPDC's Comprehensive Economic Development Strategy (CEDS) Committee



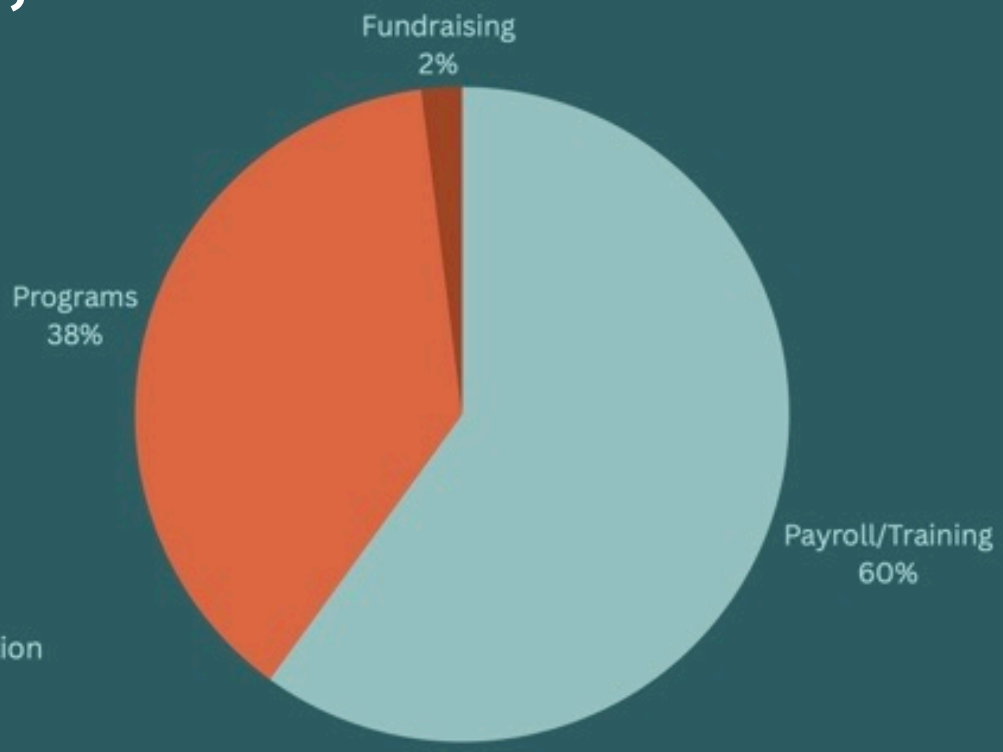
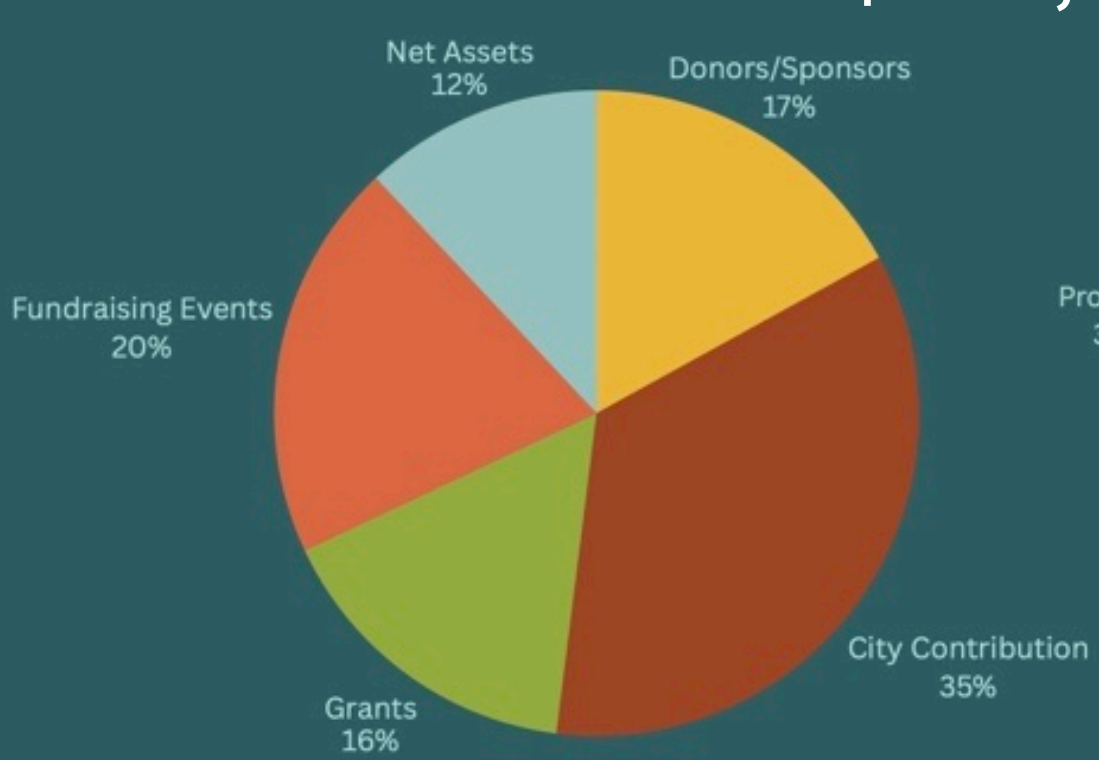
Leveraged Community Engagement to Build a “Science Collider”

Through a partnership with UNE and funding from the Simons Foundation, Heart of Biddeford hosted a sustainability intern and gathered hundreds of community responses through summer public engagement. That input shaped a community event at a local brewery where participants shared stories, art, history, music, and science about the Saco River.



HOB FY26 BUDGET SUMMARY

INCOME **\$210,000** **EXPENSES**





Heart of Biddeford: Organizational Structure, Funding, and Community Partnership Overview (2026)

1. What is a Form 990, and what does [HOB's 2025 990](#) say?

A Form 990 is the annual public tax filing that nonprofit organizations submit to the IRS, reporting their revenue, expenses, governance, and overall financial activity.

The “Total Revenue” of \$607,757 shown on Heart of Biddeford’s Form 990 reflects the total amount of money that flowed through the organization during the year — not HOB’s operating budget.

That \$607K total includes:

- **\$295,000 in fiscal sponsorship and designated project funds.** This means that as Fiscal Sponsor, HOB receives funds on behalf of charitable community initiatives (such as Biddeford Community Gardens or Biddeford Public Market) and then distributes those funds to support those organizations’ work. (Read more about Fiscal Sponsorship below.)
- **\$106,000 in gross event revenue** from major public events such as River Jam, Oktoberfest, and the 5K. The event income comes in the form of sponsorships, vendor fees, ticket sales, beverage sales, and grants. Those funds are then used to pay direct event costs such as staging, sound, lighting, beverage supplies, security, rentals, sanitation, printing, marketing, performers, permits, and event supplies.

Once fiscal sponsorship activity and event operations are separated out, HOB’s actual annual operating budget is approximately **\$200,000**.

That operating budget supports:

- 2.6 staff positions, payroll taxes, and limited health benefits**
- Downtown beautification, maps, signage, kiosks, banners, arts programs, business support, tourism marketing, volunteer coordination, and public events

- Insurance, accounting, IT support, office supplies and utilities, memberships, and communications platforms

**HOB staff wages are in the lowest 25% of pay ranges for comparable nonprofit positions in Maine.

In short: the \$607,757 figure reflects the total scale of financial activity flowing through Heart of Biddeford — not discretionary money available in HOB's \$200,000 annual operating budget.

2. What does Fiscal Sponsorship mean?

Fiscal sponsorship is a nonprofit arrangement in which an established 501(c)(3) organization (Heart of Biddeford in this case) provides administrative and financial oversight for charitable community initiatives that do not have their own nonprofit structure.

As a fiscal sponsor, Heart of Biddeford can:

- Accept tax-deductible donations and grants
- Process financial transactions and reporting
- Provide accounting and administrative oversight
- Provide advisory services
- Help projects operate transparently and responsibly

HOB charges an average administrative fee of 3% for fiscal sponsorship support (5% is currently our maximum). This approach helps reduce overhead costs for small community initiatives, strengthens collaboration, and allows grassroots projects to focus more of their resources on direct community impact rather than running a nonprofit.

Heart of Biddeford currently serves, or has served, as a fiscal sponsor for initiatives including:

- Biddeford Community Gardens
- Biddeford Public Market
- Biddeford Dog Park
- Age-Friendly Biddeford
- Biddeford Youth Arts Scholarship Fund
- Art Bus
- Friends of Clifford Park
- Friends of the Lincoln Clock Tower

These projects maintain their own leadership and programming goals while using HOB's nonprofit and financial infrastructure to help accomplish community-focused work.

3. Why does the City provide ongoing funding and partnership with the Main Street program?

Heart of Biddeford was created as part of the nationally recognized Main Street model, which is intentionally structured as a long-term public-private partnership between municipalities, businesses, sponsors, donors, and community stakeholders.

City of Biddeford resolutions in 2006 establishing the Main Street program in Biddeford described ongoing municipal participation and support as part of that partnership structure, with no fixed end date for City involvement.

Like most Main Street organizations nationally, HOB has historically operated using a “three-legged stool” funding approach that combines:

- Municipal support (about $\frac{1}{3}$)
- Private business sponsorships (about $\frac{1}{3}$)
- Fundraising, grants, and donations (about $\frac{1}{3}$)

The model is designed so that no single stakeholder fully controls or fully funds the organization. HOB has been able to leverage the city contribution to bring approximately \$3 into the revitalization of downtown for every \$1 the city invests.

4. Does HOB Receive Free Space at 205 Main Street?

Yes. The City currently provides office space at 205 Main Street, Suite 103 for Heart of Biddeford and Art of Biddeford as part of the long-standing public-private Main Street partnership.

HOB covers utilities, internet, communications, furnishings, equipment, and many improvements or upgrades within the space.

The office also serves broader public purposes beyond administrative use. It functions as:

- A walk-in resource and information center for visitors or those seeking City services
 - Meeting and training space for HOB committees, community groups, and businesses
 - Workspace for volunteers and interns
 - Storage and coordination space for downtown programs, beautification efforts, and public events
 - A visible downtown presence supporting businesses, residents, visitors, and partner organizations
-

5. Who's involved with HOB and how do people provide feedback?

HOB's mission begins with, "Powered by the strength of community involvement..." This refers to the fact that downtown revitalization is a community-wide project, requiring as many aspects of the community to work together as possible. This is demonstrated in a strong and diverse board of directors, multiple committees, volunteers who show up for short-term projects and events – and lots of community partners. Additionally, HOB regularly seeks community feedback through surveys or community-engagement activities.

There is a form to sign up to volunteer on HOB's website.

Constructive criticism and feedback are an important and healthy part of community work. Good-faith feedback focuses on facts, policies, decisions, or outcomes and helps organizations improve. Feedback is often accompanied by a willingness to help things go better next time. Feedback has helped HOB determine where to invest our efforts and resources, or at times where to re-direct our efforts.

Personalized campaigns built around misinformation or efforts to damage reputations are different. In practice, they can consume significant staff and volunteer time responding to inaccuracies instead of focusing on community programs, downtown support, partnerships, fundraising, and public service work. For that reason, we do not respond to social media trolling or other communications focused on misinformation.

Heart of Biddeford has worked on behalf of the Biddeford community for more than 22 years and remains committed to listening to constructive feedback while continuing to focus on its mission and service to the broader community.