

## Business Development Team

- Branding And Advertising
  - ▶ Banner
  - ▶ Video
  - ▶ Website
  - ▶ Cooperative Advertising
  - ▶ Increased Social Media
- Identify Prospects For Gardiner Growth Initiative
  - ▶ Maintain Inventory Of Available & Potential Real Estate
  - ▶ Recruit Retailers
- Building Business Networks
  - ▶ FaceTime Social Networking Nights
  - ▶ Dollars To Donuts Business To Business Meetings
  - ▶ Cross Promotions
  - ▶ Secret Shopper Program
  - ▶ Promote Evening Business

## Promotions Team

- Continue To Create Quality Downtown Events
  - ▶ Swine & Stein
  - ▶ Greater Gardiner River Festival & Arts & Crafts Fair
  - ▶ Days Of Light: Several Events In December
  - ▶ Halloween Downtown
  - ▶ Easter Downtown
  - ▶ Barks In The Park
- Support Classic Car Cruise In At Waterfront Park
- Provide Content For Kennebec Current Monthly Free Newspaper & Downtown Quarterly Newspaper Insert
- Create Campaign To Promote Gardiner All Year Long, Spread Messaging Across Social Media Outlets
- Create Additional Activities To Complement Other Events Happening In Town
- Work To Get People To Come Downtown Before And Stay In Town After Events, Increase Awareness Of What Is Offered In Gardiner

## Streetscape Team

- Create Cobbossee Stream Park
- Build A 'Gallery In The Street' Using Pool Hall Windows
- Build Benches For Water Street
- Submit MEA/CDBG Facade Grant
- Imagineer A Gateway Get Traffic Onto Water Street From Brunswick Ave.
- Improve Back Sides Of Buildings, Trompe L'oeil
- Networking Neighbors: Post Gardiner Info Around Town, In Parks
- Implement Solutions For Dog Walking at Common and Cigarette Butts At Johnson Park
- Complete Historic Pathway Through Downtown
- Create Phantom Factories, Silent Stream Historic Walk And Continue Haunted Places Tour
- Address 'The Hole In The Wall' Empty Lot At 235 Water Street
- Continue To Offer Art In The Park Program
- Sponsor & Implement Downtown Maintenance List
- Sponsor UnCommon Project: Improve Common With New Infrastructure
- Deepen Membership And Support Of Gardiner's Gardeners Group: Planters And Gardens
- Recruit Volunteers, Develop Retention Plan

## Organization Team

- Complete And Execute A Fundraising Plan
- Volunteer Recruitment And Retention Plan:
  - ▶ Get More Residents Volunteering And Giving
  - ▶ Get Community Leaders Involved With GMS
- Develop Intentional Stewardship Plan For Donors And Building Owners
- Recruit And Create More Leaders:
  - ▶ Provide Effective Leadership Training
  - ▶ Develop Clear Board/Committee Succession Plan
- Look Into Inclement Weather Insurance