



meet me



DOWNTOWN
Augusta

annual
report
2019



who we are



Situated in a sloping valley along the Kennebec River, Downtown Augusta offers an eclectic mix of old and new, perfect for either a family outing or a night out on the town.

As a largely volunteer organization composed of merchants, developers, and stakeholders, the Augusta Downtown Alliance (ADA) is thrilled to represent this diverse community, and remains committed to further developing it by fostering business growth, improving the region's quality of life, and promoting beautification.

Proudly partnered with Main Street America, ADA is pleased to follow the tried and tested Four Point Approach of Organization, Promotion, Economic Restructuring and Design that has worked so well in other Main Street communities throughout America.



“Our downtown community is one of the most powerful driving forces in Augusta. We have changed the image and social view of our downtown in just a few short years.

We are well on our way to a vibrant, prosperous downtown, with people lining the streets and shops, restaurants, markets and businesses filling each storefront.

Working together, we can achieve great things. Thank you to all of the businesses who have risked so much, and to our supporters and consumers who frequent our great downtown. I am so excited to see what our community can do in the future. It is bright!”

- Heather Pouliot

Core Marketing & Design



HEATHER POULIOT
BOARD PRESIDENT



ECONOMIC DEVELOPMENT

Two Way Traffic

After years of advocating and lobbying, Water Street has finally transitioned into a two-way street.

Defying 74 years of one way traffic patterns, the Augusta Downtown Alliance successfully led the charge to switch the direction, citing over 40 studies from across the nation. The new pattern is expected to reduce speeding, increase business visibility and enhance pedestrian traffic.

Commercial Street Revitalization

Much of late summer and early fall was spent making much needed enhancements to Commercial Street. Once complete, the formerly derelict street will feature 10 foot wide sidewalks, traffic calming bump outs and new shrubbery. It will also feature new historic lighting and add additional parking spaces and loading zones for downtown businesses.

DESIGN

Historic Lighting

Earlier this summer, the City of Augusta made a subtle yet impactful switch by not only upgrading the lights on Water Street to LED, but also replacing the trolley poles with historically accurate lights. These new lights helped create a uniform look on the center of Water Street, matching the historic streetlights that had previously been installed south of Winthrop St. and north of Bridge St.

Flowers

The Augusta Downtown Alliance once again brightened up Downtown streets this year with our annual Water Street Gardens. Hiring Francis Folsom of Folsom Landscapes, the Alliance purchased seasonal flowers and decorative whiskey barrels to be placed up and down Water Street.



LABOR DONATED BY:

FOLSOM LANDSCAPE FABRICATIONS



DESIGN, cont.

Trash Bins

The Augusta Downtown Alliance purchased three new trash bins for downtown this year from funds raised at the masquerade ball. Each new bin matches those already on the street, and one includes a recycling portion.

Signs Grant

The Augusta Downtown Alliance saw no less than seven businesses apply for our signs grant program, by far our largest amount of applicants in a single year. These funds for up to \$500 allowed for new and existing businesses to upgrade to historically inspired signs and decals.

IN PARTNERSHIP WITH

THE CITY OF AUGUSTA

PROMOTIONS

Activities & Events

Downtown played host to more activities than ever before this past year including; four movies in the park, Shakespeare in the Park, an art walk, the Colonial Theater's summer concert series, and of course, Trick or Treat on Water Street. These events drew in thousands of people, introducing newcomers to the all the exciting changes taking shape downtown.

Summer & Holiday Lighting

Working in conjunction with SkyBox Holiday & Event Lighting, the Augusta Downtown Alliance designed and installed two summer lighting installations both in Market Square and Waterfront Park. Both installations proved very successful in making the parks more accessible at night and added ambiance to the downtown.

For Halloween, ADA worked once again with SkyBox to install ambient lighting on the Olde Federal Building turning downtown's most distinctive building into a nightly showstopper.



PROMOTIONS, cont.

Social Media

This year Downtown Augusta has received exposure like never before, working with Core Marketing & Design to create an enhanced website:

www.augustadowntown.com, and an increased social media presence on Facebook and Instagram, and was recently rated the #1 searched for downtown on Maine Development Foundations' website.



ORGANIZATION

Volunteerism

Part of the Augusta Downtown Alliance's mission is to foster new partnerships in the community.

Working directly with partners including Central Church, the Kennebec Valley Humane Society, Key Bank, Augusta Colonial Theater and Penney Memorial, the Alliance sponsored a variety of projects including the planting of flowers along Front Street, along with the painting of doors on the backsides of storefronts and on the Colonial Theater, and the cleaning up of graffiti and waste downtown.



ORGANIZATION

continued

Leadership

The Augusta Downtown Alliance has always been at the forefront of leadership playing a pivotal role in public advocacy and policy. Many of our members retain central roles



Our Vision

Augusta Downtown Alliance is an exciting and unique downtown that celebrates a thriving authentic community. It is a focal point for life and entertainment in Central Maine.

STAFF



MICHAEL HALL
ADA Executive Director



Our Mission

Augusta Downtown Alliance will develop a thriving authentic community. A focal point for life and entertainment in central Maine, by fostering and improving the quality of life, promoting downtown and beautifying our historic city center as a source of pride for residents and visitors alike.

www.augustadowntown.com

meet me



DOWNTOWN
Augusta