

meet me



DOWNTOWN
Augusta

annual
report
2022



DAVE DOSTIE
PHOTOGRAPHY

who we are



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 true methods of the Four Point Approach: Organization, Promotion, Economic Development and Design that has worked so well in other Main Street communities throughout America.

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- “It is a humbling endeavor to lead the Augusta Downtown Alliance in the city I grew up in. Seeing how far this downtown has come from its past leaders, I hope to continue this dedicated work, with this terrific board of directors and downtown community, and continue to bring public excitement and new businesses along for more growth.”

- Victoria Abbott

Board President



ORGANIZATION

commitment to community

Volunteerism

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

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 in city and state government and have a presence on other nonprofit boards of directors.





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.



PROMOTIONS

Activities & Events

Downtown played host to a whole flurry of events this year ranging from a Sturgeon Art Crawl, Flicks at the Fort, Shakespeare in the Park, Trick or Treat on Water Street, and River of Trees. Each event brought new people into our community along with thousands of dollars in capital to area businesses.

Media Attention



DESIGN

Projects

- street art
- park enhancements
- window displays
- water street gardens
- signs grants



ECONOMIC DEVELOPMENT



In 2022, we celebrated 3 ribbon cuttings, 3 business expansions, 3 building sales and 2 business relocations into the Downtown.



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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.



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