



Lincoln Lakes Region
— Chamber Of Commerce —

ANNUAL REPORT 2021

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TABLE OF CONTENTS

MESSAGE FROM THE BOARD _____	3
2021 Board of Directors _____	3
2022 Board of Directors _____	4
Mission Statement _____	4
Membership by Company Size _____	4
MEMBER OPPORTUNITIES _____	5
Networking _____	5
Tourism _____	7
Website _____	7
Facebook _____	8
Social Posts _____	8
Most Engaged Social Post _____	8
Other Social Posts _____	10
Email Campaigns _____	10
CHAMBER EVENTS _____	13
Big Cash Scholarship Raffle _____	13
Redneck Regatta _____	14
Halloween Decorating Contest Winners _____	15
Christmas Decorating Contest Winners _____	16
ECONOMIC DEVELOPMENT _____	17
Regional Guide _____	17
Partnerships / Memberships _____	17
Maine Highlands _____	17
Maine Discover Magazine _____	17
Maine State Chamber of Commerce _____	17
US Chamber of Commerce _____	17
PLANS FOR 2022 _____	18
Scholarship Fund _____	18
Business After Hours [BAH] _____	18
Other Events _____	18
FINANCIAL SUMMARY _____	19

MESSAGE FROM THE BOARD

Dear Chamber Members

The board of directors continues to work toward building a strong infrastructure and sustainability to effectively support our membership. As a board, we focused our energy on making sure we brought back our in-person events, slowly but surely. Considering Covid-19 and exposure, we kept our events to outdoors and in a safe environment for all. We took the time and enhanced our outlook on promoting our local businesses in multiple public events, such as parades, the big cash raffle event, the town of Lincoln's Loon Festival, window decorating contests and much more social media advertising for all members.

Kandi Robinson is celebrating her two-year anniversary with the Lincoln Lakes Chamber of Commerce as the Director. In the past two years she has put endless hours into our tri-town community and making sure our business owners know her by name! She continues to work with non-members to see the value of becoming a chamber member.

Our hopes for 2022 is to get back into some of our in-person events that we have held in the past, but also keep pushing for bigger outside events. We continue to partner with The Town of Lincoln and the economic development committee to enhance events in the community to make sure everyone can enjoy. We will continue our annual big cash raffle event and use the proceeds for a scholarship fund for our tri-town 2022 seniors that are eligible to apply. The Lincoln Lakes Chamber of Commerce is here to support you! As a chamber, we would like to thank all our members and their continuous support. We are looking forward to working with and for all of you in the year ahead.

2021 Board of Directors

Lauren Stevens, President	Key Bank
Vacant, Vice President	
Carmen McPhail, Treasurer	United County Lifestyle Properties of Maine
Ruth Birtz, Secretary	Town of Lincoln
Kandi Robinson, Director	Lincoln Lakes Region Chamber of Commerce
Bobbie Worster Stormann, Vol Member	SquareOne, LLC
Kimbelry Lee, Vol Member	Machias Savings Bank
Alyson Pickering, Vol Member	Bangor Savings Bank
Catherine Rowe, Vol Member	The Waterfront Vacation Rentals
Peter Grahon, Vol Member	American Steel

2022 Board of Directors



Lauren Stevens
President



Kimberly Lee
Vice President



Carmen McPhail
Treasurer



Ruth Birtz
Secretary



Kandi Robinson
Director

Volunteer Members:

Bobbie Worster Stormann, SquareOne, LLC
Alyson Pickering, Treeline Inc
Catherine Rowe, The Waterfront Vacation Rentals
Peter Graham, Individual

Mission Statement

The Lincoln Lakes Region Chamber of Commerce is a forward thinking, pro-active organization, committed to supporting its members in achieving and maintaining a positive business environment.

Membership by Company Size

1 - 4 employees	25
5 - 10 employees	11
11 - 20 employees	4
21 - 50 employees	6
51 - 70 employees	0
71 - 100 employees	2
100+ employees	1
Non-profit Individual	5
In-Kind	2

MEMBER OPPORTUNITIES

In 2021 the Lincoln Lakes Region Chamber of Commerce (LLRCC) diligently worked through the pandemic in the best capacity possible. We managed to have a few networking sessions and plenty of online exposure. We participated in some community events and even won ourselves an award - thanks to all of its members.

Networking

Our events were limited as in-person status was strongly advised against this year as well. We focused our attention to providing our business members with the best exposure to social media. We did however manage to get in a few Business After Hours events in the summer.

BUSINESS AFTER HOURS

A special [Thank You](#) goes to **Steaks N' Stuff** for their gracious donation of the food and beverages for all of our BAH Events.

June 3, 2021

Several local businesses were represented. Matthew and Bobbie Stormann gave tours of their new business to those that were interested in learning more about the production of their products. Hors d'oeuvres and drinks were offered. Several door prizes were donated by local businesses and winners were drawn at the end of the evening. Door Prize Donations: T-Shirt & cap; Hat donated by The Grass Station, Bottle of Wine donated by Heart of Maine, Winery, CBD lotions donated by SquareOne, LLC and \$100 Cash Raffle ticket donated by the Chamber.



June 24, 2021

The Waterfront Vacation Rentals held a ceremonial Ribbon Cutting along with the Business After Hours. Owners, Catherine Rowe and Brian Hamor gave tours of the newly renovated building. Five beautiful, fully furnished rentals will be available. We had a wonderful turnout with 35 people in attendance, and each person entered for the door prize drawing. Also, a 50/50 raffle was offered. The winner of the 50/50 raffle, graciously donated their portion of the funds back to the Chamber. Door Prize Donations: a hand painted Dragonfly coffee mug donated by Gatherings for the Home, Maine Moose Logo sweatshirt donated by Select Designs & Embroidery, a Week Rental during September donated by The Waterfront Vacation Rentals.



The Waterfront Lincoln
Vacation Rentals

June 24, 2021

Thank you to all that come out and joined us at the Heart of Maine, Winery for our Business After Hours Event. We tasted many types of their great wines. Tours were given to those interested. Several door prizes were donated by local businesses and winners were drawn at the end of the evening. The winner of the 50/50 raffle, graciously donated their portion of the funds back to the Chamber. Door Prize Donations: Spice basket & \$25 gift card donated by Steaks N' Stuff; Branded Tote Bag filled with miscellaneous items, Bottle of Wine and Wine Bottle Opener donated by Heart of Maine, Winery. Stop by and visit them you will not be disappointed.



Tourism

This year we reconnected with the Maine State Chambers and the Maine Tourism Committee. The Town of Lincoln has been working the LLRCC to make sure we attract visitors to our wonderful Lincoln Lakes Region. Opportunity was offered to our members who would be interested in advertising on the regional map. This directory is distributed to Maine Tourism information sites, as well as local businesses.

A new Visitors Information kiosk was established at the Lincoln Town Office. Currently there are magazines, maps and brochures. It is our plan to keep this populated and up to date. This is a location that is open year-round and where questions could be asked.

Website

An entirely new enhanced website was launched in 2020. It has been a very successful addition to our social media platform. Our goal is to keep the information as up to date and easily accessible as possible. Currently our events and Featured Businesses are posted to our site.



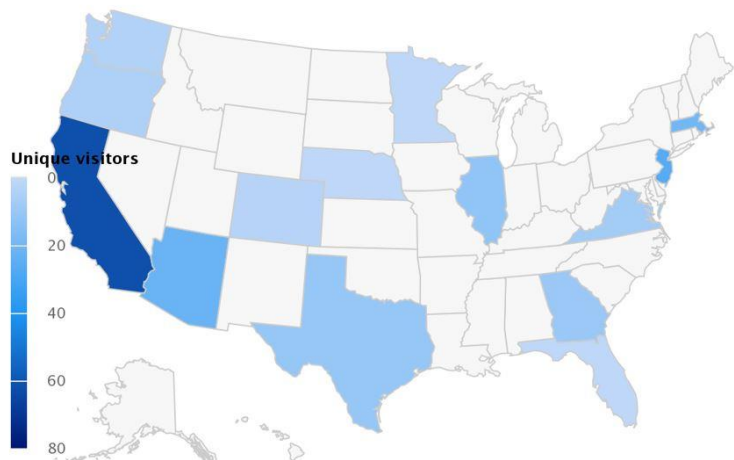
Welcome to the Lincoln Lakes
Region

Featured Chamber
Business Member

[Join us on Facebook](#)

The Lincoln Lakes Region Chamber of Commerce is an organization of local businesses and civic/community organizations that are dedicated to improving the business community in the greater Lincoln area.

Year Ending 2021 the website unique visits were 3577 up +456%, average time on site was 3:28 minutes, 298 monthly average visits.

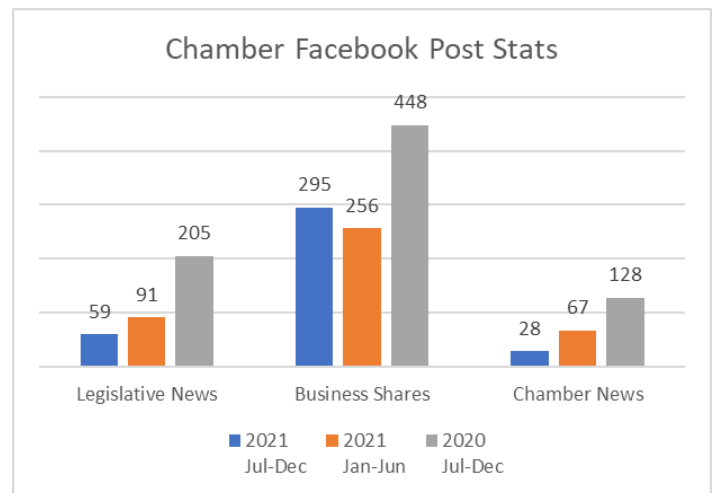
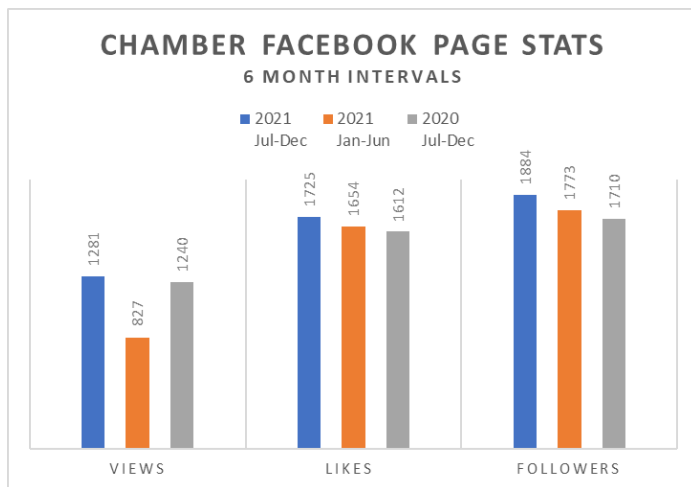


Facebook

As the pandemic was still an issue this year, again we focused on supporting our chamber members through social media. It was a huge success and continues to thrive. Our new goal for 2021 was to start a Featured Business Member post. It was very exciting to see the impact this was for our members.

Social Posts

The chamber increased its social media presence with several business and community engagements. Sharing the Legislative posts and most importantly the local chamber member posts.



Most Engaged Social Post

This year we started a new program to feature our Chamber Members to our Facebook page. This was a huge success, and we are so grateful. Throughout the year a current business member was posted to our FB page. At the end of the year, we looked at all the interactions each post received and came up with the Top 4 Winners.

Congratulations !

Company	Impressions	Reach	Engagement
1 st Gatherings for the Home	1887	1670	409
2 nd Sleeping Bear Lodging	4220	4017	366
3 rd Eagle Lodge	4657	4150	293
4 th H. C. Haynes	2476	2222	176

Company	Impressions	Reach	Engagement
Elwood H Downs Inc	2764	2556	175
Lincoln Smiles Dentistry, LLC	764	711	126
Bangor Savings Bank	1243	1143	90
The Waterfront Lincoln	771	656	90
Heart Of Maine Winery, LLC	1538	1430	71
Ireland's Rubbish Service, Inc	504	469	67
High Street Market	899	855	59
Machias Savings Bank	830	791	41
Select Design & Embroidery	491	474	40
S.W. Collins	528	538	36
Community Evangel Temple	435	415	34
Greater Lincoln Community Choir	565	529	31
Carl's Auto Parts	547	492	31
S.W. Collins	386	365	29
Penobscot River Cabins	383	371	26
Gold Star Cleaners	527	506	22
Barker Business Services	445	372	20
Penobscot Valley Hospital	279	256	17
Steaks N Stuff	331	379	17
Knights of Columbus	378	378	17
Penobscot Valley Hospital	85	84	17
WT Gardner & Sons, Inc	270	261	15
United Country - Lifestyle Properties of Maine	786	730	15
S. Stanley - Individual	240	231	12
H. C. Haynes	236	228	10
State Farm Insurance	240	229	10
Pelletier Ford of Lincoln	285	285	9
Health Access Network	170	161	8
CWA & Lake St. Real Estate	177	172	8
The Maine Land Store	180	226	7
Treeline	210	208	7
The Grass Station	224	224	7
Key Bank	117	114	7
D & D Paving	251	244	7
Machias Savings Bank	128	126	6
Springfield Fair Association	311	288	6
S.O.B. Oil & Earthworks Company, LLC	94	89	6
Hogan Tire	285	264	6
Affordable Plumbing	115	107	6
NPT Region III	138	132	5
Lincoln News	139	138	5
G.A. Porter & Son	210	203	5
Pelletier Ford of Lincoln	108	104	4

Penobscot Off Road Riders	134	127	4
Lincoln Maine FCU	111	101	4
Discover Maine	85	77	3
Barker Business Services	106	98	3
FASTCO Corp	186	176	3
Dead River Company	79	71	3
Ireland's Rubbish Service, Inc	115	112	2
Motorbrain Consulting, Inc	76	74	2
North County Auto	139	134	2
J. W. Sewall Co.	88	80	2
D & D Paving	102	96	1
PK Floats, Inc.	116	110	1
Discover Maine	79	76	1
Coolong Land Survey's Inc	103	97	1
Clinical Consultation & Counseling PA	79	71	1
Modern Woodmen of America	74	70	0
North County Auto	63	60	0
Modern Woodmen of America	86	86	0
Gilman Electric Supply	115	104	0
Bangor Savings Bank	132	130	0
Katahdin Federal Credit Union	80	72	0

Other Social Posts

	Imp	Reach	Engaged
Christmas Event	4130	3912	165
Halloween Event	5236	4743	63
Holiday Messages	435	297	18
Scholarship Raffle	11027	9183	117
March Madness	2343	2139	26
President's Day	1220	1056	18
Valentine's Day	1368	1254	12

Email Campaigns

	Sent	Open Rate	Click Rate
Annual Business Meeting	86	54%	1%
BOD Nomination Request	84	27%	1%
Qrtly Member Newsletters	347	38%	1%
Scholarship Raffle	427	31%	1%
President's Day Event	311	36%	1%
Holiday Greetings	317	35%	1%
Business After Hours	1247	33%	0%
Total Campaigns	3,070	35%	1%

**Industry Average Open Rate 31% Click Rate 1%*

President's Day Business Discount Event

February

An invitation was sent for you to join the President's Day Business Discount Event. The plan is to post your sales/discount on our website as well as periodically on our Facebook page. We also intend to encourage customers to spend \$15 on the 15th.



2021 LLRCC Annual Meeting

March

LLRCC held its annual meeting virtually per the CDC COVID-19 guidelines. The meeting was held at Gilmore's Restaurant in Lincoln, Maine. All Chamber Board Members were present.

March Madness Event

March

An invitation was sent to join the March Madness Event. Go to any of the local LLRCC Business Members listed. They were asked to take a photo of yourself with the Chamber Business and send it to us along with a copy of your receipt. A \$50 dollar gift card was given in a drawing of those submissions.



Scholarship Applicants

May

Three scholarships were given to qualifying applicants in the amounts of \$1,000. A scholarship was awarded to a qualifying applicant of Lee Academy, Mattanawcook Academy and Penobscot Valley High School. The successful applicant will need to demonstrate, community involvement, achievements in school and outside of school, and activities they participated in school. The successful applicant should also include future career goals.



Gary Gordon Dedication

August

LLRCC donated the tablecloths for the Mst. Sargeant Gary I. Gordon, Medal of Honor Memorial Unveiling. We also volunteered at this event that took place at the Veterans Memorial Park.

New Chamber Sign

August

A newly appointed Director, Kandi Robinson, was announced. The first things accomplished was a newly designed sign on West Broadway, Lincoln. The new sign is part of a larger revitalization plan after a COVID induced hiatus. We hope to energize both existing business as well as those looking to locate to the region. Thank you to Aaron Hanson, owner of Select Design & Embroidery.



Scholarship Raffle

September

LLRCC is once again holding our Big Cash Raffle as our major fundraiser this year! \$15,000 in cash prizes! 1st cash prize \$10,000, 2nd \$2,000 and two 3rd \$1,000 and two 4th \$500. Tickets are \$100 and only 300 tickets were sold!



Halloween Chamber Event

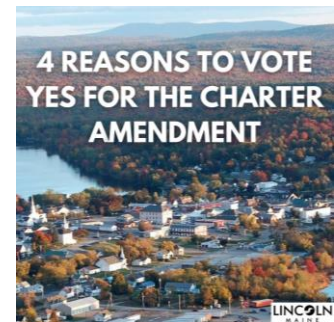
October

A Halloween Window / Decorating Contest for all the Lincoln Committee Businesses. We posted our winners on our Facebook site. Multiple businesses participated in the event. Each were awarded a \$25 gift card.

Informational Session

October

LLRCC hosted an informational session about the proposed charter amendment requested by the Town of Lincoln. A panel was comprised of local and Chamber business representatives. The panel discussed the economic importance of voting yes on the amendment.



Christmas Chamber Event

December

Alongside of the Events and Tourism Committee for the Town of Lincoln we held a Christmas Chamber Business Event. Frosty the Snowman was the theme of this Christmas. It was a great event to help the Town and Community "Light Up Lincoln".

We entered the parade contest and won!
**Best Theme Float &
Best Lighted Display**



Thank you to Scott Birtz
of **Affordable Plumbing**
for making this happen.

CHAMBER EVENTS

These events provide opportunities for members of the Chamber to increase business exposure through participation and sponsorship as well help support the administrative costs of running the chamber and promoting local events and business members.

Big Cash Scholarship Raffle

The Lincoln Area Chambers 1st Annual Scholarship Fund Cash Raffle drawing was held live on Facebook, Saturday, September 18th. This raffle helped the Chamber support your local high school seniors and our business administration. This year the Chamber gave 3 scholarships to graduating seniors from Lee Academy, Mattanawcook Academy and Penobscot Valley High School. Scholarships were awarded to Alexis Delaite, LA; Madeline Noble, MA; and Madison Gilman, PVHS.



CONGRATULATIONS TO OUR WINNERS!!!

Jason Cummings won the \$10,000 1st place prize

Jeff Pelletier won the \$2,000 2nd place prize

Ashley Pelkey and Everyee Harriman won the \$1,000 3rd place prizes

Aaron Hanson and Frank Nicastro won the \$500 4th place prizes



We would like to thank our local business that sold tickets for this event: Bangor Savings Bank, Machias Savings Bank, KeyBank, United Country Lifestyle Properties of Maine, Gatherings for the Home, Town of Lincoln.

Redneck Regatta



People's Choice
Loonatics
Katahdin Javner
& Sahara Frenya



Loser Award
Maybe Next Year
Corbett Arnold



Fastest Kayak
Great Job!
Chris Javner



Our MC
Welcome to Maine
Troy & Mike



Fastest Boat (Teen)
Christmas in July
Bentley Coyle



Fastest Boat (Adult)
Loony Bin
Rebekah Brown
& Corbett Arnold



Halloween Decorating Contest Winners



WITCHEST AWARD High Street Market



Christmas Decorating Contest Winners

THEME



1st Place & Trophy Winner
Lakeview Terrace
 Northern Pines Care Estates



2nd Place
High Street Market



3rd Place
S.W. Collins



ECONOMIC DEVELOPMENT

Regional Guide

A new digital version of the Regional Visitors Guide is being developed. Once it is ready it will be distributed and posted to our website with links on our business ads.



Partnerships / Memberships

We have partnership and membership which help support our Lincoln Lakes Region and our Business Members.

Maine Highlands

The Maine Highlands is a place that invites you to slow down, unplug, and leave the beaten path. You never know what you'll discover. From rare moments for reflection and connection with a wild landscape, to a stroll through small-towns.

www.themainehighlands.com

Maine State Chamber of Commerce

The world's largest business federation representing the interests of 3 million businesses of all sizes, sectors, and regions as well as state and local chambers and industry associations. www.mainechamber.org

Maine Discover Magazine

Maine's Original History Magazine, is dedicated to bringing the amazing history of the great state of Maine to readers in every corner of the state and to those from away who love the rich heritage and traditions of Maine.

www.discovermainemagazine.com

US Chamber of Commerce

As the state's most influential business advocate, the Maine State Chamber (www.mainechamber.org) works to ensure a competitive business climate through access, advocacy, and awareness.

www.USChamber.com

"Better Business for a better Lincoln Lakes Region"

PLANS FOR 2022

Scholarship Fund

Lincoln Area Chamber 2nd Annual Scholarship Raffle - A scholarship was awarded to a qualifying applicant of Lee Academy, Mattanawcook Academy and Penobscot Valley High School. Applicants will need to submit a resume' and a cover letter to the Lincoln Lakes Regional Chamber. The successful applicant will need to demonstrate, community involvement, achievements in school and outside of school, activities they participated in school and include future career goals.

Business After Hours [BAH]

Continue the BAH events. As the start of the masks are being eliminated this will make it much better to make these happen. Our intent is to double the amount we did prior. This is a great opportunity for our members to showcase who they are and to meet others in the business community.

Other Events

- Continue the Featured Chamber Member Business program. Chamber business members will be posted on the website as well as a special post to the LLRCC Facebook page.
- Valentine's and President's Day Business Events. Promoting the Chamber businesses that are having sales/discounts during this time.
- March Madness Event. We requested folks to send us a picture of them at a local chamber member and receive a \$50 gift card
- Ribbon Cutting Events. The Chambe will be working with the new business owners to help with the ribbon cutting and will contact the newspaper accordingly.
- Business Expo Event. We will be hosting a business expo in early summer as an outdoor event. As the pandemic seems to be slowing, we will stay in compliance.
- Redneck Regatta. This has been a tradition for many years. We hope to put a new look to this event. A committee will be formed for discussion.
- Halloween & Christmas Decorating Contest. Both events have been a staple for the Chamber. Each year is getting better. The winners of each category will receive a BUOY LOCAL gift card. This is one of the new was the Chamber is working towards supporting our LOCAL businesses.

FINANCIAL SUMMARY

Lincoln Lakes Region Chamber of Commerce

Profit and Loss Comparison

October 2020 - September 2021

	TOTAL			
	OCT 2020 - SEP 2021	OCT 2, 2019 - SEP 30, 2020 (PP)	CHANGE	% CHANGE
Income				
Interest	1.94	7.74	-5.80	-74.94 %
Membership Dues	12,917.08	13,900.00	-982.92	-7.07 %
Other Types of Income		55.78	55.78	-100.00 %
50-50 Raffle	80.00		80.00	
Big Cash Raffle	17,400.00		17,400.00	
Miscellaneous Revenue		10.25	-10.25	-100.00 %
Total Other Types of Income	17,480.00	66.03	17,413.97	26,372.82 %
PayPal Sales	330.00		330.00	
Unapplied Cash Payment Income	-110.73	100.00	-210.73	210.73 %
Total Income	\$30,618.29	\$14,073.77	\$16,544.52	117.56 %
GROSS PROFIT	\$30,618.29	\$14,073.77	\$16,544.52	117.56 %
Expenses				
advertising	925.53	21.17	904.36	4,271.89 %
Business Expenses				
Business Registration Fees	60.00	60.00	0.00	0.00 %
Membership dues - expense	2,935.00		2,935.00	
Refund-Dues overpayment	330.00		330.00	
Total Business Expenses	3,325.00	60.00	3,265.00	5,441.67 %
Contract Services				
Accounting Fees	888.40	575.00	313.40	54.50 %
Total Contract Services	888.40	575.00	313.40	54.50 %
Events				
Annual Business Meeting	187.56		187.56	
Annual Dinner		-70.00	70.00	100.00 %
Refund-Annual Dinner		70.00	-70.00	-100.00 %
Total Annual Dinner		0.00	0.00	
Big Cash Raffle	14,305.48	160.00	14,145.48	8,840.93 %
Chili Cookoff		-274.00	274.00	100.00 %
Redneck Regatta	-43.52		-43.52	
Trunk or Treat	144.75		144.75	
Total Events	14,922.22	-114.00	15,036.22	13,189.67 %
Facilities and Equipment	1,350.00		1,350.00	
Property Insurance	723.20	1,808.00	-1,084.80	-60.00 %

Lincoln Lakes Region Chamber of Commerce

Profit and Loss Comparison

October 2020 - September 2021

	TOTAL			
	OCT 2020 - SEP 2021	OCT 2, 2019 - SEP 30, 2020 (PP)	CHANGE	% CHANGE
Rent, Parking, Utilities	441.32	501.47	-60.15	-11.99 %
CELL PHONE	22.87		22.87	
ELECTRICITY	218.00	98.28	119.72	121.82 %
SEWER	270.51	266.60	3.91	1.47 %
Total Rent, Parking, Utilities	952.70	866.35	86.35	9.97 %
Total Facilities and Equipment	3,825.90	2,674.35	351.55	13.15 %
Operations	21.17		21.17	
Books, Subscriptions, Reference	377.50		377.50	
Postage, Mailing Service	226.00	169.00	57.00	33.73 %
Supplies	191.84	9.75	182.09	1,867.59 %
Telephone, Telecommunications	799.18	888.18	-89.00	-10.02 %
Total Operations	1,615.69	1,066.93	548.76	51.43 %
Other Types of Expenses				
Other Costs		87.00	87.00	-100.00 %
Total Other Types of Expenses		87.00	-87.00	-100.00 %
PayPal Fees	81.20	6.70	74.50	1,111.94 %
Payroll Expenses	10,431.61	3,315.42	7,116.19	214.64 %
Scholarship	3,000.00		3,000.00	
Total Expenses	\$38,215.55	\$7,692.57	\$30,522.98	396.79 %
NET OPERATING INCOME	\$ -7,597.26	\$6,381.20	\$ -13,978.46	-219.06 %
Other Income				
Business After Hours	40.00		40.00	
Total Other Income	\$40.00	\$0.00	\$40.00	0.00%
NET OTHER INCOME	\$40.00	\$0.00	\$40.00	0.00%
NET INCOME	\$ -7,557.26	\$6,381.20	\$ -13,938.46	-218.43 %