



Lincoln Lakes Region
— Chamber Of Commerce —

ANNUAL REPORT 2020

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MESSAGE FROM THE BOARD

Dear Chamber Members

The Board of Directors continues to work toward building a stronger infrastructure and sustainability in order to effectively support our membership. Due to Covid-19, in person events were put on hold, and as a board we did our best to do virtual events and use social media to promote our business members. We also took this time to have a new enhanced website, that was launched this past fall. We also hosted the Halloween and Christmas decorating contests that resulted in lots of activity from our members. We have a strong focus partnering with the Town of Lincoln and the economic development group.

In March of 2020, we hired a new Administrative Assistant and she took a fast approach to enhancing our social media platform by increasing the activity on our social media pages each month. She has also provided the chamber with a new enhanced website. Keeping it current and active so that our viewers come back to see what's new!

Our hopes for 2021 is to get back to hosting our annual Golf ball event. This event is now being converted to a scholarship fund for our tri town 2021 seniors that will be eligible to apply. We will continue to do virtual events until we are able to do otherwise, please reference our Facebook page as we are actively posting out events and promoting your business. 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.

2020 Board of Directors

Peter Graham, President	American Steel
Lauren Stevens, Vice President	Key Bank
Carmen McPhail, Treasurer	United County Lifestyle Properties of Maine
Ruth Birtz, Secretary	Town of Lincoln
Kandi Robinson, Admin Assist	Lincoln Lakes Region Chamber of Commerce
Heather Spearin, Vol Member	Machias Savings Bank
Kelli Bard, Vol Member	Foresters Pub
Julie Zagorianakos, Vol Member	H. Joseph Thibodeau, DMD
Pam Hoxie, Vol Member	W.T. Gardner & Son's

2021 Board of Directors



Lauren Stevens
President



Carmen McPhail
Treasurer



Ruth Birtz
Secretary



Kandi Robinson
Admin Assist

Volunteer Members: Kimberly Lee, Kelli Bard

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	32
5 - 10 employees	18
11 - 20 employees	9
21 - 50 employees	1
51 - 70 employees	2
71 - 100 employees	1
100+ employees	0
Non-profit Individual	7
In-Kind	2

MEMBER OPPORTUNITIES

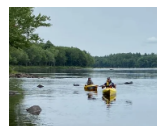
In 2020 the Lincoln Lakes Region Chamber of Commerce (LLRCC) worked with the entire nation as we all found our way through the pandemic of COVID-19. As many businesses large and small had to close or work under extreme regulations. The person to person events were shut down and everyone including us here at the Chamber were trying to figure out how to keep moving forward in these tough times.

Networking

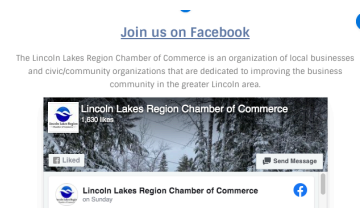
Due to COVID-19 in person events were shut down. Other promotions were provided on the Chamber's Website, in email announcements and via social media.

Website

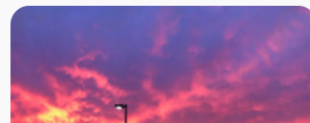
An entirely new enhanced website was launched on September 15th. It was created from a completely different platform than the prior one. It is being hosted in an already owned Chamber platform at minimal cost. The Halloween and Christmas Decorating Contests were both posted to the site. The Member Directory is up in running with some new edits coming.



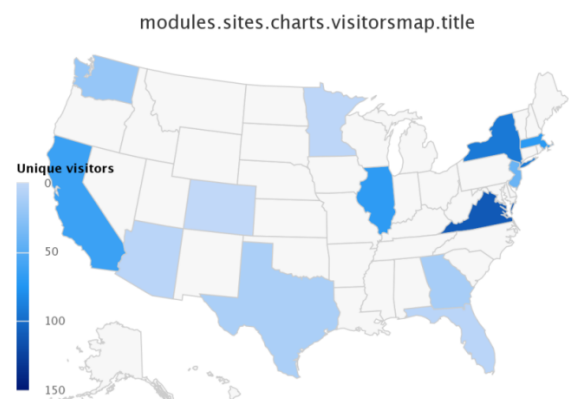
Welcome to the Lincoln Lakes Region



Featured Chamber Business Member



Year Ending 2020 the website has had 616 unique visits, 200 average views per month and average time on site was 3:52 minutes. Plans for 2021 will be to add a Featured Chamber Business Section and to populate the digital Regional Visitors Guide.

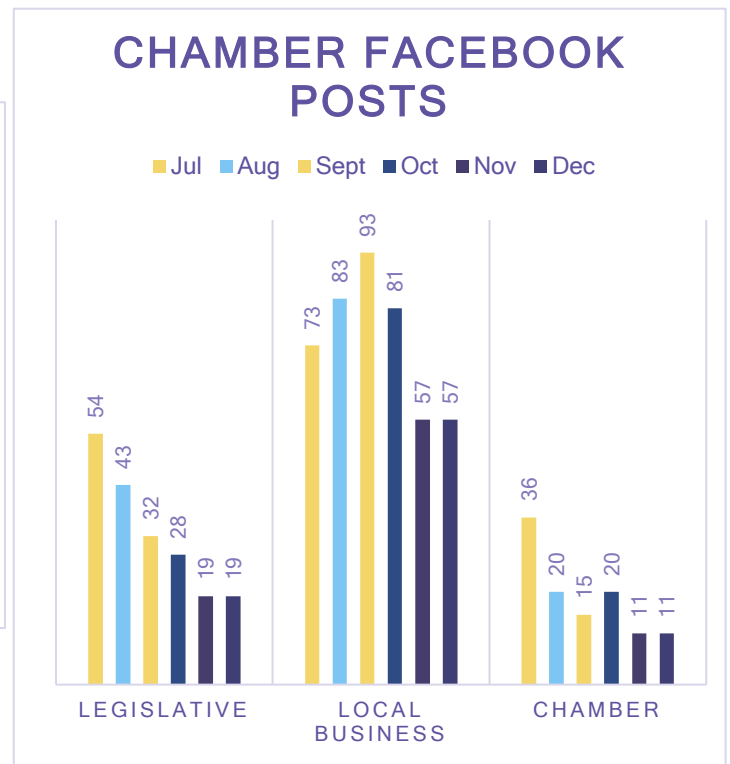
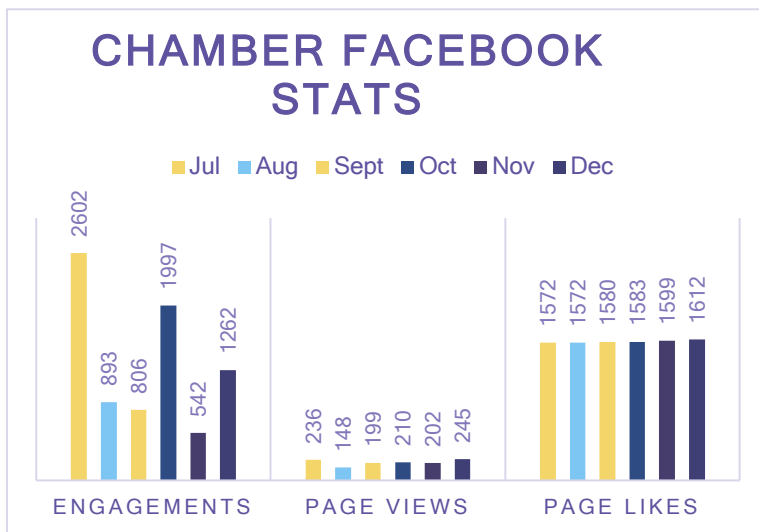


Facebook

Starting in March a new strategy was taken. We starting sharing more of our US Chamber and Maine State Chamber post. And diligently made the effort to promote our members more.

Social Posts

The chamber increased its social media presence this year and made strides to increase business and community engagement. We started sharing the Legislative posts and sharing the local chamber member posts.



Year Ending 2020

	YTD increase	Avg per month
Post Likes	463	1378
Page Views	105	184
Page Likes	65	1571
Page Followers	54	1668
Legislative	100%	37
Local Business	100%	57
Chamber	99%	17

Email Blasts

	Sent	Open Rate	Click Rate
Chili Cook-off	283	42%	18%
COVID-19	146	45%	33%
Newsletter	161	40%	2%
New Website	305	42%	21%
Halloween	552	41%	16%
Christmas	357	36%	10%
Grant Program	179	45%	23%

**Industry Average Open Rate 22% Click Rate 10%*

Cabin Fever Reliever Chili Cook-Off February

In conjunction with the Events and Tourism Committee for the Town of Lincoln we held the first ever day-long event. It was held at Prince Thomas Park and the Waterfront. People were able to sample the town's finest chili.

Member Support for COVID-19 April

In conjunction with the Town of Lincoln a spreadsheet was developed to let the community know the status of businesses with their operating hours and special instructions. Over 80 businesses were listed and shared on the LLRCC Facebook Page which was updated as necessary.

Newsletter Update September

A newsletter was sent out with a COVID-19 update. The Big Board Sign has been removed and we are making every effort to get our members information out to our community through Facebook and our new website.

New Website Introduction September

We were very excited to announce the New Website launched this year. We are taking every step possible to ensure that we keep this as up to date as possible. To date we have had a very successful launch.

Halloween Chamber Event October

In conjunction with the Events and Tourism Committee for the Town of Lincoln we held 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.

Christmas Chamber Event December

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



FAQs on NEW TOURISM GRANT PROGRAM

As promised, here are the [FAQs](#) on the new economic recovery grant program for small tourism, hospitality and retail-related businesses that will be available beginning **Wednesday, December 2**. Please read this information for the full details on eligibility.

IMPORTANT POINTS:

- This is a first-come, first-serve program so please review the information and get your application in as soon as possible.
- Eligible businesses include: accommodation and food service, retail, and arts, entertainment and recreation.
- Applicants may receive up to \$20,000.
- The application portal will go live Wednesday, December 2 at 9:30 AM.
- Gross sales must be between \$24,000 and \$12 million annually to be eligible.
- The program will continue until all funds have been exhausted. Any funds received must be deposited in the bank by the recipient on or before December 28.

WEBINAR – NOTE: our earlier email had a misprint in the section below, the webinar is **Wednesday, December 2**
Commissioner Johnson will host a webinar for more information on this program on Wednesday, December 2 at 9:00 AM. Register for the webinar [here](#).

GOVERNOR MILLS PRESS RELEASE:
You can read the full press release [here](#).

Most Engaged Social Post

Lincoln Lakes Region Chamber of Commerce



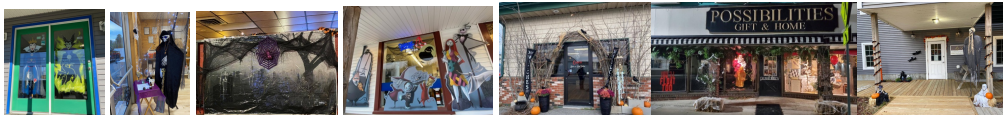
Lincoln Lakes Region Chamber of Commerce
Just now

[Lincoln Lakes Region Chamber of Commerce](#)

Published by [Constant Contact](#) · October 31, 2020 ·

Happy Halloween 🎃

We would like to thank all of the local businesses participating in the Window|Decorating Contest. Our judges went out Friday night and viewed the entries at Coven Hair Salon, United Country Lifestyle Properties, High Street Market, Possibilities, Wing Wah, Law Center of Martha Novy-Broderick and Square One, LLC. What a great job and fun time! We will be announcing the winners this afternoon at the Monster Mash | Trunk or Treat event as well as posting to Facebook and our website. Hope you enjoy the photos as we did 🎃 for more photo's visit our website at lincolnmechamber.org.



Impressions 1,936

Reach 1,639

Engagements 36

Performance	Impressions	Reach	Engagements
Halloween Invitation	227	208	7
Halloween Discount	139	125	3
Halloween Winners	3812	2526	73

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.

Cabin Fever Reliever Chili Cookoff

1st Place
Melissa Quintella



2nd Place
Ann Argast



3rd Place
Ann and Tony Mourkas



Halloween Decorating Contest Winners

Monster Mash
High Street



Witchiest
Coven Salon



Scariest
Possibilities



Christmas Decorating Contest Winners

THEME



Best Window F.A. Peabody Company



Best Exterior/Window United Lifestyle Properties of Maine

News

Thursday, December 24, 2020

Transitions Hair and Tanning earns top prize in window contest

By Tony Hallett

LINCOLN - The Lincoln Lakes Region Chamber of Commerce announced the winners of another, successful holiday window decorating contest.

The event comes a few weeks after the first-ever Halloween activity, during a year in which many holiday celebrations have been greatly reduced, or cancelled, due to the COVID-19 Coronavirus pandemic.

On Friday, December 18, the town of Lincoln congratulated the winners on its Facebook page after the chamber released contest results on its own social media site.

Transitions Hair and Tanning won Best Overall as well as Best Interior/Window. Best Exterior/Window was awarded to United Country Lifestyle Properties of Maine. F.A. Peabody Company earned the top spot for Best Window.

Multiple businesses participated in the community event.

Marden's Surplus and Salvage on Main Street, which was one of the community favorites, decorated its entire storefront with holiday cut outs and scenes from popular stories.

The Chamber normally holds its event in correspondence with the town's Festival of Lights Celebration. Winners traditionally are announced during the annual tree-lighting ceremony, following the parade. Both the tree-lighting and parade were cancelled this year, however, due to state safety requirements.

Photos of the winning windows are displayed on the chamber's Facebook page.

"We want to thank all of our contestants for joining the Lincoln Lakes Region Chamber of Commerce Business Community Christmas Window/Decorating Contest," the organization's Facebook page stated Friday. "Congratulations to all the winners and the contestants. Happy Holidays!"

Best Exterior/Interior & Overall Transitions Hair and Tanning



Transitions Hair and Tanning holiday window was the overall winner in this year's decorating contest, hosted by the Lincoln Lakes Region Chamber of Commerce. The salon beat out several other entries in the contest. For more photos see the Lincoln Lakes Chamber of Commerce Facebook page. (Photo by Chris DeBeck)

Marden's holiday window was one of several fan favorites in this year's decorating contest, hosted by the Lincoln Lakes Region Chamber of Commerce.

The department store, which has emerged victorious in the past, was beat out by Transitions Hair and Tanning for top honors this year. (Photo by Tony Hallett)



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 2021

Scholarship Fund

1st Annual Golf Ball Scholarship - hoping to bring back some of what was once the Golf Ball Dunk this year. This event is now being converted to a scholarship fund for our tri town 2021 high school seniors that will be eligible to apply.

Business After Hours [BAH]

Bringing back the BAH is the focus for the Chamber in the coming year. It was an event that took place prior to the pandemic and has been greatly missed. It will be a slow start up but our intentions are to begin when the events can happen safely with all the regulation requirements at that time are met. We do have a few of our members interested so follow us on Facebook and our website to keep updated.

Other Events [as allowed]

- Start a Featured Chamber Member Business program. These chamber business members will be posted on the website as well as a special post to the LLRCC Facebook page.
- President's Day Business Event - Spend \$15 on the 15th
- March Madness Event - send us a picture of you at a local chamber member and receive a \$50 gift card
- Halloween Decorating Contest
- Christmas Decorating Contest

FINANCIAL SUMMARY

Lincoln Lakes Region Chamber of Commerce Profit and Loss

	October 2019 - September 2020 (Actual) 2020 FY Total	October 1, 2020 - March 15, 2021 (Actual) 2021 FYTD
Income		
Interest	7.74	0.92
Membership Dues	26,050.00	12,200.00
Other Types of Income	55.78	0.00
Miscellaneous Revenue	10.25	0.00
Total Other Types of Income	66.03	0.00
Program Income		
Annual Dinner	0.00	0.00
Big Cash Raffle	0.00	0.00
Golf Tournament	0.00	0.00
50:50 Raffle	0.00	0.00
Chili Cookoff	548.00	0.00
Total Program Income	548.00	0.00
Total Income	26,671.77	12,200.92
Expenses		
Advertising	21.17	378.00
Business Expenses		
Business Registration Fees	60.00	2,235.00
Membership dues - expense	-140.00	707.50
Total Business Expenses	-80.00	2,942.50
Contract Services		
Accounting Fees	615.00	423.40
Total Contract Services	615.00	423.40
Events		
Annual Dinner	-70.00	0.00
Big Cash Raffle	160.00	0.00
Chili Cookoff	0.00	0.00
Halloween Window Contest	0.00	125.00
Christmas Window Contest	0.00	50.00
Total Events	90.00	175.00
Facilities and Equipment		
Property Insurance	1,808.00	0.00
Rent, Parking, Utilities		
ELECTRICITY	723.41	295.94
SEWER	331.78	134.28
Total Rent, Parking, Utilities	1,055.19	430.22
Total Facilities and Equipment	2,863.19	430.22
Operations		
Postage, Mailing Service	169.00	110.00
Supplies	9.75	161.77
Telephone,		
Telecommunications	1,211.28	361.28
Total Operations	1,390.03	633.05
Other Expenses		
Ask My Accountant	133.54	315.18
CREDIT CARD TRANSACTION FEE	0.01	
Total Other Expenses	133.55	315.18
Other Types of Expenses		
Other Costs	87.00	0.00
Total Other Types of Expenses	87.00	0.00
PayPal Fees	6.70	82.18
Payroll Expenses	3,315.42	4,621.33
Total Expenses	8,435.36	9,918.68
Net Income	18,236.41	2,282.24
ASSETS	as of 9/30/2020	as of 2/28/2021
Checking	33035.16	33501.73
Savings	4547.31	4548.23
TOTAL on Deposit	37582.47	38049.96

PROJECTED BUDGET

Lincoln Lakes Region Chamber of Commerce BUDGET PROJECTION

October 1, 2020-September 30, 2021 (Projected)
Projected Total

Income	
Interest	1.84
Membership Dues	26000
Other Types of Income	0.00
Miscellaneous Revenue	0.00
Total Other Types of Income	0.00
Program Income	
Annual Dinner	1,200.00
Big Cash Raffle	15,000.00
Golf Tournament	2,000.00
50:50 Raffle	150.00
Chili Cookoff	600.00
Total Program Income	600.00
Total Income	26,601.84
Expenses	
Advertising	756.00
Business Expenses	
Business Registration Fees	2,235.00
Membership dues - expense	707.50
Total Business Expenses	5,885.00
Contract Services	
Accounting Fees	840.00
Total Contract Services	840.00
Events	
Annual Dinner	1,200.00
Big Cash Raffle	400.00
Chili Cookoff	0.00
Halloween Window Contest	125.00
Christmas Window Contest	50.00
Total Events	350.00
Facilities and Equipment	
Property Insurance	1,800.00
Rent, Parking, Utilities	
ELECTRICITY	750.00
SEWER	268.56
Total Rent, Parking, Utilities	1,018.56
Total Facilities and Equipment	2,818.56
Operations	
Postage, Mailing Service	220.00
Supplies	323.54
Telephone,	
Telecommunications	722.56
Total Operations	1,266.10
Other Expenses	
Ask My Accountant	325.00
CREDIT CARD TRANSACTION FEE	
FEE	0.00
Total Other Expenses	630.36
Other Types of Expenses	
Other Costs	0.00
Total Other Types of Expenses	0.00
Expenses	
PayPal Fees	100.00
Payroll Expenses	10,896.25
Total Expenses	23,442.27
Net Income	3,159.57