

Locate your business in Downtown Waterville and become part of Central Maine's growing retail market!



THE GREATER WATERVILLE REGION

- **Over 121,000 people live** within a 20 mile radius of Downtown Waterville.
- The **median household income** in the area is \$41,300.
- Downtown Waterville is located in the heart of the Belgrade and China Lakes regions, making it a **popular retail, dining, and cultural destination for thousands of summer tourists.**
- Waterville boasts **several large employers in the growing health and education industries**, including Inland Hospital, MaineGeneral Medical Center, Colby College, and Thomas College. In addition to the educational institutions located within Waterville, both Kennebec Valley Community College and Unity College are

located within a 15 mile radius.

- The Greater Waterville region is also home to a **diverse mix of stable employers**, including T-Mobile, Central Maine Motors, Johnny's Selected Seeds, Thompson Press, Huhtamaki, and many others.

DOWNTOWN WATERVILLE'S ASSETS

- **Parking.** There are over 1000 public parking spaces in Downtown Waterville.
- **Access.** Located just 1 mile from I-95, Downtown Waterville is easily accessible to visitors. Route 201, a major tourist and travel route, also runs through Downtown.
- **Community.** Thousands of people live and work in Downtown Waterville, and many more visit Downtown to shop, dine, conduct business, and take advantage of arts & cultural opportunities.
- **Business Mix.** Downtown Waterville offers a wide variety of businesses, including restaurants, retail stores, banks, insurance agencies, professional services, pharmacies, and salons.
- **Cultural Hub.** In addition to a full calendar of special events (see sidebar), Downtown Waterville is home to the Waterville Public Library, Let's Talk Language School, Freshwater Arts, the historic Waterville Opera House, the Redington Museum, and the Museum in the Streets.

EVENTS & ATTRACTIONS

The following *year-round* calendar of annual events and attractions brings tens of thousands of visitors per year to Downtown Waterville:

- Downtown Waterville Farmers' Market, May-October
- Voices of the Kennebec, June
- Main Street Madness 3-on-3 Basketball Tournament, June
- Maine International Film Festival, July
- Waterville Intown Arts Fest, July
- Taste of Greater Waterville, August
- Franco-American Festival, September
- Harvest Fest, October
- Electric Christmas Parade, November
- Kringleville, December
- Waterville Opera House productions, September-June
- Freshwater Arts classes, year-round!



NEW INVESTMENT & DEVELOPMENT ACTIVITIES

Infrastructure. Over the past two years, the City of Waterville and Waterville Main Street have worked together to make the following infrastructure improvements in the downtown area:

- 105 new streetlights
- Paving of Main Street and Front Street
- \$150,000 sidewalk repair project
- New outdoor dining area on Silver Street
- Welcome to Downtown Waterville signage
- Wayfinding Signage (from I-95 to Downtown)

Hathaway Center / Lockwood Mills Project. Exciting plans are in the works to revitalize the Lockwood Mills complex, which includes the Hathaway Shirt Factory building and anchors the southern end of downtown. A \$56 million project, the Lockwood Mills development will include apartments, restaurants, a conference center, office space, shops, student housing and more. Developers expect to break ground in late 2006 and complete the first phase of the project in late 2007 or early 2008.



Façade Improvement Grant Program. Waterville Main Street administered a Façade Improvement Grant program on behalf of the City in both 2004 and 2005, distributing nearly \$100,000 in grant funds and leveraging \$500,000 in investment in downtown properties. Additional funds are being sought to continue this program.

RESOURCES TO HELP YOUR BUSINESS SUCCEED IN DOWNTOWN WATERVILLE

- **Waterville Main Street.** A non-profit organization dedicated to the revitalization of Downtown Waterville, Waterville Main Street (WMSt) serves as a voice for downtown businesses and offers a variety of business retention assistance, including but not limited to:
 - a Business Retention Team that provides confidential, targeted business counseling for any downtown business;
 - free and reduced rate business training opportunities;
 - business-to-business networking events;
 - cooperative fuel oil purchasing;
 - cooperative marketing opportunities; and
 - annual consumer and business surveys.
- **Downtown Tax Increment Financing District.** All of Downtown Waterville has been designated as a tax increment financing district, which means that all tax revenues generated from increased property values within the district are eligible for reinvestment in Downtown buildings, infrastructure, and special projects.
- **Mid-Maine Chamber of Commerce.** The Mid-Maine Chamber of Commerce is dedicated to promoting the free enterprise system, providing membership value and enhancing the economic growth of its members and the region. The Chamber promotes economic vitality through hosting events and festivals, providing Chamber Advantage member-to-member discount cards to over 18,000 area employees and students, and selling Chamber gift certificates, our "Shop Locally" program.
- **City of Waterville.** The City of Waterville works in conjunction with Waterville Main Street, the Mid-Maine Chamber, and Central Maine Growth Council to encourage economic development and downtown revitalization. In addition, the City of Waterville has experienced a declining tax rate for the past two years.

For more information on locating your business in Downtown Waterville:



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