

Main Street Bath by the Numbers



“Partnering to Promote & Preserve Historic Downtown Bath”

Who are we?

- One Full Time Director
- One Part time Assistant
- One Part time Bookkeeper



A Volunteer Board of Directors.

**All
the rest
are
Volunteers!**

**Dozens of
Committed
Neighbors!**



Main Street Bath follows the national “Four Point” model.

**Economic
Vitality
Committee**

Working to serve downtown businesses with resources for success.

**Design
Committee**

Implementing accessibility, creativity, historic preservation and beautification in our downtown.

**Organization
Committee**

Building strength for the non profit within fundraising, operating systems, and relationships in the community.

**Promotions
Committee**

Creating a vibrant downtown culture with events, festivals & concerts for residents and tourists alike.



**“Partnering to Promote & Preserve
Historic Downtown Bath”**

**How many events has Main Street Bath
operated in the last year?**



“Partnering to Promote & Preserve Historic Downtown Bath”

- Old Fashioned Christmas in Bath
- Winterfest
- Bee Bath Buy Bath
- Spring Into Summer
- Welcome to Bath
- Bath Heritage Days
- Movies in the Park (1)
- Movies in the Park (2)



Bee Bath, Buy Bath
Participating Store!
February 1 - March 31
Shop local and “bee” rewarded!



MOVIES IN THE PARK
MONDAY AUG 7 & 21
FREE TO PUBLIC

Aug 7th INDIANA JONES RAIDERS OF THE LOST ARK Aug 21st STAR WARS A NEW HOPE



Film starts when it gets dark, approximately 8:30pm. Rain dates are the following Monday. Concessions will be available from local non profits / businesses. This Summer is a Harrison Ford Classic Movie Theme which may not be appropriate for all ages. 43 Summer Street, Bath www.visitbath.com

SHOP SMALL BUY LOCAL
#fortheLoveofBath
SATURDAY MAY 20TH
10am - 2pm with Sales during Store Hours



“Partnering to Promote & Preserve Historic Downtown Bath”

- “All About Joel” Concert
- Autumnfest
- Bridge Park Dedication
- Tuesday Summer Concerts (8)
- Friday Summer Concerts (8)
- Saturday Summer Concerts (8)



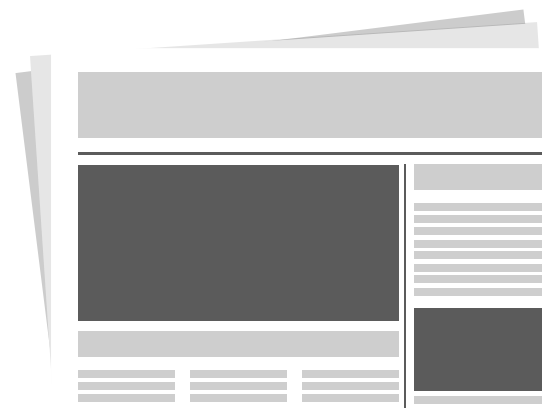
**“Partnering to Promote & Preserve
Historic Downtown Bath”**

35



How else are we bringing people into our downtown?

Advertising in the Newspaper



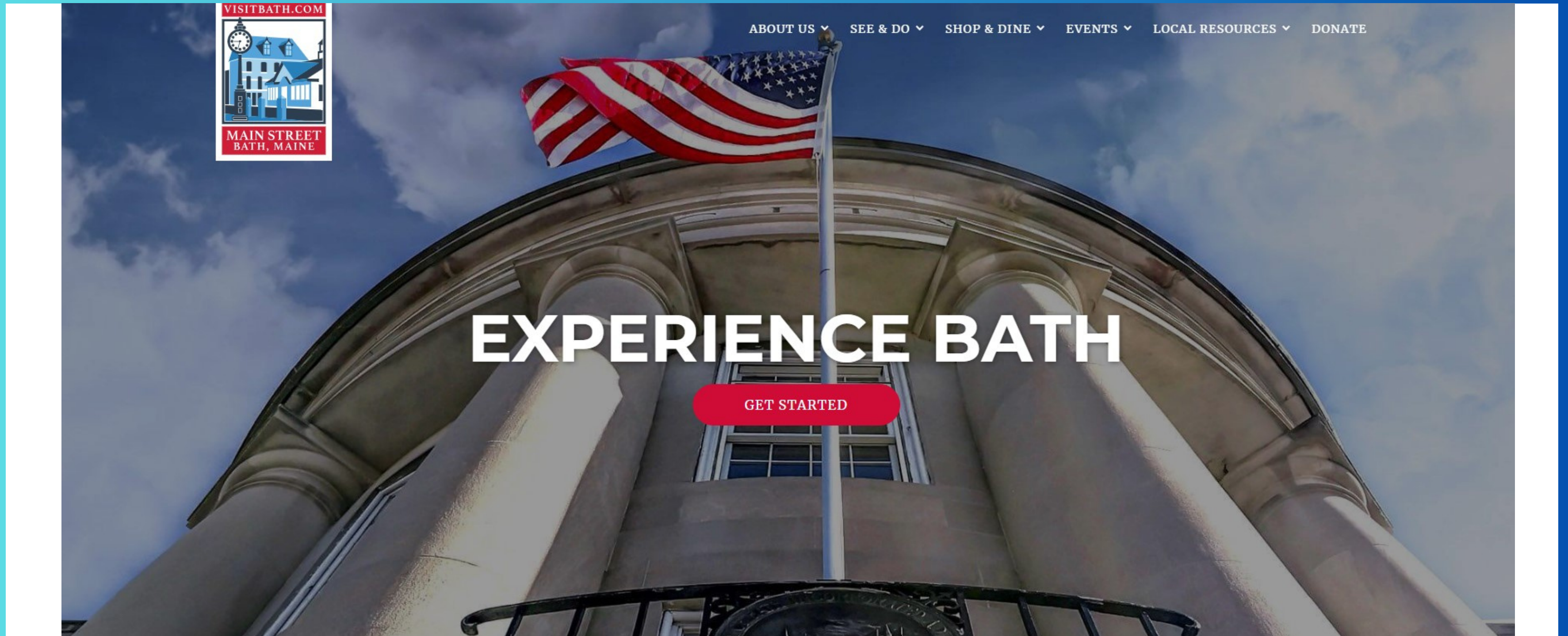
- Full page ad in the Times Record - 12 x a Year

Advertising on the Radio

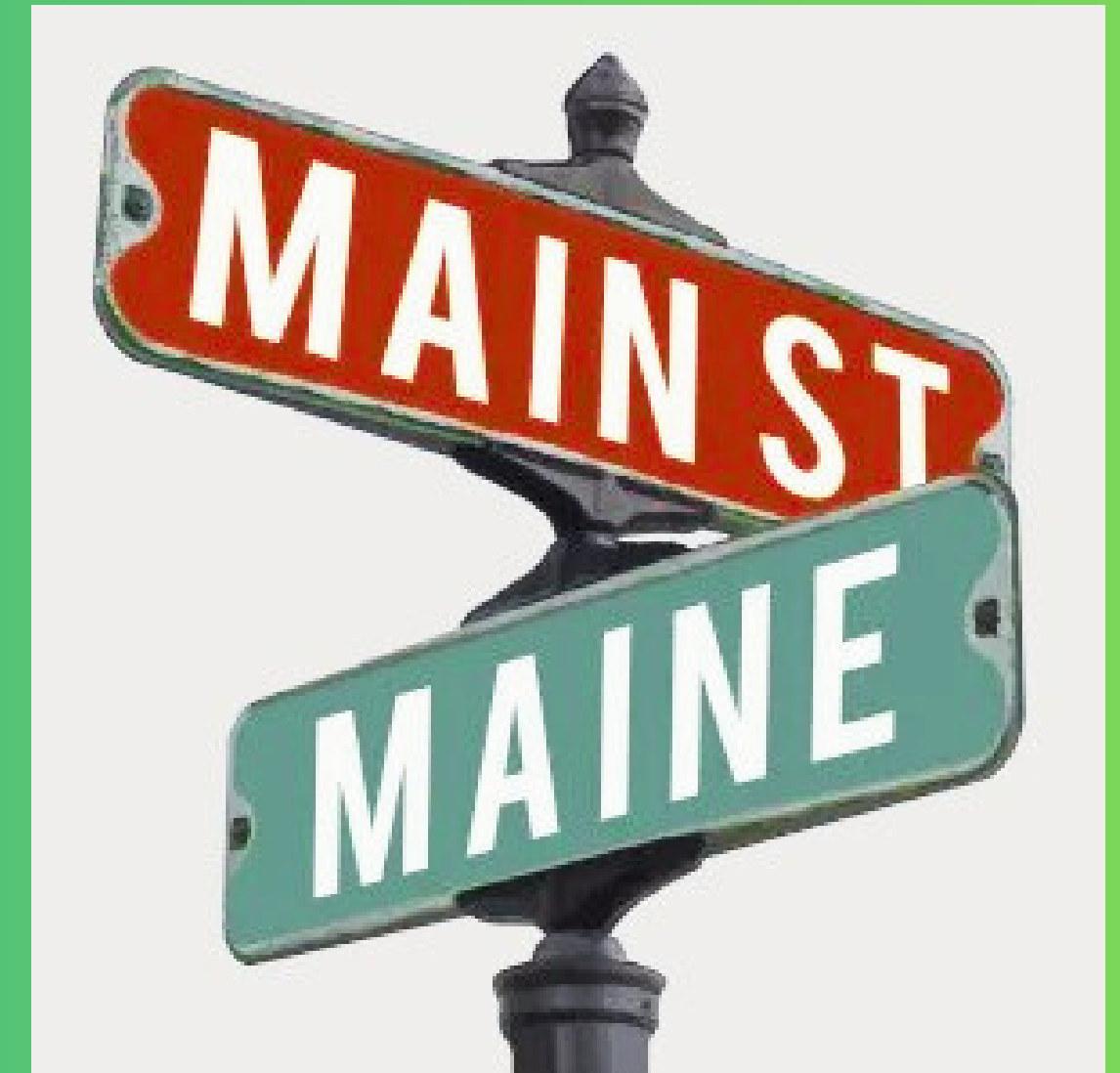


- 600 ads on 98.9 WCLZ
- 400 ads on 99.5 WCME

Our website www.visitbath.com remains the top website for the region!



Additionally, we are a part of Main Street Maine.org, which in 2023
Bath's landing page saw over **17,000 visits!**



How else are we bringing people into our downtown?



- Over 9,100 Facebook followers
- Average post reach over 34,000



- Over 2500 Instagram followers



The Bath Regional Information Center!

25,000 visitors walk through this building each year.

We also ..

- design
- manage
- fundraise for
- print
- and distribute **25,000** copies of the **Bath Map & Brochure.**

No other Main Street Program oversees the town INFO center in the way we do. Bath is lucky!

What happens when we bring people downtown?



Our free community events alone,
bring in well over **\$1,000,000** to our local businesses.



We operate Bath's local
currency
the Gift of Bath.

Accepted at 59 businesses
downtown.

This program annually keeps
over **\$30,000** in our local
businesses instead of going to
Amazon, Walmart, etc.

Bee Bath, Buy Bath
Participating Store!

February 1 - March 31

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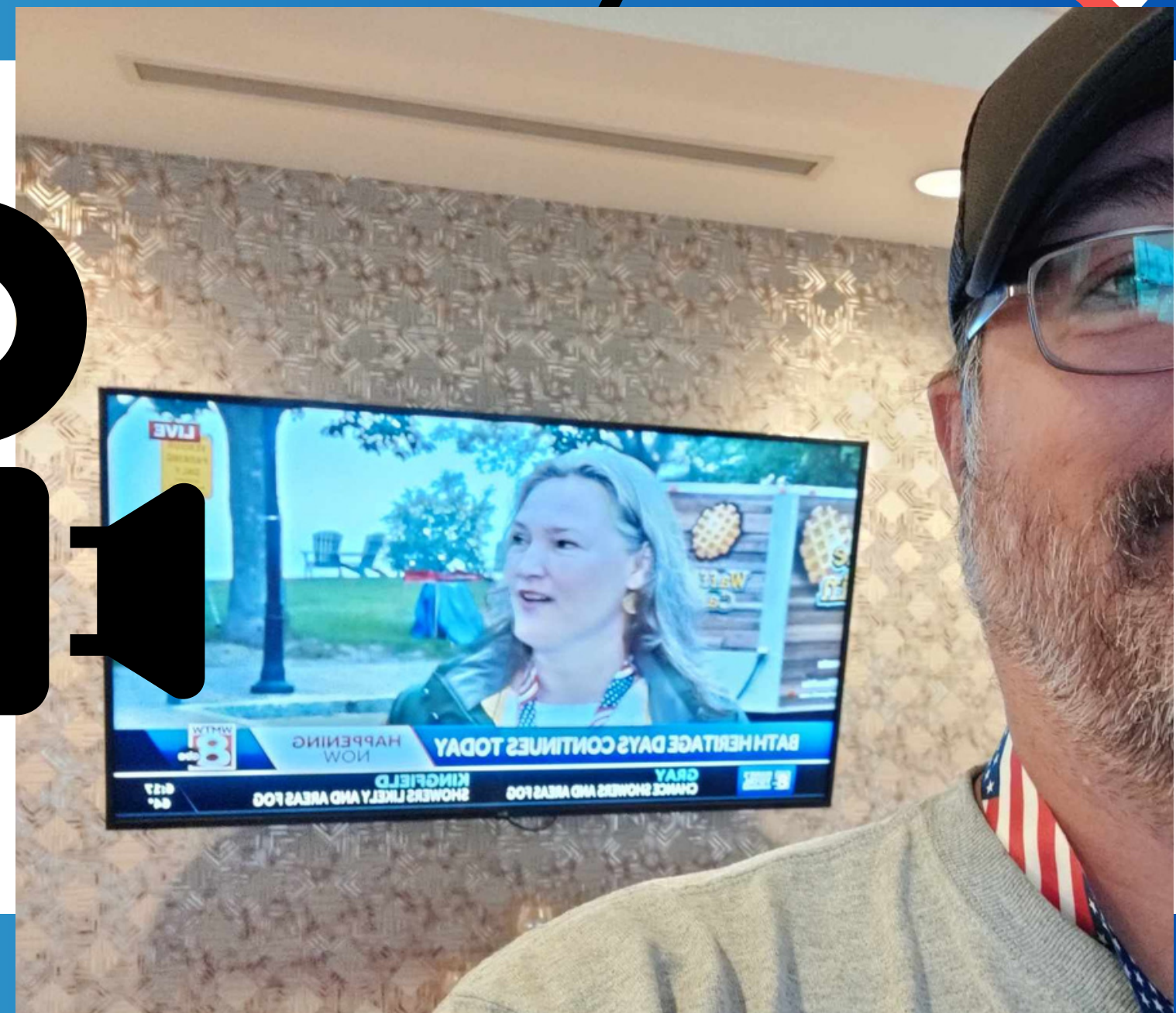


Bee Bath Buy Bath is a program designed to keep businesses alive during the slowest time of year.

Between February 1st and March 31st, **2065 cards** were turned in which represents **8260 purchases.**



During Bath Heritage Days 2023,
we received unsolicited coverage from:
TV Channels **WCSH 6, WMTW 8, WGME 13,**
the **Portland Press Herald** and **WCME 99.5**



For Old Fashioned Christmas in Bath

We signed up for a commercial package with Spectrum cable.

It played our 30 second commercial on over **30 channels**,
such as **HGTV, Hallmark**, the **Food Network!**



**It reached 841,000
customers with
400,000
impressions over tv
and streaming
devices.**



“Partnering to Promote & Preserve Historic Downtown Bath”

We have an annual operating budget
of approximately \$300,000



National Main Street Model says our
program should operate with:

- 1/3 from Municipal Investment
- 1/3 from Business Sponsorship
- 1/3 from Donations

Be a part of the success!

Advocate!

Support!

Donate



**An End of Year Tax Deductible
Donation can continue to help our
downtown businesses and
community thrive!**



www.visitbath.com/donate



PARTNERING TO PROMOTE & PRESERVE
HISTORIC DOWNTOWN BATH, MAINE

**Or
Checks can be
mailed to:**



**Main Street Bath
15 Commercial Street
Bath, Maine 04530**

“Partnering to Promote & Preserve
Historic Downtown Bath”

VISITBATH.COM



MAIN STREET
BATH, MAINE



*Thank
you!*