



**GARDINER CITY COUNCIL**  
**AGENDA ITEM INFORMATION SHEET**



<b>Meeting Date</b>	<b>05/13/2020</b>	<b>Department</b>	<b>City Council</b>
<b>Agenda Item</b>	4.c Written Updates from Non-profits for Council Consideration/Johnson Hall, Boys & Girls Club of Kennebec County, and Gardiner Main Street		
<b>Est. Cost</b>	n/a		

**Background Information**

As is customary practice, the City Council asks for yearly updates from the major non-profits prior to budget time.

To save time the non profits were asked to submit a written report this year due to conducting meetings via Zoom.

Attached are the three reports: Johnson Hall, Boys & Girls Club of Kennebec County, and Gardiner Main Street.

(FY21 Budget note: Boys & Girls Club of Kennebec County did ask for an increase in the amount of \$3,148. The budget presentation recommends that the amount allocated to the B&G Club remain the same for FY21: \$51,572)

<b>Requested Action</b>	'I move to accept the annual written reports from Johnson Hall, Boys & Girls Club of Kennebec County, and Gardiner Main Street.'
<b>City Manager and/or Finance Review</b>	The City Manager recommends the above action.
<b>Council Vote/ Action Taken</b>	
<b>Departmental Follow-Up</b>	

<b>City Clerk Use Only</b>	1 <sup>st</sup> Reading _____	Advertised _____	<b>EFFECTIVE DATE</b> _____
	2 <sup>nd</sup> Reading _____	Advertised _____ w/in 15 Days	
	Final to Dept _____	Updated Book _____	Online _____



## Johnson Hall FY20 Review

Johnson Hall has had a very strong FY20.

**Waterfront Concerts-**We saw our largest gatherings at our Free Summer Waterfront Concert Series this summer with nearly 4,000 attendees for 10 concerts.

**2019-20 Season-**Our Performance season (although abbreviated) brought in nearly 3,000 audience members from 23 states, 4 countries and 99 cities and towns in Maine. We had to cancel 14 shows due to Covid-19 but we were on par to exceed our numbers from last year for overall attendance to our shows inside Johnson Hall.

**Special Events-**We Presented three very successful events this year with our Hocus Pocus Halloween Party and Film, The Festival of Trees and our Murder at the Mansion murder mystery dinner and show. All three events raised very important funds that have helped get us through this difficult time.

**SPARK Theater Camp-**Our SPARK Theater Camp for Kids continues to be a successful program and this year we added Dennis Price, a Maine-based professional actor and improviser, to our teaching faculty.

**Artists in the Schools-**Our Artists in the Schools program saw the largest leap forward since its inception in 2014. We were able to add three new schools districts this September and we saw record numbers of families attending our family shows from those towns. We presented free performances and workshops to over 4,800 students in four school districts on our region.

**Capital Campaign-**This year, thanks to two very important grants we received, we brought our total raised to date to \$3,811,678.00. This leaves only \$1,088,322.00 left for us to raise before construction can begin. The Northern Borders Regional Commission Grant, in partnership with the City of Gardiner, was the most significant, bringing in over \$377,000 to the project and the REvitalizeME Grant which added \$243,752.00 just last week. This grant will allow us to begin work on the façade of the building as early as June if circumstances allow for it.

**Conclusion-**In conclusion, if not for a global pandemic, we were having our best year yet. We are very hopeful that as we are able to gather again that we will come back stronger than ever. In the interim we are working on creating Livestream performances that we can broadcast over the internet. We were able to produce one in March and we had over 500 viewers from 4 countries, 20 states and 37 towns in Maine. Our goal would be to continue to provide the highest quality artists and performances any way that we can. We would also love to be able to use the Gardiner Waterfront (with permission from the city) as a drive-in for boats. Show movies toward the water and folks can watch safely from their boats. We are also looking to present our theater camp on-line as well. Our goal is keep doing what we do in whatever form the situation allows.

Thank you so much for the continued support from the City. We truly know that we are all in this together and we all look forward to all the great things Gardiner can do in the future.





January 16th, 2020

City of Gardiner  
City Manager and Councilors  
6 Church Street  
Gardiner, Maine 04345

Dear City Manager Landes and City Councilors,

The Boys & Girls Club is requesting \$54,720 for 20/21 fiscal year. \$1,500 of this total will be allocated to our Oldies but Goodies Senior Citizen Program. All Club programs are going strong with increased participation from all towns. Together we can offer quality, stable programs for the families of our communities. Thank you for valuing our services.

Our 2020 goals are:

- Maintain quality Child Care, teen and sports programs
- Finish raising the remaining funds to reach our \$10.6 million dollar goal
- Begin construction of a new 32,000 sq. ft. Clubhouse and new soccer/lacrosse field

The Club served over 1,890 registered program participants last year. There were 676 program registrations from Gardiner over the past 12 months. This number does not include the hundreds of community members who use our facility for birthday parties and sporting events, such as Gardiner Youth Basketball and Gardiner Fire Soccer Club.

Thank you again for investing in our community's most precious resource – our children. The Club takes pride in the four communities coming together to provide quality programs for the kids we serve. Families need the Club now more than ever!

Respectfully submitted,

*Ingrid Stanchfield*

Ingrid Stanchfield  
Chief Executive Officer



**BOYS & GIRLS CLUBS**  
OF KENNEBEC VALLEY

Dear City Manager Landes, Mayor Hart and City Council,

On March 16, 2020, all Club operations came to a screeching halt due to COVID-19. Were any of us really prepared for the effects of a pandemic that is now going on eight weeks of stay at home orders? For a few brief days this pandemic threw us into a tail spin wondering how the Club could survive such a crisis. We much thought and input we began strategically assessing the crisis at hand and creating a plan to survive and move forward.

Today we are in week five of the Club being opened for essential Child Care and starting our Friday Food Pantry back up. We are settled into a routine, living our mission of serving those who need us most. Our Boys & Girls Clubs of America Team has been incredible during this crisis. They are on top of every aspect of Club operations, giving us the guidance we need to survive and comeback thriving.

Up until March 16, 2020 the Club was serving over 1,800 program participants and sharing our facility with another 1,700 people annually. The Club served the community and region with Child Care for ages six weeks through grade five, teen programming, tutoring, meals, sports, summer camps, senior citizen programs and community meeting space for people of all ages.

In the past year, the Club served 676 registered Gardiner participants:

- Child Care 146
- Teens 80
- Summer programs 114
- Sports 336

This does not include the afterhours activity such as use of the playground/soccer field.

Below are the updates of programs, the impact of COVID-19 and plans to move forward.

**On Friday, March 13, 2020** all programs were in full swing.

- Program enrollments were over 1,800
- The Club employed 50 dedicated staff
- We were in the process of registration for spring sports



- The Oldies but Goodies Senior Citizen Program were meeting on a regular basis.
- The building was in full use evenings and weekends by the community

**On Monday, March 16, 2020**, the Club closed for two weeks due to increasing concerns of COVID-19.

**On Monday, March 30, 2020**

- The Club reopened after being closed for two weeks
- 22 children attended essential Child Care. 37 are registered to attend.
- The Club furloughed 35 employees and retained 15 individuals to run essential Child Care programs and Club operations
- 109 children are paying to hold their Child Care spots
- 65 children gave up their Child Care spaces
- Parents are expressing fear of having their children in a group setting
- 20% of our parents lost their jobs
- Half of our parents who still have a job are working from home
- The Teen Center is closed and has a set up a private Facebook group for teens to stay in touch. This program is offering online tutoring, enrichment activities and teen talk.
- All spring sports have been canceled
- All outside groups using the building have been suspended until further notice
- Oldies but Goodies Senior Citizen group have suspended face-to-face meetings until further notice. Program Director is checking in on them weekly
- School age Child Care are working with our Club kids to complete the homework packets that school has provided to them

**On April 23, 2020** The Club's Board of Directors voted to gradually increase the number of Child Care spaces available. There are close to 100 parents who are holding their spaces. They will be called back first. Any additional Child Care spaces will be opened to prior registered Club members on a first come first serve bases.

**On June 1, 2020** The Club will increase Child Care by opening spaces to the families who have been paying to hold their spots. Once we know when these families plan to return, we will determine how many additional spaces we have to offer families who are not enrolled now. At this time, Child Care is not business as usual. We have many new health and safety procedures to adhere to along with keeping a close eye on the financial sustainability. For many families who are accustom to the Club's ability to accommodate them at a moment's notice these new procedures may not be well received.

We will not be offering a summer program this year due to the health and safety guidelines set forth by the CDC and Child Care licenses. For the first time in over 25

years this will mean no field trips for our kids. But we have a great group of staff who are already planning for on site fun for the kids who are attending Child Care.

### **Financial Impact of COVID-19**

- Weekly loss of revenue from Child Care \$11,750
- Froze all expense accounts except for food, maintenance supplies and utilities.

### **Emergency Budget Overview**

- |                              |           |
|------------------------------|-----------|
| • Anticipated Weekly Revenue | \$8,200   |
| • Outstanding Revenue        | \$41,919  |
| • Cash on hand               | \$99,013  |
| • Approved SBA PPP           | \$220,000 |
| • Estimated Weekly Expenses  | \$15,372  |

### **New Stimulus Funding Opportunities**

- Child Care Development Block Grant – This funding is paying Child Care fees for employees who are essential workers regardless of their income levels. It will also offer a one-time stipend for our Child Care Program.
- BGCA Government Relations Team is on top of all aspects of stimulus funding for Clubs.

### **Capital Campaign**

- Construction delayed until further notice
- 60-90 day Campaign pause
- Our BGCA Resource Development Team will do a tactical planning workshop with us. This is tentatively set for September 17. This will be a full review of our organization and the impact COVID-19 has had and they will help us develop a strategy to move forward with the Capital Campaign.
- The facts remain the same when it comes to the old Clubhouse. It is meeting our needs today but still needs to be replaced.

We need your support now more than ever as we reopen and rebuild our Club programs! Thank you for investing in our community's most precious resource – our children. Together we can do it!

Respectfully,

*Ingrid Stanchfield*





The primary purpose of Gardiner Main Street is to strengthen the City of Gardiner as a hub for community, commerce and culture.

We do this by focusing on the following community transformation strategies:

- Cultural Connections: Cultivate and create a strong and accessible arts and craft cultural community, including support for Johnson Hall, Artwalk Gardiner, Maine 'Makers' and local artisans.
- Wellness and Recreation: Connect and promote our wellness community and outdoor recreational opportunities.
- Local Business: Expand our local foods/craft beverage movement and advocate for new and existing businesses.
- Welcoming Community: Position Gardiner as a family friendly, safe, walkable and welcoming community.
- History and Heritage: Emphasize the history and heritage of the community: its work, dwellings, people, and accomplishments.

Gardiner Main Street partners with community members and the City of Gardiner to bring about positive change in our downtown. Founded in 2002, Gardiner Main Street is a 501c3 nonprofit organization. The organization adheres to a proven model of downtown development as an accredited Main Street America community. We are one of ten such programs in the state of Maine and over 2,000 across the country.

GMS consists of just one full-time executive director, Melissa Lindley. We also rely on over 100 community volunteers who contribute their time and efforts, every year, for our events and committees to help carry out our mission. We are a fiscally responsible organization that relies on event revenue, business and individual donations, and municipal support to each provide one-third of our operating revenue. The City of Gardiner's annual support of \$30,000 is essential for our organization to operate. This support is especially critical in this year of the COVID-19 pandemic, as we expect donations and event revenue to be significantly impacted in 2020.

GMS is thankful to the Gardiner Public Library Association for graciously housing our temporary office over the past year. Our permanent office space will soon be available above the newly renovated Domino's building, hopefully in June.

#### **ANNUAL EVENTS:**

In 2019, Gardiner Main Street organized 10 annual events, which brought thousands of people downtown: our monthly Mix! Networking Nights, Game Night, Spring Fling, Greater Gardiner River Festival, Swine & Stein Brewfest, Downtown Trick or Treating, Early Bird Shopping, Shop Small Saturday, Holiday Tree Lighting and the Parade of Lights.

In these unpredictable times of the COVID-19 pandemic, some of these events have already been impacted. Our June Greater Gardiner River Festival has been cancelled (with some hopes of a postponed collaboration with city bicentennial collaboration), and we expect our largest fundraising event, October's Swine and Stein, to also be impacted. Despite these event cancellations, we hope to bring them back - bigger and better than ever in 2021.

#### **ECONOMIC DEVELOPMENT SUPPORT:**

We maintain a relationship with downtown Gardiner business owners and landlords and continue to advocate for their needs to help them grow through our relationships with the City of Gardiner leaders and other groups and organizations. We host ribbon cutting ceremonies for new businesses and also share local business events and marketing efforts through our weekly email newsletter and social channels, broadening their reach.

Through our relationship with Maine Downtown Foundation and Main Street America, we offer the Maine Historic Commercial District Revolving Fund, which will provide 0% interest facade improvement loans to Gardiner business/building owners over the next three years.

We are incredibly proud of our latest activities. In response to the economic impact of COVID-19 pandemic on our local business owners, GMS collaborated with the Augusta Downtown Alliance (ADA) to form the Kennebec Valley Downtown Relief Fund. GMS and ADA each contributed \$4,500 to the grant fund and, to date, have collectively raised over \$47,000. From this, \$23,800 was awarded to 10 businesses in Gardiner, providing a cash flow lifeline to businesses committed to staying open in our city.

#### **PHYSICAL IMPROVEMENTS:**

Our Streetscape Team's goal for 2020 is 'Raising Our Game,' an intention to make the city shine after the completion of the bridge projects. In addition to tending the city gardens and setting out planters downtown on Water Street, they have set their sights on the Common. They are hoping to see a new plan for tree maintenance and replacement, and will prepare and paint the



hundreds of 'Gardiner Green' historic fence rails. In the fall, they will begin planning for the restoration of the Palmer Fountain - now over 100 years old! – efforts for which have already been enacted and are in process.

The Streetscape Team also will continue a 'Tobacco Free' initiative on Water Street and in support of all of our parks and city properties designated as 'Breathe Easy' zones. Volunteers are the heart of Gardiner, and ours work tirelessly to attract residents and visitors to our historic downtown.

The once-toxic property at 129 Water Street, known as the former Bailey's Lot, is scheduled for redevelopment this year, thanks to a Brownfield Grant awarded to GMS. We have worked with Ransom Consulting in planning for the site and are currently awaiting bids for the work. It is our intention and anticipation that GMS will be able to oversee the creation of a new Water Street parking area in the near future.

Gardiner Main Street appreciates the Gardiner City's Council's consideration to continue it's annual support of \$30,000 for our program. If you have any further questions, we would be happy to provide additional information to you.

**Gardiner Main Street Board of Directors:**

Dawn Thistle, president  
Stacy Caron, vice president  
Janet Slade, secretary  
Robert Abbey, past president  
Clare Marron  
Kristy Gould  
Martha Mosher  
Nicole Cooley  
Mike Gent  
Pat Hart (*ex officio*)

**Staff:**

Melissa Lindley, Executive Director  
melissa @gardinermainstreet.org  
207-582-3100

**GARDINER MAIN STREET'S PLANNED ANNUAL EVENTS FOR 2020:**

- **CANCELLED/Pending Re-evaluation for alternate dates:**
  - Gardiner Game Night: March 28, Johnson Hall
  - Greater Gardiner River Festival & Craft Fair: June 20th, Waterfront Park
- **MONITORING COVID SITUATION FOR PLANNING:**
  - Swine & Stein Brewfest: October 10, Water Street
  - Downtown Trick or Treating: October 30, Water Street
  - Early Bird Shopping: November 7, Downtown Merchants
  - Small Business Saturday & Downtown Tree Lighting: November 28, Water Street
  - Parade of Lights: December 5, Water Street
  - Mix! Networking Events: 2<sup>nd</sup> Wednesday of the month at various businesses