



ECONOMIC DEVELOPMENT CORPORATION

Saving Critical Greenspace

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Vice President

Greenville Master Plan (Musson Group, 2017)





OPTION AGREEMENT

A LEAP OF
FAITH!

- Shared vision with the property owner, EJ Richardson and family
- Requirements:
 - Must purchase both properties
 - Cost: \$675,000
 - \$30,000 nonrefundable option payment
 - Option would end December 30, 2020
- Agreement signed on March 11, 2019

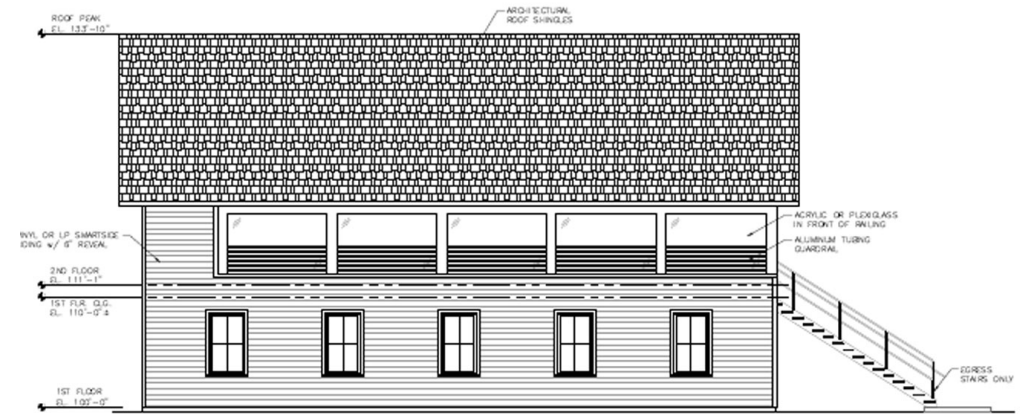
WHY?

- Increase retail space in Greenville's downtown
- Install free public docks, increasing public recreation access to Moosehead Lake and supporting boaters and snowmobilers coming from the lake into downtown
- Support residents and draw visitors to downtown to shop, dine, bank, and relax enjoying the area's scenic attributes as well as periodic musical performances, arts and crafts events, group recreational activities, and community celebrations
- Encourage the ongoing revitalization of downtown, helping spur additional investment

RESULTS

Purchased and
Resold
Commercial
Property
4 months later

- Purchased *and* sold the first of the two properties in July 2019
- Purchased by two local businessmen for \$415,000
- Boundary between the two properties was changed, expanding the commercial property
- Environmental assessment of property completed
- Existing structure – a 75-year-old former gas station – will be torn down and replaced with new, larger building
- Construction begins in June 2021



EAST ELEVATION VIEW
SCALE: 3/16" = 1'-0"



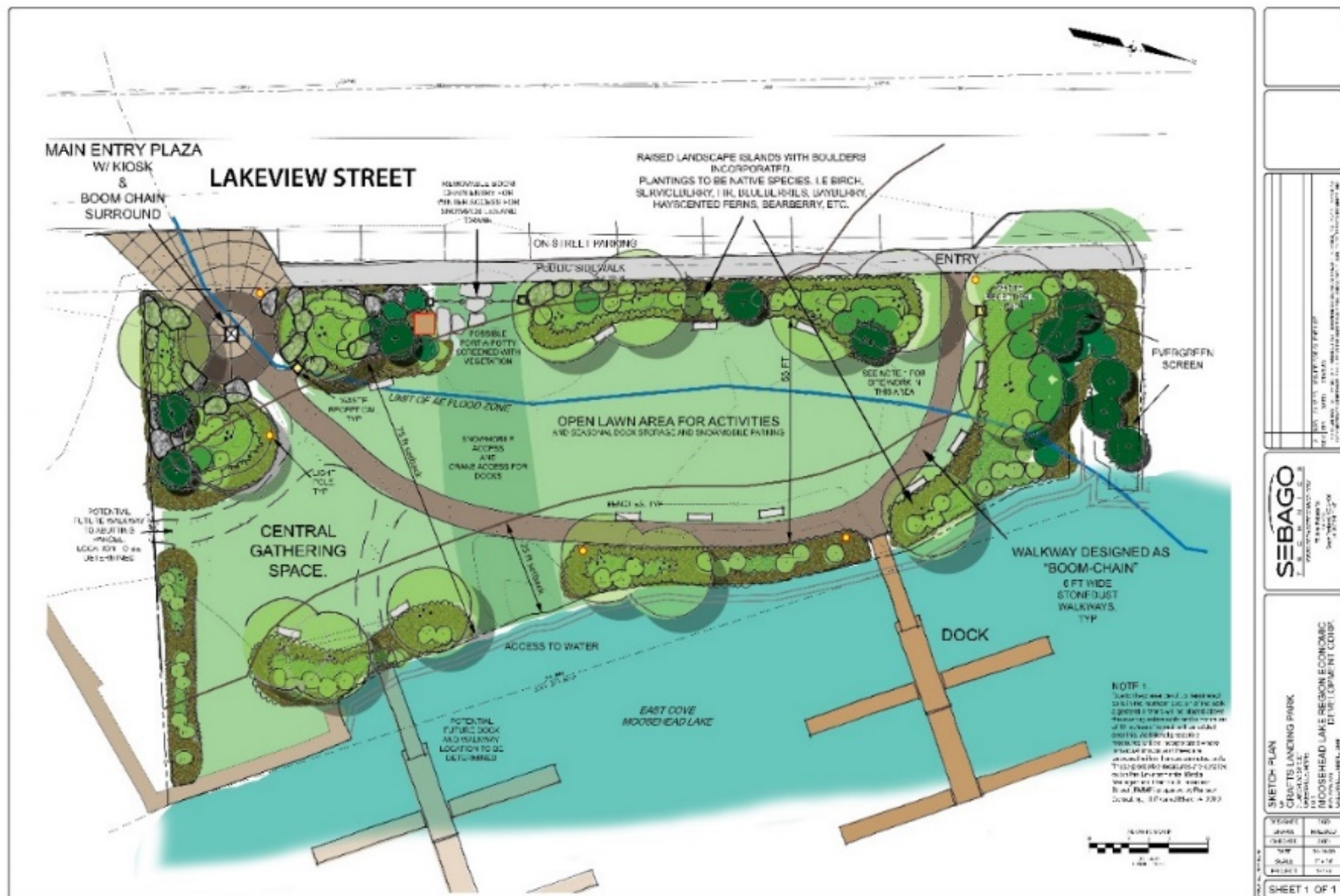
NORTH ELEVATION VIEW
SCALE: 3/16" = 1'-0"

RESULTS

Purchased the Green Space Property 1 Year Later

- Purchased the property in July 2020 for \$210,000
- Established a \$40,000 maintenance fund up front
- Hired a landscape architect, Steve Doe of Sebago Technics, and finalized the site plan which is estimated to cost \$150,700.
- Completed a park management plan with policies on park usage, dock maintenance, lawn care, and snow management
- Conducted Phase 2 environmental assessment and secured MDEP approval for Voluntary Response Action Program or VRAP
- Construction begins in June 2021





RESULTS

Fundraising

Stakeholders	Donation Totals
2 Maine government agencies	\$125,200
6 Private foundations	125,000
115 Individuals/couples/families (residents, seasonal residents, and visitors)	72,806
20 Businesses/business foundations	63,753
10 MLREDC Board members	29,000
2 Others	6,332
TOTAL	\$422,091
Additional Gifts in Kind	
BALANCE TO BE RAISED	\$40,000

ESSENTIALS

What did it
take to do
this?

- Unanimous Board support for the project
- Strong leadership and business relationships
- Partnerships:
 - Land for Maine's Future
 - Forest Society of Maine
 - Piscataquis County Economic Development Council
 - Town of Greenville
- Fundraising, fundraising, fundraising!

TOUGHEST CHALLENGES

- Pandemic affected our momentum and delayed fundraising
- Underestimated expenses (Estimates came in higher than anticipated)

MY BEST ADVICE

- Have confidence in your winning project
- Be bold
- Build and nurture relationships with your stakeholders
- Consider broad array of fundraising strategies
- Add a contingency line to your budget
- Have a spouse willing to proofread and stuff envelopes!

CELEBRATORY
GRAND OPENING

2021 SEAPLANE
FLY-IN

THANK YOU!

Photo Credit:

Boats, Dave Dostie; Seaplane, Chris
Rose

