



**MISSION STATEMENT:** *Kennebunk@Work* is a quarterly newsletter, published by the Town of Kennebunk's Economic Development Committee (KEDC) for our local business owners. The mission is to publish useful news about small business, forecasts, research, resources, case histories and other ideas that may appeal to our town's business owners. When appropriate, we include announcements, conduct surveys and provide local information. *Kennebunk@Work* should never be viewed as either an endorsement or recommendation made by the Town of Kennebunk but taken simply for what it is: information we have found that may be of interest to a local business owner. For questions about local business or the KEDC, please contact [KEDC@kennebunkmaine.us](mailto:KEDC@kennebunkmaine.us).

---

### In this issue:

- **June 2014 Survey of Town Business Owners**
- **Mail-it-Unlimited Celebrates Award and 25<sup>th</sup> Anniversary**
- **Does Your Kennebunk Business Qualify for a Maine Grant?**

---

### JUNE 2014 KEDC SURVEY SUMMARY

In May, the Kennebunk Economic Development Committee conducted an E-mail Survey among approximately 400 local business owners to research their opinion of various resources offered by our town, our utilities, as well as our Chamber of Commerce. Based on a 15% response which we believe is projectable, you will find a summary of that research below. For the complete survey results, go to the link below and be sure to use both the User Name (**CarolineEDC**) and the Password (**ANGUSED**):

[https://www.surveymonkey.com/analyze/7\\_2BzM5mZTWA2ZhyExwZ0dTAZlHLTpoCvcPtirmhjfKOA\\_3D](https://www.surveymonkey.com/analyze/7_2BzM5mZTWA2ZhyExwZ0dTAZlHLTpoCvcPtirmhjfKOA_3D)

1. Overall, how would you grade your experience with various town departments?

**#1 being very poor, #5 being excellent or Not Applicable** 1 2 3 **4.25** 5 N/A

2. Are you familiar with the work of the Economic Development Committee?

Very Familiar **21.0%** Familiar **28.0%** Somewhat Familiar **36.6%** Not Familiar **12.2%**

3. Are you familiar with the work of the Kennebunk Development Corporation?

Very Familiar **8.7%** Familiar **24.5%** Somewhat Familiar **28.7%** Not Familiar **38.6%**

4. Grade your experience with each of the following:

**#1 being very poor, #5 being excellent or NA: Not Applicable:**

a. Site Plan Review Board	1	2	<b>3.72</b>	4	5	N/A
b. Planning Board	1	2	<b>3.82</b>	4	5	N/A
c. Historic Preservation Commission	1	2	<b>3.71</b>	4	5	N/A
d. Code Enforcement Office	1	2	<b>3.91</b>	4	5	N/A
e. Economic Development Office	1	2	<b>4.10</b>	4	5	N/A
f. Planning Office	1	2	<b>4.06</b>	4	5	N/A
g. Conservation & Open Space Plan. Comm.	1	2	<b>3.86</b>	4	5	N/A

5. Grade your experience with each of the following:  
#1 being very poor, 5 being excellent or NA: Not Applicable:

a. Kennebunk, Kennebunkport, Wells Water District	1	2	3	<b>4.33</b>	5	N/A
b. Kennebunk Sewer District	1	2	3	<b>4.14</b>	5	N/A
c. Kennebunk Light and Power District	1	2	3	<b>4.47</b>	5	N/A
d. Kennebunk Chamber of Commerce	1	2	3	<b>3.29</b>	5	N/A

6. Grade your experience with each of the following:  
#1 being very poor, #5 being excellent or NA: Not Applicable:

a. Downtown Committee	1	2	3	<b>4.24</b>	5	N/A
b. Lower Village Committee	1	2	3	<b>3.74</b>	5	N/A
c. West Kennebunk Committee	1	2	3	<b>3.96</b>	5	N/A

7. **What kind of business?** Retail **32.7%** Service **32.7%** Wholesale **1.7%**  
Manufacturing **1.7%** Construction **0.0%** Non-Profit: **3.5%** Other: **27.65%**

8. **Years in Business?**

Less than 2 years **6.9%** 3 to 5 years **13.8%** 6 to 9 years **15.5%** 10+years **64%**

9. **How many employees do you have beside yourself?**

No Employees **34.5%** 1 to 5 employees **31.0%** 6 to 9 employees **10.3%**  
10 to 49 employees **20.7%** 50+ employees **3.4%**

---

## Mail-It Unlimited Celebrates 25<sup>th</sup> Anniversary and Receives Top Award from United Postal Service

By Steve Hrehovcik, KEDC Member

For the last ten years Mail-It Unlimited has earned the designation as “Top Shipper” from the United Postal Service. This award is measured by dollar volume of packages delivered by an authorized UPS shipping outlet.

Mail-It Unlimited is among more than 5,300 independent UPS outlets. The award is given to stores in the top 100, and last year Mail-It Unlimited was sixth in the nation, shipping more than 25,000 packages.

Bill Gallant, owner of Mail-It Unlimited, says, “It has been a great honor to receive this award, especially during our 25<sup>th</sup> anniversary. We are pleased that our customers have placed their confidence in our ability to send their packages to arrive at their destinations safely and promptly.”

As part of the 25<sup>th</sup> Anniversary celebration, the store sponsored a community food drive and fundraiser for the Kennebunk Animal Welfare Shelter. Gallant says it was a way for him and his wife Anna to say thank you to the community that has supported them for the past 25 years.

While Mail-It Unlimited has sent traditional letters and packages it also has shipped some more unusual freight. These include a Cadillac sedan to St. Thomas, a 1968 Chevrolet Impala to Hamburg, Germany, a \$500,000 book collection to New York City and more than \$125,000,000 of art and antiques over the years.

Gallant started his business in 1989 in a 600 square foot location on Main Street, downtown Kennebunk. In addition to shipping packages he had a modest gift store. As business grew he enlarged the shop three times. In

1999, the building where he was located was demolished to make room for Park Square, a new complex of stores and offices. Gallant moved his business to Shopper's Village on Portland Road and it has grown to become one of the largest gift stores in York County. Much of the display merchandising is done by Anna in her "spare time". Mail-It Unlimited also offers shipping service through FEDEX, DHL, USPS, LTL Freight and dedicated specialty carriers. The gift shop features souvenir items, books, candles, New England food products and a large selection of greeting cards, including five lines designed by local artists. Gallant also offers copy, fax, scanning services and packaging material.

When he started, Gallant operated the business as a one-man shop. Today he has seven employees. This includes his assistant manager, Tim MacLean, who has been with him for 19 years. MacLean began working at Mail-it Unlimited when he was a sophomore in high school.

When considering how his business has grown through three recessions and a UPS strike, Gallant says, "I've always put my customers first. I tell my employees our customers pay them, I just write the checks. Many of the packages we send have a sentimental value for our customers. We pay special attention to their importance. It keeps customers coming back."

Gallant grew up in Brewer and earned a degree in microbiology from the University of Maine, Orono. He started working in the laboratory at Snow's Clam Chowder in Scarborough. Before long he moved up into management positions and earned an MBA at the University of Southern Maine. He travelled all over the country for Borden Inc., the parent company of Snow's.

When he left the company in the fall of 1988 he interviewed with several major corporations, but they required him to relocate his family. He preferred to stay in Maine. That's when he started to look for a company he could run on his own. He considered several business opportunities before purchasing a young business in March of 1989 called Mail-It Unlimited. It's a decision he's glad he made and so are his customers.

---

## **Maybe Your Kennebunk Business Qualifies for a Maine Grant?**

By Caroline Segalla

Sometimes a potential business owner may need some added start-up funding to implement their business idea. Others may just want to enhance their storefronts to make them more appealing or perhaps they see an opportunity where by combining their investments with a Maine state grant, they can create more jobs in our community.

Kennebunk has been fortunate in pursuing several grants, most of which have been awarded, with the most popular being Maine Department of Transportation grants for traffic and infrastructure related projects and Community Development Block Grants (CDBG) for façade grants, micro-enterprise, and economic development programs.

Since 2010 Kennebunk has received two façade grants and one micro-enterprise grant from CDBG. While there are no guarantees that they will be awarded, any business owner interested in applying for a state grant should connect with the town's Community Development Director Chris Osterrieder, Community Development Coordinator Caroline Segalla, or the Economic Development Director Mat Eddy.

When grants are available, the first step is to submit a letter of intent, which should include a description of the businesses' projects, costs and duration of their individual projects. This information is gathered at the initial informational session with the Community Development Office and the Economic Development Director.

Ms. Segalla will work with the applicant to assure that that the letter of intent is in line with the grant's objectives and then invite them to complete Phase One which simply means completing a full application.

During Phase One, public hearings are conducted to inform the community of the project, and, to receive comments as well as solicit support for the projects. This process usually takes two to three months to review and consider all applicants—which means no work may begin that is associated with the grant application.

Phase Two also consists of an Environmental Report Review, which may require approval from a variety of groups like the State Historic Preservation Office. The town has six months to complete this phase—although in many cases it will not take that long. This includes requiring the grant applicant to submit cost estimates for all work proposed which may include competitive bids. The completed application and supporting documents will be submitted to the Town's Community Development Block Grant (CDBG) Façade Advisory Committee who will make the final awards.

Once awarded, the business applicant must sign a contract with the town that includes scope of work, amount awarded, timeframes to complete projects as well as complying with applicable local, state or federal regulations. Grantees can choose to be reimbursed as their projects progress or as a lump sum at the end. During this time, town staff inspects the work and materials to ensure they align with the agreed upon scope of work before reimbursing grantees. For more information on Maine State Grants, contact Caroline Segalla at 985-2102 extension 1341 or 207-251-5821.

Some recent successes since 2012 include Cherie's at 7 High Street which qualified and was awarded \$25,000 as part of a façade project and the former Five and Dime along Main Street—whose grant to completely redo the Garden Street side of their storefront was \$21,600—of which the grant covered \$10,800 of that cost.

Wallingford Farms on York Street applied for and received \$5,000 in grant funds to cover half the cost of their exterior makeover, while the Village Tavern in West Kennebunk qualified for a \$25,000 grant when their building was completely rehabilitated in 2012. In fact, since 2012, some eight Kennebunk business locations have qualified for and received \$135,000 in state grants.

Please feel free to contact Mat Eddy or Caroline Segalla for further information/discussion.

Mat Eddy, Economic Development Director

[meddy@kennebunkmaine.us](mailto:meddy@kennebunkmaine.us)

Caroline Segalla, Community Development Coordinator

[csegalla@kennebunkmaine.us](mailto:csegalla@kennebunkmaine.us)