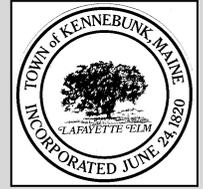


MISSION STATEMENT: *Kennebunk@Work* is an electronic newsletter, published by the Town of Kennebunk for its local business owners. Published six times a year, our editor searches a wide variety of websites for useful news about small business, forecasts, research, resources, case histories and other ideas that may appeal to our town's business owners. From each search, we publish a few snippets from each selected piece and provide a link to the full article. When appropriate, we include announcements and information of interest to local small business owners from the town. *Kennebunk@Work* should never be viewed as either endorsements or recommendations 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.



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- **Kennebunk Library and KEDC Partner in Two Facebook Business Workshops**
- **What kinds of businesses do residents and Kennebunk business owners believe the town needs**
- **Kennebunk Light & Power Announce New power supply contract**

*Interested in setting up a Facebook account for business
... but don't know how?*

*Want to learn the basics of using Facebook
...to promote and grow your business?*

Millions of U.S. small business owners already use Facebook, however, many Kennebunk business owners with a Facebook page are not using it as a business tool. Whether you have a Facebook page or not these programs are for you.

That is why in January 2015 there will be two (2) FREE 90 minute Facebook workshops at the Kennebunk Free Library at 112 Main Street, Kennebunk.

Two Workshops: “Getting Started with Facebook” & “Building Business with Facebook”

1. **Facebook Business 101: *Getting started with Facebook.*** Local business attendees will leave this 90 minute session not only with a working Facebook Page, but also will learn how to create and post a personal profile and update that with pictures, video and other information.

You must have an active email account and be familiar with how to use a computer, laptop, tablet or iPad. Bring a laptop, iPad, etc. with stored pictures if you can, but we will have a limited number for attendees to use. **Workshop: Wed., Jan. 7, 2015, 5:45 to 7:15 PM**

2. **Facebook Business 201: *Building Business with Facebook:*** Business attendees must already have a working Facebook page as this session goes beyond the basics and includes creating a Facebook Profile for your business as well as how to add and build a business identity (brand) among all your customers and prospects with the objective of making your business relationship with everyone you touch a more personal encounter.

You must have an active Facebook account but please bring business pictures, videos and/or business logos stored on a data stick or send an email with images to your email address. You will also need to bring a computer, laptop, tablet or iPad if you can, but we will have a limited number for attendees to use. **Workshop: Wed., Jan. 14, 2015, 5:45 to 7:15 PM**

- **Snow Date:** Wednesday, January 21, 2015, 5:45 to 7:15 PM

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Registration is FREE and will be limited to 15 business owners per session. Register now:

- **Email:** kfl@kennebunk.lib.me.us
- **Call:** 985-2173 x 4
- **And be sure to say which session you plan to attend**

EDC Surveys Residents and Businesses

This past September, the Kennebunk Economic Development Committee conducted an on-line survey among approximately 1,000 residents and businesses. Surveyed separately to see how much difference there was in each group's opinion--the results of both surveys, were surprisingly similar. Information included in the summary covers consumer shopping habits both here and in surrounding communities as well as what shoppers look for, what levels of service they expect and what kinds of businesses they hope to see in the future.

Near term, both groups thought that a movie theater and bakery would fit well into the current landscape of Main Street businesses. And actually a bakery (Boulangere) will open next spring next to the Village Pharmacy in the location once occupied by Old Home Parts behind the Waterhouse Center.

Long term, 65% of residents said that in a decade they hoped to see our downtown flourishing with *“an aesthetic blend of green space, natural elements, pedestrian level amenities with a historic flavor.”* Meanwhile 70% of those same residential respondents hoped that by then the downtown will be described as *“a meeting place and center of community activities with a mix of coffee shops, brew pubs, cultural and recreational spaces.”* The results of both surveys are very interesting to any business owner looking at a long-term future in Kennebunk.

[View](#) summaries of these two surveys.

Kennebunk Light & Power Announce New Power Supply Contract

The cost of power supply for customers in New England and particularly in Maine has been in the news a great deal recently. The Kennebunk Light & Power District wants to assist their customers in understanding the reasons behind the possible and real increases in power supply as well as to inform them of an actual increase occurring in the future.

Effective January 1st, 2015 the rate charged for power supply from the Kennebunk Light & Power District (“the District or KLPD”) will increase by \$0.020570 per kilowatt hour (“kWh”) for residential and commercial accounts. It will go from the current \$0.064830 to \$0.08540 per kilowatt hour (“kWh”). The average residential consumer uses 750 kilowatt hours per month.

At this consumption level, the increase will be \$15.43 per month. If your average home consumption is 500 kWh, the increase will be \$10.28. This increase is only on the power supply portion of the invoice you receive from the District. While the District recognizes this increase will have in impact on all of its customers, it is important to know that the contract is for two years beginning January 1, 2015 and ending on December 31, 2016. Given that the current forward pricing for power supply (i.e. energy) continues to increase, this contract is intended to give some stability to the power supply costs for KLPD customers. There are a few months exposed during these two forthcoming years, but the District intends to closely follow the market and take advantage of any downward trend on behalf of its customers. Because it is a not-for-profit consumer owned utility, the District does not “add-on” any cost to this commodity. The cost incurred by the District is passed directly onto the customer without any mark up. The total cost per kWh from Kennebunk Light & Power is currently \$0.1084 per kWh (just under 11 cents per kWh). The cost will increase to \$0.1290 per kWh (just under 13 cents per kWh) at the first of the year. Obviously, power supply makes up the largest portion in the overall cost of providing electricity to our customers. Your meter is read every month and your consumption is measured in kilowatt hours – kWh. Thus, you are charged for the kilowatt hours you consume. This is why it is important for you to know the per kWh costs.

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As a public power electric company, the District was enabled by the Legislature to continue to purchase power wholesale and sell it retail to its own customers. The District is proud of the fact that power supply costs to its customers have been **below** the standard offer costs ever since deregulation began. Because of this fact, the District has kept its system whole and continues to provide total service to its customers. However, due to the deregulation of the electric industry in Maine in '97/'98, customers of electric distribution companies have the right to "shop" for their individual power supply contract. Customers of the District can do this by going to the web site of the Maine Public Utilities Commission – www.maine.gov/mpuc and checking out the competitive electric supply marketers. If you decide to "shop", please contact the District. The staff will help you decipher the quote you may receive to make sure you are comparing like for like pricing. If you choose not to contact the District, please read all the information you may receive very carefully as power supply has become a competitive business and oft time the details of an offer can dramatically change the cost. You will always be a service customer of the District, you will receive your bill from us and you will continue to receive the reliable and excellent service you always receive. The District believes that keeping the customer base whole has served everyone very well.

As reported elsewhere, these price increases are clearly driven by the natural gas market. The constraints of getting natural gas into New England combined with the fact that over 55% of the power supply in the New England grid comes from gas fired generation plants places a burden of high costs to all New England electric ratepayers. For example, the U.S. average electricity price rose 3.5% between the first quarter of 2013 and the first quarter of 2014. In New England, for that same time frame the price increase was 11.8 %. Because of the lack of sufficient pipeline infrastructure, everyone in the industry believes electricity prices will continue to escalate over the next few years. The District will continue to provide its customers with the best possible cost of power it can obtain as well as provide reliable and safe service.

If you have any questions, please direct them to KLPD at 985-3311 or via email to sastaz@klpd.org.

-The End-