

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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Dear Business Owner:

The Kennebunk Economic Development Committee is conducting a survey in town among business owners asking their opinion of what kind of businesses they wish to see either relocate or started in our community.

As members of our community we want you to complete this survey as much because you are a business owner but also because you are a local consumer. This simple online survey questionnaire is only ten questions long but we believe can provide our Economic Development Director and others in town with valuable insights and information in terms of creating the best economic atmosphere for Kennebunk.

Please access this link to complete the survey. <https://www.surveymonkey.com/s/GVMX6P8>

*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?*

A free January 2015 workshop conducted at the Kennebunk Free Library will be a beginner's workshop for local Kennebunk business owners, who do not have a Facebook account.

Attendees will leave this session with a working Face Book Page
...while also learning how to profit by using Face Book in their business.

The Kennebunk Free Library and the Kennebunk Economic Development Committee invite you to attend, of one of these two January early evening workshop sessions. The program is free but each session must each be limited to about a dozen attendees simply because a smaller workshop format makes it easier for a beginner to get more personalized attention and to ask questions. What's more, with enough interest, there may be a third session.

The only requirements are that (1.) you have an active email account and (2.) you must be familiar with how to use a computer, laptop, tablet or iPad. Please bring a laptop if you can, but we will have a limited number for attendees to use. And what can you expect when you leave this session?

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You Can Expect To Learn How To:

- Set up your own working Face Book Account
- Create a Face Book Profile for your business
- Know how to add friends, customers, and prospects
- Upload data, photos and videos all related to your business
-And More

Each session will be 90 minutes long (5:45 to 7:15 PM) and held at the Kennebunk Free Library at 112 Main Street, Kennebunk.

Workshop Dates:

- Wednesday, January 7, 2015, 5:45 to 7:15 PM
- Wednesday, January 14, 2015, 5:45 to 7:15 PM

Snow Date:

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

Registration for attendance will be limited so act now:

Email: kfl@kennebunk.lib.me.us or

Call: 985-2173 Extension 4

And why is this important to you?

Mat Eddy, Kennebunk's Economic Development Director, reports that he sees the best business recoveries in town occurring among those local businesses embracing even the most rudimentary technology—including those using basic social media like Face Book as a business tool.

Capital Resorts Offers Times Share Units at Modernized Pythian Building

By Steve Hrehovcik

When Ed Beckett, Sr. made the sizable investment to purchase and upgrade the former Pythian Building at 84 Main Street in 2011 he helped enhance the appearance of downtown Kennebunk. In addition to modernizing the four story building that dates back to the late 1800s, Beckett refurbished the ground floor with three store fronts - a barber shop, run by his son Ed Beckett, Jr., The Hive, an art and entertainment location and an office suite.

This renovation attracted the attention of the Capital Resort Group, a vacation ownership company with a home office in Orlando, Florida. The group purchased the upper three floors earlier this year and converted them into seven luxury units.

Each unit is available for use by members of Capital Resort Group or other vacationers who make time share arrangements with the group to visit Kennebunk. Vacationers can stay overnight or extended holidays and have an option of units with one, two or three bedrooms. All units have luxurious furnished living areas, state-of-the-art kitchens, deluxe amenities and private balconies. Each unit also features home-like comforts with separate living areas, fine linens and decorative art work. The entire top floor is the penthouse unit with added space and amenities. Rates vary according to seasonal activity.

The Kennebunk location is the most recent addition to the group's collection of premium vacation destinations. Other locations include Branson, Missouri, Pigeon Forge, Tennessee, Biloxi, Mississippi, Myrtle Beach, South Carolina and Edenton, North Carolina.

The group has 30 years experience providing travel enthusiasts with outstanding accommodations and personalized service to make their vacation a memorable event. The group has a welcoming office on the ground floor between the barber shop and The Hive.

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Peter Coutis, resort manager at the Kennebunk location, says, “We make every effort to provide butler-style service to visitors who stay with us. Many have visited our other vacation destinations and are familiar with the high quality of services and amenities we provide. When visitors come to Kennebunk they’ll discover the town’s many downtown shops, restaurants and nearby attractions. As our newest property, we will be promoting the Kennebunk location to our many members. We expect several thousand group members and other guests to visit here as part of their vacation plans.”

Coutis added, “We are pleased with the welcome we have received from town officials and neighbors. We invite all who would like to view the units to visit us at our office for a tour of the building.”

Future plans call for an additional marketing office down the street at 64 Main Street, the former location of Marlow’s Gift Shop. For more information about vacationing with Capital Resort Group, please call 207-502-7276 or visit www.capitalrestortsgroup.com.