



**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 [email us](#).

## **In this issue:**

- **Fall Activities and Business Report from the Chamber of Commerce**
  - **Optimistic Report on Commercial Real Estate in Southern Maine**
  - **Kennebunk to back "Buy Local" Initiative**

---

## **Autumn Business and Activities from the Chamber of Commerce** **By Laura Dolce, Director** **Kennebunk-Kennebunkport-Arundel Chamber of Commerce**

While the calendar has turned to September, and the weather certainly feels more like fall, there is still plenty going on in Kennebunk that affects both businesses and residents alike:

**Cruise Ship Passengers:** We have as many as 28 cruise ship buses arriving on some days as visitors look to explore the Kennebunks. We've been told we are the number one cruise ship passenger destination for those coming in on the Portland pier (topping both Portland and Freeport). This fall we will see 21,500 passengers arriving through Nov. 4. The buses park at Performance Marine and are greeted by a Chamber staff member (look for our aqua shirts!) and given special sheets outlining where bathrooms are, nearby eateries, ATMs and more. Visitors have as little as one hour and as many as three in our area, and while they are here they always eat AND shop. It's a big plus for businesses in the Lower Village/Dock Square area.

**Motorcoach Passengers:** In addition to our cruise ship buses, we have as few as three and as many as 10 motorcoaches arriving each day at Cross Street in Kennebunkport. We greet those visitors, too, and know that many make it across the bridge to visit Lower Village businesses (we see the shopping bags they come back with!).

**Fall Foliage:** Of course, while the summer rush may be over, we know thousands of tourists prefer to come in the fall, when crowds are smaller and the foliage stunning. Our Lower Village kiosk remains open through Columbus Day to assist these tourists, many of whom are empty nesters or seniors who want to explore the area, enjoy wonderful meals, and, of course, get some shopping in!

**Fall Into the Kennebunks:** Local businesses are "Falling into the Kennebunks" with special deals and events. Find all the details here: <http://gokennebunks.com/pages/events/events>

**Coastal Maine Restaurant Week:** The Chamber will once again serve as a sponsor of this Seacoast Media Group event, scheduled to take place Oct. 24-30. FMI: <http://coastalmainerestaurantweek.com>

(Continued on next page)

**Halloween:** Once again, the Chamber will organize local businesses for trick-or-treating. This is one of our longest-standing and favorite traditions! And we bet a lot of folks don't know the Chamber has always been behind this.

**Small Business Saturday/Downtown Tree Lighting:** On Saturday, Nov. 28, the Chamber will sponsor a Pajama Shopping Day we're hoping to kick off at 7 a.m. and involve shops in all of the Kennebunks. More details to come on this, but mark your calendars!

**Prelude:** Ditto for our first ever downtown Kennebunk Prelude event, due to take place at the Waterhouse Center on Thursday, Dec. 10. There will be ice skating, a Christmas Market and entertainment. More details to come!

**Small Business Series:** The Chamber's Local Marketing Committee, dedicated to helping our local year 'round businesses, is sponsoring a Small Business Seminar Series, beginning with our first seminar, "Everything You Need to Know About Selling on eBay" at 6 p.m. Sept. 22 at Duffy's. The session is free and open to the public, sponsored by Duffy's, and people can sign up by calling 967-0857. Future topics include marketing your business through Facebook ("Facebook: Beyond the Basics"), choosing a point of sale system, the healthcare marketplace and more. For an up to date list, check here: <http://gokennebunks.com/pages/events/business-seminars>

**EVOLVE:** The Chamber is teaming up with the former Southern Maine Young Professionals group to create the new EVOLVE York County for professionals of any age who are NEW to their career. The group will meet twice a month at 6 p.m., on the second Wednesday night of the month for networking and then on the fourth Wednesday night for professional development seminars on various subjects. Stay tuned for a schedule of upcoming seminars. *EVOLVE York County will host an informational session at 6 p.m. Wednesday, Sept. 23, at Riverbend Wellness Center in Arundel, just over the Kennebunk town line on Route 1 North.* For information, email [evolveyorkcounty@gmail.com](mailto:evolveyorkcounty@gmail.com) or call the Chamber at 967-0857.

Looking ahead to the new year, the Chamber will once again be urging visitors and residents alike to "Paint the Town Red" in February, we'll host our job fair in March and stay tuned for news of a new three-town signature event coming in June 2016!

---

## **Investcomm's John Anderson Optimistic about Southern Maine Commercial Properties By Steve Hrehovcik**

If you travel the roads of southern Maine you're bound to see signs for Investcomm alongside prominent commercial properties. David Mathieu and Robert Rouillard started Investcomm in 1986 with an office in the Lafayette Building on Storer Street. Investcomm was one of the first tenants in the renovated Kesslen Shoe building overlooking the Mousam River waterfalls.

Through the years Investcomm handled a vast number of new businesses, turnovers and expansions that marked the changing patterns taking place in Kennebunk and southern Maine. In addition to handling sales and leasing of properties, the company also provides business consulting and property management.

In 2000 John Anderson joined the company as a sales agent with ownership interest. Anderson discovered he enjoyed the fast-paced environment of commercial real estate and in 2009 took full ownership of the company. For the past fifteen years Anderson has guided Investcomm in thousands of sales and leases of commercial properties throughout

(Continued on next page)

Southern Maine. These have included office and retail space, multi-unit residential apartments and manufacturing and industrial properties, plus warehouse and distribution buildings, motels and inns, land, restaurants and shopping centers.

In many ways, developments in commercial properties can provide a measure of the strength and volatility of the economy. Anderson says, "In the last two years there has been an uptick in activity by local businesses. We continue to receive inquiries from owners who need more space or want to relocate here. We also represent a large number of properties on the market that are available for entrepreneurs who have the vision and desire to open or expand their businesses."

Anyone who has purchased a home or started a business knows how complicated the process can be. This is where the years of experience provided by Investcomm can be invaluable. Anderson points to a number of projects where he took a leadership role to their successful completion.

One of the most visible is the revitalization of the downtown Kennebunk brick sidewalk and street design. Anderson chaired the original committee that developed the comprehensive master design. Anderson helped identify the engineering firm to complete the project. Once the plan had approval Robert Georgitis took over its implementation.

Shortly after the completion of the first phase of the revitalization of downtown, Anderson was able to get the interest of developer Edward Beckett to do a project on Main Street. Beckett was impressed by the town's willingness to improve the downtown area and decided to make extensive renovations in the former Pythian building. Today the building has been transformed into an attractive structure with a barber shop, offices and luxury residential units.

Another recently completed project in which Anderson was involved is the New England Cancer Specialist at 2 Independence Drive, just off exit 25 of the Maine Turnpike. Anderson is also the past president of the Kennebunk Port Side Rotary, Kennebunk, Kennebunkport Chamber of Commerce and Maine Commercial Association of Realtors. In 2014 the Maine Association of Realtors selected Anderson as the Maine Commercial Association of Realtors, Realtor of the Year.

Working with Anderson are Suzanne McKechnie and Kirk Butterfield, both experienced commercial real estate brokers. Adding a lighter touch to the Investcomm office, visitors are greeted by Anderson's friendly Border Collie named Keiko.

Anderson lives in Ocean Park with his wife Katherine. He grew up in Oswego, New York, a suburb of Binghamton. He attended Fredonia State University and earned a degree in television management and production. He was captain of the University's hockey team. Prior to his involvement in commercial real estate Anderson worked in Boston in video production, plus restaurant management in several locations. He also managed television production programming at Cable Television of the Kennebunks.

When not dealing with real estate matters, Anderson enjoys surfing year-round. He also has a passion for photography. For more information about Investcomm call 207-985-4977 or visit his website [www.investcomm.com](http://www.investcomm.com).

---

**(Continued on next page)**

**Kennebunk Buys Local**  
**By Mathew Eddy**  
**Kennebunk Director of Economic Development**

During this fall season leading up to the Holidays, Kennebunk will be working with its neighbors and the Chamber of Commerce to institute a “buy local program”. During the next month we are seeking your input on ways we can improve on the fledgling buy local program we now have. You can contact either me at the Town Offices, or Laura Dolce at the Chamber, and we will present your ideas to the Chamber’s local marketing committee as we work to develop and implement the program.

Buy local means just that: to focus consumer and business spending on local businesses whenever possible. According to “Shoplocally”, for every \$1 spent in a locally owned business, 45 cents is reinvested. This compares to an average of only 15 cents by corporation owned businesses. In the process, the bond between the shopper, the local business, local service providers, and owners and employees is strengthened. According to “Amiba” (American Independent Business Alliance), these developing relationships can lead to increased accountability, quality of life, and a greater sense of civic engagement.

Kennebunk is ripe for such a program. In November of last year we surveyed residents in the community on a variety of shopping preference issues. 94% of those responding reported that Kennebunk locally owned businesses were important to the overall economic health and well being of the community. 84% of the respondents wanted a greater variety of stores, and the same 84% were concerned about quality of merchandise, while 90% wanted a greater selection in merchandise. Main Street and Shoppers Village were considered the top local areas to shop.

In the town wide Strategic Economic Development Plan (SEDAP), a key strategy was to continue to expand local retail offerings, as it relates to local needs that may also have tourist implications. A key action was to focus implementation on locally owned retail development. In a similar process conducted for the Lower Village, actions called for better relationships among property owners and businesses, both business to business and business to residential, as well as implement a plan to maintain business diversity and incorporate the Town’s buy local campaign in the Lower Village.

But how do we reach out and strengthen this program? We want to start out with a campaign that reaches out to residents to support their local businesses. Similarly, we want to find ways in which local businesses help one another. Shortly, we will construct another survey aimed at helping us understand what such relationships do or do not exist (especially business to business). We are researching the most successful programs in Maine and around the country, particularly for communities and regions of our size and will present those to the local marketing committee of the Chamber as we develop a more complete, sustainable program.

We think this is an exciting idea that could provide the backdrop for increased retail activity in Town. What we really need are your ideas. Please watch for the survey and feel free to contact us with your ideas at any time.

*The End*