



Annual Report: Fiscal Year 2020

JULY 1, 2019 – JUNE 30, 2020

This report provides an overview of our programmatic and organizational work over the past year. In October 2019, GrowSmart Maine earned the designation through the USDA: Rural Development as Maine's Rural Development Council. This status provides significant value in strengthening connections with our Congressional delegation and peer organizations in other states through Partners for Rural America. It supports our mission of helping communities manage change and complements our reputation as a collaborative and determined statewide nonprofit.

ON THE HOMEFRONT

GrowSmart Maine updated our 5-year strategic plan. Board and staff took the Black Lives Matter conflicts across Maine and beyond seriously and began to address this within our organization by drafting and publishing a Racial Equity statement in June. We have devoted time since in research and self-reflection, framing the work ahead in both our programming and organization structure. A committee of board and staff has convened multiple times in an effort to advance our own personal racial equity journeys as well as address what work we can undertake as an organization. As a first next step, we will soon launch a series of webinars addressing racial equity and smart growth.

Even before COVID-19 changed everything, GrowSmart Maine's staff and board faced unexpected change with persistence and optimism. In the summer of 2019, the cowork space housing our office closed for several months due to a fire on the floor above. Executive Director Nancy Smith worked hard to recover from a car crash in March 2019, as Jodi Castallo settled into her new position as Community Outreach Director. As the year closed out, Jodi left GrowSmart to begin a new career path and we welcomed our new Membership Coordinator, adding Emily Dufour to our staff.

We will continue to adapt to change while keeping an eye toward our long term goals and sustaining strong partnerships with towns and cities, businesses and organizations to build lasting prosperity without sacrificing the quality of life that defines Maine.



Photo by Kyle Dubay for Maine Magazine
2019 Maine Smart Growth Award Winners

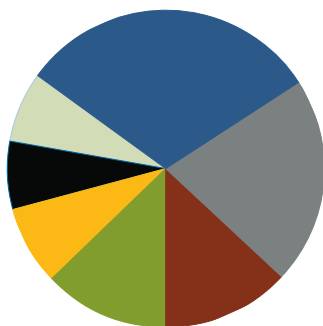
COMMUNITY ENGAGEMENT

Energy Efficiency Toolkit: While the pandemic creates urgency on all fronts, we continue our work addressing the personal, economic, community and climate impacts of Maine's heavy reliance on fossil fuels. In partnership with the Island Institute, and through funding from Horizon Foundation and the Onion Foundation, we launched a residential energy efficiency program comprising both informational workshops and on the ground action. A September 2019 workshop in Rockland was to be repeated in March 2020 in Windham, and adapted for the spring 2020 WIndowDressers annual meeting. Then COVID-19 hit and all in-person meetings were put on hold and in-home energy efficiency work was suspended. With full support of partners and funders, we have adapted this program to broaden its focus from weatherization to overall energy efficiency to facilitate timely action. In September, 2020, the in-person workshop was converted to a webinar focused on Windham but open to anyone, and a similar presentation was given to Biddeford's Citizen Advisory Committee. We are working with Southern Maine Regional Planning and Development Commission and Biddeford planning staff, and Windham town staff to move this forward in both locations.

Housing Choices for a Well-Rounded

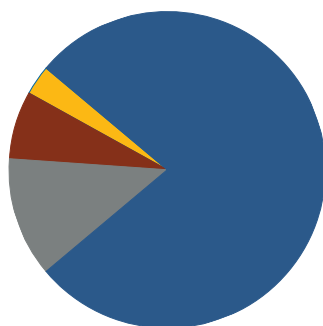
Community: We designed and are exploring partnerships to launch a second workshop/action program modeled on the Energy Efficiency Toolkit. Building on positive response to a Summit 2019 workshop, we will address broad demand for municipal tools to advance a variety of housing choices as a critical component of community and economic development.

FY2020 Revenue: \$220,660



- Foundations 31%
- Individuals 21%
- Events 13%
- Federal COVID Support: PPP 13%
- Fee for Service 8%
- Business, Non-profit, Municipal 7%
- Miscellaneous 7%

FY2020 Expenses: \$226,840



- Personnel & Programs 78%
- Overhead 12%
- Miscellaneous 7%
- Contracted Services 3%

FY2020 included 4 months of COVID impact, in which uncertainty reduced donations and we canceled our spring appeal. Expenses were 10% higher than prior year because we were fully staffed. Revenue streams varied with business support higher than last year; fee for service ahead of last year but below budget; foundation grants were below last year due to timing of eligible application periods. Factoring in COVID PPP, our net revenue was comparable to FY19 and 10% below budget.

Maine Alliance for Smart Growth: MASG connects its members at the intersection of community, equity, economy, and environment, enabling coordination and collaborative advocacy around common issues. Several MASG steering committee members worked with MEREDA to support the State's historic rehabilitation tax credit, earning an extension of the sunset for this critical economic development tool. The launch of our Smartinis events, postponed by COVID, commenced with an August 2020 smart growth scavenger hunt in downtown Augusta and an October walking tour of smart growth at Stevens Commons in Hallowell. These are COVID-compliant gatherings of twenty or fewer people, open to members of GrowSmart Maine and our steering committee organizations. And yes, there is a signature Smartini served, as well as other refreshments and attendees are encouraged to enjoy dinner in the host city afterwards to support local restaurants.



Photo by Tyler Kidder

Smartinis Walking Tour of Downtown Augusta

ADVOCACY

We focus our advocacy efforts on those issues where our unique voice will add meaningful context with strong likelihood to impact outcomes. We work within coalitions at the state and federal level and limit engagement at the municipal level to issues with potential for statewide significance. This year we actively engaged with the Maine Broadband Coalition and of most significance was the passage of the \$15 million broadband bond on July 14th by nearly 75%! We engaged in a stakeholder group directing MaineDOT to incorporate transportation demand management strategies in Traffic Movement Permits. We supported legislation to ease transit restrictions on tiny houses. GrowSmart Maine met with MaineHousing staff to discuss rural affordable housing as well as the dynamics of capturing smart growth outcomes in their tax credit program criteria.

2019 GROWSMART MAINE SUMMIT

At this annual event, participants tapped into an emerging recognition of personal, community, and global values of smart growth by examining how "Smart Growth Builds Wellness." Our keynotes provided national expertise followed by workshops and City Experience tours that added Maine perspectives to the issue. Over 200 people attended the event, co-hosted by communities of Biddeford and Saco, with our plenary sessions at Pepperell Mill. During the Summit, our second annual Maine Smart Growth Awards recognized initiatives in Millinocket, Bethel, Arundel, Portland, and Biddeford.

GrowSmart Maine Board of Directors 2020

Ethan Boxer-Macomb, *Chair*, Portland
Carol Morris, *Vice Chair*, Kennebunkport
Rachel Bouvier, *Treasurer*, Portland
Buzz Lamb, *Secretary*, New Gloucester

Rebecca Casey, Falmouth,
Jean Claveau, Hallowell
Carl Eppich, South Portland

Maggie Fleming, Portland
Tyler Kidder, Winthrop
Jeff Levine, Portland
Tom Rumpf, Brunswick
Lynne Seeley, Yarmouth
Ben Smith, North Yarmouth
Sally Stockwell, Cumberland
David Webster, Portland
Christopher Winstead, Greenville
Robin Zunchuk, Albany Township

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Amy Bassett, Small Business Administration
Timothy Hobbs, USDA: Rural
Development
Mark Wiesendanger, MaineHousing

Emeritus Board Members

Daniel Hildreth
Evan Richert
Anna Marie Thron

DONORS/MEMBERS 2020

FOUNDATIONS

Anonymous
Elmina B. Sewall Foundation
The Miley Foundation
Onion Foundation

MAJOR DONORS

Anonymous
Buck Family Fund at Maine
Community Foundation
Daniel Hildreth
Norton "Buzz" Lamb
Helen Norton
Ricardo and Strand O. Quesada
Anne Marie and John E. Thron

BUSINESS

Leading

Anew Development, LLC

Sustaining

Morris Communication

Affirming

Acorn Engineering
Mastway Development LLC
Insource Renewables
Maine Food For Thought LLC
NewHeight Group
North Star Planning
Terrance J. DeWan & Associates

Supporting

Eaton Peabody
Kelly Rimmel & Zimmerman
Little Woodfords
Random Orbit
Ransom Consulting, Inc

NONPROFIT

Leading

Maine Development Foundation/
Maine Downtown Center

Affirming

AARP

Supporting

Mid-Maine Chamber
Northern Maine Development
Commission
Piscataquis County Economic
Development Council

Sunrise County Economic
Council
Washington County Council
of Governments

MUNICIPAL

Affirming

City of Biddeford

Supporting

City of Bangor
City of Hallowell
City of Portland
City of South Portland
City of Westbrook
Town of Brunswick
Town of Deer Isle
Town of Falmouth
Town of Greenwood
Town of Old Orchard
Town of Rumford
Town of Topsham
Town of Windham
Town of Winslow

INDIVIDUAL

Platinum

Rebecca Casey
Jean Claveau
Carl Eppich
William Hall
Sally and Ted Oldham
Tom Rumpf
Didi Stockly
Sarah Wolpov
David Webster

Gold

Jane and Frank Bragg
Bob Gaudreau
Amy Geren
Anthony P. & Sally S. Grassi
Jean Grigsby
Eric and Sandi Hakanson
Joseph R. Hanslip
Peter Haynes
Christopher Johnson
Marguerite Kelly &
Tony Barrett Fund
David & Jane Kidder

Tyler Kidder
Lock Kiermaier
David Kranker
Denis Lachman
John Norris
Jayne C Palmer &
William F. King Jr
Rip Patten
Evan Richert
Robertta Scruggs
Lynn & Jim Shaffer
John Smith
Edward Walworth
Robin Zinchuk

Silver

Glenn Baker
Lisa Beeler
Jessa Berna
Nancy Borg
Nikkilee Cataldo
Denise Clavette
Emily Cole-Prescott
Kimberly Cook
Jennifer Curtis
Randall Curtis
James Fisher
Maggie Fleming
Paul Fongemie
Jennie Franceschi
Leonard Freeman
Guy Gagnon
Peter Garrett
Chrystina Gastelum
Linda Godfrey
Amy Grohman
Martin Grohman
Sandra Guay
Deborah Hawkins
Fred Heimann
Gwen Hilton
Lisa Hodgkins
Susan Inches
Alex Jaegerman
Dave Johnson
Steve Kahl
Constance Kiermaier
Ted Koffman
John Laliberte

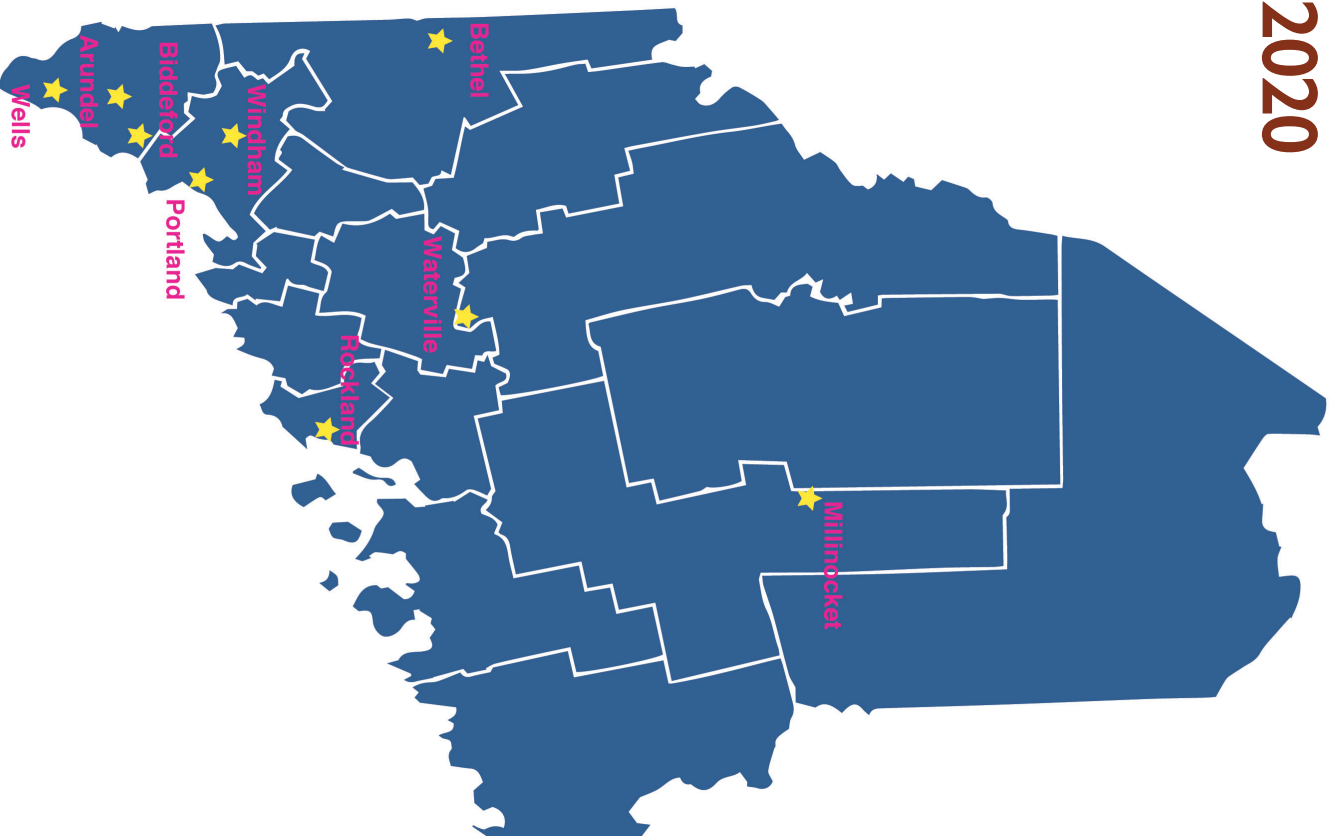
Amanda Lessard
Marilyn Leivian
Jeff Levine
Ed Libby
Doug Ludewig
Charlotte Mace
William Mann
Kaitlyn Martin
Kate McCarthy
Lisa Miller
Markos Miller
Esther Mitchell
Peter Nielsen
Shelley Norton
Isabelle Oechsle
George O'Keefe
Laurie Osher
Matt Panfil
Matthew Peters
Daniel and Sarah Pierce
Dr. David Pratt
Nate Rudy
Neil Shankman
Kimberly Sparks
Andrea Sockabasin
Lisa Sockabasin
Daniel Stevenson
Raija Suomela
Andrews Tolman
Deirdre Wadsworth
Jay Waterman
Francis Weld
Ken Weston
Mark & Nicole Wiesendanger
Jared Woolston

SENIOR/STUDENT

Peter Cole
Ruta Dzenis
Andrew Glassberg
Pat Godin
Jon Graback
Susan Ransom
Phil Spiller
James St. Pierre
Victor Wakefield
John Watson

GrowSmart Maine Community Engagement

2020



2010-2020

