

**COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE  
THURSDAY, JANUARY 6, 2021  
6:30 PM - THE LODGE AT POLAND SPRING RESORT**

**MEETING MATERIALS**

Community & Economic Development Committee  
Thursday, January 6, 2022  
6:30 PM - **The Lodge at Poland Spring Resort, 640 Maine Street**

**AGENDA**

**CALL TO ORDER**

**WORKSHOP**

Downtown Design Standards Workshop with the Planning Board

**MINUTES**

December 9, 2021

**RECOGNITION OF VISITORS**

**REPORTS**

Financial Report

Planning and Development Report

**COMMUNICATIONS**

**OLD BUSINESS**

Budget

**NEW BUSINESS**

Explore + Discover Guide

February Meeting Location

**OTHER BUSINESS**

**ADJOURNMENT**



**COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE  
PROPOSED AMENDMENTS TO THE DOWNTOWN DESIGN GUIDELINES AND -STANDARDS  
COMPREHENSIVE LAND USE CODE SECTION 508.29**

**508.29 Downtown District Design Standards** - In addition to all other applicable provisions of this ordinance, the following design guidelines and standards shall apply in the Downtown District and in the Village 4 District<sup>2</sup> to the construction of new non-residential structures, the expansion of existing non-residential structures and the conversion of residential structures to non-residential use. Should these standards not work with the structure, you will have the opportunity to go to the planning board to determine if the construction agrees with the goal of the downtown vision.

- A. The following design guidelines and standards are applicable to all new and expanded non-residential structures and residential structures that are converted to non-residential use.
- 1. ROOF** Buildings with pitched roofs are strongly encouraged. Where pitched roofs are used, the minimal pitch should be 5/12 unless demonstrated that this is not feasible from an engineering or technical standpoint.  
Pitched roofs with a minimum pitch of 5/12 shall be used for new construction or expansions of existing buildings that result in an increase of 100% or more in floor area. If the structure is too large to accommodate a pitched roof, the Planning Board shall allow use of roof treatments to provide the appearance of a pitched roof if the Board determines that such treatment fulfills the intent of this subsection to the maximum practical extent.
  - 2. COLORS** Building facade colors shall be non-reflective, subtle, neutral, or earth tone. The use of high intensity colors, metallic colors, fluorescent colors or black on facades is strongly discouraged. ~~shall be prohibited.~~ Building trim and architectural accent elements may feature colors or black, but such colors should ~~shall~~ be muted, not metallic, not fluorescent, and not specific to particular uses or tenants. ~~Standard corporate and trademark colors shall be permitted only on signage. Neon lighting or fixtures shall be limited to internal signage.~~
  - 3. BUILDING MATERIALS** Exterior building materials shall be of comparable aesthetic quality on all sides. Building materials such as glass, brick, tinted and decorative concrete block, wood, and exterior insulation and finish systems (EIFS) ~~should shall~~ be used. Decorative architectural metal with concealed fasteners or decorative tilt-up concrete panels may be approved if incorporated into the overall design of the building.

4. **ENTRANCES** Public entryways ~~should~~ **shall** be clearly defined and highly visible on the building's exterior design and shall be emphasized by on-site traffic flow patterns. ~~One~~ **Two (2) or more** of the following design features ~~should~~ **shall** be incorporated into all public entryways: canopies or porticos, overhangs, projections, arcades, peaked roof forms, arches, outdoor patios, display windows, ~~or~~ distinct architectural details.
  5. **ARCHITECTURE** The building's architecture ~~should~~ **shall** reflect traditional New England building forms such as pitched roofs, dormers and windows (rather than undifferentiated plate glass). ~~Any rear or side building facades or freestanding accessory structures, such as ATM's, gas pump canopies, sheds, etc., should compliment or match the materials, form, detailing, and color of the main building. shall be treated as architectural elements and meet the same design standards as the principal structures on the site.~~
  6. **DUMPSTERS** All trash collection areas that are not within an enclosed building or underground must be screened or recessed so that they are not visible from public streets, public sidewalks, internal pedestrian walkways, or adjacent residential properties and meet the minimum setback for accessory structures.
  7. **FENCING** Traditional vinyl or wood picket fencing is encouraged on the side closest to public streets and sidewalks. ~~Chain link or wire mesh fencing, including vinyl covered metal fencing, may not be used for security, access control or screening. However, chain link fencing, fence posts, rails, or mechanical features finished with a black vinyl coating, may be used for security, access control, or screening where installed behind the principle structure's rear façade. No portion of black vinyl coated fencing or mechanical features associated with the fence system may project closer to the street frontage than the line which is parallel to the buildings rear façade as measured from the principle main building corner. Small structural projections, porches, decks, and architectural projections shall not constitute the reference line of the rear façade.~~
  - ~~8.~~
  9. Loading docks must be screened from surrounding roads ~~and developed properties~~ by walls matching the building's exterior or fully opaque landscaping.
  10. Interconnections between adjacent properties ~~are highly encouraged~~ **shall be developed** where feasible to encourage pedestrian movement and reduce vehicular trips onto the roadway network.
- B. The following additional design ~~guidelines and~~ standards are applicable to retail sales establishments that exceed twenty-five hundred (2,500) sq. ft. of gross floor area, a non-residential development that exceeds ten thousand (10,000) sq. ft. of gross floor area, a non-residential development with a drive-thru facility or outdoor fuel sales, or a formula restaurant but does not include agricultural buildings, except those that are accessory to a retail or wholesale sales establishment, or commercial greenhouses and nurseries that are accessory to a retail or wholesale sales establishment.
1. Building facades that exceed seventy-five (75) feet in length ~~shall incorporate architectural features to break up the mass. This could include pilasters, windows, conices, porches, color or texture change,~~ **shall include a repeating pattern that includes no less than three (3) of the following elements: (i) color change, (ii) texture change, (iii) material module change, (iv) expression of architectural or structural bay through a change in plane no less than twenty four (24) inches in width, such as an offset, reveal or projecting rib. At least one of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than thirty**



2. ~~(30) feet, either horizontally or vertically.~~
3. ~~Any rear or side building facade that is visible from a public street, residential neighborhood or property within a residential district shall be designed to complement the architectural treatment of the primary façade.~~
4. Ground floor facades that face public streets ~~should~~ **shall** have one or more of the following along no less than fifty percent (50%) of their horizontal length: arcades, display windows, entry areas, awnings, or other similar features. The integration of windows into building design is required and ~~should~~ **shall** be glass between three (3) to eight (8) feet above the walkway along any façades facing a public street. ~~if~~

~~large areas of plate glass are proposed, the Planning Board may require the applicant to demonstrate that glare from such glass will not create safety concerns for vehicle.~~

5. Ground floor facades of retail buildings that face public streets or contain the principal access to the building and which exceed one hundred and fifty (150) feet in length shall be designed to appear as a series of attached, individual storefronts even though the building itself may consist of a single retail occupancy.
6. Where additional stores will be located in the principal building, each additional store that exceeds twenty-five hundred (2,500) sq. ft. in floor area shall have at least one exterior customer entrance that shall conform to the above requirements.
7. All commercial uses shall provide safe, convenient and attractive parking. Lots shall be designed to serve the adjacent buildings, the site and the commercial corridor without becoming a dominant visual element. ~~Every effort shall be made to break up the scale of parking lots by reducing the total amount of paved surface visible from the road and subdivide the lots into smaller components.~~
- ~~8.~~
9. Parking lots ~~should~~ shall utilize the minimum amount of land necessary for day to day operations. Applicants ~~should~~ shall propose ways to achieve less lot coverage through shared parking, reserved landscaped areas, off-site parking and other techniques that are appropriate to the particular use.
10. ~~Parking lots shall be designed as inviting, pedestrian friendly places by careful attention to landscaping, lighting and walkways. With proper planning, parking lots can balance the needs of both the vehicle and the pedestrian.~~
11. **LANDSCAPING** The physical characteristics of each site and each plant should be carefully evaluated when making the final selection to ensure plantings will survive and thrive in the selected location. The materials used should have a combination to add visual interest to the landscape throughout the year. This should provide screening for less attractive parts of a sit, buffers between residential and commercial properties. ~~The development application shall include a site landscaping plan that presents the location and quantity of all project plantings and a planting schedule keyed to the site landscaping plan that lists the botanical and common names, size at planting and quantity of all project plantings. Landscaping shall be considered an integral component of the approved project. The applicant shall replace within sixty (60) days, or as seasonally required by the species, any landscaping that dies, is removed or otherwise requires replacement. Such replacement landscaping shall be equivalent in species and size to the original landscaping unless the applicant can demonstrate to the satisfaction of the Planning Board that site conditions require an alternative species of comparable size.~~
12. Where the building site abuts property with at least one residence, the Planning Board may require berms, plantings, fencing or other improvements, either singly or in combination, to provide effective visual separation between the proposed use and residences. Fencing is limited to wood or vinyl materials and must be used in combination with one or more other improvements approved by the Board.
13. The maximum height of freestanding lights shall be the same as the principal building but shall not exceed (20) feet. Lighting fixtures including poles shall be compatible with the design of the principal structure.

14. The applicant shall demonstrate to satisfaction of the Planning Board that the proposed lighting is appropriate for the intended use. The Planning Board shall consider the hours of operation, characteristics of the neighborhood and the specific activities proposed in making its determination. When the activity is not in use, non-security lighting shall be turned off unless there is a demonstrated need for illumination as determined by the Planning Board.



15. Lighting shall be located along streets, parking areas, at intersections and crosswalks and where various types of circulation systems merge, intersect or split. Pathways, sidewalks and trails shall be lighted with low or mushroom-type standards. Lighting shall also comply with the provisions of section 508.26.
16. Ground- and wall-mounted mechanical equipment, refuse containers and permitted outdoor storage must be fully concealed from on- and off-site ground level views with materials ~~identical~~ **complimenting** to those on building exterior.
17. Except for solar energy panels and support structures, rooftop equipment must be screened by parapets, upper stories or exterior walls from view from public streets within one thousand (1,000) feet (exempts rooftop solar energy panels from screening requirements so that solar access is not affected).

C. The following additional design standards are applicable to retail sales establishments that exceed ten thousand (10,000) sq. ft. of gross floor area.

1. Facilities for pedestrians and cyclists, such as sidewalks, crosswalks and similar amenities, shall be provided to encourage people who walk or ride to access the site.
2. Attractive, safe and functional walkways shall be provided between the public right-of-way and the main entrance of the proposed facility. Internal walkways ~~should~~ **shall** be designed to be inviting and welcoming to pedestrians.
  - a. Internal pedestrian walkways and crosswalks ~~should~~ **shall** be distinguished from driving surfaces to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways.

D. The following additional standards are applicable to all new and expanded non-residential structures and uses and residential structures that are converted to non-residential use in the Village 4 District. The Planning Board may grant reductions or waivers to one or more of these additional standards if the Board finds that, based on clear and convincing evidence presented by the applicant, such standards are inapplicable or impractical due to specific site or environmental conditions.

#### 1. Landscaping

- a. A minimum of thirty (30) percent of the building's total foundation, including a minimum of fifty (50) percent along the building's front façade, shall be planted with landscaping ~~consisting of one (1) one point five (1.5) inch caliper ornamental tree and four (4) shrubs per ten (10) linear feet of foundation. Preferred locations for such landscaping are near entrances and facades facing public streets.~~
- b. ~~Landscaping consisting of one (1) two point five (2.5) inch caliper street trees, two (2) four (4) foot high under story trees, or three (3) twelve (12) inch high evergreen or fifteen (15) inch high deciduous shrubs or ten (10) five (5) foot evergreen trees shall be planted every fifty (50) feet along and within a minimum thirty (30) foot wide green strip buffer adjacent to all public streets and along and within a minimum twenty (20) foot wide green strip buffer adjacent to all private streets and drives including parking lot connectors, circulation drives (including those adjacent to building) and loading areas. Notwithstanding the front setback requirements of section 5-107.2, parking may extend to within thirty~~

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~~(30) feet of a public street and within twenty (20) feet of a private street if site is in compliance with the buffer requirements of this subsection.~~

c. The applicant shall submit a site landscaping plan that presents the location and quantity of all project plantings required by section 508.30.D. ~~The applicant shall also submit a planting schedule keyed to the site landscaping plan that lists the botanical and common names, size at planting and quantity of all project plantings.~~ Landscaping shall be considered an integral component of the approved project. The applicant shall replace within ~~60~~ thirty (30) days any landscaping that dies, is removed or otherwise requires replacement. ~~Such replacement landscaping shall be equivalent in species and size to the original landscaping unless the applicant can demonstrate to the satisfaction of the code enforcement officer that site conditions require an alternative species of comparable size.~~

¶

~~d.~~

## 2. Parking

a. Parking areas shall provide safe, convenient, and efficient access for vehicles and pedestrians. ~~They shall be distributed around large buildings in order to shorten the distance to other buildings and public sidewalks and to reduce the overall scale of the paved surface.~~

~~b.~~

c. Parking lots shall be sited and arranged so that there is an opportunity for interconnection with existing or future parking lots on one or more adjacent properties. It shall be the responsibility of the developer of each property to extend the parking lot connector to the property line.

d. The following provisions only apply to developments in which more than forty (40) percent of off-street parking is sited between the front façade of the principal building and the primary abutting streets.

i. ~~Parking lots over one hundred (100) spaces shall be segmented visually and functionally into distinct parking areas of no more than sixty (60) spaces by landscaped and curbed medians with a minimum curb to curb width of ten (10) feet. Curbed landscaped islands shall be sited at the end of each parking aisle and within parking aisles at intervals no greater than one island per every twenty (20) spaces. Islands at the ends of aisles shall be counted toward meeting this requirement. Each required landscaped island shall be a minimum of three hundred sixty (360) sf in landscaped area.~~

ii. ~~One (1) two point five (2.5) inch caliper canopy tree, one (1) four (4) foot high under story tree, and five (5) twelve (12) inch high evergreen or fifteen (15) inch high deciduous shrubs shall be planted within each parking lot island. All landscaped areas shall be a minimum ten (10) feet in width in their smallest dimension and tree wells shall be a minimum thirty six (36) square feet in area. All parking lot landscaping shall be included in the site landscaping plan as described in section 508.30.D.1.c.~~

e. ~~The following provisions only apply to developments in which twenty (20) to forty (40) percent of off-street parking is sited between the front façade of the principal building and the primary abutting streets.~~

¶

i. ~~Parking lots over one hundred (100) spaces shall be segmented visually and functionally into distinct parking areas of no more than sixty (60) spaces by landscaped and curbed medians with a minimum curb to curb width of ten (10) feet. Curbed landscaped islands shall be sited at the end of each parking aisle and within parking aisles at intervals no greater than one island per every twenty (20) spaces. Islands at the ends of aisles shall be counted toward meeting this requirement. Each required landscaped island shall be a minimum of one hundred eighty (180) sf in landscaped area.~~

¶

ii. ~~One (1) two point five (2.5) inch caliper canopy tree, one (1) four (4) foot high under story tree, and~~

~~three (3) twelve (12) inch high evergreen or fifteen (15) inch high deciduous shrubs shall be planted within each parking lot island. All landscaped areas shall be a minimum ten (10) feet in width in their smallest dimension and tree wells shall be a minimum thirty six (36) square feet in area. All parking lot landscaping shall be included in the site landscaping plan as described in section 508.30.D.1.c.¶~~



- f. **Outdoor sales.** The following additional standards applicable only to retail establishments greater than 10,000 sf of floor area.
- g. Areas for outdoor sales of products may be permitted if they are extensions of the sales floor into which patrons are allowed free access. Such areas shall be incorporated into the overall design of the building and the landscaping and shall be permanently defined and screened with walls and/or fences. Materials, colors and design of screening walls and/or fences shall conform to those used as predominant materials and colors on the building. If such areas are to be covered, then the covering shall be similar in materials and colors to those that are predominantly used on the building facade. Outdoor sales areas shall be considered as part of the gross floor area of the retail establishment.
  - h. Outdoor storage of products for sale in an area where customers are not permitted is prohibited unless such area is visually buffered from adjacent residences and public and private roads. This prohibition includes outdoor storage sheds and containers for sale. The Planning Board shall have the authority to determine the adequacy of such buffering.
  - i. Outdoor sales areas must be clearly depicted on site plan and separated from motor vehicle routes by physical barrier and ten (10) feet.
3. **Access from Public Roads.** Access from Routes 26 and 122 and Carpenter Road shall be limited to two (2) per development with one access sited so as to provide the opportunity for joint access with an adjacent property.
4. **Building Setbacks.** The maximum front setback of principal structures shall be one hundred fifty (150) feet. Said setback may be exceeded if the width of the landscape buffer required in section 508.30.D.1.b is increased to seventy-five (75) feet and the number of plantings described in subsection 508.30.D.1.b is proportionately increased.

# MINUTES



**Community & Economic Development Committee**  
**Thursday, December 9, 2021**  
**Town Office Conference Room - 6:30 PM**

**MINUTES**

**CALL TO ORDER**

The Poland CEDC meeting for December 9, 2021, was called to order at 6:32 pm, by Chair Jennifer Letourneau. The Chair, as well as members Cyndi Robbins, Sheila Foley, Norm Davis, Raymond Cloutier, Stacey Bsullak, and Chrissy Kimball, are present. Alternate Bill Eldridge is absent.

**Public Attendance:** Recording Secretary Alex Sirois and Selectboard Member Nate McNally.

**MINUTES**

November 4, 2021

- Vice-Chair Cyndi Robbins makes a motion to accept the minutes for November 4, 2021, as presented, seconded by Member Sheila Foley. No discussion.

VOTE:            YES - 4                      NO - 0                      ABSTAINED - 1 (S. Bsullak)

**RECOGNITION OF VISITORS**

**REPORTS**

Financial Report

- Vice-Chair Cyndi Robbins makes a motion to accept the financial report, seconded by Member Norm Davis. No discussion.

VOTE:            YES - 6                      NO - 0

Planning and Development Report

- No new businesses were registered by the Planning and Development Office since the last meeting.
- No new Site Plan Applications were approved by the Planning Board since the last meeting:
- The following commercial building permits were issued by the Code Enforcement Office since the last meeting:
  - Brenda Merritt received approval to install a new sign at 1484 Maine Street, with a cost of work totaling \$5,000.
  - RSU 16 received approval to install an 8' x 40' storage container to store drama equipment at 1457 Maine Street, with a cost of work totaling \$5,981.00.
  - Fairlawn Golfcourse received approval to renovate their existing structure at 388 Empire Road, with a cost of work totaling \$15,000.

## **COMMUNICATIONS**

### Downtown Design Standards Memo

- Vice-Chair Cyndi Robbins suggests adding in her meeting with Amy in May.
- Member Sheila Foley thinks the mission statement needs some tweaking. The goal of the CEDC is to make sure there is a certain appearance upheld but to still allow for some creativity that will enhance the town.
- The Committee has until December 16th to send any amendments to the letter to Alex.
- The Planning Board will be invited to the January 6th meeting for a joint workshop.

### Board of Selectpersons Meeting with CEDC - December 21, 2021

- Chair Jennifer Letourneau will attend the Selectboard's December 21, 2021, meeting to discuss the proposed CEDC budget.

### Letter to the Board of Selectpersons

- Selectboard Member Nate McNally takes a moment to address the minutes from the previous meeting. He has missed a few meetings due to sickness and other things that came up. He asks that if there is a problem that you reach out to him directly. If the Committee does not feel he is filling the liaison position correctly someone else can. Nate chose this committee because he is interested in seeing the town grow. In the future, if he is unable to make the meeting he will let us know.
  - Vice-Chair Cyndi Robbins apologizes to Nate that they did not reach out to him first and he read their frustrations in the minutes. The Committee is just frustrated, not with Nate specifically, but the Town in general. We take the CEDC very seriously and feel as though we are not being respected. Our job is to make recommendations to the Selectboard and it is hard to do that if we are out of the loop.
  - Sheila Foley informs Nate that in her opinion the CEDC sees him as their only ally to have their voice heard. We need someone to hear us and you are that person.
- Nate McNally did email the Town Manager about the lake protection budget item because he too does not see the immediate connection there.
- There is some discussion on the confusion of how the TIFs work and how the funds can be used. Nate suggests that the CEDC come to the Selectboard to discuss these things directly. One of the concerns the CEDC has is the plan for the TIF drawdown. They have not been included in the discussion for how that will play out. Cyndi reminds the Committee that when the sewer project was approved they were supposed to receive a report with the numbers post project but they have not received anything.
  - Nate hears the Committee's concerns and he will talk to the other Selectboard members.

## **OLD BUSINESS**

### Budget

- Vice-Chair Cyndi Robbins informs the Committee that they will need to remove \$1,500 from something in order to make up the needed difference for staff benefits (taxes).
- The Committee agrees to remove the needed amount from the events line.
- Chair Jennifer Letourneau asks if anyone knows why we are paying for lake protection and can even be paid for by the TIF.
  - Selectboard Liaison Nate McNally is not sure, but there should be minutes from a Selectboard meeting to support the decision.
- Chair Jennifer Letourneau will attend the Selectboard's December 21, 2021, meeting to discuss the proposed CEDC budget.

### Christmas Parade

- Vice-Chair Cyndi Robbins informs the Committee that the Christmas parade went well despite it being very cold. She thinks it should be done again next year.

## **NEW BUSINESS**

### Bill Eldridge

- At the September 9, 2021, meeting, the Committee decided to remove Alternate Bill Eldridge from the Committee due to inactivity. No motion was made so this is on the agenda as a formality.
- Member Sheila Foley makes a motion to suggest the Selectboard remove Bill Eldridge from the CEDC since he has not made a meeting for over a year, seconded by Member Chrissy Kimball. The CEDC thanks Bill for his service to the Town.

Vote:                YES - 6                NO - 0

## **OTHER BUSINESS**

### Winterfest

- Vice-Chair Cyndi Robbins would like to start brainstorming this idea. We could have a dogsled race, toboggan, ice bar, etc.

### Senior Housing

- Chair Jennifer Letourneau recaps the news that this project has been stopped. In July the Committee was tasked with looking into affordable housing in Poland. Is the Town able to buy land and develop it?
  - Member Sheila Foley is wondering if anyone knows why the senior housing project has been stopped.
    - Cyndi heard it was due to increased building costs.

- Member Norm Davis suggests reaching out to some commercial realtors to let them know we are here. It might be helpful to see what they are hearing or why lots/buildings are not selling.
  - Cyndi suggests reaching out to the company that bought the Poland Crossing plaza and maybe inviting them to a CEDC meeting.

### **ADJOURNMENT**

The meeting adjourns at 7:45 pm.

Recorded by: ALS

Accepted on: January 6, 2022.

# REPORTS



**TOWN OF POLAND, MAINE  
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE**

January 4, 2022

Re: **December Planning and Development Report**

Dear Committee Members,

**No new businesses were registered by the Planning and Development Office since the last meeting.**

**No new Site Plan Applications were approved by the Planning Board since the last meeting:**

**The following commercial building permits were recieved by the Code Enforcement Office since the last meeting:**

1. Fairlawn Golf Course submitted a permit application to install a new hood system at 388 Empire Road with an estimated construction cost of \$23,100.

Sincerely,

Alex Sirois  
CEDC Administrative Assistant  
Town of Poland, Maine



**NEW BUSINESS**



# EXPLORE + DISCOVER GUIDE EARLY ADVERTISING MEMBER CONTRACT

Company  
Email  
Billing Address  
City

Contact  
Phone Website  
Physical Address (if different)  
State Zip

## PRINT AD SPECIFICATIONS

### EARLY CONTRACT / 2022 RATES

#### SINGLE AD PLACEMENTS

FULL PAGE: \$825 / \$1000  
½ PAGE: \$450 / \$550  
¼ PAGE: \$325 / \$375  
⅛ PAGE: \$250 / \$300

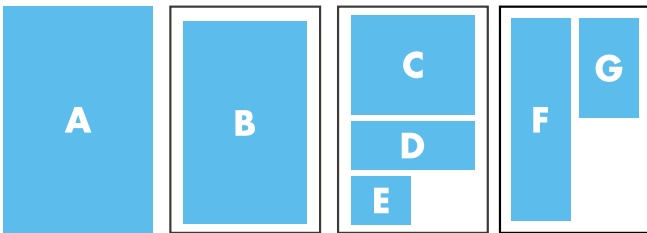
#### PAY IT FORWARD AD PLACEMENTS

FULL PAGE + ½ PAGE \$1050 / \$1300  
½ PAGE + ¼ PAGE: \$650 / \$800

#### PREMIUM AD PLACEMENTS (members only)

BACK COVER: \$1000 / \$1200  
INSIDE COVER (FRONT OR BACK): \$850 / \$1050  
CENTERFOLD SPREAD: \$1500 / \$1800

\*Premium ad placements are first come first served



## AD DESIGN INFORMATION

Print ready ad coming from client by **March 1st** emailed to [Delan@LAMetroChamber.com](mailto:Delan@LAMetroChamber.com)

New ad to be designed by publisher. All assets and content to be supplied by **February 1st** and emailed to [Delan@LAMetroChamber.com](mailto:Delan@LAMetroChamber.com)

## PRICE

### Cost of ad

Early contract balance due must be paid in full no later than **December 31, 2021** unless otherwise approved by the LA Metro Chamber, and chamber membership must be in good standing.

All ads placed "run of publication" unless otherwise noted.

The publisher is not responsible for any errors in editorial, calendar or events, maps or index. This is offered as a FREE service.

Client's Name  
Date  
Client's Signature  
LAMCC Signature

Return to  
Lewiston Auburn Metropolitan Chamber of Commerce  
415 Lisbon Street, Suite 100, Lewiston, ME 04240

-or-  
email [Erin@LAMetroChamber.com](mailto:Erin@LAMetroChamber.com)

\*Cancellation Policy: Contract must be canceled in writing within 10 days of signature.

Notes:

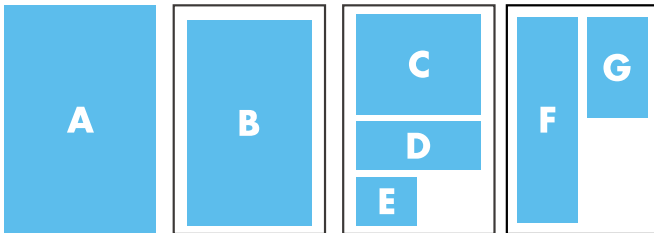
# EXPLORE + DISCOVER

## LA REGION EXPLORE + DISCOVER GUIDE

Our greater LA region has a lot to offer, and we want to showcase how unique + vivid our area of Maine truly is - to visitors and the talent being recruited to our region. With events happening all year and Maine's great outdoors right in our backyard, we are a great destination for families, couples, and solo explorers to visit, live, work and play. This [regional printed guide](#) will highlight the greater LA Region, from Poland to Lisbon, to Sabattus + Turner.

**Who you will reach:** The [LA Region Explore + Discover Guide](#) will reach residents, and visitors to Maine through AAA Travel, Maine Office of Tourism Visitor locations and area Chambers; as well as reaching aspiring Mainers looking to relocate to Maine for our quality of life. This printed guide will also be an exceptional asset used for recruiting prospective talent to our region.

### AD SPECS



#### A - FULL BLEED

5.625"W x 8.5"H

#### B - FULL PAGE

4.625"W x 7.625"H

#### C - 1/2 HORIZONTAL

4.625"W x 3.75"H

#### D - 1/4 HORIZONTAL

4.625"W x 1.8125"H

#### E - 1/8

2.25"W x 1.8125"H

#### F - 1/2 VERTICAL

2.25"W x 7.625"H

#### G - 1/4 VERTICAL

2.25"W x 3.75"H

### EARLY CONTRACT RATES:

Back Cover\*: \$1000

Inside Cover

(Front or Back)\*: \$850

Centerfold Spread \$1,500\*

Full Page (A or B): \$825

1/2 Page (C or F): \$450

1/4 Page (D or G): \$325

1/8 Page (E): \$250

\*Explore + Discover is a publication of the LA Metro Chamber, those with Chamber memberships in good standing will receive the special member rates.

**COMMIT BY  
DECEMBER 31<sup>ST</sup>**  
FOR EARLY PRICING

### PAY IT FORWARD

**Pay it forward is a movement built on kindness + community.** You select the ad size from below, and a business or organization that has been impacted by the pandemic will receive an ad free of charge. Your business' support will be noted on the ad that you pay forward.

Support industries hit the hardest due to the pandemic. Find out more on page 2.

### EXPLORE + DISCOVER GUIDE SECTIONS

#### STAY A DAY

Highlights visitor attractions completed in a day

#### STAY TO PLAY

Highlights longer trips + overnight area attractions

#### STAY A LIFETIME

Highlights quality of life + the fabric of our community

### 2021 EXPLORE + DISCOVER METRICS

Last year, over **14,000** copies of the Explore + Discover guide were distributed throughout our region and sent across the US.

- **7,000+** copies used across the US for employer recruitment
- **4,000+** copies distributed across the region
- **3,000+** copies available at visitor centers in Southern & Western Maine
- **500+** copies requested + mailed across the US through [DiscoverLAMaine.com](#)

### KEY DEADLINES

**DECEMBER 31<sup>ST</sup>:** EARLY ADVERTISING CONTRACT + PAYMENT  
**MARCH 1<sup>ST</sup>:** ADVERTISING CONTRACT + AD ARTWORK



# EXPLORE + DISCOVER

## LA REGION EXPLORE + DISCOVER GUIDE

By placing an ad in the LA Region Explorer Guide, your business will reach residents, and visitors to Maine through AAA Travel, Maine Office of Tourism Visitor Locations + area Chambers; as well as aspiring Mainers looking to relocate to Maine for our quality of life. This printed guide will also be an exceptional asset used for recruiting prospective talent to our region.

### DISTRIBUTION

AAA Throughout Northern New England  
16 Southern + Western Maine Chambers  
Maine Visitor Information Centers

DiscoverLAMaine.com  
eGuide Available on LAMetroChamber.com  
Area Businesses

### PAY IT FORWARD

Pay it forward is a movement built on kindness + community. You select the ad size from below, and a business or organization that has been impacted by the pandemic will receive an ad **free of charge**. Your business' support will be noted on the ad that you pay forward.

Businesses + organizations in the following targeted industries will be benefiting from Pay it Forward ads: **local, independent restaurants + breweries/bars, businesses owned by women and/or people of color, start-ups (businesses opened since 2019), arts + culture organizations, and farms + food producers.**

\*While we cannot guarantee specific requests, we invite you to indicate your top targeted industries receiving the free ad in the notes section of the contract form.

#### PAY IT FORWARD MEMBER RATES:

- Full Page for You (A or B) +  
½ Page (C or F) for them: **\$1050**
- ½ Page for You (C or F) +  
¼ Page (D or G) for them: **\$650**

#### PAY IT FORWARD NON-MEMBER RATES:

- Full Page for You (A or B) +  
½ Page (C or F) for them: **\$1250**
- ½ Page for You (C or F) +  
¼ Page (D or G) for them: **\$775**

#### MORE DISTRIBUTION DETAILS

Planned 2022 Print Quantity: 20,000

- Maine Visitor Centers: 4,000
- Chambers of Commerce: 1,000
- Mail fulfillment requested via website/phone: 1,000
- LAMCC Annual Events: 3,000

Ready to advertise? Contact:

**DELAN FULGHAM**

207.783.2249

[Delan@LAMetroChamber.com](mailto:Delan@LAMetroChamber.com)

Revisions: Ad design free, 2 proofs/rounds of revisions.  
Additional revisions will incur charges.