



City of Biddeford, Maine

205 Main Street
Biddeford, Maine 04005
207-284-9313

james.bennett@biddefordmaine.org

Heart of Biddeford

205 Main Street
Biddeford, Maine 04005
207-284-8520

director@heartofbiddeford.org



December 19, 2018

Biddeford Selected in Top Ten of National Competition, Continuing on Path to Win \$500,000 Prize for Small Businesses

Film crew to visit Biddeford in January

BIDDEFORD — Biddeford is once again receiving national attention and a chance to win a substantial prize that will further rejuvenate the community.

Heart of Biddeford was one of over 12,000 organizations around the country to apply to have their city featured on Season 4 of *The Small Business Revolution – Main Street*. The eight-part web series, which will air in fall of 2019 on Hulu, will feature six small businesses from one lucky community that will receive a combined total of \$500,000 of business assistance paid for by Deluxe Corporation. Out of the thousands of applicants, Biddeford was announced as one of the Top 20 communities in November and officially landed a place in the Top 10 last week thanks to community members sharing their favorite small businesses with Deluxe Corporation using the hashtag #MyBiddeford. Biddeford is the only community in the northeastern United States in the Top 10.

“I think the Biddeford community already knows that something special is happening in our city, but to essentially be selected as one of the top ten up-and-coming small cities in the entire country is truly breathtaking,” said Mayor Alan Casavant. “This honor clearly demonstrates how far we have come over the last few years and reinforces my perception that many people, in and outside of our community, not only recognize our progress, but believe in our possibilities.”

Each of the Top 10 communities will receive a visit from the show’s crew within the next several weeks that will help Deluxe decide which cities move on to the Top 5 of the competition in February. Biddeford will welcome Amanda Brinkman, the Chief Brand Officer of Deluxe Corporation and the host of the show, on January 21, 2019.

Heart of Biddeford will welcome Brinkman and the Small Business Revolution team to Biddeford at a community reception at 7 p.m. at Sellam Circus School. The reception will be open to the public, but small business owners are specifically encouraged to attend and chat with the show’s representatives about their business. Additional details about this event will be released in the coming weeks.

Brinkman will spend the following day visiting Biddeford’s small businesses and learning the stories of what makes them unique. As part of the visit, three businesses pre-selected by Deluxe will sit down for a formal interview to have their stories shared on the Small Business Revolution’s blog and social media platforms.

Deluxe's marketing experts will also return to Biddeford later in 2019 to host a free marketing seminar for any interested community members.

"Because of the way the selection process is designed, making it into the Top 10 will already attract national attention to our local businesses and bring marketing experts into our community to share their knowledge," explained Heart of Biddeford Executive Director Delilah Poupore. "This opportunity is truly something to celebrate regardless of if we advance in the competition."

If Biddeford is ultimately selected to advance to the Top 5 of the competition, the city will face off against four other towns in a one-week online voting contest, and the community that receives the most votes will be featured on the show.

"During the current phase of the competition, social media activity is not considered a deciding factor, but we are still encouraged to continue reminding The Small Business Revolution why we love Biddeford by tagging them in posts and using the hashtag #MyBiddeford," said Heart of Biddeford Board President Amy Grohman. "The community's pride in our local businesses has really been shining through over the past several weeks, and we need to keep that momentum going if we want to be a strong contender for the Top 5."

City leaders are confident that Biddeford has what it takes to conquer another national competition after Heart of Biddeford's recent success with the Vote Your Main Street campaign. Biddeford supporters rallied together in October to collect online votes for the City Hall clock tower and earned Heart of Biddeford a \$150,000 historic preservation grant to use towards its repairs.

"By coming in third, ahead of larger cities like New York and Boston, in a national competition, demonstrates to me that we in a great place to take on another challenge," said Casavant. "It just keeps ringing true that It's Our Time."

For more information on The Small Business Revolution, please contact Heart of Biddeford Executive Director Delilah Poupore by phone at 207-284-8520 or by email at director@heartofbiddeford.org.

###