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Biddeford Falls Just Short of “Small Business Revolution” Spot

City leaders celebrate the growth of community pride during the competition.

BIDDEFORD — Despite strong community support for *The Small Business Revolution – Main Street*, Biddeford was not selected to advance to the online voting portion of the competition to be featured on the eight-part Hulu web series.

Heart of Biddeford was one of over 12,000 organizations around the country to apply to have their city be featured on Season 4 of *The Small Business Revolution – Main Street*. The series 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 advanced from the Top 20 to the Top 10 of the competition but did not advance to the Top 5.

Nearly 150 small business owners and community members came out for a “welcome party” for the Small Business Revolution crew during their visit to Biddeford in January. Many of those supporters followed the competition to its last moments to watch the Top 5 announcement together at Reilly’s Bakery.

“Of course, everyone wanted Biddeford to be selected for a chance to compete in the vote, but when it comes down to it, seeing the community coming out to these events and celebrating together is what the contest was really all about,” said Mayor Alan Casavant. “The new energy surrounding Biddeford’s own ‘revolution’ is a win on its own. We wish the remaining communities the best of luck in the final round of competition.”

Social media activity was a large component of the competition, and a look at the “*#MyBiddeford*” hashtag encouraged by The Small Business Revolution reveals a trail of positivity surrounding Biddeford news and events over the past several months.

“Participating in this contest was a really special way to bring business owners together and build a sense of community around the idea of *#MyBiddeford*,” said Delilah Poupore, Heart of Biddeford director. “We want to thank everyone who used the hashtag on social media to tell Small Biz Rev what makes our community special.”

As a perk of reaching the Top 10 in the competition, Deluxe Corporation will still be visiting Biddeford to provide a free small business marketing seminar on May 6 at Pepperell Center. And as Small Business Revolution host Amanda Brinkman described while announcing the top communities, the momentum in

the community can continue long after the contest ends.

“What you’ve just felt in your community? That wasn’t us, that was you,” Brinkman said. “You controlled that energy and momentum, and you can decide how to use it in the future. This entire thing is about inspiring people to recognize the importance of supporting small businesses, and I know that has been an aftereffect for all of you.”

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