



CITY OF BANGOR

AGENDA

Business & Economic Development Committee

Monday, October 19, 2026

73 Harlow Street – Council Chambers

Bangor, Maine

5:15 PM – may immediately follow other Committees

1. Holiday Banners – Downtown Bangor Partnership

Action request: Provide comments or feedback; approve banners

2. Customer Facility Charge (CFC) Appropriation – Bangor International Airport

Action request: Provide comments or feedback; forward recommendations to Council



CITY OF BANGOR

Anne M Krieg, AICP - Director

Community & Economic Development

Memorandum

To: BED
From: Anne Krieg
CC: Betsy Lundy, Downtown Bangor Partnership
Date: October 14, 2026
Regarding: Holiday Banners

Please accept this memorandum as a request for the City Council to allow new Holiday Banners in the downtown district. Because the banners are displayed in public ways, the Partnership wants to seek council approval at the committee level. The Partnership's budget funds the banners. See attached documents for the decoration plan.

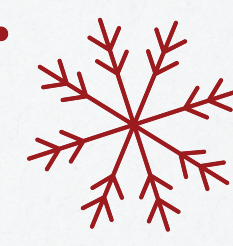
Banners go up during other times of the year, such as the Maine Science Festival and Artober. The Department of Public Works has historically placed the banners as part of its operations.

amk



DOWNTOWN BANGOR

THE MAGIC OF THE HOLIDAYS IN BANGOR MAINE.





TRAFFIC

Broad Street closed for Plaid
Friday/ Holiday Tree
Lighting/Small Business Saturday
weekend and Festival of Lights
weekend

DIGITAL TRAFFIC



from Plaid Friday through the holidays 2025

- We had 15k+ website visitors focused on our holiday landing pages, events, and NYE
 - Facebook - 556k views by over 172k+ resulting in 8k+ page visits
- 

HOLIDAY TRAFFIC



December 2025

Total estimated visits to Downtown Bangor Partnership were 394,000, 2% higher than 12/1/24 - 12/31/24

Visitors from Hampden, ME, Bangor, ME, and Brewer, ME accounted for 59.2% of total visits

168.8k out-of-market visitors with 379k out-of-market visits and 89.3K in-market visitors (+4.9 YOY)



SPENDING

Total estimated spending in December 2025 was **\$2,979,161**, up **17.61%** from Nov 2025, and up **25.71%** from December 2024

Clothing and Accessories was the fastest growing category, increasing 217.4% (from \$93,624 to \$297,160) compared to Nov 2025

The top spending day was December 13, with an estimated total spend volume of \$145,026.



How we drive traffic

Print campaigns: Downeast magazine, Portland Magazine, The Maine Buzz, Holiday Gift Guide, The County, Piscataquis Observer, Maine Invites You

PPC: Statewide, Maritime Canada, New York, Boston, Florida

Radio: Holiday station, WKIT, Mix Maine, True COuntry

TV: Predominantly Pre Roll

Social: Mete Campaigns Statewide, Maritime Canada, New York, Boston, Florida



How you can capture audience



Advertise in one of the remaining Coops: Portland Magazine (Dec), The County, Piscataquis Observer, Maine Invites You

Create and Share your events: Use both the website and Facebook Calendars

Create Collaborative Content

Host a popup

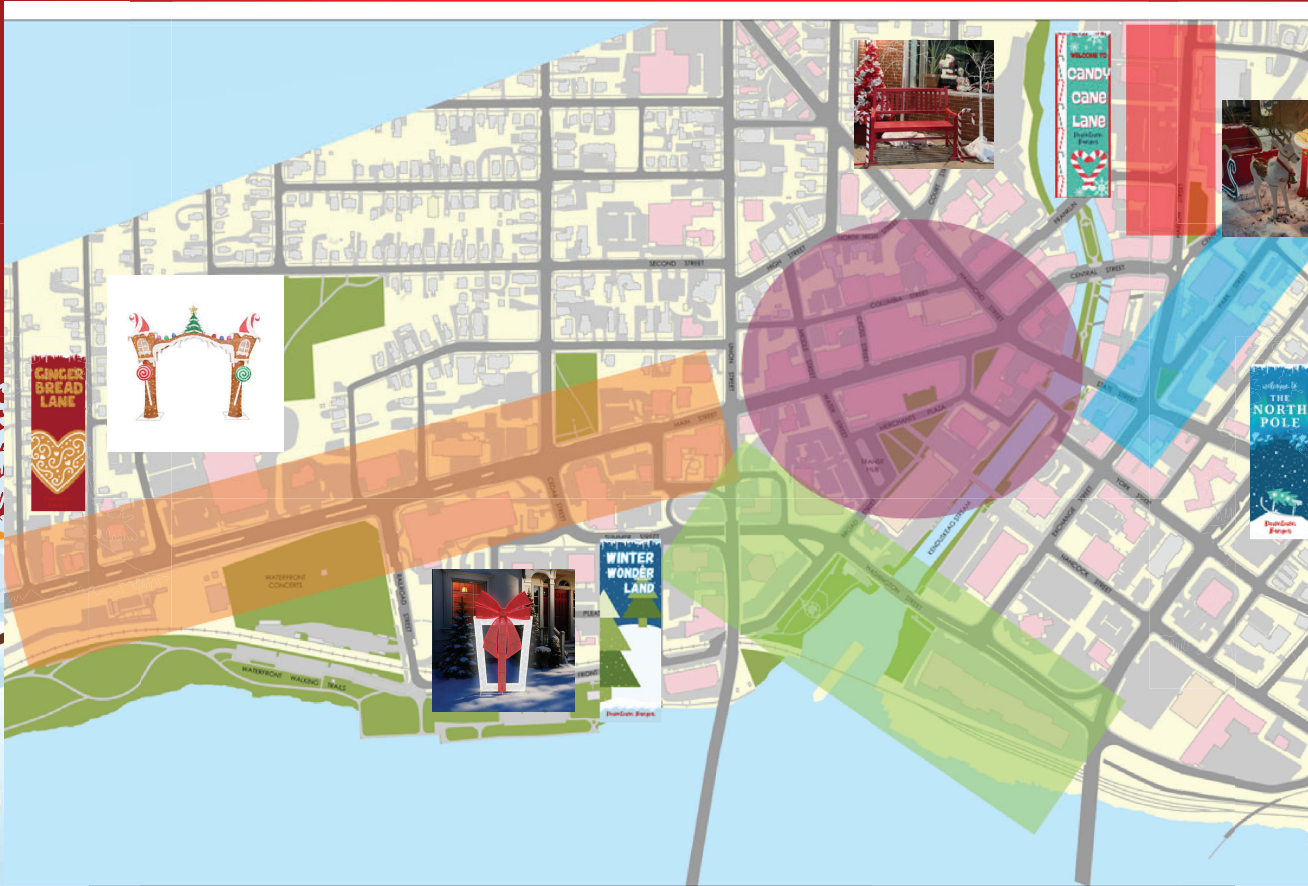
Get Content Up asap!



Themed Activation Zones



Themed Activation Zones



New Activation: Magic Light Wand



HOW YOU CAN MAXIMIZE ENGAGEMENT

- Host a Magic Wand installment
- Buy into our coop ads
- Host an event or pop up
- Decorate the exterior of your store
- Collaborate with neighboring businesses





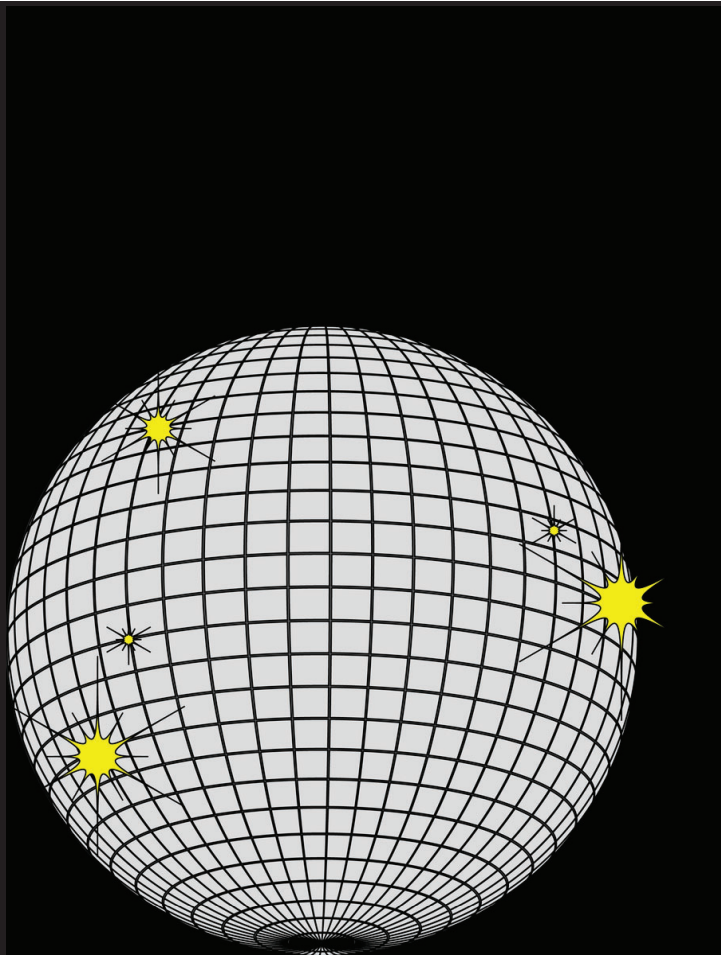
WE NEED YOUR HELP

- Tell us what you are doing as soon as possible
- Decorate your facade
- Sign up to help us decorate downtown
- Sponsor holiday decorating, advertising or events

The background is a dark purple night sky with a grid pattern. In the top left corner, there is a large, intricate spider web with several small spiders hanging from it. In the top right corner, a large, bright orange full moon is visible, with a black bat silhouette flying across it. The bottom of the image features a silhouette of a haunted town with two large, multi-story houses on either side, each with several glowing yellow windows. In the foreground, there are silhouettes of bare trees, a fence, and several jack-o'-lanterns with glowing orange faces. The text "SIGN UP FOR HALLOWEEN" is centered in the middle of the image in a large, white, serif font. Above the word "SIGN" is a small orange pill-shaped box containing the text "PS".

PS

SIGN UP FOR HALLOWEEN



PSS

**NEW
YEAR'S EVE
SIGN UP
COMING
SOON**

GINGER
BREAD
LANE



Downtown
Bangor

A vertical poster for 'Winter Wonderland' in Downtown Bangor. The top features a dark blue sky with white snowflakes and icicles hanging from the top edge. The title 'WINTER WONDERLAND' is written in large, white, blocky letters with a blue outline and a frosty texture. Below the title are stylized green Christmas trees of various sizes. The ground is a light blue-grey color with white snowflakes and dots. At the bottom, a blue wavy line represents water, with the text 'Downtown Bangor' in a red, cursive font.

WINTER WONDER LAND

Downtown Bangor



welcome to

CANDY
cane
Lane



Downtown
Bangor

welcome to
**THE
NORTH
POLE**



*Downtown
Bangor*



Memorandum

To: Business & Economic Development Committee

From: Jose F. Saavedra, Airport Director

CC: Anne Krieg, Director of Community & Economic Development
Carolynn Lear, City Manager

Re: Customer Facility Charge (CFC) Appropriation

Date: October 13, 2026

Consolidated Rental Car Facility – Customer Facility Charge (CFC) Appropriation

Airport staff is requesting committee approval to appropriate CFC funds for planning efforts associated with the consolidated rental car facility (CONRAC) in the amount of \$222,040.

The Airport implemented a CFC program earlier this year to plan, design, build, and operate a consolidated facility for rental car operations. The project is aimed at increasing capacity, upgrading facilities, and improving the passenger experience.

The work will be performed by airport consultants, Mead & Hunt, under its 5-year comprehensive airport engineering services contract. This initial scope of work entails:

- Project Initiation
- Data Collection
- Facility Requirements
- Site Selection
- Refined Alternatives
- Financial Analysis
- Near-Term Measures for Capacity Enhancement
- Environmental Strategy
- Project Management

This project is included in the Airport's Master Plan and 5-year capital improvement plan.

Airport staff will be available at the Finance Committee meeting to address any questions.