



The City of Caribou presents: Community Connections

A bulletin for you, our valued Caribou businesses.

February 2024 Edition

Welcome New Businesses to Caribou

- | | |
|---------------------------|--------------------------|
| ○ Norseman Barbering | 118 Bennett Drive, # 120 |
| ○ Salon 6 | 6 Center Street |
| ○ Brandy Brook Outfitters | 446 Madawaska Road |
| ○ B & R Insurance | 92 Bennett Drive |
| ○ Quality Inn | 30 Access Highway |

Thank you for investing in Caribou!



Thinking about Small Business Saturday?

Mr. & Mrs. Claus and their reindeer were a big hit again in 2023. We offered three \$500 Caribou Shopping Sprees to encourage shoppers to patronize Caribou businesses. Do you have feedback on that approach? If you are a retail business and would like to participate in 2024, please let us know!

The date will be Saturday November 30, 2024. We are open to new ideas!

Do not wait: Let us know how City staff can assist you with your business goals!

Care. Envision. Do. CARIBOU 2034

Did you know that a successful grant application starts with well-constructed planning documents? Over the next year, the City of Caribou & Northern Maine Development Commission (NMDC) will be working to complete the 2024 – 2034 Comprehensive Plan – a roadmap for the next ten years. **What do you as a business owner see as important priorities to consider?**

Additionally, the City is working with the Maine Department of Transportation, TYLin Group Civil Engineering and Rasor Landscape Architecture on a Village Partnership Initiative that will look for solutions to make Caribou's downtown more walkable and bikeable. **What are your ideas?**

The Northern Border Regional Commission Catalyst Grant provides funding for a Riverfront Master Plan. NMDC is also working with the City of Caribou to execute this grant funding. **What would you like to see along the Aroostook River?**

CARE for our community. ENVISION the future, then help Caribou DO what it takes to make it happen!

Reach out to Karen Gorman at kgorman@cariboumaine.org.

Are you looking to expand?

The Caribou Economic Growth Council (CEGC) has funds available to loan to your business. More information is available on our website:

<https://www.cariboumaine.org/wp-content/uploads/2022/02/CEGC-LOAN-PORTFOLIO.pdf>

<https://www.cariboumaine.org/wp-content/uploads/2022/02/CEGC-PROGRAM-CHEAT-SHEET.pdf>

The first step is to speak to Northern Maine Development Commission (NMDC) who manages the application process and loan servicing.

The CEGC meets monthly. The Council has eight community members with two ex-officio members: a member of the Caribou City Council and the Caribou City Manager.

2024 Thursdays on Sweden St
June 6 & 20
July 11 & 25, August 8
Caribou Cares About Kids:
7/25 to 7/28



Why not call the Caribou City Manager to set up a time to talk about you and your business?

Penny Thompson
(207) 493 – 5961
pthompson@cariboumaine.org

Looking for grant funds?

- If your business is in the Downtown TIF District and your façade needs an upgrade, consider applying for a 2024 Façade Improvement Grant!
<https://www.cariboumaine.org/grants/>

Examples of eligible projects:

- Repairs to exterior siding
- Replacing windows
- Signage enhancements
- Fencing

This program will match 50/50.

The maximum grant is \$7,500.

Apply before March 15, 4:30 pm.

Questions?

Call Judy @ 493 – 5962
jkleeman@cariboumaine.org

CARIBOU



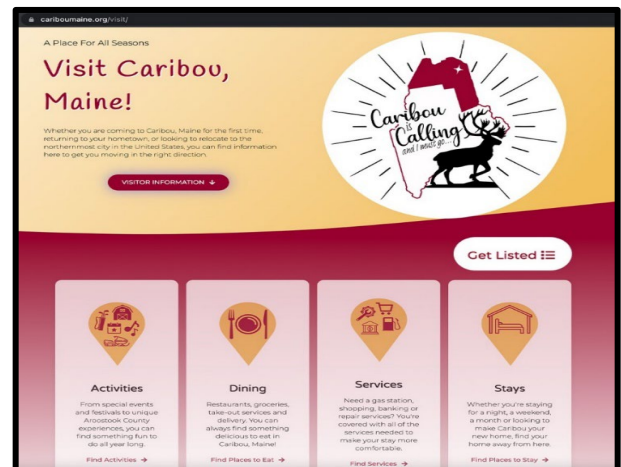
SUN+MOON+'BOU+YOU =
2024 TOTAL SOLAR ECLIPSE

CARIBOU, MAINE | APRIL 8, 2024 | 46.8640° N, 67.9980° W

The total solar eclipse will happen on Monday April 8, 2024
 Caribou is in the 'Path of Totality' & will 'go dark' at 3:32 pm.
 Is your business ready for the influx of visitors?

cariboumaine.org/visit

**Go to cariboumaine.org/visit
 and click the "Get Listed" link,
 or use your phone to scan this
 code and be taken directly to
 the business survey!**



Do you have activities, dining, services or lodging to promote?

List your business now at cariboumaine.org/visit (it's free!)

Please do it today!

A few helpful tips to prepare for the eclipse by Jacob Pelkey (Aroostook County Tourism & NMDC)

Maine Eclipse 2024: Staff Up & Stock Up

It is time to **STAFF UP & STOCK UP** for the week of April 5-8, 2024. Aroostook County will have the attention of the nation as the moon moves in front of the sun for the Maine Eclipse.

Key phrase: **We Must Staff Up & Stock Up for the Maine Eclipse**

Many visitors will come to The County as both overnight visitors and day-trippers. Festivals and entertainment from April 5-8 are planned to entertain and feed the visitors whether it is clear skies or April showers. Only those in the Line of Totality will experience total darkness. **Caribou is in the Line of Totality and will be dark for over 2 minutes.**

A GAS STATION may consider filling their tanks in advance. A TOW TRUCK COMPANY may have extra staff on call. A sit-down RESTAURANT may consider a buffet line or to-go grab bags. A CIVIC ORGANIZATION may consider organizing a ticketed event fundraiser or community dinner. A RETAILER may consider unique merchandise or adding additional staff to reduce long lines. A HOTEL may consider parking lot signage to deter illegal parking. A FOOD TRUCK may consider opening and setting up earlier in a month they typically don't operate and place their food order well in advance.

'Star Parks' is the language being used to describe viewing areas. These areas are where the municipalities and businesses want visitors to congregate safely to view the Maine Eclipse. These areas should include paved areas cleared of snow, trash receptacles, and restroom facilities (none of these things are required). This will keep motorists out of private parking lots, the soft shoulders of roads, and in a safe planned area – tell them where to go and they will. **In Caribou, the 'Star Park' will be at the Wellness & Recreation Center at 55 Bennett Drive from 12 noon to 6:00 pm with concessions available.**

Marketing & Promotion:

Aroostook County has created [this website hub](#) linking to area events and websites and on [visitmaine.com here](#). Marketing materials that are reaching viewers tell them Aroostook County is the best place to view the Maine Eclipse, the event is April 5-8, they will find star parks for viewing, they should expect chilly weather and soft soils to be cautious of.

If your business is hosting an event like live music for the eclipse, or your civic organization or club is hosting a dinner for the eclipse, or if you created cool merchandise or are having a sale at your store – please let the contacts below know.

Jacob Pelkey jpelkey@nmdc.org (207) 498 – 8736 www.visitaroostook.com

Penny Thompson pthompson@cariboumaine.org (207) 493 – 5961 www.cariboueclipse2024.com

Helpful Links:

<https://visitaroostook.com/story/maine-solar-eclipse-2024>

<https://visitmaine.com/things-to-do/in-the-sky/solar-eclipse-2024>

<https://maineeclipse.com/>

<https://rascnb.ca/2024-solar-eclipse/>

<https://2024solareclipse.wixsite.com/2024-great-star-city>

<https://science.nasa.gov/eclipses/future-eclipses/eclipse-2024/where-when/>

<https://www.greatamericaneclipse.com/april-8-2024>

<https://www.weather.gov/car/2024TotalSolarEclipse>

Looking for more information? We can send you Jacob's full report.

Long Ago in Caribou – Remembering Businesses of Days Past



City Manager Penny Thompson asked her husband to tell a story about a former Caribou business and this is what he shared:

Living on the family farm on the Madawaska Road, we were fortunate to have plenty of fresh cream to make butter and livestock that when butchered supplied us with enough meat. Since we did not get our first International Harvester freezer on the farm until the early 1950s, you may wonder how we stored the farm's abundance. In the days before home freezers, the bigger stores had large walk-in freezers with lockers that customers could rent. When I was a young boy, I would travel to town with my Grammie Idella Thompson on Saturday afternoon and a stop was always made to Dan Daniel's store on Sweden Street where Grammie rented a locker in his freezer. Along with beef, pork and venison, butter could be stored to use during the 2-3 months that cows would dry up and there would be no cream to make butter. On one such trip to town, Grammie Idella and I arrived at the store and were greeted by one of the many friendly clerks. A butcher escorted us into the freezer and as Grammie used her key to access our locker, he said good-bye and closed the freezer door. Grammie Idella took out the roasts and hamburger that she wanted for the week and deposited her surplus butter. We prepared to leave but the door was locked! It was several freezing cold minutes before the butcher returned and said, "Mrs. Thompson, are you still here?" to which Grammie answered, "Yes! We did not know how to unlock the freezer door." The kind butcher then explained that all we needed to do was push the large round wooden button on the inside of the door. We made many trips to the lockers before we had freezers at home and that was the only time that we got locked inside ... however, there was that one time that Grammie Idella and I got locked into the vault of the Aroostook Trust Bank but that is a story for another time!

A memory from: Dana L. Thompson

The Caribou City Council prioritizes our Caribou businesses!

When making their 2024 priorities, the Caribou City Council gave City administration a clear directive about fighting blight and promoting economic development activities!

Please reach out to City Manager Penny Thompson with your questions, comments, or concerns.



2024 Caribou City Council from left:

Dan Bagley, Tamara Lovewell, Jody Smith, Courtney Boma, Joan Theriault, Jennifer Kelley & John Morrill.



City of Caribou
Economic Development
25 High Street
Caribou Maine 04736
www.cariboumaine.org