

Lincoln Lakes Region
Chamber of Commerce

2024 ANNUAL REPORT


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ABOUT ME!

Lincoln Lakes Region
Chamber of Commerce
lincolnmechamber.org
THANK YOU!



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ABOUT THE CHAMBER

The Lincoln Lakes Region Chamber of Commerce (LLRCC) is committed to supporting local businesses and enhancing the economic vitality of the greater Lincoln area. Representing eleven communities—Burlington, Chester, Enfield, Howland, Lee, Lincoln, Lowell, Mattawamkeag, Passadumkeag, Springfield, and Winn—the LLRCC creates meaningful connections through networking opportunities, raises visibility with marketing support and event promotion, and helps strengthen the local economy through exclusive referrals and access to business-building resources. With a dedicated Board of Directors and a mission to foster a positive business environment, the LLRCC serves as a connector, promoter, and advocate for the region's business community.

2024 BOARD OF DIRECTORS



BOBBIE STORMANN

JUST BAKED
PRESIDENT



RUTH BIRTZ

AFFORDABLE PLUMBING
VICE PRESIDENT



SARA BREWER

S.W. COLLINS
TREASURER



KATIE GLOEDE

TIEBREAKER BOW TIES
SECRETARY



KIMBERLY LEE

MACHIAS SAVINGS BANK



CARMEN MCPHAIL

UNITED COUNTRY LIFESTYLE PROPERTIES OF MAINE



SHAWN ROGERS

TOWN OF LINCOLN



LAUREN STEVENS

KEY BANK

CHAMBER STAFF

THANK YOU TO KANDI ROBINSON AND ASHLEY MITCHELL, WHO SERVED AS DIRECTOR IN 2024.

2025 OFFICERS

- *BOBBIE STORMANN, PRESIDENT*
- *KATIE GLOEDE, VICE PRESIDENT*
- *RUTH BIRTZ, TREASURER*
- *LAUREN STEVENS, SECRETARY*

2025 NEW BOARD MEMBERS

- *CHAD SHOREY, MAXXED OUT SERVICES*
- *NANCY TREMBLAY, GETTING PAMPERED IN THE KITCHEN WITH NANCY*

LETTER FROM OUR PRESIDENT

Dear Chamber Members,

We have had another year of growth for the Chamber. Current membership is approaching 100 businesses. Our 2025 Board has 10 very active members who are excited to bring exposure and attention to your business and the town of Lincoln.

In 2024, the Chamber worked hard to promote Lincoln and bring new visitors and tourists to our community. The Solar Eclipse Viewing Party brought over 1,000 people to Lincoln that day. Our Business Expo & Job Fair drew a good crowd and the Town Wide Yard Sale ensured it was busy. This past summer, 11 area businesses filmed promotional videos which are currently targeting tourists on various social media platforms. You may have noticed the Chamber cabin is no longer in front of Walmart. With most information gathered and distributed online, it no longer made sense to financially support a physical location for the Chamber. We also introduced a new fundraising campaign called the Holiday Sweepstakes. One winner took home over 20 prizes and gift cards right before the holidays. Based upon the success of this fundraiser, we will continue it again in 2025 and all funds will be used for scholarships. In June, we awarded three $1,000 scholarships to local students.

The 2025 Chili & Chowdah Cook-Off event was a huge success. We had 16 entrants and over 80 attendees. The Chamber will continue to host this annual community event. In June 2025, we are excited to sponsor our First Annual LLRCC Golf Tournament. Barnes Brook Golf Course will be hosting our event. It will be an opportunity for Chamber businesses to showcase their creativity through hole sponsorships and other marketing connections. Be on the lookout for more information.

In 2024, our longtime Director resigned to explore a new challenge. We have decided to use 2025 as a period of restructuring the position in hopes of hiring a new Director in 2026. With the strong skill set of our current board, this will allow us to develop standard operating procedures. These steps assure our new Director will be successful in promoting the strong business community in the Lincoln Lakes Region.

Thank you for your continued support of the Chamber!

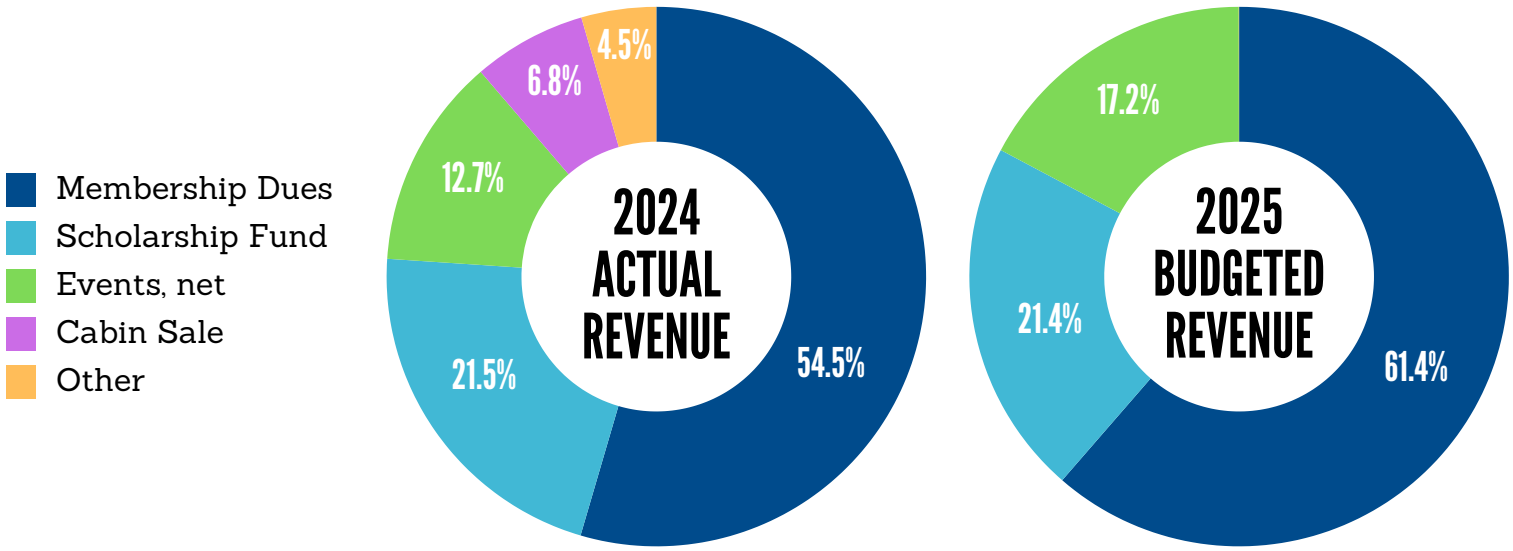
Sincerely,

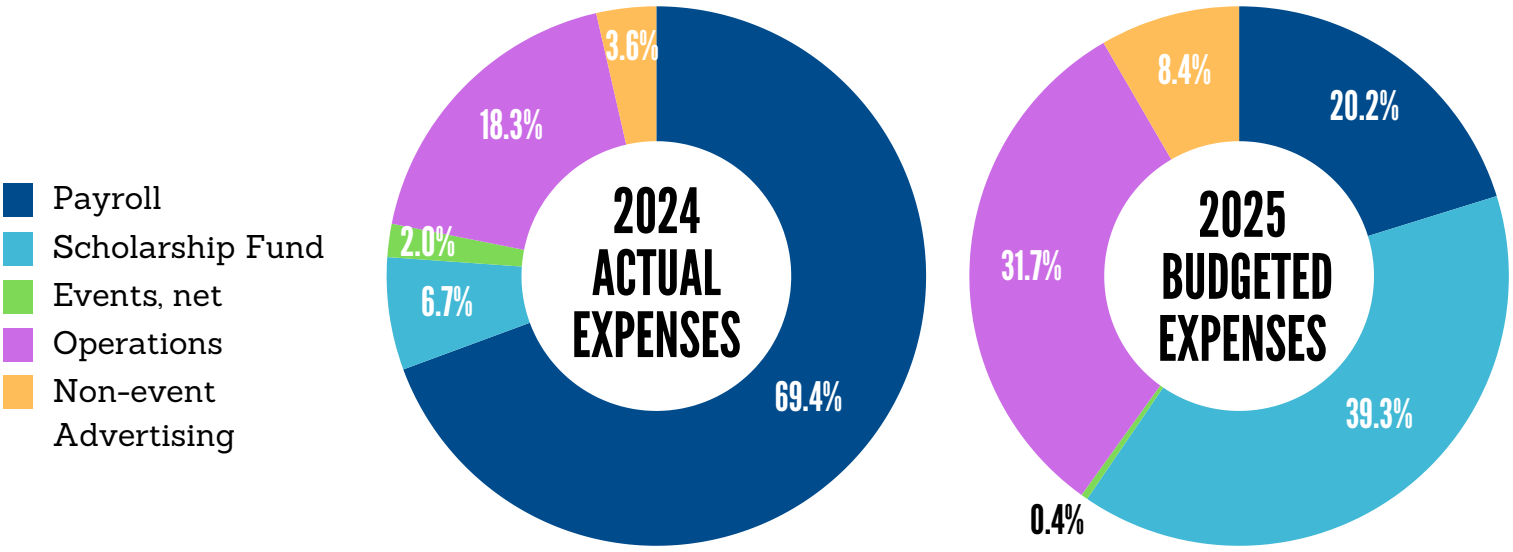
Bobbie Stormann

Bobbie Stormann
President

FINANCIAL SUMMARY

In 2024, the Chamber's largest expense was payroll for its sole paid position, a part-time Director. The Director resigned in early February 2025, and the Board voted to pause rehiring until 2026. This strategic decision allows the Board to strengthen internal systems, improve collaboration, and better define the Director's future role. Another key financial event in 2024 was the sale of the Chamber's cabin office. This one-time revenue eliminated recurring utility expenses and aligned with the remote nature of Chamber operations. As a result, the 2025 budget reflects significantly reduced overhead and a leaner, more sustainable structure.

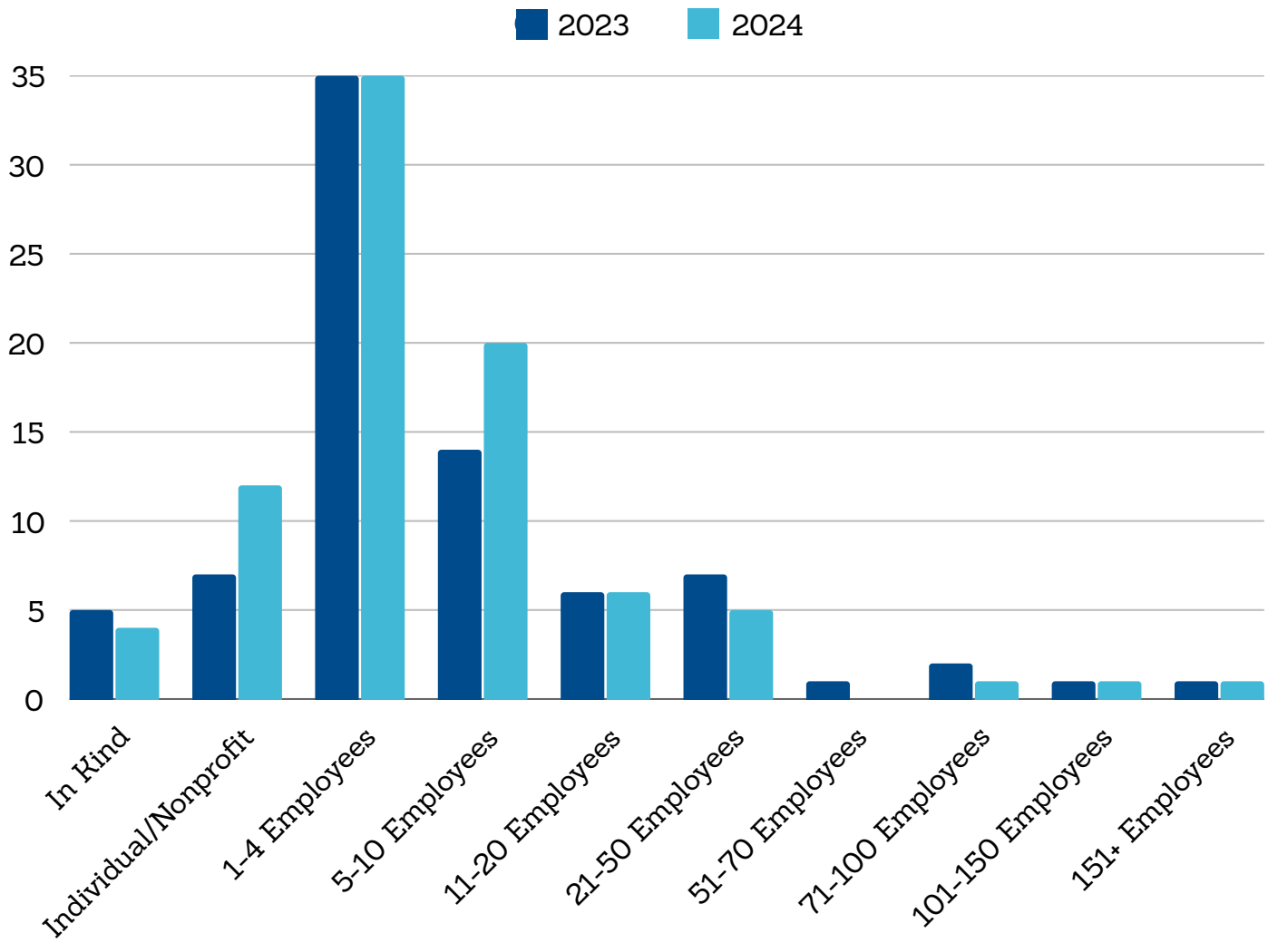




MEMBERSHIP REPORT

In 2024, the LLRCC had 85 active members, from individual supporters to employers with more than 150 employees. Most of our members are small businesses with 10 or fewer employees, highlighting the strong entrepreneurial spirit of the region. Throughout the year, we celebrated grand openings, milestones, and new members with ribbon cuttings—just one of the many ways we champion local business. We're excited to continue growing and strengthening our network in 2025.





MARKETING IMPACT

WEBSITE

↑ 70%
increase in unique views, 6,529 total

Traffic Sources
43% Direct Traffic
17% Organic Search
13% Social Media
27% Other Organic

FACEBOOK

↑ 343%
increase in organic and paid reach, 126.5k total

↑ 159%
increase in content interactions, 13k total

↑ 22%
increase in new followers, 400 new

EMAIL

45%
open rate, 5% higher than the industry average

FEATURED IN

Lincoln News
Bangor Daily News
Fox/ABC
WABI 5
Maine Tourism Association
Maine Arts Commission
The Maine Highlands

NEW

MAINE OFFICE OF TOURISM GRANT

In 2024, the LLRCC received a Maine Communities grant through the Maine Office of Tourism to support regional marketing efforts. Partnering with Sutherland Weston, the Chamber produced spotlight videos for 11 local businesses over the summer and launched a pilot campaign in October that reached nearly 10,000 people on Facebook and Instagram, with over 5,800 YouTube views—all using just a fraction of the overall marketing budget. A full-scale, multi-state campaign launches in April 2025.

EVENTS RECAP

CHILI & CHOWDAH COOKOFF

February 24, 2024

The LLRCC hosted another successful Chili & Chowdah Cook-Off, bringing the community together for a fun-filled afternoon of delicious flavors and friendly competition. With an incredible lineup of homemade chilis, a fantastic turnout, and a bake sale full of sweet treats, the event was a resounding success.

- 1st Place & People's Choice Award: Anita Stewart with Andrea's 3-Meat Tango Chili
- 2nd Place: Matthew Stormann with No Mercy Chili

A huge thank you to everyone who participated in, attended, and supported this event. We extend our gratitude to:

- Stewart Professional Learning Center for generously providing their beautiful space
- Chef Adam Libby, our featured judge, for sharing his expertise
- Our sponsors: Walmart, Steaks N' Stuff, and Just Baked, for their generous support





MARCH MADNESS

March 19 - April 8, 2024

The Chamber's March Madness event encouraged the community to shop local and support Chamber businesses. Participants entered by making a purchase at a Chamber Member business and submitting a photo and receipt for a chance to win a $50 gift card. Congratulations to Kyle Libby, whose winning entry featured a purchase and photo at Handcrafted Lincoln!

EVENTS RECAP

SOLAR ECLIPSE VIEWING PARTY

April 8, 2024

In April, Lincoln gathered under the sky for an extraordinary event—a total solar eclipse. The Solar Eclipse Viewing Party brought together approximately 1,400 community members and visitors behind Greywolf Auto and Why Not Stop for an unforgettable afternoon of science and community connection.

The event featured exciting activities for all ages. The artisan market showcased 30 local artists and businesses, along with mouthwatering eats from Joe's Chuck Wagon and free samples from Wendy's. Lincoln's own TikTok star, Chef Adam Libby, was on site signing autographs, and guests of all ages competed in a whoopie pie eating contest. Families also enjoyed face painting, a goat petting zoo, touch-a-truck, and ATV rides.

This incredible afternoon wouldn't have been possible without the generous support of our sponsors:

- Acres Away Realty Inc.
- Aubuchon Hardware
- CWA & Lake Street Real Estate
- Cumberland Title Services
- Dead River Company
- Gatherings for the Home
- Greywolf Auto LLC
- H.C. Haynes
- Hannaford Supermarkets
- Just Baked
- Knights of Columbus
- LaBree's Bakery
- Lincoln Color Center
- Lincoln Historical Society
- Lincoln News
- Lincoln Powersports
- Lincoln Rental Systems
- McDonald's
- Motorbrain
- NAPA - Coastal Auto Parts
- Northwoods Hearing Aid Center
- Pelletier Ford
- Select Designs & Embroidery
- The Springfield Fair
- Town of Lincoln, Maine
- Treeline
- Wendy's
- Why Not Stop













ANNUAL MEETING

April 11, 2024





The Chamber's Annual Meeting brought members together for an evening of connection, collaboration, and growth. Guest speakers included Beth Bordowitz, Executive Director of the Maine Retirement Investment Trust (MERIT), who shared information about Maine's auto-IRA program, and Danielle Abbott of The Abbott Advantage, who offered practical insights on leadership and professional networking.

We're grateful to our sponsors and silent auction donors: Brian and Denise Souers, Why Not Stop, Cold Stream Creations, Heart of Maine Winery, Gatherings for the Home, Just Baked, Lincoln Historical Society, Lincoln Smiles Dentistry, R.H. Foster, S.W. Collins Company, Stewart Professional Learning Center & Co-Work Space, The Abbott Advantage, and United Country Lifestyle Properties of Maine.





BUSINESS EXPO & JOB FAIR TOWN-WIDE YARD SALE

June 22, 2024

The Chamber's Business Expo & Job Fair offered a vibrant showcase of our region's businesses. Document shredding was offered by Records Management Center/Shredding On Site as a free service to the public, supported by generous sponsorships.

Alongside the Expo, the Chamber also coordinated a Town-wide Yard Sale, encouraging participation from residents, organizations, and businesses—adding energy and foot traffic to the day's events.

Special thanks to our event sponsors: Just Baked, Lakeside Laser, Lincoln News, Machias Savings Bank, and United Country Lifestyle Properties of Maine.

SCHOLARSHIP FUND

The LLRCC is proud to support the next generation of business leaders through our annual Scholarship Fund. Each year, the Chamber awards up to three scholarships of $1,000 to graduating high school seniors from the Lincoln Lakes Region who are pursuing a business-related degree at a Maine college, university, or trade school.

Applicants must reside in one of the Chamber's 11 member communities and demonstrate academic effort, community involvement, and a commitment to their future career goals.

The 2024 scholarship recipients were:

- Collin Dunn – Penobscot Valley High School
- Travia Springer – Northern Penobscot Tech Region III
- Payson Turner – Mattanawcook Academy

Funding for these scholarships is made possible through dedicated Chamber fundraising efforts and the generosity of local businesses and supporters.



BUSINESS SPONSOR: WENDY'S

Marti Martino of Wendy's presented the Chamber with a generous $4,000 sponsorship to support the Scholarship Fund at the Town of Lincoln's Loon Festival in July.

4TH ANNUAL SCHOLARSHIP CASH RAFFLE

Kicking off in July and concluding with a live drawing in September, this annual raffle awarded $8,500 in cash prizes. Thank you to the businesses that sold tickets and to everyone who purchased one.





HOLIDAY SWEEPSTAKES

Our first-ever Holiday Sweepstakes launched in November and featured a grand prize bundle of items donated by 22 local businesses. One lucky winner took home the full prize package just in time for the holidays.

2025 CALENDAR

FEB. 22	Chili & Chowdah Cookoff	@ Stewart Professional Learning Center & CoWork
APR. 8	Annual Meeting	@ Lincoln Tap House
JUN. 7	Golf Tournament	@ Barnes Brook Golf Course
JUL. 19	LLRCC at Loon Festival	@ Cobb Field
SEPT.	Business Block Party at Septemberfest	@ Veterans Memorial Square
OCT.	Networking Event	with The Abbott Advantage
NOV.-DEC.	Holiday Sweepstakes	Benefitting the Scholarship Fund

2024 MEMBERS

A
Acres Away Realty Inc
Affordable Plumbing

B
Bangor Savings Bank
Barker Business Services
Barnes Brook Golf Course
Blazin Trailz
Briarwood Motor Inn

C
Carl's Auto Parts Inc.
Clinical Consultation & Counseling PA
Cold Stream Creations
Cold Stream Cruzers
Community Evangel Temple
Coolong Land Surveys Inc
Cumberland Title Services LLC
CWA & Lake St. Real Estate

D
D & D Paving
Dead River Company
Discover Maine

E
Eagle Lodge
Elwood H Downs Inc

F
F.A. Peabody Company
FASTCO Corp
First United Methodist Church of Lincoln

G
G.A. Porter & Son
Gatherings for the Home
Gilman Electric Supply
Gold Star Cleaners
Greater Lincoln Community Choir
Greywolf Auto LLC

H
H & R Block
Handcrafted Lincoln LLC
Heart Of Maine Winery, LLC
High Tech Auto
Hogan Tire

I
Ireland's Rubbish Service, Inc

J
Just Baked

K
Katahdin Communications, Inc. dba WSYY AM/FM
Katahdin Federal Credit Union
Key Bank
Knights of Columbus

L
Lakeside Laser
Lifestyle Global Sports LLC
Lincoln Historical Society
Lincoln News
Lincoln Smiles Dentistry, LLC
Lincoln Snowhounds Snowmobile Club
Lincoln Why Not Stop

M
Machias Savings Bank
Maxxed Out Services

McDonald's
McSea Books LLC
Modern Woodmen of America
Motorbrain Consulting, Inc

N

NAPA - Coastal Auto Parts
Nicastro Land Services
North Country Auto
Northern Pines Care Estates
Northwoods Hearing Aid Center

O

Our Heroes Military Museum
Outer Reach Broadband

P

Patricia Locke - Attorney
Pelletier Ford of Lincoln
Penobscot Off Road Riders

Q

R

R.H. Foster Energy, LLC
Rand Services Unlimited
Roger's Small Engine Repair

S

S.W. Collins
Save a Life
Select Design & Embroidery
Sewall
Sleeping Bear Lodging
State Farm Insurance, Rick Burpee
Stephen Stanley
Stewart Professional Learning & CoWork

T

The Abbott Advantage
Thornton Brothers
Tiebreaker Bow Ties
Town of Lincoln
Transitions Hair & Tanning
Treeline / The Maine Land Store

U

United Country Lifestyle Properties of Maine

V

Versant Power

W

Walmart
Wendy's
Wing Wah Restaurant

X

Y

Z



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