



## Changing Facades

### Facial Recognition

I recently attended a great conference in Lewiston Auburn called **Build Maine**. The focus was on innovative ideas to make your community fun, exciting, livable, walkable, rideable and more.

One very interesting presentation showed how technology is being used to design buildings that capture your eye. As humans, we tend to look at everything to find facial recognition – even in buildings. (Example of facial recognition: A car grill where headlights and grill resembles a face.)

We were shown examples of how eyes and mouths were built into building designs and then technology was used to track eye movement to determine what areas of the building we looked at first and the most. This technology is used by marketers to capture your attention and draw you in. Very interesting. I'm not doing the talk justice, but I hope you get the point.

### Bike Lanes

Another presentation by New York City Department of Transportation addressed the integration of bike lanes and parking into all of its road resurfacing projects that allowed room for it. The data shows that both pedestrian traffic and safety has increased with limited to no impact on automobile traffic.

Given that Biddeford and Saco have most of Main Street resurfacing projects underway now might be an optimum time to give this a try.

## Chamber Events

### Swing'n in the Rain

Thank you to everyone that braved the lousy, rainy weather on Tuesday June 6th. Despite Mother Nature's uncooperativeness, our players and event sponsors helped support our **65th Annual Golf Tournament** where we raise \$10,000 in funds for

Chamber operations and \$500 scholarships to four local high school students.

Another special THANK YOU to the volunteers, who out of the goodness of their hearts, helped through the rain and cold and made the event a huge success. Our Chamber is lucky to have such wonderful people and businesses to support what we do.

### \$500 Golf Scholarship Recipients

Biddeford High School - Nick Scavuzzo, Maine Maritime Academy; Biddeford Regional Center of Technology - Jocelyn Sheltra, Business Administration, University of New Hampshire; Thornton Academy - Shania Rodriguez, Nursing, Southern Maine Community College; and Massabesic High School - Nathan Metayer, Business and Aquaculture, University of New England. Congratulations to all the recipients and best of luck in your continued learning.

### Take Me Out to the Ball Game

Come join the Chamber for a night of great collegiate baseball on **Thursday, July 13th**. Gates open at 5:30. Help support the Surge and keep competitive baseball in our community.

This is the fourth consecutive year the Chamber has partnered with the Surge to build awareness of the team and promote a fun evening out at the Old Orchard Beach Ball Park. Mark your calendars now and plan to join us.

