



LOVE YOUR DOWNTOWN:
HOW TO VOLUNTEER TO IMPROVE YOUR COMMUNITY



Encore Leadership Corps Webinar Training – Feb. 1, 2012



ENCorps is a free training and support program offering a unique opportunity for everyday Maine people 50 years old and older to give back to their community through volunteerism. The program's workshops and classes help older adult volunteers maximize their involvement in the community, promote change and resolve conflicts.

In this Webinar we'll discuss...

- The Volunteer – a very special person
- Why thriving downtowns and village centers are essential to our economy and our environment
- The Maine Downtown Center's role
- The Main Street Four Point Approach to Downtown Revitalization
- Dozens of volunteer opportunities
- Many ways to recognize and thank volunteers
- What next steps will YOU take in your community?

CONSIDER THIS...

VOLUNTEERING IS THE RENT
YOU PAY TO LIVE IN YOUR
COMMUNITY



**We are
nation of
volunteers!**

**Volunteer
service is
essential to
our
economy.**

Volunteer Insight

- **The American work industry still needs seniors, now more than ever.** All volunteers make a difference, but experienced and knowledgeable seniors can make an even bigger difference by saving organizations money, money that be better use in other ways

Volunteer Insight

- **Volunteering adds years to our lives**
- Higher volunteer rates among people over 50 generally lower mortality rates, indicating that volunteering can improve physical, mental, and emotional well-being
- Giving to others can help combat depression, because giving makes us feel vibrant, important, and satisfied.

Volunteer Insight

- **Volunteering helps us maintain our mental well-being and can actually make us smarter!**
- According to a recent study, seniors who volunteers in social programs not only maintain good brain function, but their brain function and cognitive ability may actually increase. In short, becoming a retired volunteer can actually make us smarter!

Volunteer Insight

- **Senior volunteers help bridge the generation gap**
- Young people rarely have the opportunity to work with seniors, but when seniors collaborate with young people, there is reciprocal learning for everyone involved and therefore a better understanding of each other.

Volunteer Insight

- **Senior volunteers can work around their own schedules (how terrific is that?)**
- Even busy, active seniors can become volunteers. Most organizations offer flexible schedules, especially when it comes to valued senior volunteers
- Volunteers have the opportunity to choose meaningful work that they find important and exciting – **opportunities that speak to their heart.**

What do volunteers want?

- Volunteers want to have fun.
- Volunteers want to give back
- Volunteers love to try new things
- Volunteers want to build up their resume
- Volunteers want to make a positive difference!

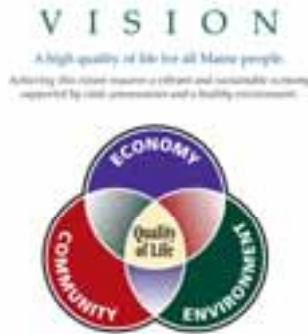
What do volunteers want?

- Volunteers want to learn about different cultures.
- Volunteers have knowledge and experiences to share.
- Volunteers want to meet new people.
- Volunteers need to feel needed.
- Volunteers volunteer because they can!

MAINE DEVELOPMENT FOUNDATION

Empowering Maine People to Power Maine's Economy

Statewide nonprofit nonpartisan economic development organization
established in 1978 by the Legislature and the Governor



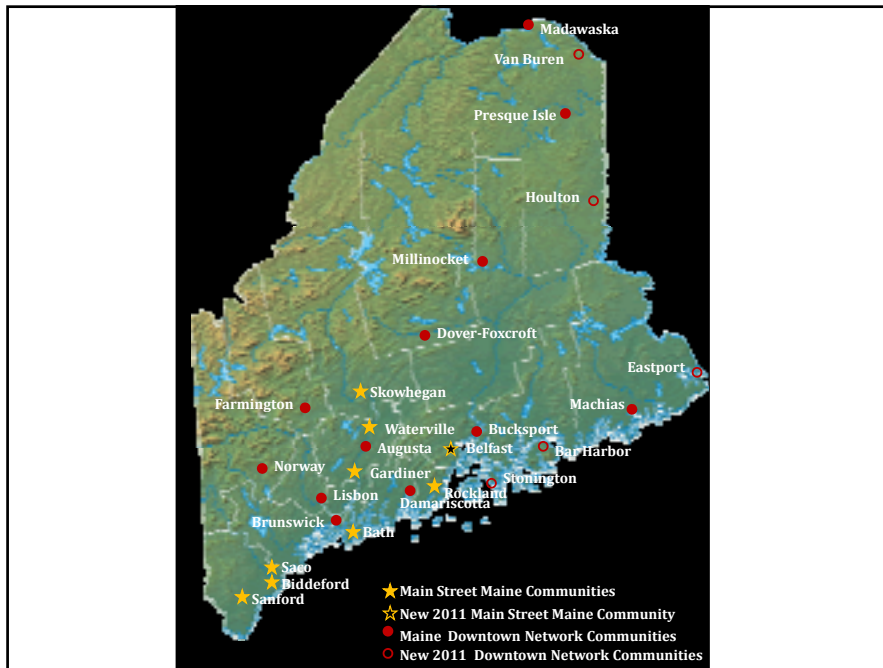
Create – Convene – Mobilize - Measure

Maine Downtown Center

A program of the Maine Development Foundation



- ❑ Created in 1999 by the Maine Legislature
- ❑ State Coordinator for National Trust Main Street Center
- ❑ Main Street Maine (National designation)
- ❑ Maine Downtown Network (Prerequisite to Main Street)
- ❑ Green Downtowns
- ❑ Downtown Institute
- ❑ Annual Downtown Conference
- ❑ Online Resource Library
- ❑ Technical Assistance
- ❑ Supported by a volunteer Advisory Council



Take a walk downtown...



...and imagine how it came to be



Downtowns tell us about who we were...



...and they inform us about how the past has shaped us.

Today, historic downtowns are the place of authentic character,
hand crafted irreplaceable buildings and opportunity.



Maine's historic downtowns are essential to
our economic development strategy



But downtowns are threatened
and urgently need our help...

Several profound series of changes in the
20th century created a downward spiral of
disinvestment and decay and downtowns

As a nation, we are
vastly overbuilt in retail
space per capita (the
largest by far on the
globe.)

1960 – 4 sq.ft per
person

Today – over 38 sq.ft
per person



It is time we embraced the obvious – right in front of us.

**We simply cannot afford
this pattern of wasteful
development any longer**

MAIN STREET



**NATIONAL TRUST
FOR HISTORIC PRESERVATION**

“Main Street”
began in as a
demonstration
program in
1977 and has
grown into the
most
comprehensive
program for
downtown
revitalization in
the country



**“Economic development within the
context of historic preservation!”**

Early Thirty Pilot Program: 6 states, 5 towns each Roxanne's One Minute Story



National Main Street Network

Since 1980 – reaching over 2,200 downtowns



The Main Street Four Point Approach®



Eight Principles for Success



1. Comprehensive
2. Incremental
3. Self-help
4. Public/private partnerships
5. Existing assets
6. Quality
7. Change
8. Action-oriented



Quality of Place Recommendations

Support Quality of Place efforts to conserve landmark places and views in Maine, and to invest in Main Streets.

- Support downtown revitalization efforts
- Support land conservation
- Engage regions in identifying assets on which to formulate economic development strategies
- Coordinate and strengthen marketing
- Aggressively promote Maine as a place to live, work and invest

Downtowns help define our Quality of Place –
an *investment imperative* for our economic health



**Authentic downtowns and villages
are economically essential to Maine's tourism industry.
Heritage tourists stay longer and spend more.
They love authentic downtowns and village centers!**



Preserving and Revitalizing our downtowns =
critical to protect our environment for the future



Downtowns contain millions of dollars of infrastructure investment urgently needing attention



Main Streets are places that matter because they are places of shared memory where citizens come together to work, live, shop, play and engage with one another.





Results here in Maine? YES!

- **\$145.5 million** Reinvestment in physical improvements
- **220** Net new businesses created
- **1,033** Net new jobs created
- **557** Buildings rehabilitated
- **183,927** Volunteer Hours

Maine Reinvestment Statistics



For every \$1 invested
in local administration of
Main Street Maine
programs,
**\$27.57 in private and
public funding has been
invested downtown!**

Where else can Maine achieve
that leverage ratio?

Engaging the entire community is **VOLUNTEER INTENSIVE!**



Expectations of Volunteers/ Committee Members

- Understand the overall mission and vision
- Receive orientation and clear direction
- Be a team player
- Stay focused and prevent burn out
- Understand the committee/staff roles
- Develop annual work plans
- Carry out projects in a timely, professional manner
- Be open to new ideas!

Balancing Your Time with Your Passion



Balancing Your Time with Your Passion

- What is the passion in your heart?
- How much time do you have to give? Seriously...
- How much time can you truly allocate as a volunteer before you burn out?
- Balancing your volunteer life and the rest of your life is critical
- Boots on the ground can be exhausting...How do you pace yourself to still get the job done?
- What are truly seeking to gain from volunteering?

So, HOW much shoe leather will this take?



ORGANIZATION

All Hands On Deck!

Organization: Leadership, management and volunteering



- Downtown merchants and business owners
- Residents
- Local Government
- Chamber of Commerce
- Historical Society
- Groups and organizations
- Schools

Organization

- Establishes consensus and cooperation by building partnerships and getting everyone working toward the goals for downtown

Balancing the Three-Legged Stool of community engagement



Involving the entire community

- How you balance the 3-legged stool of community involvement shows true leadership
- Make sure all the partners are at the table – downtown merchants and property owners, residents (and all groups) and local government.
- Focus on a heartfelt mission, vision and workplan
- Celebrate diverse talents and viewpoints
- Keep meetings fresh and ideas heard without a few dominate people taking over

Volunteer Recruitment

- Establish a Volunteer Coordinator
- Create job descriptions
- Host an Info night
- Learn from other Main Street and Downtown Network communities
- Tap into all training opportunities
- Start small – build into more responsibility
- Recruit, Reward and Retain!

Volunteer Insight – Research says...

- 96% of nonprofits report a need for skilled volunteers. But most have trouble finding people to fill those needs.
- A majority of organizations say they would be more likely to seek skilled volunteers if they could easily translate their organizational needs into the skills that volunteers may possess.

Volunteer Insight – Research says...

- Volunteers expressed the importance of sharing their experiences and reflections through *social interaction* with peers. They also stated a need to celebrate and be recognized for their accomplishments and contributions.

Work plan Elements

| | | |
|-----------------------|--|---|
| Goals | Broadly state the results sought by the committee | <i>Board of Directors and Committee Chairs</i> |
| Objectives | Instructions for achieving broad goals | <i>Board of Directors and Committee Chairs</i> |
| Projects | Specific initiatives defines | <i>Committee Chairs and Manager</i> |
| Tasks | Describe individual actions to complete projects | <i>Committee Chairs and Manager</i> |
| Timetable | Set a realistic start and finish date | <i>Committee Chairs and Manager</i> |
| Responsibility | Identifies specific member who takes responsibility | <i>Committee Chairs and Manager</i> |
| Budget | Outline costs associated with each task, total for committee | <i>Committee Chairs and Manager Approved by Board</i> |

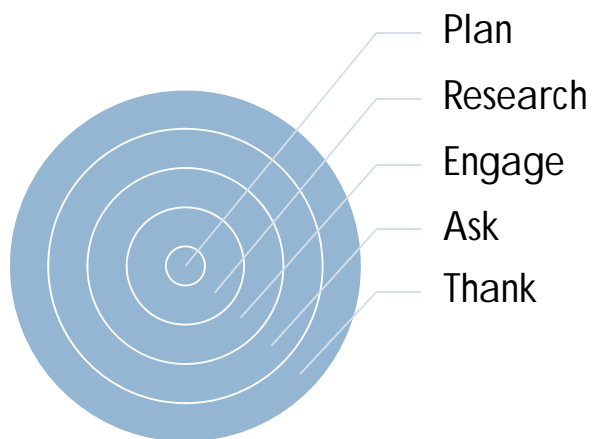
Example of meeting agenda for GROUP WORK to set Work Plan Priorities – Four Point Committees

- Brainstorm goals for 2012
- Prioritize your TOP THREE for 2012
- Reconvene full group and report out
- Full group selects TOP FOUR projects out of 12
- Next meeting date(s) are set
- Convener and note taker(s) appointed
- Give yourselves a hearty round of applause!

Show ME the Money!



Five steps to fundraising success



Fundraising starts with asking

- WHERE do we get the money?
- Why don't people give? Because they aren't asked.
- Learn how to create a pyramid and work the list
- Develop your case statement with budget, identify and research, and work as a team to achieve your financial goal
- Grant writing is an ideal volunteer activity
- You CAN do this!
- Maine Philanthropy Center and MANP = resources

Other Organization Examples

- Broad participation by community
- Passion, dedication, commitment to downtown
- Financial/Fund raising planning
- Mission statement/Vision/Work Plans
- Committee structure
- Continual volunteer recruitment/retention
- 501(c)3; Bylaws; Board protocol
- Staff management/direction
- Collaborate with other organizations
- "Road Show" to share the vision



Design

Getting Started overview for potential new Maine Downtown Network communities



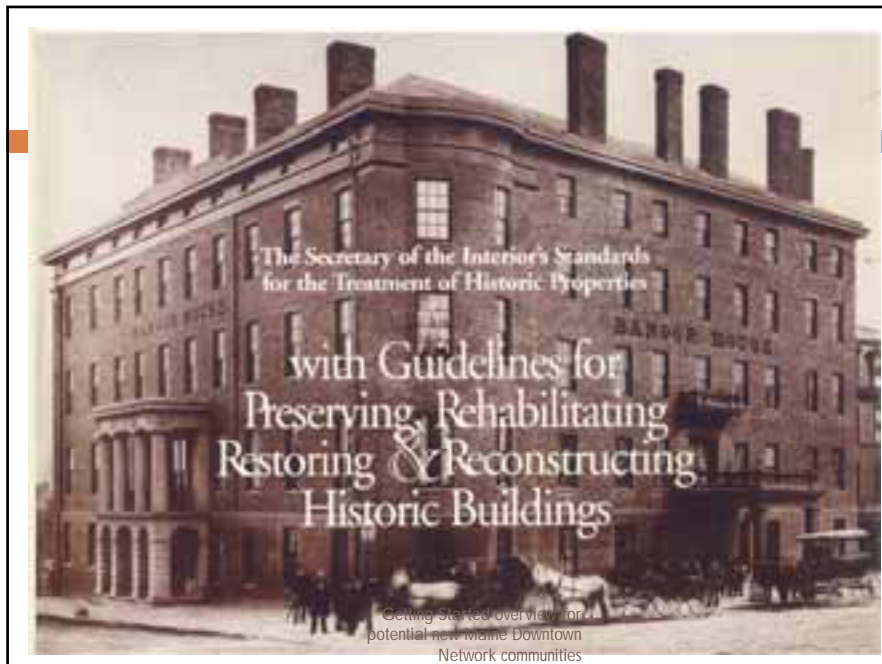
“We shape our buildings, and afterwards our buildings shape us.”

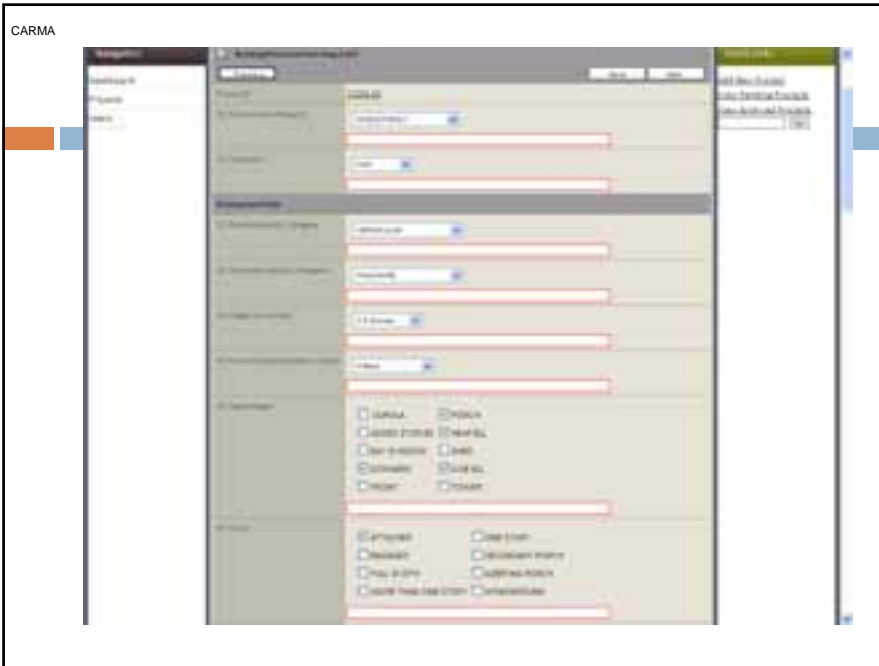
-Winston S. Churchill

Historic Preservation is the leading catalyst for downtown revitalization

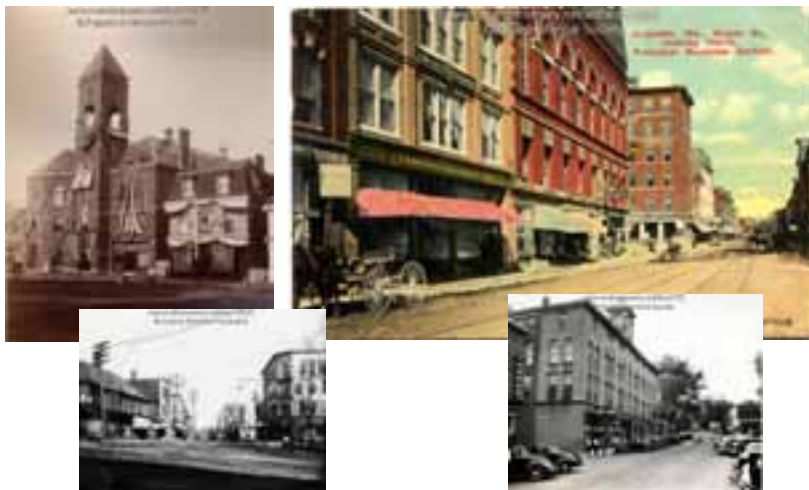


Preserving and protecting irreplaceable handcrafted details...





Maintain an inventory of historic images for reference





Downtown and village center revitalization often begins with façade improvements

Before and After – Transformative!



Before and After - CDBG funded



Linking the Natural and Built Environments






Reducing building carbon dioxide, green design, sustainable water usage and ecological development

The Green Source Center's Green Source program is designed to accomplish three primary goals: strengthen the link between the current and built environments in Green Source; demonstrate to stakeholders how environmentally responsible and ecologically sensitive and sustainable Green Source buildings by building local leadership and awareness; and support resource green activities. Green building through the Green Source (President's Environmental Practice Network) helped launch the program in 2009.

The eight principles below are the basic elements for "green buildings" and are the underlying principles behind the Green Source. By making improvements in these areas, communities can take a meaningful first step towards a more sustainable, livable, more vibrant, and more economically successful. The percentage of members of the movement to adopt one or more of these principles:

| | |
|---|---|
| <p>1. Green Design</p> <p>Plan and construct buildings to demonstrate leading the green source design for energy, water, and materials.</p> <p>4. Sustainable Planning</p> <p>Coordinate activities across the built environment to ensure energy, water, and materials are used effectively and efficiently.</p> <p>5. Green Design</p> <p>Invest in building or renovating with progressive technology to create sustainable in the existing structure, making effective green design a viable option.</p> <p>7. Transportation</p> <p>Plan and build new sites within walking distance to transit, encourage transit, and provide transit parking incentives to encourage.</p> | <p>2. Active Transportation</p> <p>Support in urban environments of planning and use that take into account that there, increasing urban and providing the infrastructure an urban system.</p> <p>4. Healthy Communities</p> <p>Support the development of healthy living requires the quality of air, water, and soil, and the quality of the built environment, including the historic fabric.</p> <p>6. Green Design</p> <p>Invest in building, existing, energy and building of water or materials, including in other areas that are not in the built.</p> <p>8. Active, Green, Design</p> <p>Invest in building, existing, energy and building of water or materials, including in other areas that are not in the built.</p> |
|---|---|

To learn more about Green Source, visit www.greensource.org
 or contact GreenSource, the program director of the Green Source Center, at info@greensource.org or [312.462.4444](tel:3124624444)

The Green Source Center is a program of the Illinois Development Foundation
 200 West Street, Suite 1, Chicago, Illinois 60601

8 Steps to Greener Buildings

- 1** Celebrate the fact that you are rehabilitating a historic building: The greenest building is an existing building!
- 2** Take advantage of inherent energy conservation features of historic commercial buildings: shared walls, masonry construction, high ceilings, and windows
- 3** Restore rather than replace historic windows. Use storm windows on upper story units
- 4** Insulate roof and foundation and isolate unheated spaces with insulation
- 5** Weatherstrip doors, caulk door frames, and construct an interior vestibule if feasible
- 6** Take advantage of advances in heating and cooling technology to improve energy efficiency and comfort
- 7** Awnings at storefront windows keep sun out in summer and let sun in in winter
- 8** Install a green roof to save energy, minimize storm water runoff, and make downtown cooler in summer



Green Downtown projects conserve our heritage, bring people downtown, improve safety, beautify the streetscape, plant trees and link trails to Main Street! Very cool.

THE
"earth"
WITHOUT
"art"
IS
JUST
"eh."



Trees on Maine Street

at The Forest Center Building

"Getting to the woods is going home!" - Lisa Hill

Congratulations to Project Change Green Design!

Project Change recently awarded more than \$200,000 to its commitment to improve local environmental health efforts. The Project Change Investment Program is funded by a grant from the Office of Water Service Office and Community Economic Investment Program, a national program designed to strengthen the connection between people and their environment.

Project Change invests grant investments in the community through investments, maintenance of the health and vitality of communities through local tree planting and maintenance. In 2009, there is a strong focus on planting trees as part of downtown revitalization efforts. Holly, Lindsay, Lynn, Kimberly, David, Michael, Tim, Brian, Jonathan, James, Lindsay, and Tracy found many of these projects. Through local and national partners, Project Change is working to ensure the community continues to experience their green investment more through local tree planting.

In addition to supporting tree planting, Project Change awarded grants to Project Change, Region 10, locally, Environmental, Woodland, Ecological, and the local Forest Technical Center to ensure that local management planning, maintenance and maintenance management and other alternative projects.

District's Director makes major gift to Project Change

The area through the presence of District Director, in District 10, Project Change offered a different type of tree planting opportunity. The local investment fund to plant in small spaces as the end of the main street. Rather than installing permanent trees, they decided to give back to the community that investment that has been over the area, by planting trees to Project Change. This area, which is highly and strategically important to the community is being received from the community planting. In fact, only one thousand trees planted in District 10 have been planted in community areas and only one

PROJECT CHANGE
Investment
Program will
be used to
plant trees in
public parks
and other
community
areas. The
program is
open to all
citizens.

Project Change
is a 501(c)(3) non-profit
organization.
For more information,
please contact:
Project Change
1000 Main Street
Portland, ME 04101
www.projectchange.org

There is no limit to the number of trees you can plant. It is up to you to make it happen.

Plant Flowers/Garden Club Partners



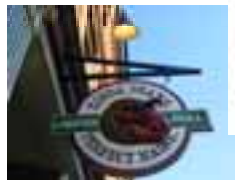
Active downtowns support Worksite Wellness/Healthy Communities



Downtown Branding



Well designed signs speak business



Banners, flags flowers
and public art add life to the street!



Other Design Examples

- Historic preservation/façade restoration
- Design Education/Training/Design Guidelines
- Signage and Window Displays
- Public Art and informational kiosks
- Green Spaces, trees, flowers
- Parking & Traffic
- Sidewalks and Trails
- Lighting
- Trash and Recycling Containers
- Historic walking tour
- Snow removal

PROMOTION

Promotion



Promotion

- The goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your downtown district.

Volunteer Insight

- **Volunteering helps seniors stay involved in their communities.**
- Social isolation helps explain why so many seniors suffer from depression, an estimated 6 to 6.5 million aged 65 years and older. Senior volunteers spend less time at home and more time in their communities, which helps them increase their social and support networks.

Events = volunteers!



Volunteers make festivals happen!



Ribbon cuttings and farmers markets



Decorate downtown for the holidays



Other Promotions Examples

- Community branding/Logo/slogan
- T-shirts, bags, buttons
- Social events (art and history walks, block parties, concerts, wine tastings)
- Retail events (early-bird sales)
- Community heritage events
- Downtown brochure/map/business directory
- Press kits
- Website/Social Marketing

ECONOMIC
RESTRUCTURING

Economic Restructuring = Business Retention & Recruitment



Business Opportunities on Main = BOOM!

- According to a variety of sources, Maine has approximately 141,000 small businesses.
- More than 100,000 of those are self-employers.
- This means about 41,000 businesses employ the majority of Maine's work force. In Maine, our economic engine is small business.
- Downtowns are where small business can thrive.
- Downtowns provide diverse space and cluster opportunities for small businesses to thrive.
- Maine Street Maine communities alone have over 1,100 small businesses who hire local and support local

Incentives to Stimulate Reinvestment

- Community Development Block Grants
- Community for Maine's Future matching grants
- Federal and State Historic Tax Credits
- Tax Increment Financing districts
- Affordable Housing Credits
- Transportation Enhancement (DOT) grants
- Brownfields revolving loans/grants
- USDA grants / SBA assistance
- For nonprofits: Foundation grants, intervention and planning grants, technical assistance

Other ER Examples

- Customer intercept surveys
- Business opening celebrations
- Business recruitment packages
- Upper floor use (housing, office, other)
- Training for business owners
- Financial incentives (grants and loan programs)



Elements of Market Analysis = Volunteer opportunities!

- Sales gap surveys
- Intercept surveys
- Business surveys
- Telephone surveys
- Demographic trend information
- Customer groups
- Trade area
- Downtown's strengths & weaknesses
- Competition comparison
- Business mix



Put it all together and what do *we* get?...



- ❖ Economic reinvestment where the infrastructure exists!
- ❖ JOBS – good jobs!
- ❖ Increased revenue through property taxes
- ❖ Recycled buildings
- ❖ Vibrant cultural centers
- ❖ Quality of Life –Quality of Place
- ❖ Community Pride
- ❖ Healthy, walkable downtowns!

A Dozen Ways to Thank Volunteers!

1. Choose a volunteer of the month/quarter and feature them in the organization's newsletter, e-news, local newspapers and radio
2. Honor all volunteers during your annual meeting. (serious or fun awards)
3. Treat them to a cup of coffee, tea or lunch.
4. Give them a Main Street t-shirt, coffee mug, or pin.
5. Send holiday, anniversary, birthday greetings.
6. Empower them to carry out projects.

A Dozen Ways to Thank Volunteers!

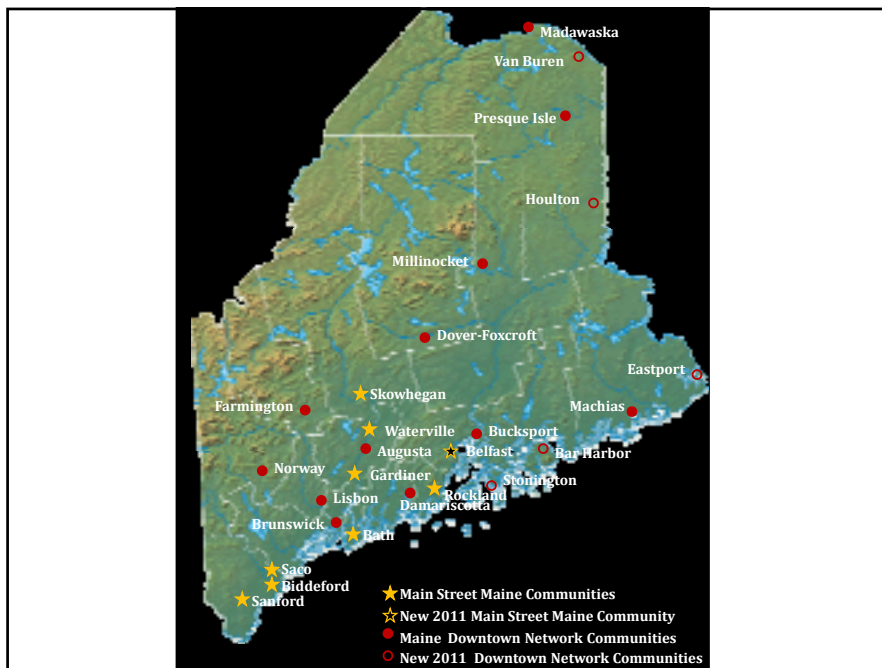
7. Provide opportunities for them to attend conferences, workshops, training opportunities.
8. Send a letter of appreciation to their employer.
9. Arrange for discounts at Downtown businesses.
10. "Thanks with Franks" summertime salute to volunteers, or a "Cheers for Volunteers" banquet.
11. Write a personal note of thanks from the Board President, Committee Chair or Program Manager.

12. Say "Thank you" any and every chance you get.



Thanks for volunteering! YOU are a star.

Four Big Volunteer Leadership Challenges



Believe in the Power of Place.
It's the legacy we leave for future generations



For help and ideas contact

Roxanne Eflin, Senior Program Director
Maine State Coordinator, National Trust Main Street Center

Maine Development Foundation's Maine Downtown Center
295 Water Street, Suite 5
(*historic downtown*) Augusta, ME 04330
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reflin@mdf.org

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