

Fund Raising & Friend Raising:



Success Strategies!

Presented by
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Delgreco Strategic Partners

Panelists:
Shannon Haines,
Waterville Main Street
Bill King, Bath Main Street and
Senior Advisor,
Maine Downtown Center

Welcome and Introductions!



With support from:



“Happy
National
Preservation
Month!”

(Thanks, Teddy!)



Preservation Begins at Home!



National Preservation Month provides the perfect opportunity to explore your community's heritage, break out the paint brush and celebrate your distinctive quality places!

THIS PLACE MATTERS

NATIONAL TRUST FOR HISTORIC PRESERVATION



Send a This Place Matters eCard ▶

NATIONAL TRUST FOR HISTORIC PRESERVATION

In the 1970s, the National Trust for Historic Preservation developed its pioneering Main Street approach to commercial district revitalization.

This innovative methodology combines **historic preservation with economic development** to restore prosperity and vitality to downtowns and neighborhood business districts.



- This preservation-based revitalization program has also gained wide credibility as a very powerful economic development strategy.



- Not only does the Main Street Four-Point Approach™ strive to save historic buildings and protect a community's sense of place, it creates jobs, generates new businesses, brings investment to neighborhoods, and stimulates local economies.

Nationally, to date:

- The collective economic impact of local Main Street programs has yielded:
- \$44.9 billion in total reinvestment
- 370,514 net new jobs
- 82,909 net new businesses
- rehabilitated 199,519 buildings.



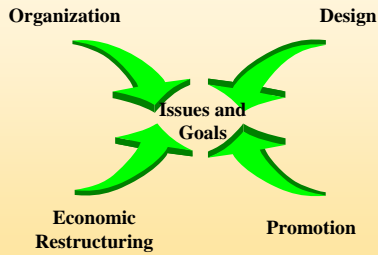
Main Street™

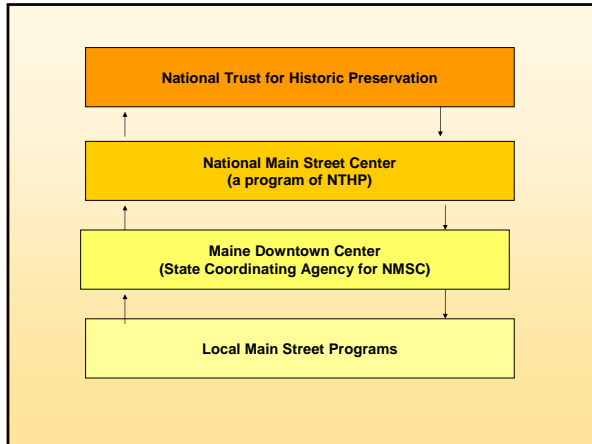
- Now used in 45 states and has served over 2,200 communities
- 8 Principles:
 - Comprehensive
 - Incremental – small steps are good steps
 - Community-driven self-help
 - Attitude – creative - passionate
 - Public-Private Partnerships - efficient
 - Asset-Based – focused on existing strengths
 - Quality
 - Results!

Main Street helps provide the context, public relations and enthusiasm for...

- Comprehensive planning
- Downtown master planning
- Zoning and zoning overlays (historic districts)
- CDBG grants for façade and infrastructure improvements
- TIF districts
- Parking districts
- New found pride in community


Main Street's Four Point Approach







The Maine Downtown Center:



- A program of the Maine Development Foundation
- Created by the Legislature in 1999
- Serves as a resource for communities statewide
- Advocates for downtown revitalization

**Role of the State Coordinating Organization
(Maine Downtown Center)**

- ✓ “Translate” and tailor the Main Street approach
- ✓ Competitively select communities
- ✓ Provide technical and financial assistance
- ✓ Provide networking, advocacy, and encouragement
- ✓ serve as liaison with National Trust Main Street Center
- ✓ identify programs to annually meet the standards of National Main Street Program Accreditation



- Saco Spirit (2001)
- Main Street Bath (2001)
- Waterville Main Street (2001)
- Gardiner Main Street (2001)
- Norway Downtown Revitalization (2002) *(new MDN!)*
- Eastport for Pride (2002)
- Main Street Skowhegan (2005)
- Van Buren Main Street (2005)
- Heart of Biddeford (2006)

**Expectations of Main Street Maine
Communities**

- ✓ Follow the Main Street model
- ✓ Develop and maintain broad-based community support for the program
- ✓ Develop yearly work plans

Expectations of Main Street Maine Communities

- ✓ Maintain an active board of directors and committee members
- ✓ Establish bylaws, which include term limits for board members
- ✓ Maintain professional, paid staff

Maine Reinvestment Statistics

- \$95.7 million in new public and private investments
- 154 net new businesses



Maine Reinvestment Statistics

- 617 net new jobs
- 359 building rehabilitations



Maine Reinvestment Statistics

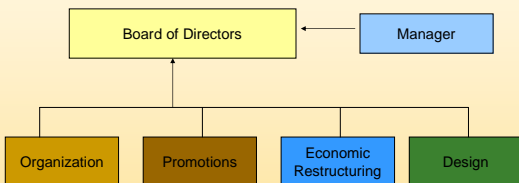


For every \$1 invested in the **Main Street Maine** program, \$25.45 additional has been invested in these downtowns

Over 133,500 Volunteer Hours!



Main Street Organizational Structure



The 3-Tier Approach to Downtown Revitalization in Maine

- Main Street Maine program
- Maine Downtown Network
- The Downtown Institute
- Online Library and new website *soon*

Upcoming Events! Please Join us!

- **Downtown Day!**
State House Hall of Flags, May 5th, Noon-4:00
- **Maine Downtown Conference**
June 5, Rockland, all day
Registration opens May 5th

Downtown Institute continues:

- **September 18 - Strategic Planning and Board Development**
- **October 23 - Promotions and Marketing**
- **December 4 - Business Recruitment and Retention**

“Human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives.”

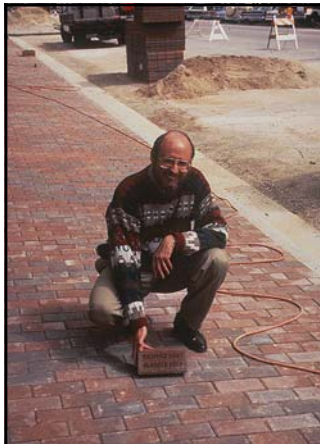
William James
US Pragmatist, philosopher and psychologist
(1842 - 1910)



We wish to thank our partners at the



Find us at www.mdf.org



Sure, you can sell one brick at a time and hope for the best.

-OR-

You can follow Sally's great advice and find the money and the friends you need to sustain your program throughout any economic climate...
