

Take a walk downtown...



Maine Downtown Institute - Retail Events and Merchandising



...and imagine how it came to be



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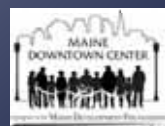




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Maine Downtown Institute

Why are Maine's downtowns so important?



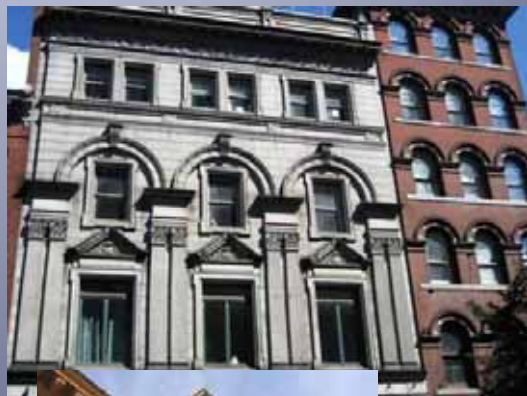
Downtowns provide an authentic experience of *place* and *heritage*



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Where handcrafted delicious details...



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...meet fresh local food and dining



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Where locally owned independent businesses create jobs



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Downtown: Where memorable stories make history come alive...



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Where signs inform and amuse...



...and where banners, flags and flowers
add life to the street!



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THE place for public Improvements
and public art



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



- Economic reinvestment where the infrastructure exists!
- JOBS – good jobs!
- Recycled buildings
- Vibrant cultural centers
- PRIDE of place
- Healthy, walkable downtowns!

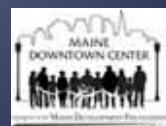
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DOWNTOWN, MAINE: Where an *authentic* sense of place abounds

Loaded with historic architecture that
tells a unique story about our
culture, our past and our future

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The Main Street Four-Point Approach®

A 30-year comprehensive program for downtown revitalization utilizing economic development within the context of historic preservation



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National Main Street Network

Since 1980 – reaching over 2,200 downtowns



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National Results through 2008

- **\$48.8 billion** Reinvestment in physical improvements
- **\$11,083,273** Average reinvestment per community
- **87,850** Net new businesses created
- **391,050** Net new jobs created
- **206,600** Buildings rehabilitated
- **\$25** Dollars invested in physical improvements for every dollar invested in program administration

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Organization: Leadership, management and volunteering

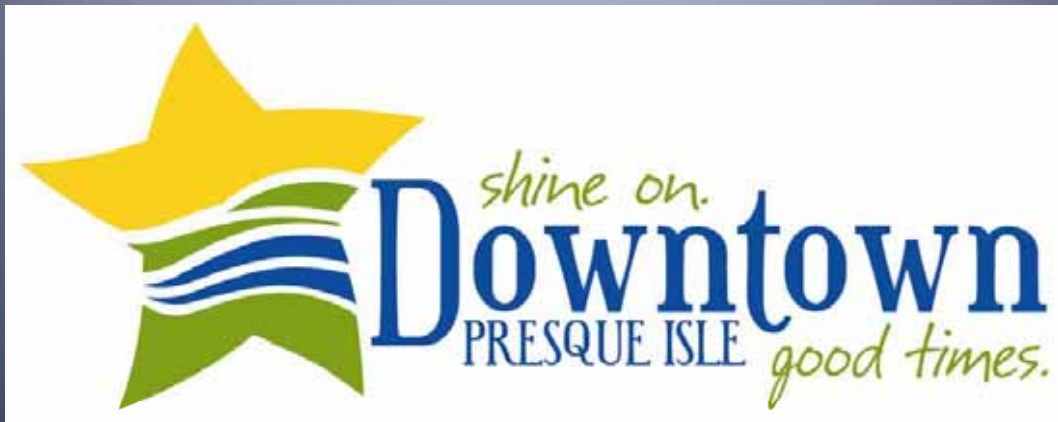


- Downtown merchants and business owners
- Residents
- Local Government
- Chamber of Commerce
- Historical Society
- Groups and organizations
- Schools

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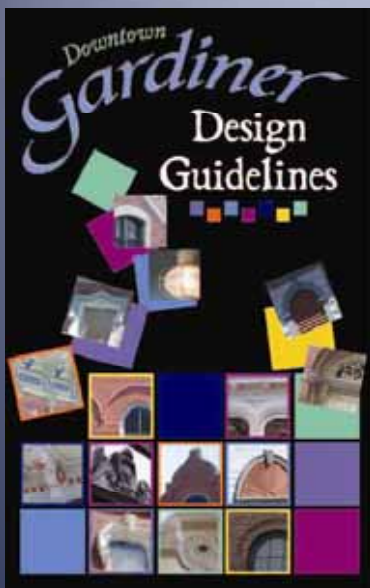
Community Branding



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Design



Promotion



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Economic Restructuring = Business Retention & Recruitment



How do I find a space?
What are the steps I need to follow?
How much time should I allow for the process?
Where do I find help?

**A GUIDETO
Starting your
Business in
BIDDEFORD**

HOB
heart of biddeford
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Before and After – Transformative!



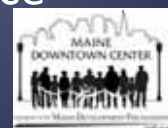
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Incentives to Stimulate Reinvestment

- Community Development Block Grants
- Tax Increment Financing districts
- Federal and State Historic Tax Credits
(\$47 million/\$100 million in private investment!)
- Affordable Housing Credits
- Transportation Enhancement (DOT) grants
- For nonprofit owned: Foundation grants,
intervention grants and technical assistance

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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

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A program of the **MAINE DEVELOPMENT FOUNDATION**

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mdf.org

Maine Downtown Center

Created in 1999 by the Maine Legislature
2004 Governor's Executive Order



- Program of the Maine Development Foundation
- Main Street Maine
- Maine Downtown Network
- Downtown Institute
- Maine Downtown & Preservation Conference
- Online Resource Library
- Technical Assistance

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Results here in Maine? You BET!

- **\$102.8 million** Reinvestment in physical improvements
- **168** Net new businesses created
- **694** Net new jobs created
- **401** Buildings rehabilitated
- **143,673** Volunteer Hours

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Maine Reinvestment Statistics



For every \$1 invested in local administration of **Main Street Maine** programs,

\$24.49 been invested!

(Where else can Maine achieve a 1:24.49 leverage ratio?)

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Main Downtown Network

- A Start Up visit with informal needs assessment
- Years One and Two Organizational Visits
- Annual training for board/committee members
- Specialized consultant assistance
- Discounted registration to annual conference and Downtown Institute
- Paid annual membership in the National Trust Main Street Center



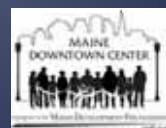
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Augusta



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Events and Investment Downtown!

- ❖ Museum in the Streets interpretive signs installed
- ❖ Free wireless Internet now available from Mill Park to Maine State Housing
- ❖ Colonial Theater rescue efforts underway



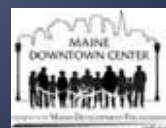
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UMA accepted the historic Gannett Building on Water Street – moving its Architecture and Art departments downtown



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Green Downtowns!

- Our newest program focused on Main Street design principles, trail connections to downtown, energy efficient buildings and healthy walkable downtowns!



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Maine Downtown Center

Green Downtowns!

MAINE DOWNTOWN CENTER Green Downtowns!



Background

The Maine Downtown Center's Green Downtowns! program is designed to strengthen the link between the natural and built environment in Maine's historic downtowns to make them more environmentally responsive and ecologically conscious. Funded in 2003 by a \$100,000 grant through the Maine Community Foundation's Environmental Funders Network, Green Downtowns! is designed to strengthen Maine's downtowns by building local leadership and community capacity to support sustainable green initiatives.

Green Downtowns! will accomplish multiple goals including providing challenge grants to select Main Street Maine communities, providing technical assistance in historic preservation activities to protect and preserve/reuse and recycle the historic built environment, supporting the development of a model multi-use trail system to link pedestrians directly to Main Street, and providing environmentally sensitive community design assistance to all seven of the Center's Maine Downtown Network communities. To accomplish this final goal, the Maine Downtown Center has contracted with Eclectic Planning and Design to work collaboratively in each community to identify and develop plans for "green enhancements" in each downtown. The results of their work will be featured during 2010 at both the Downtown Institute session on Green Design (April 9) and the Revitalizing Maine Communities conference (June 3-4.)



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"Green Downtowns! helps enhance the Main Street experience as a destination where people want to linger."
Roxanne Eflin, Program Director, Maine Downtown Network



Funding provided by the Maine Community Foundation.

Environmental Funders Network

Help **GREEN UP** your downtown!

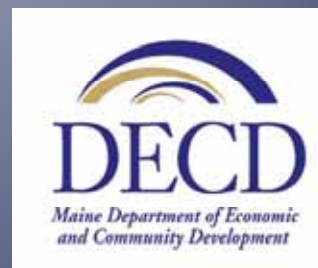
- 40th anniversary of Earth Day is April 22nd
- May is National Preservation Month
- Join the Maine Development Foundation, the National Trust for Historic Preservation, Maine Preservation, the Downtown Coalition, and/or your local organization
- Teach your children well!

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A few of our partners

- The National Trust for Historic Preservation
- Maine Department of Economic & Community Development
- Maine Historic Preservation Commission
- Maine Preservation
- The Maine Downtown Coalition
- State Planning Office
- GrowSmart Maine
- Maine Community Foundation
- USDA and the Betterment Fund



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Want to learn more?
Downtown Institute sessions

April 9
Green Design!

May 14th
Market Analysis

Augusta City Center – Lecture Hall
9:00-noon – *advance registration required*

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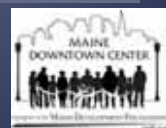
Save the Dates!

June 3-4
REVITALIZING MAINE COMMUNITIES
Conference

Presented by the
Maine Downtown Center and Maine Preservation

Downtown Augusta

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“An Evening at 313 Water Street”



- Dinner Theater opening April 17th
- Dinner, Wine, Music and performance by *Main Street Entertainment*
- In the historic Masonic Hall
- Proceeds to benefit downtown Augusta

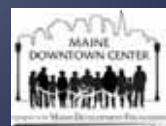
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Become an outspoken advocate for Maine's downtowns and Quality of Place!



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Get Involved!

It truly *does* take a village...



Believe in the Power of Place.

The **Place** is Downtown.



It's the legacy we leave
for future generations



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It's a new decade

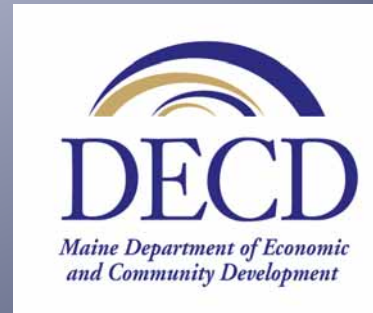
**Are you ready to get involved
to make a difference?**

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We wish to thank our partners at the



reflin@mdf.org - mdf.org

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Our Presenters

- Mike Fear, Owner, Now You're Cooking, Bath
- Halcyon Blake, Owner, Halcyon Yarn, Bath
- Susan Porter, Owner, Maine Coast Book Shop, Damariscotta
- Shannon Haines, Executive Director, Waterville Main Street and the Maine International Film Festival

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