



Welcome to the Maine Downtown Institute

Moderator: Roxanne Eflin
Program Director | Maine Downtown Network

Maine Downtown Institute 2009



● ● ● | The Main Street Approach®



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

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National Trust Main Street Center

- National Trust for Historic Preservation developed pilot program in 1977
 - Hot Springs, SD; Madison, IN; Galesburg, IL
- National Trust Main Street Center established in 1980, Washington, D.C.
 - Started with 6 states & 30 communities
 - Now network of 45 statewide, citywide, and countywide coordinating programs with more than 1,200 local programs
 - Acts as a nonprofit consultant
 - Provides networking opportunities
 - Advocates for change - influences public policy at the federal level
 - www.mainstreet.org

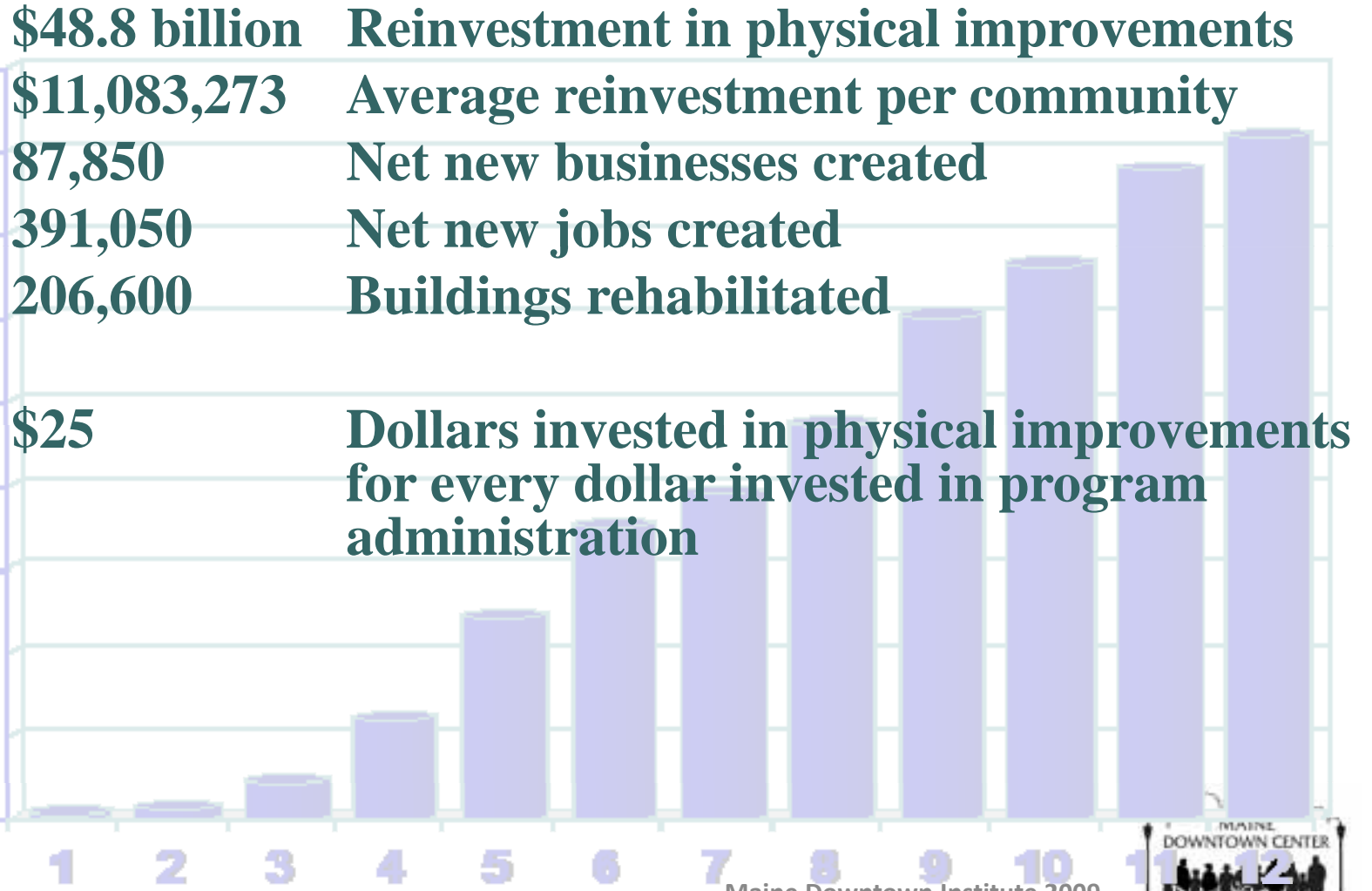
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Reinvestment on Main Street

Through December 31, 2008

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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Maine Downtown Center:

Created in 1999 by the Maine Legislature to be the statewide resource for downtown revitalization!



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● ● ● | We are your central resource and advocate for all things downtown...

Main Street Maine
Maine Downtown Network.
Downtown Institute
Maine Downtown Conference – June
Online Resource Library
Green Downtowns!

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Main Street Maine

- An Annual Program Assessment
- Program Manager Orientation Training
- Main Street 101 Training
- Additional workshops on topics of relevance
- In-Kind Service from Wright-Pierce Engineering and others



2002 - 2009

Reinvestment on Main Street Maine

Since September 2002



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Main Street Maine Communities

- Saco Spirit 2001
- Main Street Bath 2001 *Destination of Distinction*
- Gardiner Main Street 2001 *Preserve America*
- Waterville Main Street 2001
- Skowhegan Main Street 2005
- Van Buren Main Street 2005
- Heart of Biddeford 2006
- Rockland Main Street 2009
- Sanford Downtown Legacy 2009



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- Augusta
- Bucksport
- Farmington
- Lisbon
- Millinocket
- Norway
- Presque Isle

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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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Organizing your Community



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● ● ● | Quality Design/Preservation



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P R E S E R V A T I O N :
Reusing America's Energy
Preservation Week May 11-17, 1980

**It takes energy to construct a new building.
It saves energy to preserve an old one.**

It takes the energy equivalent of one gallon of gasoline to water, when installed right from the factory. Preserving eight old buildings instead of building three new ones will save the energy of a gallon of gasoline. Can be used to cover other needs. Saving old buildings saves the energy required to construct and operate new buildings. And prevents environmental damage to buildings.

When energy, on the average, that had the building for operation. Less energy used a building has the National Trust for Historic Preservation and the U.S. Department of Energy to observe Preservation Week with the United States Department of Energy, National Trust for Historic Preservation, 1414 Massachusetts Ave., N.W., Washington, D.C. 20005. For more information, call 202/974-6100.

NATIONAL TRUST FOR HISTORIC PRESERVATION

Recycling buildings is GOOD for the environment and good for the economy!

Historic buildings give us that unique “sense of place”

GREEN DOWNTOWNS! is our newest program focused on Main Street design principles and healthy walkable downtowns!

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● ● ● | Promotions and Marketing



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Rockland, Me. Parade of Jackies.
Old Home Week

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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 GUIDE TO
Starting your
Business ⁱⁿ
BIDDEFORD



HOB
heart of biddeford
www.heartofbiddeford.org • (207) 450 6233



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Why is downtown important?



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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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● ● ● | **“Believe you can do it. You can.”**

-Roxanne and Kristen



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2010 Announcements coming soon!

Save the Date: June 3-4

Maine Downtown and Preservation Conference

Thanks to the
City of Augusta
and



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Roxanne Eflin reflin@mdf.org
www.mdf.org

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Advocacy: Making a Positive Difference

Maggie Drummond, *GrowSmart Maine*

Lock Kiermaier, *GrowSmart Maine and Chair, Advocacy
Committee, Maine Downtown Center Advisory Council*

Greg Paxton, *Executive Director Maine Preservation*

Bill King, *Senior Advisor, Maine Downtown Center*

Senator Chris Rector, Rockland

Representative Peggy Rotundo, Lewiston

Earle Shettleworth, Maine Historic Preservation
Commission





Back in the day...



Juice Conference – Dynamic Downtowns!

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● ● ● | The Main Street Approach®



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

Main Street Four-Point Approach®

1. **Organization** - getting the community working toward consensus
2. **Design** - getting the commercial district in top physical shape
3. **Promotion** - marketing the district's unique characteristics and assets
4. **Economic Restructuring** - diversifying the district's economic base



I 
LISBON

Lisbon Revitalization Committee

Why is Downtown Important?



Your Downtown is a symbol of:

- Community economic health
- Local quality of life
- Community pride
- Community history
- Community prosperity

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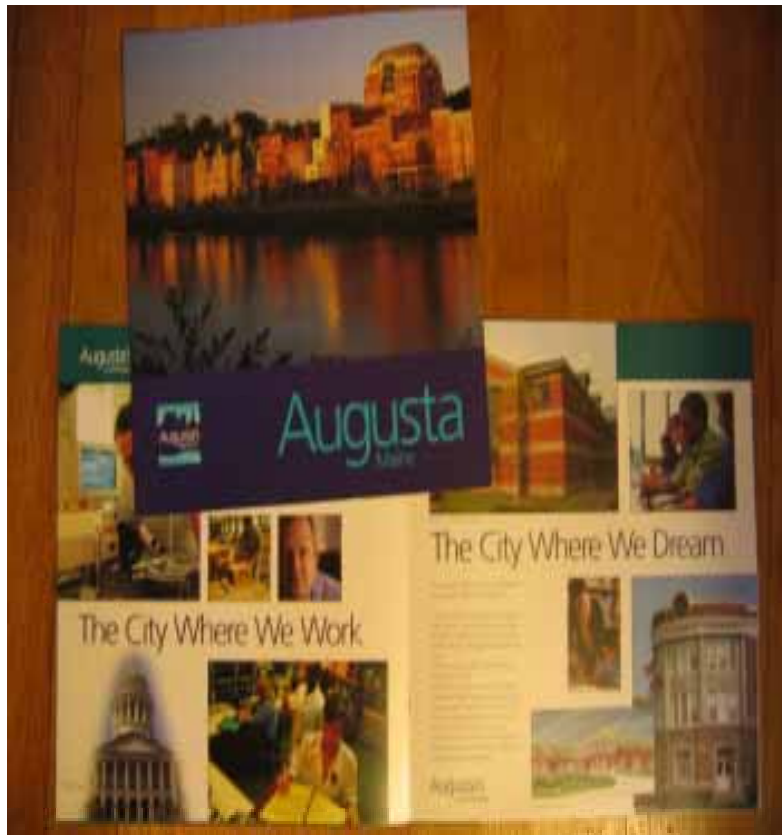


Why is Downtown Important?



Downtown is the heart of the community and the historic site for government, arts, churches, and financial institutions.

Why is Downtown Important?



Downtown is an important factor for industrial, commercial developers, and professional recruitment.

Juice Conference – Dynamic Downtowns!

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Why is Downtown Important?



Downtown

infrastructure is a major public investment. Healthy businesses in buildings assessed at full value generate taxes that give taxpayers a return on this public investment.

Why is Downtown Important?

Downtown can be a tourist destination



Heritage Travelers:

- Spend 2.5 times as much money as other visitors
- Visit twice as many places
- Stay longer

Volunteers! The Essential Resource



Recruitment Retention Recognition

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...after



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Public Improvements



Just Connected Dynamic Communities



Help find new opportunities for businesses



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Developing Underutilized Space



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Stages of Main Street Programs

1. Catalyst Phase - starting-up phase...

- volunteers on board believe in the vision
- Often – pioneer, visionary, and entrepreneurs eager to get the ball rolling.

2. Growth Phase – handling larger projects,,,

The volunteers on board believe in the results of what they have seen. They may have special skills that are needed for the duration of the major projects.

3. Maintenance Phase - community is in good health; the role of volunteers may diminish, changing roles





Unifying Banners



Juice Conference - Dynamic Downtowns.



Logo for MAINE DEVELOPMENT FOUNDATION
mfd.org