



**FOR IMMEDIATE RELEASE**

## **Three Communities Join Highly Regarded Revitalization Program**

**HALLOWELL, MAINE – January 28, 2019** The Maine Downtown Center (MDC), a program of Maine Development Foundation (MDF), is pleased to announce three new communities are joining its Maine Downtown Center Affiliate Program. The City of Caribou, Hallowell (Vision Hallowell) and Maine's first neighborhood entering this program, Woodford's Corner in Portland (Friends of Woodford's Corner), went through an extensive application process. This included: an online application, a site visit and interview conducted by professional downtown revitalization experts that serve on the MDC Advisory Council, and a written commitment to the program.

"We are excited to be chosen as a Maine Downtown Affiliate," says Jamie Houghton, President, Vision Hallowell. "Downtowns are the heart of any community, and our little city has a big, creative heart that we wish to protect and promote using the tools and training that the Main Downtown Center program offers."

With the addition of these three communities, The Maine Downtown Center Affiliate Program (MDA) currently supports 17 member communities throughout Maine. All are in the early stages of downtown revitalization and many are working toward achieving "Main Street" designation. MDA offers access to training by state and national downtown development experts, best practices in the field, and a network of peers from around the state, but with less rigorous resource and financial investment than the Main Street Maine program.

"The City of Caribou recognizes the value of being part of the Maine Downtown Center's Affiliate Program," says Christina Kane-Gibson, City of Caribou Events & Marketing Director. "The Main Street approach is a proven method of transformation that will bring our community even closer. I think our team is most excited about collaborating with the citizens and businesses who want to create positive change and economic opportunities in downtown Caribou."

Over the last several years, MDF has worked with these three communities to develop organizational structure, cultivate local leaders, and pursue a four-pronged approach laid out by the National Main Street Center.

"I had the opportunity to attend every site visit this year," says Anne Ball, Program Director, Maine Downtown Center, "All three communities demonstrate good energy, a clear vision and pride in their downtown areas that have made these designations a reality."

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**Contact**

Anne Ball  
Program Director, Maine Downtown Center  
Maine Development Foundation  
[aball@mdf.org](mailto:aball@mdf.org) 207-415-5770

**Local Affiliate Program Contacts**

Christina Kane-Gibson  
Marketing and Events, City of Caribou  
[Christina.kane-gibson@cariboumaine.org](mailto:Christina.kane-gibson@cariboumaine.org) 207-493-5319

Jamie Houghton  
President, Vision Hallowell  
[jasmithoughton@gmail.com](mailto:jasmithoughton@gmail.com) 207

Teresa Valliere  
President, Friends of Woodfords Corner, Portland  
[woodfordscorner@gmail.com](mailto:woodfordscorner@gmail.com) 207-233-9276

**About the Maine Downtown Center**

Established in 1999, the Center serves as the state coordinator in Maine for the National Main Street Center, utilizing the Four-Point Approach® to help communities statewide revitalize their historic downtowns. This almost 40 year old approach has a reputation as one of the most powerful economic development tools in the nation for vibrant, healthy downtowns resulting in job creation, business growth, building rehabilitation and cultural enhancement.

**About the Maine Development Foundation**

Maine Development Foundation provides leadership development, trusted research, and creative partnerships to enable Maine business, community and policy leaders to drive Maine's long-term economic growth. To learn more about MDF, visit [www.mdf.org](http://www.mdf.org).

**Photos and Photo Captions:**



Caribou's Downtown Team



Friend's of Woodfords Corner Leaders: L to R Heather Lathum, Eric Larsson, Andrew Zarro and Teresa Valliere





**Vision Hollowell Leadership: (From the top) Deb Fahy, Susan Farnsworth, Cary Colwell, John Bastey, Julie Horn, Jamie Houghton**