



2021 CALL FOR APPLICATIONS

Downtown Affiliate Program Application Deadline: October 1, 2021

BACKGROUND

Healthy, thriving downtowns and neighborhood commercial districts are assets to communities endeavoring to sustain or grow their local economy and create or retain jobs. The Maine Development Foundation's Maine Downtown Center (MDC) helps communities throughout the state develop local leadership to revitalize their downtown economy, preserve and enhance their appearance, and boost the image of their traditional business districts using a range of services and assistance. We believe Main Streets are for everyone. At the core of our approach to revitalization is a commitment to creating places of shared prosperity, equal access to opportunity, and inclusive engagement.

We serve as the Maine State Coordinator for the National Main Street Program, and utilize the successful 40 year-old Main Street Four-Point Approach® developed by the National Trust for Historic Preservation, as the foundation for our work.

1. **Organization** helps everyone work towards the same revitalization goals and maximizes involvement of public and private leaders within the community;
2. **Design** preserves and protects historic buildings and community character and enhances a downtown's appearance through streetscape improvements and pedestrian amenities;
3. **Promotion** attracts visitors and residents, shoppers and diners, and help create a positive, exciting atmosphere downtown;
4. **Economic vitality** stimulates business development and helps strengthen the downtown economic base through business retention and recruitment.

OVERVIEW OF MAINE DOWNTOWN AFFILIATE PROGRAM

The Maine Downtown Center, a program of the Maine Development Foundation, was founded in 1999. Our program includes the Main Street Maine and the Maine Downtown Affiliate programs. Currently, 15 communities across the state participate in the Maine Downtown Affiliate (MDA) program: Bucksport, Calais, Caribou, Dover-Foxcroft, Ellsworth, Friends of Woodfords Corner-Portland, Hallowell, Houlton, Kingfield, Lisbon, Machias, Madawaska, Norway, Rumford, Stonington.

The MDA program provides a range of services and assistance to meet a variety of community commitment and readiness levels. MDA designation is for communities actively and enthusiastically involved in developing their downtown revitalization efforts and/or for those communities hoping to achieve Main Street Maine status in the future. Only MDA communities are eligible to apply for designation as a Main Street Maine community.

MDA services help communities build an appropriate organizational and funding base for a comprehensive downtown or neighborhood commercial district revitalization program. Participation as an MDA community does not guarantee selection as a future designated Main Street Maine community, although it will help communities focus and strengthen their revitalization efforts. A core service to MDA communities is access to training by state and national downtown development and preservation experts through Maine Downtown Institutes, webinars and other learning opportunities. MDA communities have the opportunity to learn about best practices in the field, apply what they've learned and to network with peers from around the state. Success requires an ongoing commitment.

PRIORITY FOR 2021 APPLICATIONS

Communities who are actively organized in their downtown efforts within the context of the Main Street Four Point Approach® and have connected with the Maine Downtown Center for training will receive priority. Specifically, this includes attendance by local downtown leaders at Maine Downtown Conference and/or Downtown Institute sessions and developing downtown-passionate volunteers from across the community. Engaged volunteers are an essential component.

MDC Affiliate Application

Application Instructions

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Electronic submission is required

Checklist of items to include, in order, in your application (ONE PDF, to be submitted in electronic form):

- **List of the names, titles and contact information and roles of all key people involved with your downtown efforts (*a minimum of 10 active, engaged individuals are required*)**
- **Describe Your Downtown** - The boundaries/primary focus area of the organization must be
 - A traditional central business district and center for socio-economic interaction, characterized by a cohesive core of historic and/or older commercial and mixed-use buildings that represent the community's architectural heritage. It may also include compatible in-fill development.
 - Have a sufficient core of businesses, buildings, and density to be effective.
 - Typically arranged with most of the buildings side-by-side and fronting the sidewalk along a main street with intersecting side streets; compact, easily walkable, and pedestrian-oriented.
- **Provide streetscape photos (minimum of four from multiple angles) and a map of the downtown district indicating the boundaries of your focused efforts.**
- **Describe Your Organized Effort and Vision for Downtown:** A well organized effort is one that is broad based and comprised of many downtown stakeholders (merchants and business owners), residents and municipal government. Describe the committee or group's structure, leadership and volunteers who will manage and inspire the downtown program.
- **Please Describe Your Organization or Committee:** What is the structure (non-profit, committee of the municipality), who is involved, do you have committees, officers, mission, etc. How often do you meet?
- **Provide a Budget Summary:** Income and Expenses and sources of each, including in-kind contributions are needed. Maine Downtown Affiliate communities must be willing to work toward developing diversified and sustainable program funding for their downtown efforts.
- **Provide a Budget Narrative:** In addition to providing the actual budget please include a written narrative about where the budget #'s came from. For example if you have \$4000 as a fundraising goal please explain how you came up with that number. If you have \$5000 in grants, which grant sources might you consider applying for and for how much. The narrative should have explanations for both income and expenses where needed. If you have a membership line for expenses in MDC you do not need to explain that.
- **Provide an outline of your local fundraising plans for Year 1-3:** Typically a Downtown Affiliate budget includes the 1/3, 1/3, 1/3 model for income which means 1/3 comes from municipality, 1/3 comes from businesses and 1/3 comes from residents of the community and grants. So how do you plan to raise the necessary funds, who will be involved and what ideas do you have for fundraising in your community?
- **Write a Paragraph Pledging Your Commitment to the MDA Program**
 - The Refreshed Main Street Four-Point Approach® provides a proven and comprehensive approach specifically designed to address the issues and opportunities of traditional commercial districts.
 - Following this approach is a requirement of initial and on-going participation, and is the foundation of all MDC assistance. Regular communication with the MDC is required.
 - A partnership agreement and an annual participation fee based on community population is required from all Affiliate Communities. (0-4999=\$500, 5000-7499=\$750, 7500 + =\$1000)
 - Representatives must attend MDC trainings (minimum of three per year) to remain active as a member of the MDC Affiliate Program. Discounted registration for trainings are intended to stimulate participation.
 - Services from the Maine Downtown Center are provided for two years; however, participating communities must actively build organizational readiness to remain at this level for the entire commitment period. The Downtown Affiliate-level membership with the Maine Downtown Center does authorize a local organization to use the "Maine Downtown Center Affiliate" trademarked name.
- **Local Program Shall Sign the NMSC Affiliate brand agreement** (Brand agreements will be sent annually electronically by National Main Street Center)

MDC AFFILIATE APPLICATION

Additional Information

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| SERVICES PROVIDED TO MAINE DOWNTOWN AFFILIATE COMMUNITIES | |
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| Downtown Institute & Annual Conference | MDC sponsored training by a variety of experts on key downtown development topics. Discounts and scholarships are available. (various locations) |
| Start-up Visit and Report (typically takes place during application process) | MDC staff and Advisors conduct a Start Up Visit with the local leaders and provide a written report with a prioritized step-by-step checklist to help guide work planning for Years One and Two. |
| Consultations | MDC staff and Advisors available for email, phone, in-person consultations. |
| CDBG bonus point | One(1) CDBG bonus point allowed on grant applications to DECD. |
| Organizational Visit (Early in Year Two) and specialized training | On site visit with staff and Advisors helps review progress, provide suggestions, and identify additional trainings. |
| Access to grant information | Shared knowledge on grant funding opportunities as MDC discovers information – also on new program and training opportunities |
| Ongoing coaching and networking | Frequent touch-base emails and calls from MDC staff and advisors; 24/7 email open line for help, brainstorming and problem solving |
| Membership to National Main Street Center | Allows access to National Main Street Center’s Members-only area known as The Point, as well as extensive resources and training library; discounts on books and trainings. |
| New Manager Orientation/Training | Help for a program manager or executive director should one be hired. |
| Coordinator Meetings | Following many Downtown Institutes, time is reserved for “networking with the Affiliates” which includes training by staff along with a program update. |
| Four Point Trainings | Training in the Four Points are part of the onboarding process of new communities. Typically 4 trainings are scheduled with the local program (in person or virtually) each for 60 minutes in Year 1. Other Affiliate Communities may request trainings. |

FOR MORE INFORMATION:

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