



A program of the **MAINE DEVELOPMENT FOUNDATION**

mdf.org



We shape our
buildings, and
afterwards our
buildings
shape us.

Winston S. Churchill

Maine Development Foundation

Statewide nonprofit *nonpartisan* economic development organization uniquely established in 1978 by the Legislature and the Governor to provide an objective, respected long-range vision for Maine

Membership Based – Partnership Proud

V I S I O N

A high quality of life for all Maine people.

Achieving this vision requires a vibrant and sustainable economy supported by vital communities and a healthy environment.



Our mission is to drive sustainable, long-term economic growth for Maine.

Maine Downtown Center



- ❖ Created in 1999 by the Maine Legislature
- ❖ State Coordinator for National Trust Main Street Center
- ❖ Main Street Maine (National designation)
- ❖ Maine Downtown Network (Prerequisite to Main Street)
- ❖ Green Downtowns
- ❖ Healthy Maine Streets
- ❖ Downtown Institute
- ❖ Annual Downtown Conference
- ❖ Online Resource Library
- ❖ Technical Assistance
- ❖ Supported by a volunteer Advisory Council

Maine Downtown Center Mission



To foster downtown revitalization that is dynamic and community-based, and results in economic development, business growth, job creation, historic preservation housing revitalization and cultural enhancement.

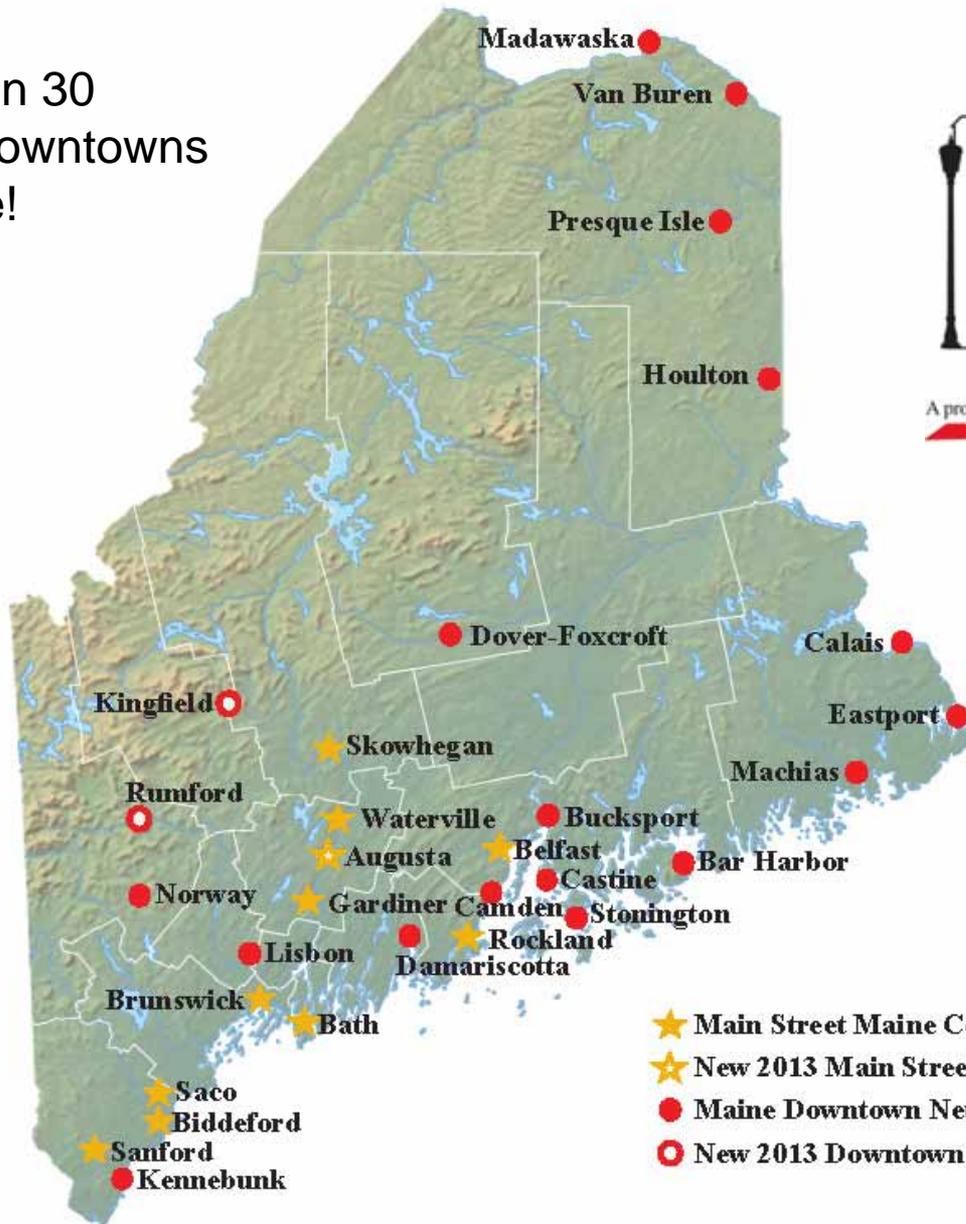


We deliver organized communities with a vision and bold leadership plus proven abilities to accomplish projects with ingenuity and attitude.

This is achieved by giving them a proven tested organizational structure, by employing best practice-tested economic development strategies, providing them needed technical and financial resources, and connecting them to the state and national network of downtown organizations.



Working in 30
historic downtowns
statewide!



- ★ Main Street Maine Communities
- ★ New 2013 Main Street Maine Communities
- Maine Downtown Network Communities
- New 2013 Downtown Network Communities

The National Main Street Movement!

Developed by the National Trust for Historic Preservation

“Main Street” began as a demonstration program in 1977 and has grown into the most comprehensive program for downtown revitalization in the country



“Economic development within the context of historic preservation”

The Main Street Four Point Approach®



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

Downtowns help define our Quality of Place – an *investment imperative* for our economic health



Measurable benchmarks: the Hallmark of Main Street

Since 2001 in 13 Main Street Maine downtowns

- **\$169.7** million **Reinvestment in physical improvements**
- **269** **Net new businesses created**
- **1,291** **Net new jobs created**
- **622** **Buildings rehabilitated**
- **220,099** **Volunteer Hours**

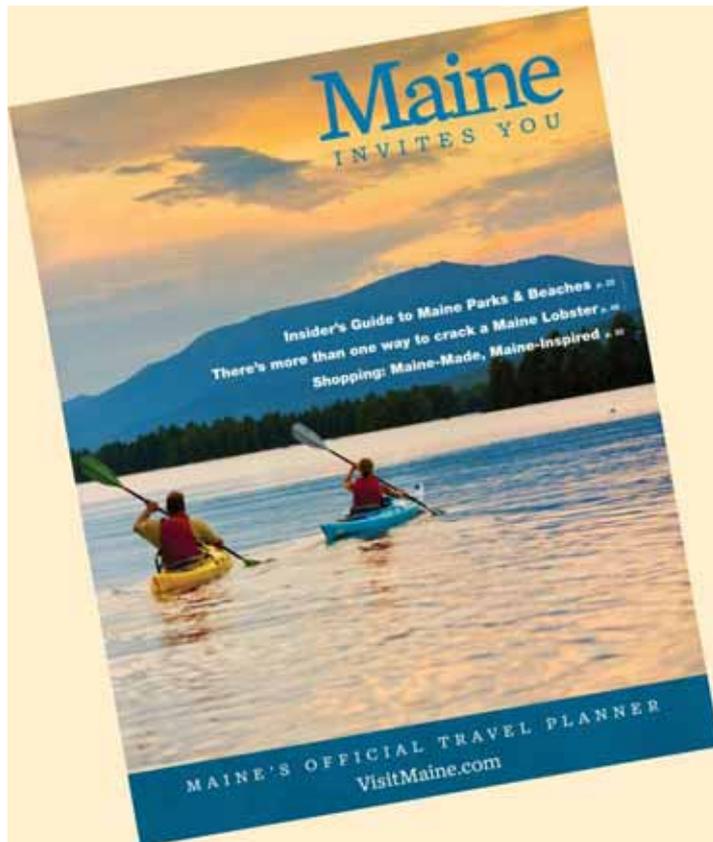
Maine Reinvestment Statistics



For every \$1 invested
in local administration of
Main Street Maine
programs,
**\$25.43 in private and
public funding has been
invested downtown!**

Where else can Maine achieve
that leverage ratio?

Authentic downtowns and villages
are economically essential to Maine's tourism industry.
Heritage tourists stay longer and spend more.
Visitors love authentic downtowns and village centers!



WHY?

Main Streets are places that matter because they are places of shared memory where people of all ages come together to work, live, shop, eat, play and engage with one another.



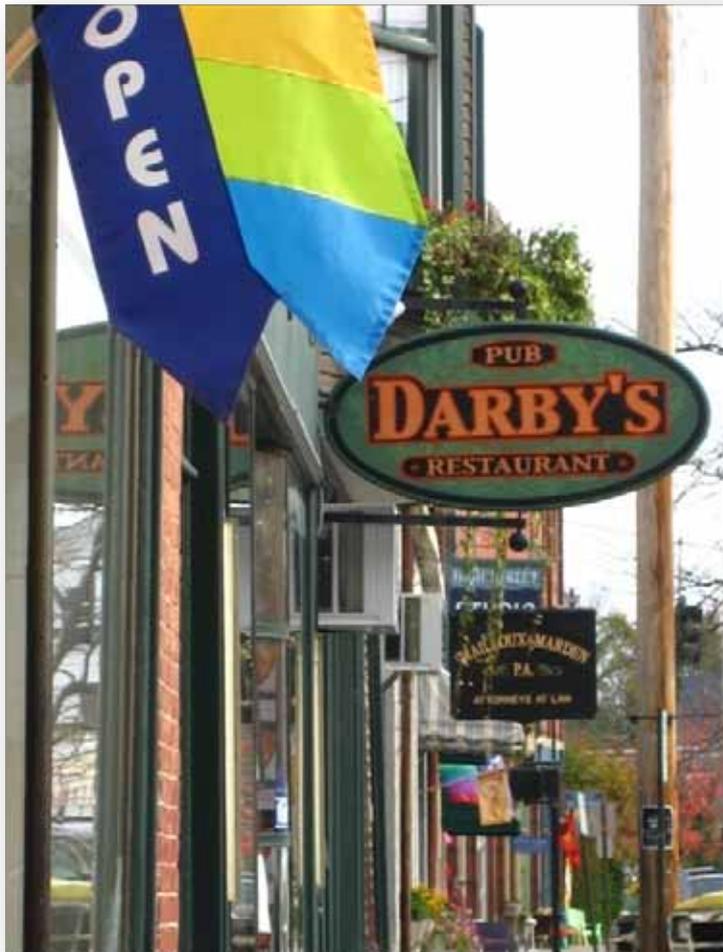
Downtowns are the social, cultural and economic center of our communities.

Historic downtowns attract people!



- Downtowns are cool!
- Walkable and Healthy
- Heritage, Arts and Culture – the “Creative Economy”
- Youth and Retiree Attraction
- First taste for future residents!

Downtowns have the highest tax value per acre.
“Invest where the infrastructure exists!”



Where they stop, shop, sip and dine!



Dense, hand-built of locally sourced materials by skilled craftspeople and on the best prime location!
Most often river/harbor oriented geography





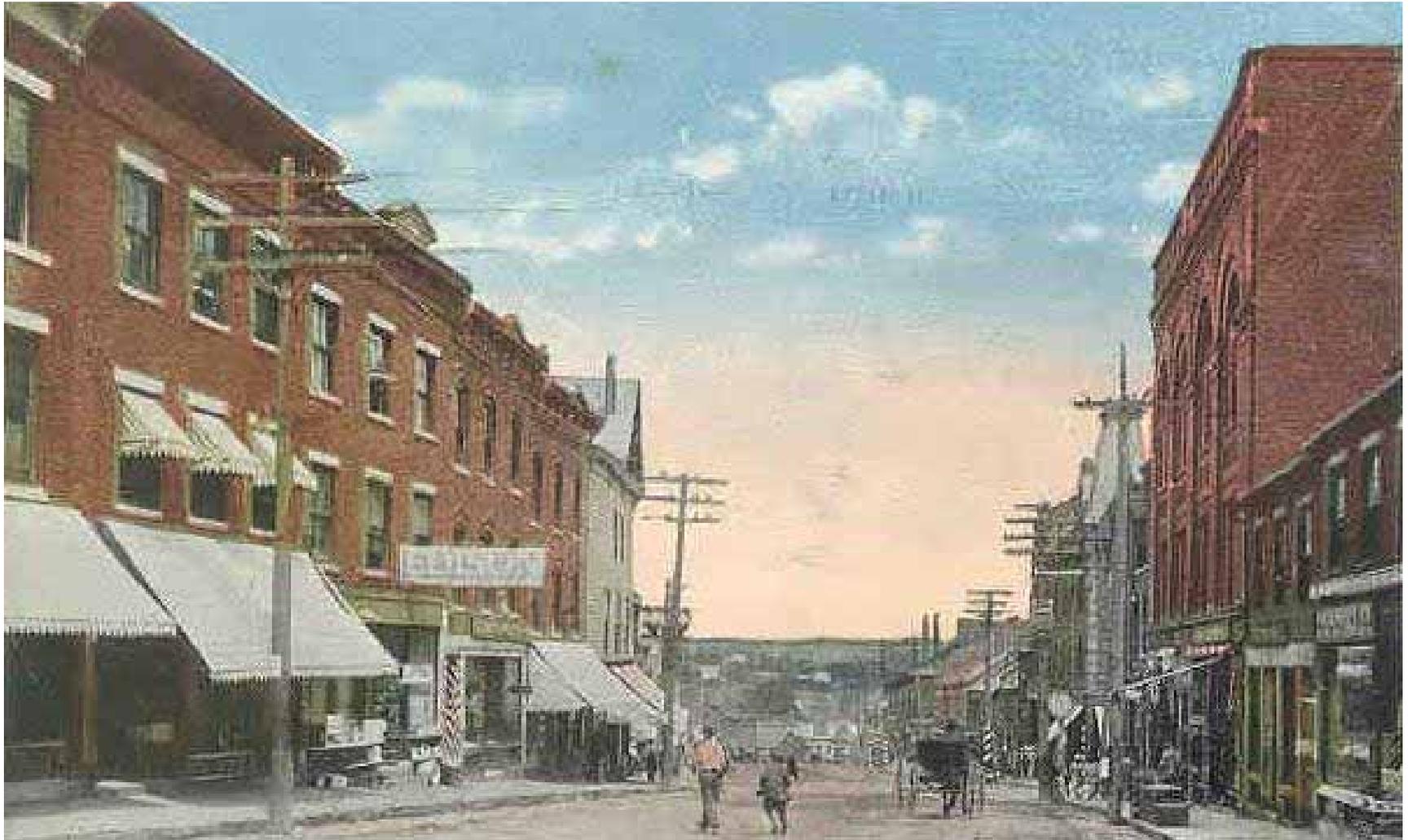
So what does this mean for you?

Taking the past into the present and future...

Take a walk downtown...

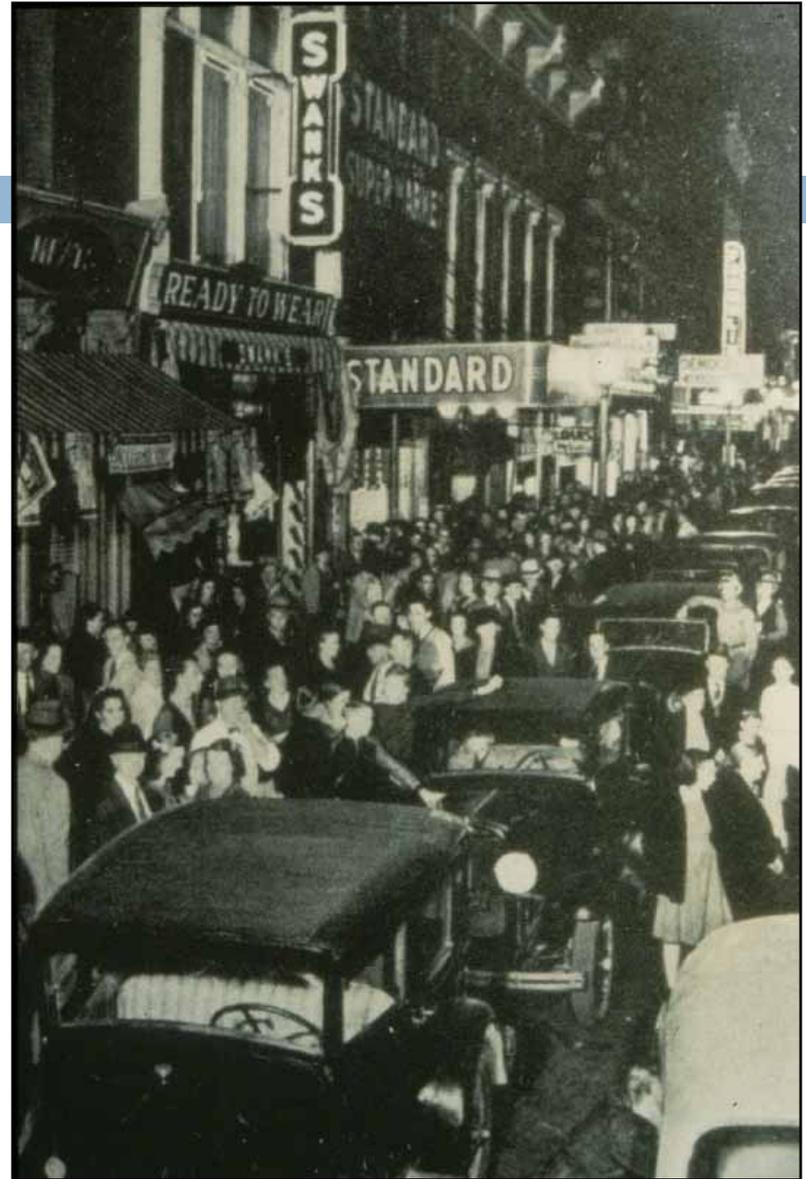


...and imagine how it came to be



Once upon a time in America – 1945:

- ❖ About 90 percent of all dollars earned in a community were spent in the community.
- ❖ Trade Area = 15 miles
- ❖ Today's Trade Area average = 50 miles



Post-War growth created a downward spiral of disinvestment and decay and downtowns

- ❖ Creation of the Interstate Highway System
- ❖ Air conditioning
- ❖ Establishment of land-use regulations separating residential and commercial areas and “outlawing” mixed-use development



Miss Concrete and Miss Black Top

As a nation, we are *vastly overbuilt* in retail space per capita (the largest by far on the globe.)

1960 – 4 sq.ft per person

Today – over 38 sq.ft per person



Augusta



Anywhere



Generica





And we arrived at this.

Cheap oil, cheap land and rapid expansion created an unwalkable, nearly 100% auto-dependent America

...and downtowns were abandoned.



Cities and towns decayed... demolition seemed the logical answer



Organization – 4 sample tasks



- Inspire and secure broad community participation
- Mission statement/vision statement with “elevator speech” training and tools to your group/Board
- Financial structure and Fundraising plan
- Volunteer recruitment and recognition program

Recommended Maine Downtown Network Program Structure (volunteer based)

Organization Chair
Committee members

Promotions Chair
Committee Members

Board of Directors/Steering Committee
Comprised of Committee Chairs & possibly others

Design Chair
Committee members

Business Development
(Economic Restructuring) Chair
Committee members



The Five Hallmarks of Leadership

- ❖ Challenge the Process
- ❖ Inspire a Shared Vision
- ❖ Empower Others to Act
- ❖ Model the Way
- ❖ Celebrate Success!

Expectations of Volunteers/ Committee Members

- Understand the overall mission and vision
- Receive orientation and clear direction
- Be a team player
- Stay focused and prevent burn out
- Understand the committee/staff roles
- Develop annual work plans
- Carry out projects in a timely, professional manner
- Be open to new ideas!



The Cities of BIDDEFORD+SACO SACO+BIDDEFORD maine

We are water and land. Our history is tied to our river, the ocean and the striking landscape that surrounds it. It is the connection of water and land that gave birth to both of our cities.

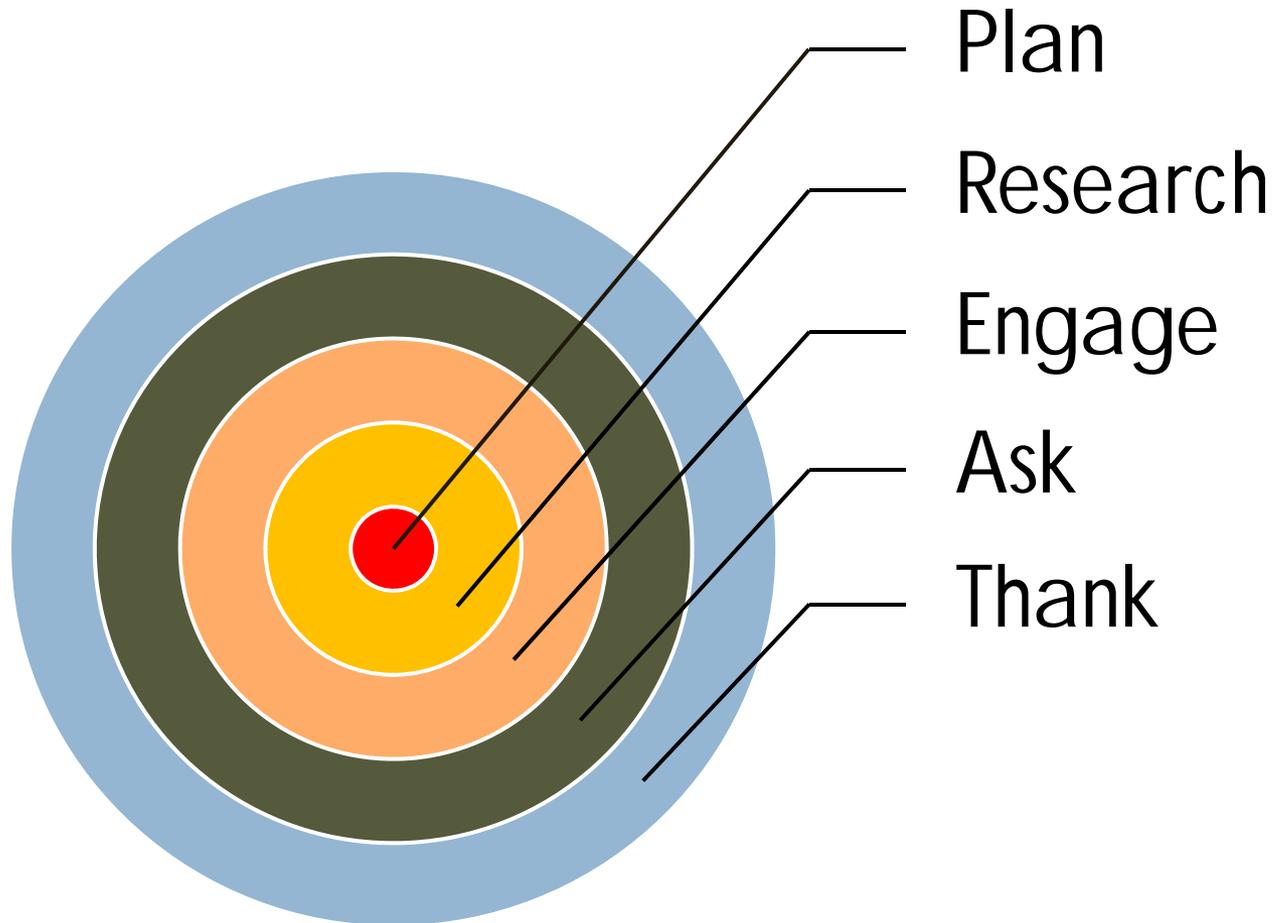
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We are historic mills and high tech industry. We grew as a place where one of the largest factory complexes in the nation became the very center of our two cities and our products blanketed the earth. Today, we continue to thrive as a place where innovative businesses create cutting edge products that even journey beyond the bounds of this planet to explore other worlds.

We are fertile farms and bountiful seas. We are a place where rural landscapes provide food for our people, a place where the day's fresh catch is served up in classic New England style. These landscapes and rocky beaches provide us recreation beyond compare and sanctuary from the day-to-day rigors of life.



Five steps to Fundraising success

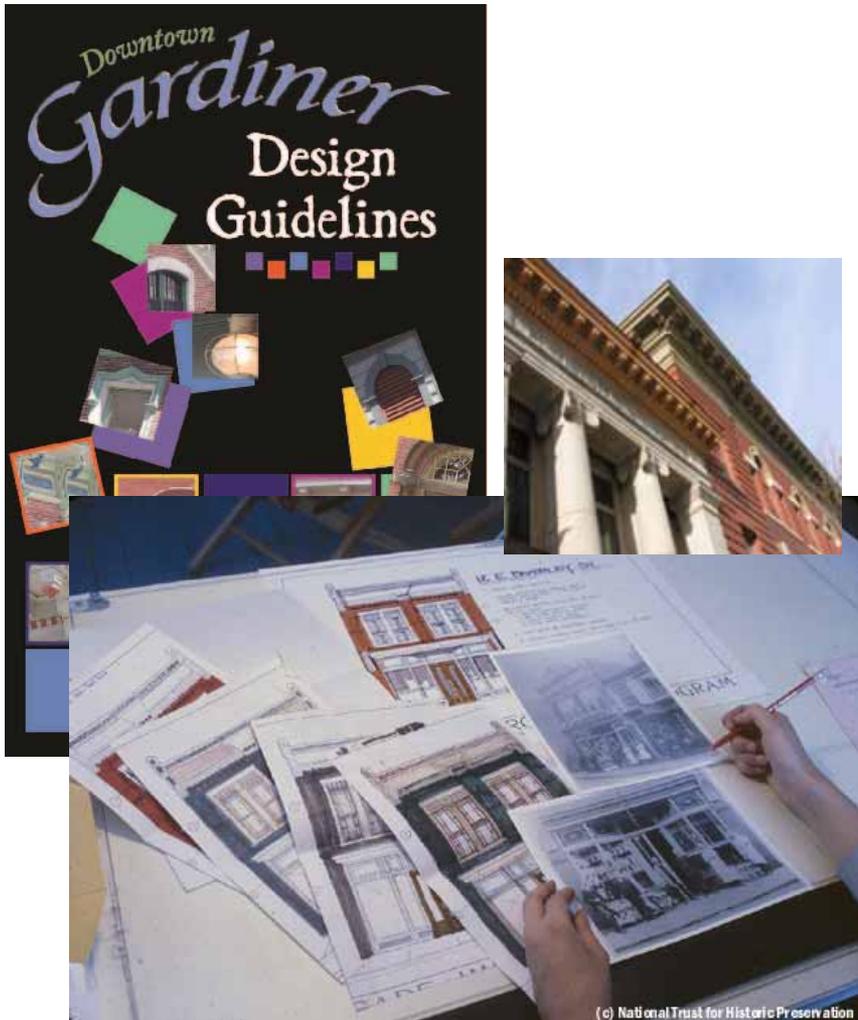


Ask: How do we tell our story?

Evaluate Public Relations Needs

- Identify what the public needs to be told about the program to attract their enthusiastic support
- Evaluate all methods of educating and communicating with the public: website, e-news, social marketing, displays, collateral materials, presentations, media releases, etc.

Design – 4 Sample Tasks



- Inventory, photograph and assess every building and sign
- Develop your incentives tool kit
- Fine tune your design guidelines and review process with HPC
- Document and analyze sidewalk & parking surface conditions



SUSTAINABILITY & HISTORIC PRESERVATION

REUSE > REINVEST > RETROFIT > RESPECT



The greenest building
is the one that already exists.

450 million tons = annual amount of America's solid waste

- It is estimated that anywhere from 25–40 percent of the national solid waste stream is building-related waste and only 20 percent of construction waste or demolition debris (C&D) is actually recycled



EMBODIED ENERGY?

Energy used directly or indirectly to:

- Acquire raw materials
- Produce materials
- Transport materials
- Construct the building
- Demolish and dispose of materials if the building is to be replaced



By re-using an existing building, we are taking advantage of the fact that the embodied energy expenditure has already occurred – much of the “debt” has already been paid.

Ecology and the Environment

This!

NOT this!



Former 1916 Augusta YMCA,
demolished November 2012



Take a stand for local landmarks!





My Green Downtown **strengthens** and **celebrates the connection** between our built and natural environments. Making full use of existing buildings and infrastructure preserves historic places, conserves natural resources and green spaces, and is a sound community investment.

My Green Downtown is guided by these FOUR CORE PRINCIPLES:



design

Preservation of historic buildings, compact infill developments, street trees, parks, and integrated water management make downtowns desirable and vibrant while conserving natural resources and improving air and water quality



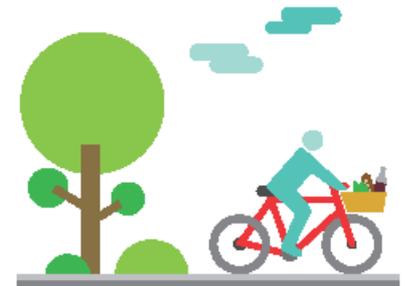
social

Accessible mixed-use buildings and spaces combined with multiple transit options make it possible for a wide range of people to live, work, shop, learn, and recreate downtown.



energy

Maximizing embodied energy within existing buildings and utilizing best practices in energy efficiency to reduce carbon footprints.



health

Walking trails, bike paths, sidewalks, pocket parks and access to healthy local foods encourage active lifestyles and wellness while supporting the local economy.



Maine's State Historic Tax Credits are an essential incentive and development tool for downtowns



Façade design improvements stimulate better business

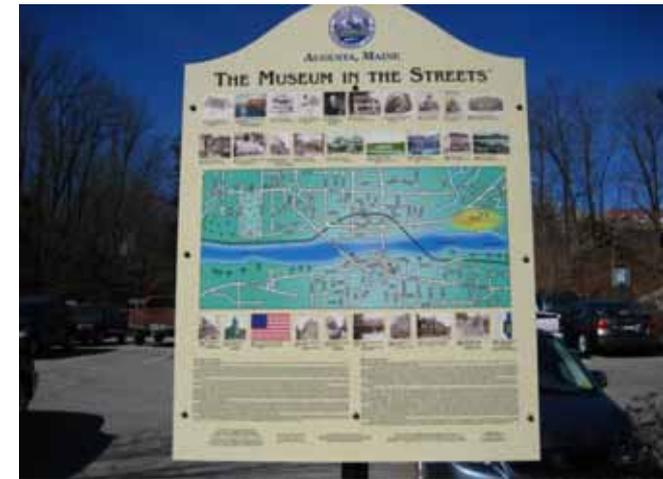


Before and After – a dramatic improvement!

Banners, flowers, flags, benches, etc.



You CAN get there from here!



Promotions Build Pride and help support local businesses!

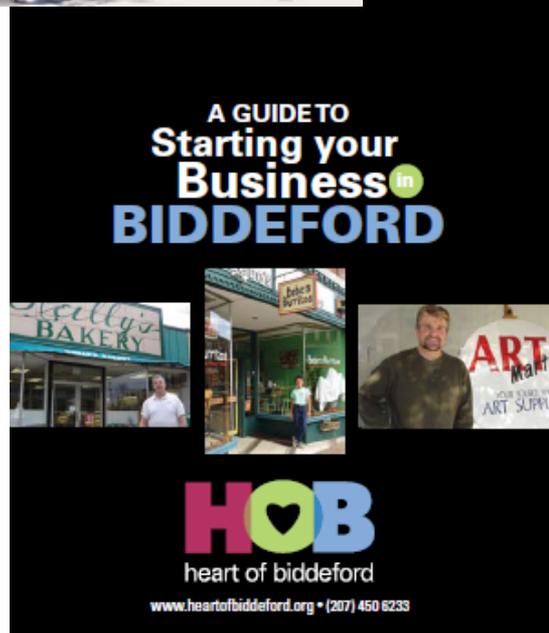


Local Foods & Downtowns = Culinary Tourism

- As small-scale farming has revived across Maine, many new farmers need to find an outlets for what they grow.
Increasingly, they're finding them in Maine's reviving downtowns.



Economic Restructuring – 4 Sample Tasks



- Basic business inventory: how many, of what, hours, employees
- Surveys (owners, employees, customers)
- Business opening celebrations
- Compile and promote tool kit of incentives

We support our local businesses





Gardiner Main Street

A MAIN STREET MAINE COMMUNITY



Welcome to Gardiner, Maine
Holiday Pop-up Stores in Gardiner
Community
Calendar of Events
Guides
How Does Your Gardiner Grow?



Follow our digital footprints!

How Does
Your
Gardiner
Grow?

Check out The
Gardiner Main
Street Blog

Welcome » Visit Historic Gardiner » Gardiner Economy » Main Street Program » Contact Us

Holiday Pop-up Stores in Gardiner

Look what's popping up in Downtown Gardiner this holiday season!



Previously vacant storefronts in Gardiner will be teeming with life this holiday season thanks to an innovative program and forward-thinking landlords in Historic Downtown Gardiner. Gardiner Main Street, a non-profit downtown revitalization program coordinated a kind of match-making service beginning this September. The draw: landlords of vacant spaces agreed to offer their spaces rent-free for November and December for only the cost of utilities. [Click here to see a video report on the project.](#)



(3:55)

The Future of Main Street



"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." Margaret Mead



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My Green Downtown Four Core Principles



quality design

Preservation of historic buildings, compact infill developments, street trees, parks, and integrated water management make downtowns desirable and vibrant while conserving natural resources and improving air and water quality



social interaction

Accessible mixed-use buildings and spaces combined with multiple transit options make it possible for a wide range of people to live, work, shop, learn, and recreate downtown.



energy efficiency

Maximizing embodied energy within existing buildings and utilizing best practices in energy efficiency to reduce carbon footprints.



healthy communities

Walking trails, bike paths, sidewalks, pocket parks and access to healthy local foods encourage active lifestyles and wellness while supporting the local economy.





Green Downtowns are the epitome of sustainability: Projects conserve our heritage, bring people downtown, improve safety and community health, beautify the streetscape, plant trees and link trails to Main Street!



PROJECT
CANOPY





HEALTHY MAINE STREETS

Where wellness works



healthy communities

Creating vibrant downtowns through community leadership focused on developing place-based worksite wellness. Healthy Maine Streets connects small businesses with creative opportunities to make the healthy choice the easy choice. Healthy people build downtown vitality, fuel economic growth and strengthen our quality of place for future generations.

Worksite Wellness. Community Leadership. Downtown Vitality.

healthymainestreets.org



ACD
Public Health



A PROGRAM OF THE
MAINE
DEVELOPMENT
FOUNDATION

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SUITE E, AUGUSTA, ME 04330
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Healthy Maine Streets is funded by a Community Transformation Grant, a US CDC project, made possible with funding from the U.S. Centers for Disease Control and Prevention.

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



- ❖ Economic reinvestment where the infrastructure exists!
- ❖ JOBS – good jobs!
- ❖ Increased revenue through property taxes
- ❖ Recycled buildings
- ❖ Vibrant cultural centers
- ❖ Quality of Life –Quality of Place
- ❖ Community Pride
- ❖ Healthy, walkable downtowns!

Believe in the Power of Place.

It's the legacy we leave for future generations





**Let's
get to
work!**



What are the next steps?

- Get Organized
- Prepare and submit your MDN application
- Determine your SMART goals (Simple, Measurable, Actionable, Results, Timebound)
- Know the Goal / Know your Role
- Develop your Plan – make it reasonable (small steps are great steps) Visible progress every year!
- Measure your progress: report 2x annually to MDC
- Celebrate your success – honor your volunteers

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