



MDC's Green Downtowns program works to strengthen the link between the natural and built environment in Maine's historic downtowns and to build local leadership and community capacity to support sustainable green initiatives.

## Announcing Green Downtowns 2012

We are pleased to announce our award of a \$50,000 Round 3 grant from the Environmental Funders Network to build on our Green Downtowns efforts in Years 1 and 2. Round 3 funding will be leveraged with other federal, state and local funds and in-kind services to accomplish our work in four key areas as follows:

**Downtown Street Trees through Project Canopy:** By partnering with the Maine Forest Service, GrowSmart Maine, Wright-Pierce Engineering and our local participating downtown organizations and municipalities, we will be investing \$25,000 of Round 3 funding to match another \$25,000 set aside by Project Canopy coordinators specifically for this purpose. Urban trees provide enormous benefits and are essential to any sustainable community. This opportunity is available to all Main Street Maine and Maine Downtown Network Communities and will utilize Project Canopy criteria and technical guidelines.

**Historic preservation technical assistance:** We will continue to provide professional historic preservation technical assistance to downtown property owners by contracting with Maine Preservation, the 40-year old statewide private advocacy organization dedicated to historic preservation. In years 1 and 2, Maine Preservation undertook professional consulting projects in 17 of our participating communities. We encourage all MSM and MDN communities to take advantage of these valuable technical services.

**Educational outreach:** We will continue our educational outreach with the "Good Design, Green Design" Downtown Institute session (March 16, Bath) and a Green Downtowns track at MDC's 2012 annual conference (May 18, Farmington.) We anticipate this session will have a larger community health focus (walkable downtowns) in partnership with the Maine Health Access Foundation and the Maine Department of Transportation/Center for Disease Control's *Active Communities* programs. Additionally, we will continue our focus on recycling historic and older buildings as a major policy principle and economic development goal for communities to adopt, embrace and follow. These training sessions are open to all.

**Statewide public awareness marketing campaign:** With two years of case studies, grant successes, education sessions, consulting, meetings and brainstorming under our belt, we will be engaging in a statewide marketing campaign to increase public awareness of the critical link between the built and natural environments. We will hire professional marketing help through an experienced Maine firm to help us develop a plan with deliverables to distribute through our new and established partners, supporters and friends. We will be looking to Main Street Maine organizations and Maine Downtown Network community coordinators to help us spread the word into neighborhoods, schools, and businesses throughout their communities.

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