

2014 Maine Downtown Conference: Downtown is the Place!

Waterville – May 2

CRASH Sessions - 40 minutes each

10:00-10:40 Age in Place: 8 or 80

Action plan for sustainable growing communities

10:00-10:40 Main Street 101

The Basics of the Main Street Four Points© Program

10:50-11:30 Build your Message Map!

Telling the story of your assets and community brand

10:50-11:30 Grants: Meet the Funders

Learn from the funders the basics of grant writing

1:00-1:40 Green Downtowns: Success Stories

Interactive Green Downtowns projects shared on the Green Downtown's website

1:00-1:40 Working Together Regionally: Next door - Next town

A two and three community center conversation on collaboration, branding, challenges

1:50-2:30 Dynamic Downtowns! (Standing room only session at MMA)

Leveraging Partnerships in your Downtown

1:50-2:30 Healthy Main Streets: Success Stories to use in your downtown

Best Practices, HMS 2.0, Great Healthy stories to share!



DRILL DOWN Sessions – 75 minutes (or more) each

10:00-11:30 Working with Historic Preservation in Downtowns

Maine Preservation brings together a panel of experts on all aspects of how to use Historic Preservation tools and ideas in your community

1:00-2:30 Calling all Entrepreneurs!

Innovation, Growth, and Creative Economy - Get inspired, learn about what is happening Downtown!

2:45-4:00 Is your downtown in a Flood Zone? (75 min)

Panel discussion and resources on flood insurance issues, maps, and mitigation efforts in high hazard areas

2:45-4:00 Active Walking Tour: Creative Moving Downtown (75 min)

Get moving in Downtown...Creative ways to show off your downtown, and get some exercise too!

(Walking shoes or sneakers recommended)

2:45-4:00 Walkability Tour: Is your community ready? (75 min)

Take the AARP walkability and safety tour of downtown Waterville

(Walking shoes or sneakers recommended)

