



2010 Downtown Achievement Awards Descriptions

Downtown Achievement Award for Outstanding Business Retention, Expansion or Recruitment Project to Waterville Main Street

Barrels Community Market, downtown Waterville

Barrels Community Market is an outstanding example of community supported enterprise and serves as a true model for other downtown businesses. Established by Waterville Main Street in June 2009, Barrels Community Market is a nonprofit community market that sells locally produced goods at affordable prices in the heart of downtown Waterville. The market also offers a wide variety of educational and volunteer opportunities and provides a community event space to showcase an array of great programs. Barrels was created with significant public input as a true “community” market, where goods and services will be accessible to all members of our community. The market was named after The Barrell Block, the historic building in which it is located, and reflects the sense of abundance and rustic charm evident in the space.

Downtown Achievement Award for Outstanding Special Event

Get Up Downtown! Colby College Goldfarb Center in partnership with Waterville Main Street.

Get Up Downtown is a series of monthly events hosted by Waterville businesses which attracts hundreds of college students to the downtown district throughout the school year. The Get Up Downtown schedule is designed with input from students themselves and often features students as part of the entertainment at the various events.

Downtown Achievement Award for Outstanding Window Display

Western Maine Art Group, downtown Norway

WMAG displays monthly-themed exhibits in the twelve large windows of the Norway Savings Bank Operations Center midway on Norway’s Main Street. This creative display brings a gallery almost to the sidewalk for pedestrians and passers-by. At night the art work is lit and impressive to behold. This partnership began in 2009 to celebrate the work of artists and artisans and to turn the Norway Savings Bank’s Operations Center into a more hospitable and gracious Main Street presence.

Downtown Achievement Award for Outstanding Image Campaign

Main Street banners by Norway Downtown

These nine banners were designed by Brenda Melhus, Norway Downtown’s Design Committee Chair, based on Norway’s Map and Directory and its design with original historic and current photographs. Nancy Rose of Art Parts based in Center Moriches, New York provided in-kind graphic design assistance. These banners proudly welcome Main Street pedestrians and motorists during the spring, summer and fall.

Community Spirit Award

J.R. Maxwell’s Restaurant, Downtown Bath

J.R. Maxwell’s is a legendary family restaurant, pub and bar located in the heart of downtown Bath’s award winning Front Street. Maxwell’s is truly the melting pot for Bath’s residents, downtown leaders, workers and visitors, as it has been for the past 30 years. The owners, John Hall and Ed Rogers, provide vision, entrepreneurial expertise and community spirit to make Bath a true Distinctive Destination. And the innovative new storefront remodel created an “open air” indoor pub. A “must visit” when visiting Bath – a National Trust Destination of Distinction and the Coolest Little City.



2010 Downtown Achievement Awards Descriptions

Downtown Achievement Award for Outstanding Historic Preservation Project

Hallowell House, Winthrop Street, downtown Hallowell

This 1832 building, also known as the Worster House, in the National Register Historic District in downtown Hallowell, was designed by local Hallowell architect John Lord who also supervised the construction of the State House. Originally the project was financed by a group of Hallowell citizens who wanted to provide accommodations for state legislators. The 50-room structure once housed the post office and a bank in its basement. The Hotel closed its doors in 1959 and it was converted to apartments. Fast forward to late 2009: a major renovation and rehabilitation of the building was followed by occupancy by the Maine Public Utilities Commission, a quasi-independent state agency and a lead public participant in the project. The State of Maine awarded the MPUC lease for the facility through the Department of Administrative and Financial Services, the Leased Space Division program, also a lead agency on the project. The rehabilitation was undertaken by the private owner, Mattson Development. In the end, multiple organizations – public and private – collaborated on the rehabilitation and renovation of the Hallowell House which resulted in the energy-efficient renovation and re-occupancy of this historic building in downtown Hallowell across from City Hall.

Downtown Achievement Award for Outstanding Façade Project

Mr. Goodbar Restaurant, Grand Avenue in the heart of Old Orchard Beach's commercial core For years the storefront had been a blank brick wall with only a few small portholes - detrimental to both interior private business and the exterior public realm. The design objective was to transform the unfriendly storefront with new storefront windows to become visually welcoming and still work within a budget. A key principle of the Main Street approach is that an accumulation of multiple small, incremental changes with “regular” projects of simple quality design can result in dramatic transformation of downtowns and village centers. Mr. Goodbar Restaurant is an excellent example of the power of façade design to improve business downtown.

Downtown Achievement Award for Outstanding Public/Private Partnership

Maurice Bonneau's Sausage Kitchen, Main Street in Lisbon Falls

This project is the epitome of downtown revitalization and utilizing an empty Main Street building to create manufacturing jobs and retail all in one. The Sausage Kitchen is a family owned business which has produced and distributed premium all natural products since 1995. In 2008, they decided to expand and approached the Town who enthusiastically jumped in with an offer of the freshly vacated old Lisbon Falls Post Office right downtown. Perfect! Once the environmental issues were addressed, the Town sold the building to the Sausage Kitchen and soon after they had a ribbon cutting event. In June 2009, Maurice and family successfully achieved USDA certification.

Downtown Achievement Award for Outstanding Public Official

Gina Mason, Lisbon Town Councilor and a member of the Downtown Revitalization Committee. Gina really “gets it”. She has been a huge supporter of the downtown revitalization efforts from the beginning and continues to be very active with several committees. She is the voice of downtown on the Town Council, and serves in one way or another on every committee.



2010 Downtown Achievement Awards Descriptions

Downtown Achievement Award for Volunteer of the Year in each Main Street Maine Community

These individuals have been nominated by their respective organizations and exemplify extraordinary passion for their communities. They often work long hours with little recognition doing everything from planting flowers and stuffing envelopes to leading parades and fundraising drives – and with often nothing more than the satisfaction of knowing their downtown is a better place thanks to their personal efforts.

Dorothy McKenna, Bath
Vickie Lane, Biddeford
Ann Marie Mullen, Gardiner
Michael A. Leonard, Rockland
Susan Littlefield, Saco
Brad Littlefield, Sanford
Lisa Veilleux, Skowhegan
Harold Cormier, Van Buren
Lori Gervais, Waterville

Downtown Achievement Award for Main Street Maine Board Members of the Year

These individuals are each nominated by their respective organizations and are revered as respected leaders and champions for their downtowns. They set the vision, exemplify the mission, create the work plans and get the job done. And they are incredibly passionate about making their organizations – and the heart of their Main Street communities – a better place to call home.

Michael Fear, Bath
Renee O'Neill, Biddeford
Lisa Liberatore, Gardiner
Jeff Charland – Rockland
Laurie Mooney – Saco
Maura Herlihy – Sanford
Rosie Bradley – Skowhegan
Adam Lavoie – Van Buren
Kimberly Nadeau Lindlof – Waterville

Downtown Achievement Award for Outstanding Maine Downtown Network Community

Lisbon, Lisbon Downtown Revitalization Committee

This is a new program launched in 2009 to work with communities beginning to explore the Main Street approach to downtown revitalization. Seven communities were named to class of 2009: Augusta, Norway, Farmington, Bucksport, Millinocket, Presque Isle and Lisbon. The Town of Lisbon is honored this year for their efforts in utilizing the Downtown Network program to actively engage and organize community leaders into four committees. The Downtown Revitalization Committee was responsible for conducting several Community Visioning Sessions to get input from the citizens and businesses and to collect data on economic development, municipal services & infrastructure, education/cultural and public services, recreation and parks, and housing, agriculture and land use. This information was used to create specific work plans that have been presented to the Council for review and direction. The bottom line is, Lisbon – and specifically Lisbon Falls - has strengthened their volunteer base to begin fundraising efforts and is forming a nonprofit to better position them to apply for full Main Street Maine designation in the future.



2010 Downtown Achievement Awards Descriptions

Downtown Achievement Award for Outstanding Main Street Maine Community

Main Street Skowhegan

This award is open to the nine communities in Maine that have achieved Main Street designation and are recognized as such by the National Trust Main Street Center. These are very special places whose downtown programs are professionally staffed and whose economic vitality is visible, vibrant and sustainable. The winning Main Street community has achieved remarkable success by overcoming tremendous odds. Many organizations face funding challenges, board upheaval, a tough economy, staff changes, image issues, and paperwork backlog. However, most don't face them all at the same time, while facing a real threat of losing Main Street designation. But tough and scrappy Skowhegan said "WE CAN DO BETTER!" so in just nine months, they:

- Launched a fresh engaging new website and created an e-news
- Addressed the negative image issues directly with open public informational forums
- Conducted Main Street 101 training for the Selectmen, Board and Committees
- Shared the positive utilizing statistics to showcase key accomplishments
- Reinvigorated their four committees which began with an "I Love My Downtown" letter writing campaign
- Ramped up their promotional events
- Debuted a new weekly public access TV program to highlight Main Street Skowhegan and its partners
- Selected a hiring committee resulting in the hire of their new Executive Director
- Streamlined and professionalized their operating system -
- Addressed budget concerns in open meetings and – QUITE REMARKABLY - raised \$43,000 in six months to put its budget back in order!

The result of all of this is that Main Street Skowhegan, in a relatively short time, completely overhauled their organization and the Board of Directors, strengthened their foundation and maintained their Main Street designation. Their heartfelt personal dedication to reinvent themselves around the core principals of Main Street put them firmly back on track with a new vision, new energy and a new Director to help make sure they accomplish their dreams. Please join me in congratulating Main Street Skowhegan on a job well done!

Downtown Visionary Award

Michael D. (Mike) Baran, Director at the Office of Community Development with the Maine Department of Economic and Community Development.

He has worked at the department for over 23 years where he manages the State Community Development Block Grant program as well as the Municipal Investment Trust Fund, the Riverfront Community Development Bond Program, Neighborhood Stabilization Program, Disaster Recovery program and several other initiatives. Mike and his seven staff members work closely with Maine communities, Planning Commissions and Regional Councils of Government to provide project funding for training and to increase local capacity. Mike is a visionary leader and a firm believer in the power of a strong community and appreciates the role that healthy downtowns play in strengthening community vitality.