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# 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.





A Little

about us.



# Your Partners



# 3 Steps

to Leveraging  
Partnerships



# 1. Understand



# Your

# Own

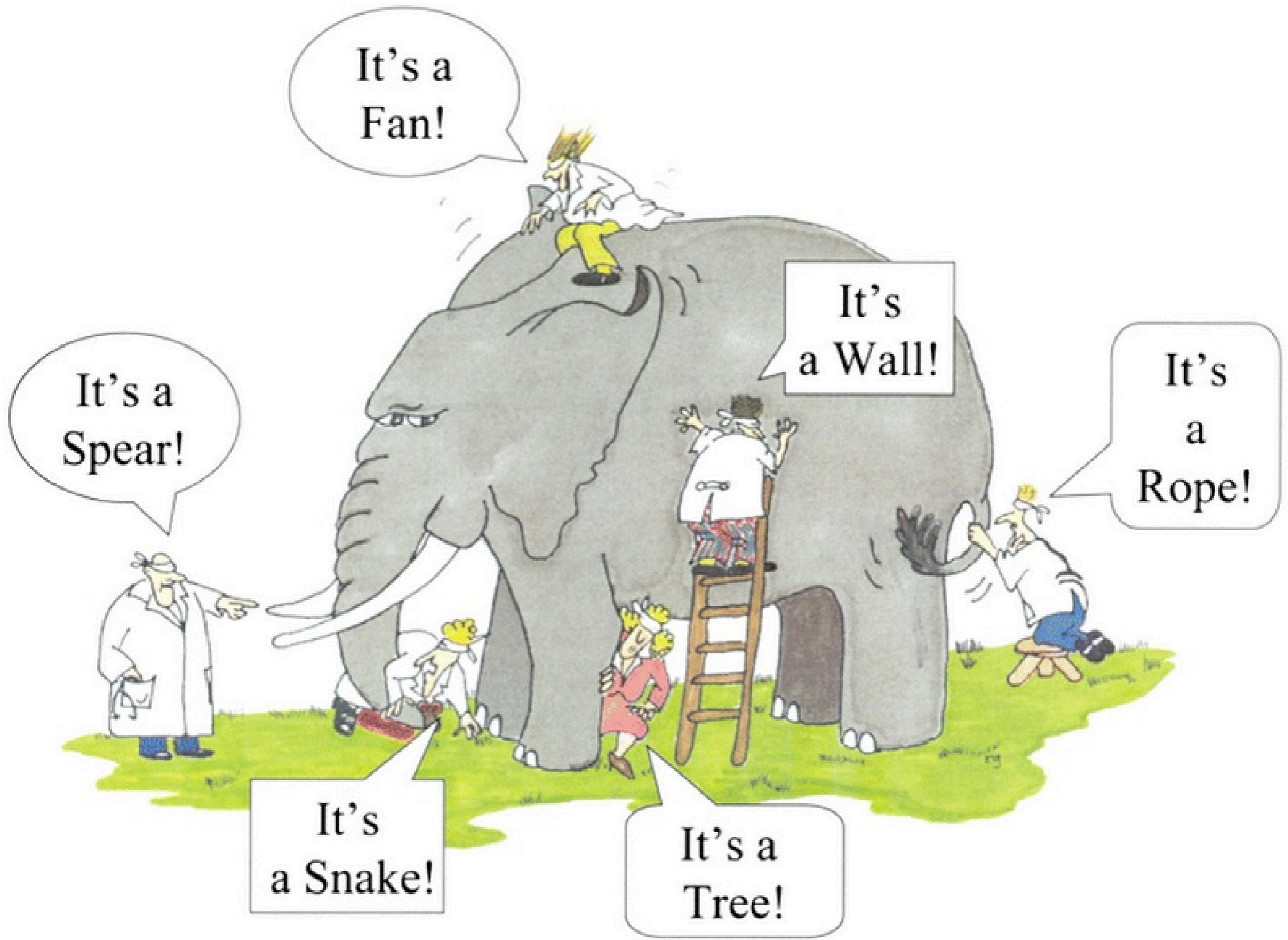
# Perspective

# Downtown





Comprehensive  
Incremental  
Self-help  
Partnerships  
Identifying/capitalizing on  
existing assets  
Quality  
Change  
Implementation



It's a **Spear!**

It's a **Fan!**

It's a **Wall!**

It's a **Rope!**

It's a **Snake!**

It's a **Tree!**



Focuses on the  
functioning of the  
entire community.



May have volunteers  
(amateurs) taking on  
tasks, who may or may  
not have high levels of  
expertise.



Tied to a  
bureaucratic process to  
meet legal requirements,  
to be transparent, and to  
be accountable.



*Mostly* answer to  
the people who are most  
involved and invested.





2. Work

Collaboratively













3. Collectively  
Promote the  
Successes

I don't refer to it as gossipping, I prefer "sharing our opinions about other people's life choices."



**“I chose downtown  
Biddeford for the  
friendly community.**

**And the \$20,000  
incentive package  
didn't hurt!”**

**— Jen Thibeau**

Owner of Dahlia's Delights, vegetarian cafe  
Main Street Challenge Winner 2012

PHOTO: JOSEPH MCKENNEY PHOTOGRAPHY

**READY TO  
START A  
BUSINESS  
OR EXPAND  
IN A NEW  
MARKET?**

Enter Biddeford's Main  
Street Challenge —  
Encore by October 18th.  
Three businesses will  
win a **\$10,000** forgivable  
loan, four months of  
free rent, and a package  
of incentives.



heart of biddeford  
a main street maine community

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## Three Steps to Leveraging Partnerships

1. Understand Your Own Perspective
2. Work Collaboratively
3. Collectively Promote

Questions?



# Next Steps