

SESSION DESCRIPTIONS

2013 MAINE DOWNTOWN CONFERENCE

Green and Healthy Maine Streets: *New Economic Vitality for Downtowns!*

Each session includes ample time for discussion, idea sharing and Q&A so bring your ideas, challenges and success stories.

Tourism+Culture+Heritage = Healthy Sustainable Economies

Heritage tourism is an effective revitalization strategy for downtowns and helps stimulate investment in historic places that attract and serve travelers – most often the same travelers who linger longer and spend more money. Learn how a well-planned heritage tourism program can also improve the quality of life for residents. This session is specifically tailored to Main Street communities; topics include embracing authenticity, quality interpretation, marketing, visitor-oriented customer service and measuring economic impact.

Session Facilitator: Abbe Levin, Cultural Tourism Specialist, Maine Office of Tourism and Maine Downtown Center Advisory Council member

Special Guest Presenter: Amy Webb, Heritage Tourism Specialist, National Trust for Historic Preservation

Growing Downtown Economies Through Local Foods

Downtowns are playing an increasingly vital role in building stronger and more resilient local food systems. Learn how communities are growing their economies while conserving farm lands, improving people's health, creating vibrant spaces, launching new businesses, enhancing existing businesses, and developing strong brands. From farmers' markets and CSA's, to processing facilities and fruit and veggie prescription programs, local food innovation in Maine's Food Hubs is making national news. Green never tasted so good.

Session Facilitator: Anne Saggese, Board member, Maine Federation of Farmers' Markets and Our Town Belfast, Maine Downtown Center Advisory Council member, and owner of Sweet Henry's in Belfast.

Speakers: Amber Lambke, Director, Maine Grain Alliance and Board Member, Main Street Skowhegan; Mark Lapping, Distinguished Professor, Edmund S. Muskie School of Public Service, University of Southern Maine

Healthy Maine Streets: Transforming Downtowns Through Wellness

Discover how the Healthy Maine Streets (HMS) program is creating vibrant downtowns through community leadership focused on developing place-based worksite wellness. This exciting new pilot program focuses on small business health at all levels, which in turn strengthens the quality of place legacy Maine's downtowns provide future generations. Learn how "making the healthy choice the easy choice" saves money and promotes healthy living and vibrant commercial cores where people want to be. This session is useful to those downtowns already participating in Healthy Maine Streets and those who are eager to hear how it's working during a pumped up lightning round of Speed Sharing Tips and Testimonials! Presented in partnership with MCD Public Health and the HMS Leadership Team

Session Facilitators: Anne Ball, Program Coordinator, Healthy Maine Streets/Maine Downtown Center; Kala Ladenheim, Program Manager, Healthy Maine Streets, MCD Public Health

Speakers: Dawn Littlefield, CTG Grant Coordinator, Maine CDC and Leadership Team Member Healthy Maine Streets; Doug Beck, Physical Activity Coordinator, Maine CDC and ACE Working Group Chair

Invited Special Guest: David Guthrie, Public Health Advisor, Division of Community Health, Centers for Disease Control, Atlanta, Georgia

Stimulate Your Downtown Through Historic Preservation

Prepare your community for increasing economic improvement. Manage your community's valuable tax base to increase its worth. Take action on building projects by learning steps you can take to prepare buildings for development. Gain an understanding of why historic preservation is a necessary and critical tool to ensure downtown and neighborhood vitality. Explore the importance of historic districts in using preservation tax credits. And, learn how such development is environmentally sustainable, keeps investments in the local economy and builds community pride. Presented in partnership with Maine Preservation and GrowSmart Maine

Session Facilitators: Greg Paxton, Executive Director, Maine Preservation

Speakers: John Bubier, City Manager, Biddeford; Mac Collins, Maine Licensed Architect and Past President, Maine Historic Preservation Commission and Greater Portland Landmarks; Hugh French, Director, Tides Institute and Museum of Art; David Holt, Town Manager, Norway; Wayne Marshall, City Planner, Belfast

Get Moving! Workshop for Downtown Network Communities Only

Need help getting organized and inspiring others? Looking for easy and achievable project ideas? Wondering what resources and help exist and how to tap into them? Seeking courage to lead the way? This session provides specialized help for designated Downtown Network communities (and wannabes) and is conducted by experienced advisors and friends of the Maine Downtown Center. You will leave with practical and proven tools, great ideas and a healthy dose of inspiration.

Session Facilitator: Cheryl Miller, Senior Program Director, Maine Development Foundation

Speakers: Kathy La Plante, Program Officer, National Trust for Historic Preservation; Bill King, Consultant, Palmer-King Consulting; Jayne Coffin Palmer, Consultant, Palmer-King Consulting

Four Discovery walking tours will be offered in the afternoon in downtown Belfast. These Discovery Tours, one hour each with a repeat performance so you can take two, will provide a fascinating look up close downtown, rain or shine!

Architecture and Preservation, led by a team of local and state design and preservation experts, will open your eyes to the beauty and art of the Belfast National Register district and share best practices in maintenance, rehabilitation and restoration. Suitable for all.

The Working Waterfront, led by Belfast's Planning Director, explores Belfast's scenic and economically-essential harbor. A tour of the award-winning Front Street Shipyard is included. Suitable for all.

The Creative Community, led by the Director of the Belfast Creative Coalition, features Belfast's vibrant arts scene of galleries, studios and artist living spaces. A portion of this tour include stairs.

Upper Floors and Hidden Spaces, led by Our Town Belfast Director and Board President, investigates interior spaces - both finished and those "brimming with opportunity". This tour includes many stairs and is not recommended for those unable to ascend or descend stairs safely.