



2013 Downtown Institute: Advocacy

January 25, 2013



corbis



Today's Agenda: Ask Questions!

- Welcome and Introductions
- State Legislative process
 - ▣ Senate Majority Leader Seth Goodall
 - ▣ Lock Kiermaier
 - ▣ Jennifer Geiger
 - ▣ Rep. Terry Hayes
 - ▣ View from Maine Conservation Voters: : Beth Ahearn
- Local Level Advocacy: Ed Cervone
- Federal level overview: Roxanne Eflin
- Optional: Head over to the State House for lunch (on your own) at Cross Café and tour



A program of the **MAINE DEVELOPMENT FOUNDATION**

mdf.org

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.



- ❖ Created in 1999 by the Maine Legislature
- ❖ Program of Maine Development Foundation
- ❖ State Coordinator for National Trust Main Street Center
 - ❖ Main Street Maine (National designation)
- ❖ Maine Downtown Network (Prerequisite to Main Street status)
 - ❖ Green Downtowns
 - ❖ NEW! Healthy Maine Streets
 - ❖ Downtown Institute
 - ❖ Annual Downtown Conference
 - ❖ Extensive Online Resource Library
 - ❖ Technical Assistance
- ❖ Supported by a volunteer Advisory Council



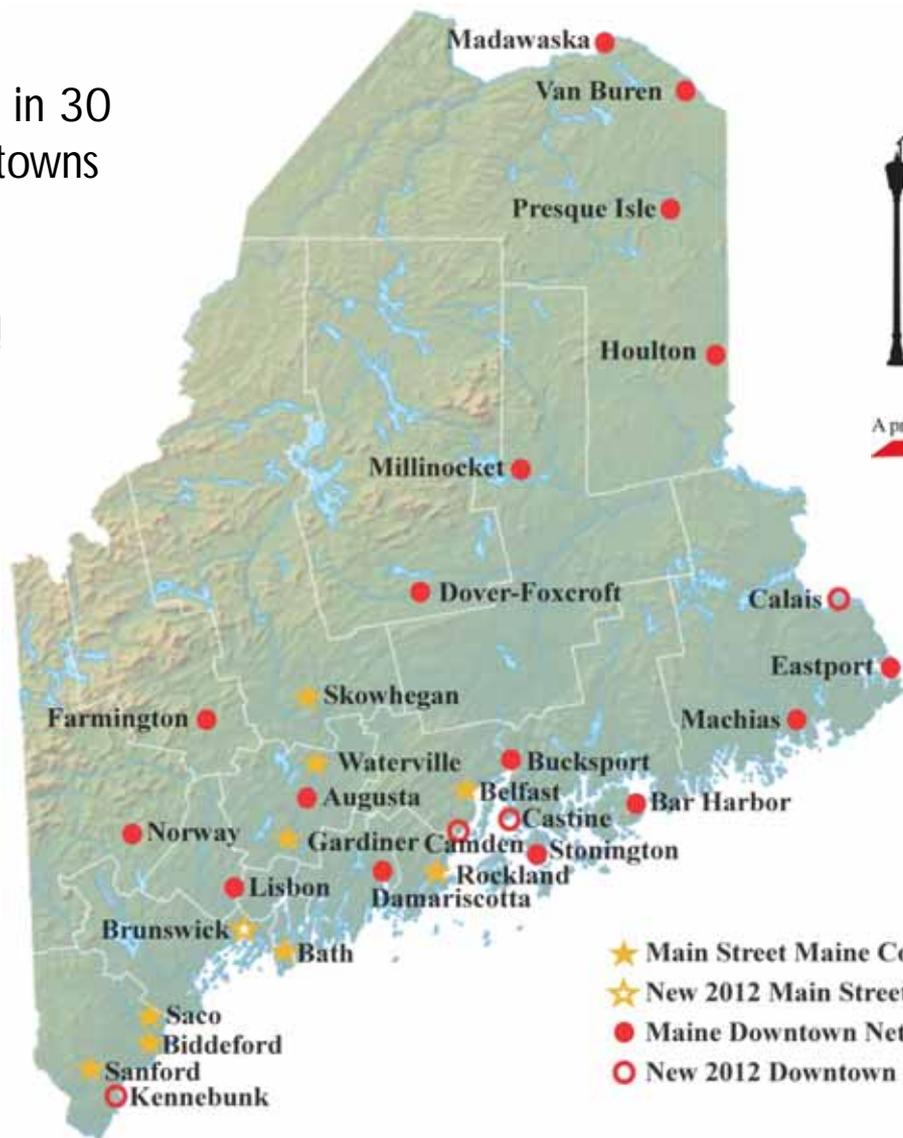
We deliver organized communities with a vision and bold leadership plus proven abilities to accomplish projects with ingenuity and attitude.

This is achieved by giving them a proven tested organizational structure, by employing best practice-tested economic development strategies, providing them needed technical and financial resources, and connecting them to the state and national network of downtown organizations.



Now working in 30 historic downtowns statewide!

And growing!



- ★ Main Street Maine Communities
- ★ New 2012 Main Street Maine Community
- Maine Downtown Network Communities
- New 2012 Downtown Network Communities

The Main Street Four Point Approach®



National Main Street Center

Trademarked, licensed program Developed by the National Trust for Historic Preservation

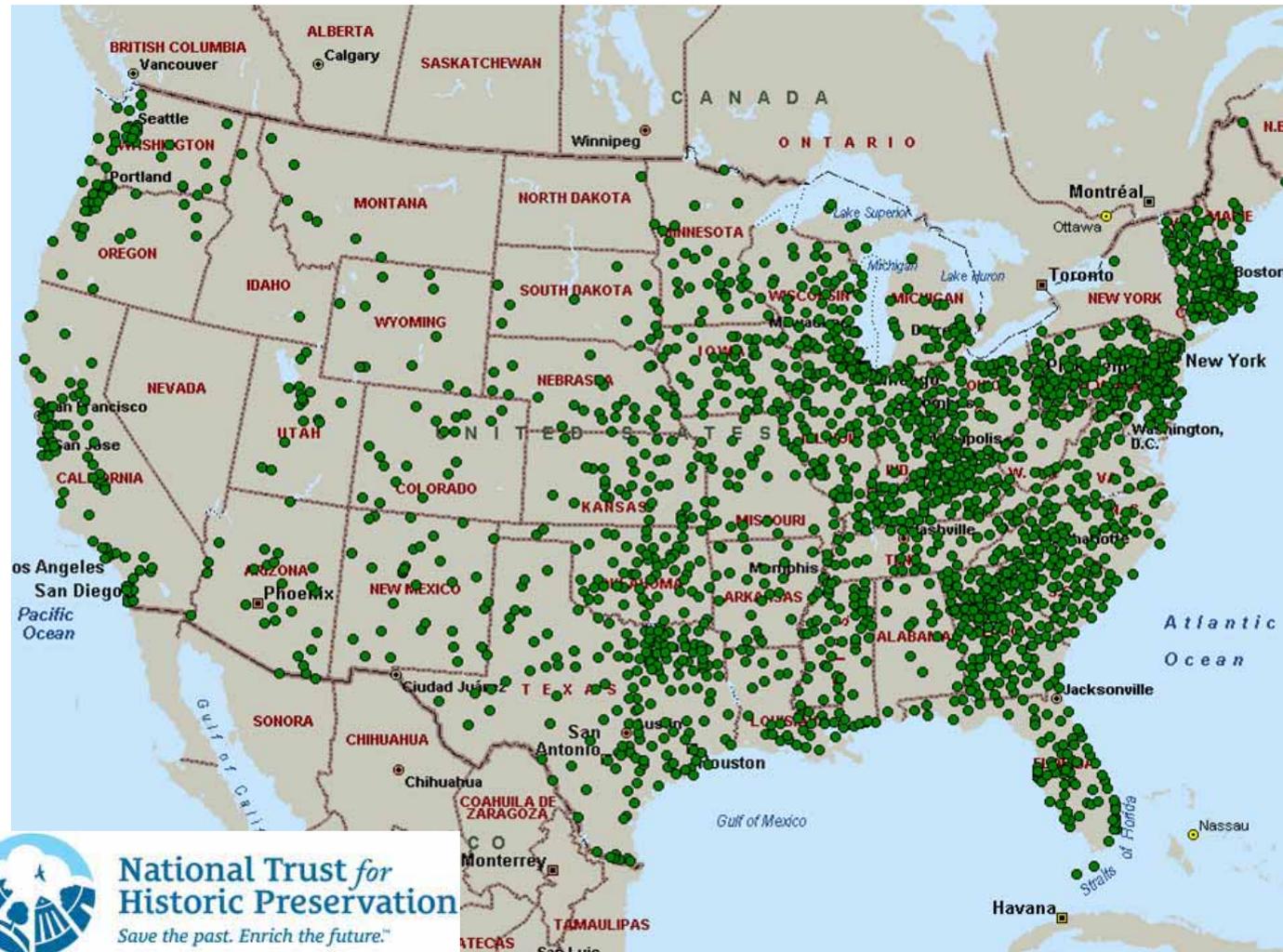
“Main Street” began as a demonstration program in 1977 and has grown into the most comprehensive program for downtown revitalization in the country



“Economic development within the context of historic preservation!”

National Main Street Network

Since 1980 – reaching over 2,000 downtowns



- \$53 Billion invested downtown
- 230,000 buildings
- 448,000 net new jobs
- 105,000 net gain in new businesses



**National Trust for
Historic Preservation**
Save the past. Enrich the future.™

Eight Principles for Success



1. Comprehensive
2. Incremental
3. Self-help
4. Public/private partnerships
5. Existing assets
6. Quality
7. Change
8. Action-oriented

“How do we revitalize our downtown tax base?”

We get organized and take leadership!



Collective Impact

Collective Impact occurs when organizations from different sectors agree to solve a specific social problem using a common agenda, aligning their efforts, and using common measures of success.

-www.FSG.org

10 Standards of Performance for National Accreditation

1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors.
2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage.
3. Has a comprehensive Main Street work plan
4. Possesses an historic preservation ethic

10 Standards of Performance for National Accreditation

5. Has an active board of directors and committees
6. Has an adequate operating budget
7. Has a paid professional program manager
8. Conducts a program of ongoing training for staff and volunteers
9. Reports key statistics
10. Is a current member of the National Trust Main Street Network

The role of staff



Main Street
requires a
professionally
trained and
supported
Executive
Director or
Program
Manager

corbis



Put it all together and what do *we* get?



- ❖ Economic reinvestment where the infrastructure exists!
- ❖ JOBS – good jobs!
- ❖ Increased revenue through property taxes
- ❖ Recycled buildings
- ❖ Vibrant cultural centers
- ❖ Quality of Life –Quality of Place
- ❖ Community Pride
- ❖ Healthy, walkable downtowns!

The Future of Main Street





My Green Downtown **strengthens** and **celebrates the connection** between our built and natural environments. Making full use of existing buildings and infrastructure preserves historic places, conserves natural resources and green spaces, and is a sound community investment.

My Green Downtown is guided by these FOUR CORE PRINCIPLES:



design

Preservation of historic buildings, compact infill developments, street trees, parks, and integrated water management make downtowns desirable and vibrant while conserving natural resources and improving air and water quality



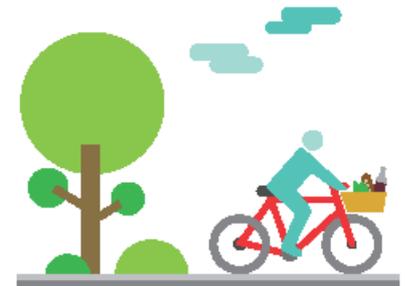
social

Accessible mixed-use buildings and spaces combined with multiple transit options make it possible for a wide range of people to live, work, shop, learn, and recreate downtown.



energy

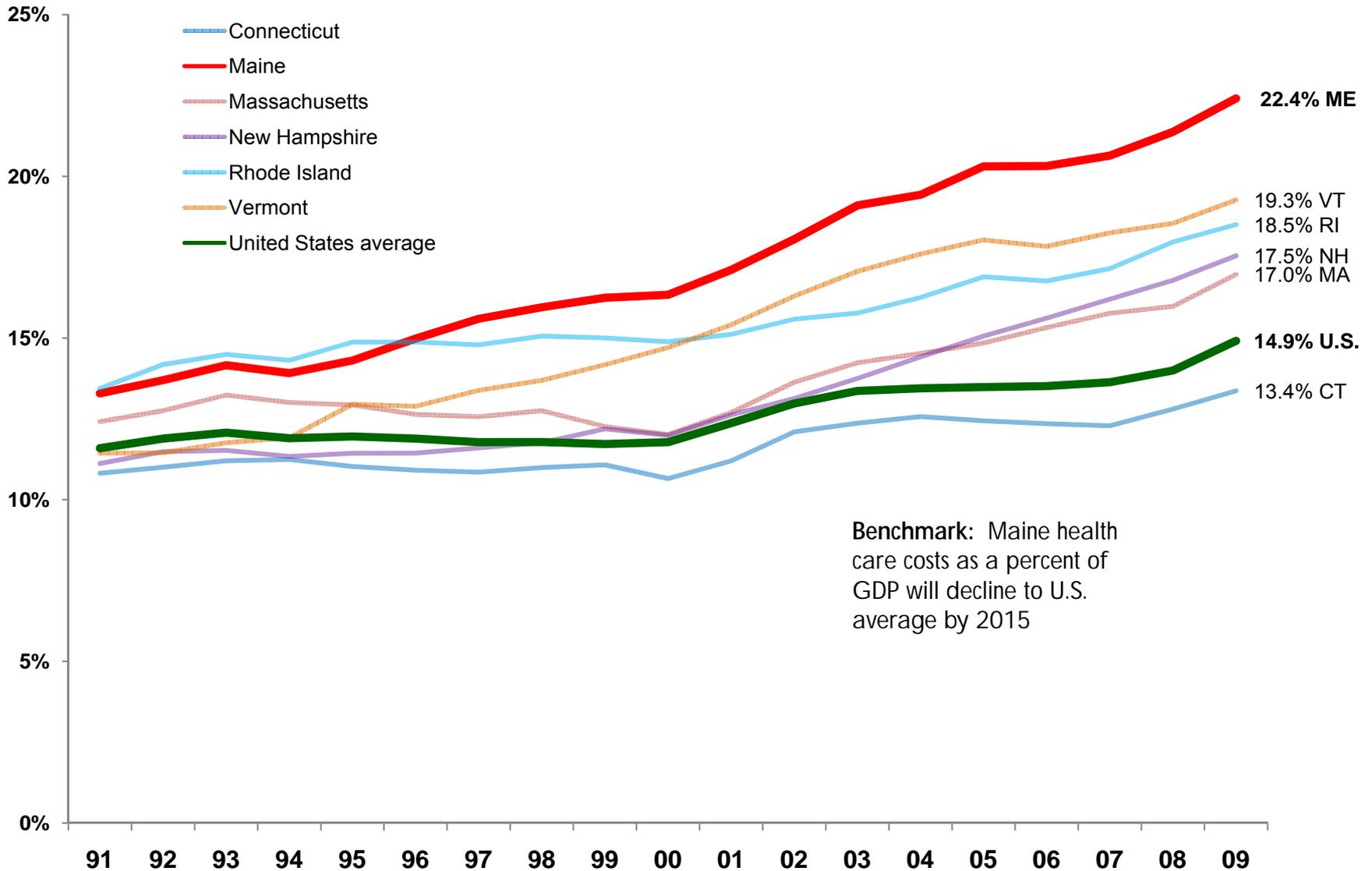
Maximizing embodied energy within existing buildings and utilizing best practices in energy efficiency to reduce carbon footprints.



health

Walking trails, bike paths, sidewalks, pocket parks and access to healthy local foods encourage active lifestyles and wellness while supporting the local economy.

Total Health Care Expenditures as a Percent of GDP 1991 - 2009



Benchmark: Maine health care costs as a percent of GDP will decline to U.S. average by 2015

Announcing *Healthy Maine Streets!*



- \$1,641 million CTG grant in partnership with MCD Public Health
- 20 downtowns (10 Main Street and 10 Network communities)
- Focus: Small Business worksite wellness, preventative, \$ back into their hands, their businesses and buildings

Definition: Advocacy

- ▣ ad·vo·ca·cy
- ▣ /'advəkəsē/
- ▣ Noun
- ▣ Public support for or recommendation of a particular cause or policy.
- ▣ The profession or work of a legal advocate.
 - ▣ Synonyms
 - ▣ defence - defense - protection - pleading



It Takes a Team!

Our lead advocacy partners for
downtown revitalization



GrowSmart

M A I N E



Our Heritage Our Legacy

Our Congressional Delegation

- Senator Susan Collins
 - ▣ Senate Appropriations and Committee on Interior/Environment
- Senator Angus King
- Congressman Michael Michaud
 - ▣ Transportation Committee
- Congresswoman Chellie Pingree
 - ▣ House Appropriations and Committee on Interior/Environment

Tips!

- Invite them and their staff to everything you do!
- When writing:
 - ▣ The Honorable Susan Collins
 - ▣ The Honorable Michael Michaud
- Find out when they are “in district” – visit them! Ask them to help you with a ribbon cutting
- House bills: H.R. _____
- Senate bills: S. _____

SAVE THE DATE!!
Preservation Advocacy Week
February 25-27, 2013
PRESERVATION
KEEPS U.S. TOGETHER



Click Here for more information



PRESERVATION
KEEPS U.S. TOGETHER

SAVE THE DATE!!

Preservation Advocacy Week
February 25-27, 2013

Preliminary Schedule of Events
Advocacy Day, Preservation Action Annual Meeting, NCSHPO Annual Meeting

Monday, February 25, 2013

Preservation Action and NAPC Annual Meetings
Advocacy Lunch w/Keynote Speaker (TBD) *Ticketed*
Policy & Issues Updates and Trainings
Hill Reception *Ticketed*

Tuesday, February 26, 2013

Hill Visits
NCSHPO Reception & Banquet *Ticketed*

Wednesday, February 27, 2013

NCSHPO Annual Meeting

Full Event Registration Will Be Available
Early January, 2013

For More Information Contact:

Preservation Action
401 F St. NW, Suite 331
Washington, DC 20001
(202) 637-7873
www.preservationaction.org

National Conference of State Historic Preservation Officers
444 N. Capitol St. NW, Suite 342
Washington, DC 20001
(202) 624-5465

HOTEL INFORMATION



Make Your Hotel Reservation
NOW!

\$279/Night Special Rate*

The St. Regis Washington, DC
923 16th and K Streets, N.W.
Washington, DC
1-877-787-3447

The St. Regis Washington, D.C. is the hotel of choice for royalty, presidents, and prime ministers in the nation's capital. Since President Coolidge cut the ceremonial grand opening ribbon, every American president has visited the St. Regis. The Beaux-Arts and Neo-Renaissance style luxury hotel was built in 1926. Joan Crawford, Jacqueline Onassis, Audrey Hepburn, Elizabeth Taylor, Cher and countless other luminaries have been loyal guests.

To make your reservations
call 1-888-627-8087 and use event code
"NCS24A."

*The special room rate is \$279 plus tax. The cut-off date for this rate is February 2, 2013.

METRO: Red Line- Farragut North
Orange/Blue Line- Farragut West

Preservation Action.org – Nation's preservation lobby

The screenshot shows a web browser window displaying the homepage of the National Trust for Historic Preservation. The browser's address bar shows the URL <http://www.preservationnation.org/>. The page features the organization's logo, navigation links, social media icons, and a featured article titled "Home Away From Home".

Navigation: Forum | Main Street | Partners | Hello Roxanne | My Account | Logout

Logo: National Trust for Historic Preservation
Save the past. Enrich the future.™

CONNECT WITH US: Facebook, Twitter, YouTube, Vimeo, Flickr, Foursquare

WHAT IS PRESERVATION? | WHO WE ARE | WHAT WE DO | SAVE A PLACE

How You Can Help: JOIN, RENEW YOUR MEMBERSHIP, MAKE A DONATION, TAKE ACTION

Memberships: INDIVIDUAL, FORUM, MAIN STREET, GIFT MEMBERSHIPS

Subscriptions: PRESERVATION MAGAZINE, E-NEWSLETTERS

Support Our Work All Year Long. GIVE NOW.

Featured Story: Home Away From Home
This tiny Maine inn was a treasured getaway for its African-American guests. [Learn its history >](#)

Featured Stories: In Limbo: City Hospital's Closure and the Unrealized Plan for the Power Plant

Help Save Our National Treasures

System Tray: 5:50 AM, 1/25/2013



NATIONAL ALLIANCE *of* PRESERVATION COMMISSIONS

Join

- Home
- About Us
- Education & Training
- Forum
- Advocacy
- Resources & Links
- Join
- Contact

SHARE    ...

-  Facebook
-  LinkedIn
-  Twitter
-  Email
-  Print
-  Gmail
-  StumbleUpon
-  More... (336)

Sign In

 AddThis  Privacy 



ABOUT US

The National Alliance of Preservation Commissions is the only national nonprofit organization dedicated to supporting local



EDUCATION & TRAINING

A major component of NAPC's mission is to provide educational and training programs to the dedicated volunteers who serve on



FORUM

Forum is NAPC's biennial conference, specifically designed for historic preservation commissions, staff, and l



Save the Dates!

- March 15 – Downtown Institute, Bath
- Historic Preservation, Sustainable Design
- May 31 – Annual Maine Downtown Conference
- Green and Healthy “Maine” Streets
- September 27 – Downtown Institute, Brunswick
- Fundraising and Board Development
- October 25 – Downtown Institute, Gardiner
- Small business development