



AGENDA

MAINE DOWNTOWN INSTITUTE

“Rock the Casbah”

Building Downtown Crowds with Food, Music and Attractions

Tuesday, February 14 (storm date: Friday, February 17)

Bath Savings Community Room

105 Front Street, Bath, Maine

09:00 AM Check-In with Coffee and Light Refreshments

09:30 AM Welcome by Anne Ball, new Executive Director of Maine Downtown Center

09:40 AM Inspiration for Wildly Successful Events

What specific elements make booming events take off, and why do some events flop?

Jake Korb, Main Street Bath, *moderating*

Delilah Poupore, Heart of Biddeford

Kristina Cannon, Main Street Skowhegan

Tracey Steuber, Lisbon’s Economic & Community Development Director

10:25 AM Break

10:35 AM The Keys to Launching Food and Music Festivals

Experienced organizers share the logistics needed to execute food fests and concerts

Kristina Cannon, Skowhegan Craft Brew Festival, *moderating*

Delilah Poupore, River Jam, a live music festival in Biddeford

Tracey Steuber, Lisbon’s Moxie Festival

Jake Korb, Main Street Bath

11:20 AM Break

11:30 AM How To Stack Your Event Committees with Volunteers

Hear the secrets to empowering volunteers who can mobilize major downtown events

Tracey Steuber, Lisbon’s Moxie Festival, *moderating*

Kristina Cannon, Skowhegan Craft Brew Festival

Delilah Poupore, River Jam

Jake Korb, Main Street Bath

12:15 PM Networking

12:30 PM Adjourn for Lunch in Downtown Bath