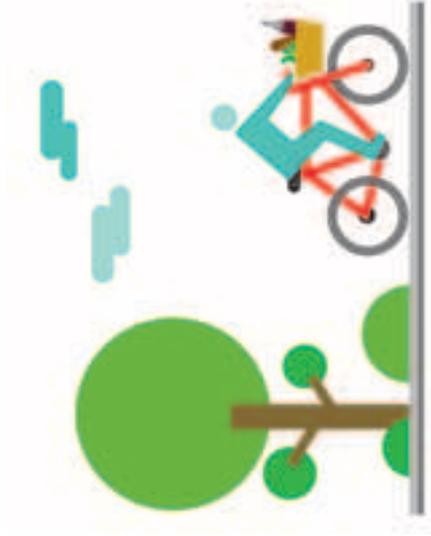




**MY GREEN  
DOWNTOWN**



**HEALTHY  
MAINE STREETS**

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



**2013 Maine Downtown Conference • May 31 • Belfast**

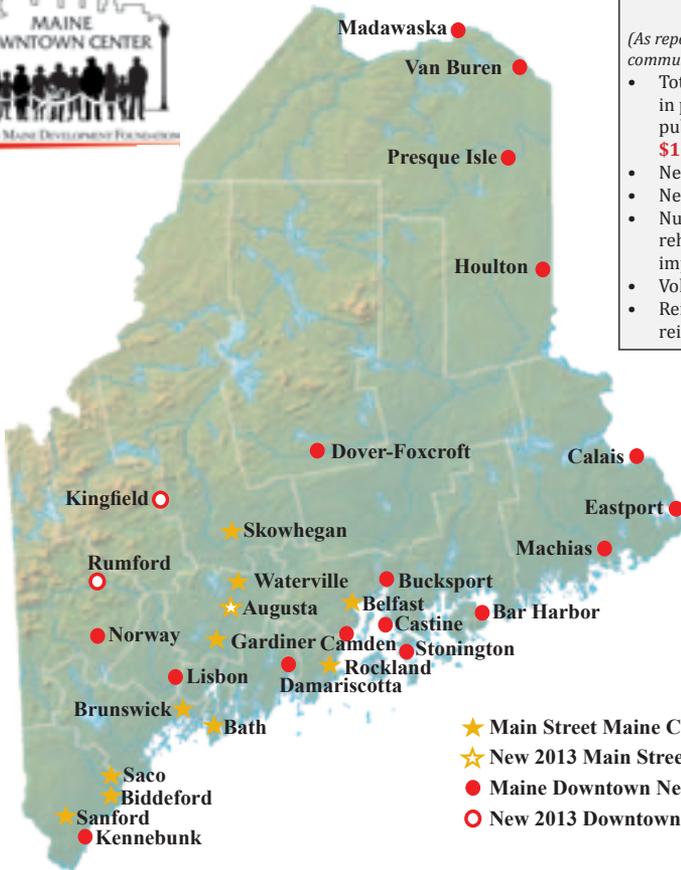
**MAINE DEVELOPMENT FOUNDATION**



## Maine Reinvestment Statistics

(As reported by Main Street Maine communities from 2002-2012)

- Total amount of reinvestment in physical improvements from public and private sources: **\$169.7 Million**
- Net gain in businesses: **269**
- Net gain in jobs: **1291**
- Number of building rehabilitations and improvements: **622**
- Volunteer Hours: **220,099**
- Reinvestment Ratio: **\$25.43** reinvested for every \$1 spent



The Maine Development Foundation's Downtown Center serves as the state coordinator for the National Main Street Center. We utilize the Main Street Four-Point Approach® which has earned a reputation as one of the most powerful economic development tools in the nation for vibrant, healthy downtowns.

The Center's mission is to advance preservation-based economic development in downtowns across Maine, resulting in business growth, job creation, building rehabilitation, cultural enhancement and organizational leadership. The Center and its Advisors serve as a resource for all Maine communities interested in undertaking downtown revitalization projects and developing sustainable programs. We are a member of the Maine Downtown Coalition and are proud to currently work with 11 Main Street Maine and 19 Maine Downtown Network communities statewide.

### The Maine Downtown Center Oversees and Manages the:

- Main Street Maine program – locally staffed programs in 11 Maine communities
- Maine Downtown Network – for communities exploring downtown revitalization options
- Green Downtowns and Healthy Maine Streets
- Annual Conference and Downtown Institute trainings
- Downtown Achievement Awards

**WELCOME TO THE 13TH ANNUAL MAINE DOWNTOWN CONFERENCE**  
*Green and Healthy Maine Streets: New Economic Vitality for Downtowns!*



This conference celebrates the increasingly comprehensive nature of our ever-evolving work to create and sustain vibrant downtowns and village centers statewide. The theme is green, with a focus on downtown's environmental role to stimulate investment where the infrastructure already exists. By reusing existing buildings which define the distinctive character of each commercial center, we are honoring and protecting the natural assets and brand of Maine. The

theme is also healthy, celebrating our role to launch a national pilot program – Healthy Maine Streets. This innovative worksite wellness program for small downtown businesses gets right to the very heart of our economy and people. We are pleased to announce the addition of Augusta, bringing to 11 the number of nationally designated Main Street communities in Maine. We also welcome Kingfield and Rumford as new Maine Downtown Network communities. We are proud to be working with community leaders statewide and, in particular, the 30 downtowns participating in our two revitalization programs. We invite you to visit and explore every Main Street and Downtown Network community, linger longer and spread the Main Street magic statewide. Our sincere thanks to the terrific team of Our Town Belfast for their work as host community. 13 years has passed since our first downtown conference was held here. We are excited to witness the extraordinary positive changes that are becoming a signature of Belfast's future. Enjoy the conference!

*- Roxanne Eflin, Sr. Program Director, Maine Downtown Center, Maine Development Foundation*

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**A NATIONAL WELCOME!**



Exciting changes are happening on Main Street! 2013 is the inaugural year for the National Main Street Center, Inc., a newly formed subsidiary of the National Trust for Historic Preservation. The National Main Street Center is continuing the work of the National Trust's Main Street program, which uses historic preservation as a tool for economic development in downtown and neighborhood commercial districts. Over the last three decades, more than 2,000 communities have participated in the Main Street program since its inception,

leading to more than 235,000 building rehabilitation projects and the creation of nearly 475,000 jobs in those cities and towns. We are excited to be connecting historic preservation with new and non-traditional partners in community revitalization and sustainability that we believe will help us shape the future of the Main Street movement.

Congratulations to the Maine Downtown Center for 14 years in your role as champion for downtown revitalization, making a significant difference to strengthen and sustain communities statewide.

*- Patrice Frey, President and CEO, National Main Street Center, Inc.*



*Green and Healthy Maine Streets* • **Schedule-at-a-Glance** •

**8:00 am**            **Registration and Breakfast** - Pick up your nametag and totebag in the lobby and bid on the Silent Auction baskets on your way to the Pavillion to network with colleagues over a continental breakfast.

**9:00**                **Welcome, Conference Kick Off, and Downtown Achievement Awards** - Roxanne Eflin, Senior Program Director, Maine Development Foundation's Downtown Center; Kathy La Plante, Senior Program Officer, National Main Street Center; Skip Bates, Regional Market Manager, Bangor Savings Bank; Ed Cervone, President & CEO, Maine Development Foundation

**10:15**              **Break** - Network as you stretch and find your session.

**10:30**              **Concurrent Educational Sessions**

Tourism+Culture+Heritage = Healthy Sustainable Economies • Seal Harbor Room
Growing Downtown Economies Through Local Foods • Duck Trap Room
Healthy Maine Streets: Transforming Downtowns Through Wellness • Grind Point Room
Stimulate Your Downtown Through Historic Preservation • Marshall Point Room
Get Moving! Workshop for Downtown Network Communities Only • Pavillion

**NOON**            **Lunch** (silent auction ends at 12:30)  
**Keynote Speaker - Inaugural Poet Richard Blanco**

**1:15 pm**           **Silent Auction Winners Announced**

**1:30**                **Head to Downtown Belfast** - carpooling strongly encouraged; parking areas indicated on map (); watch for directional signs.

**2:00**                **Reconvene on Main Street for Greetings and Discovery Tours**  
(see  on map - all tours meet here.)

**2:15**                **Concurrent Discovery Tours**

Architecture and Preservation	The Working Waterfront
The Creative Community	Upper Floors and Hidden Spaces

**3:15**                **Return to Main Street** 

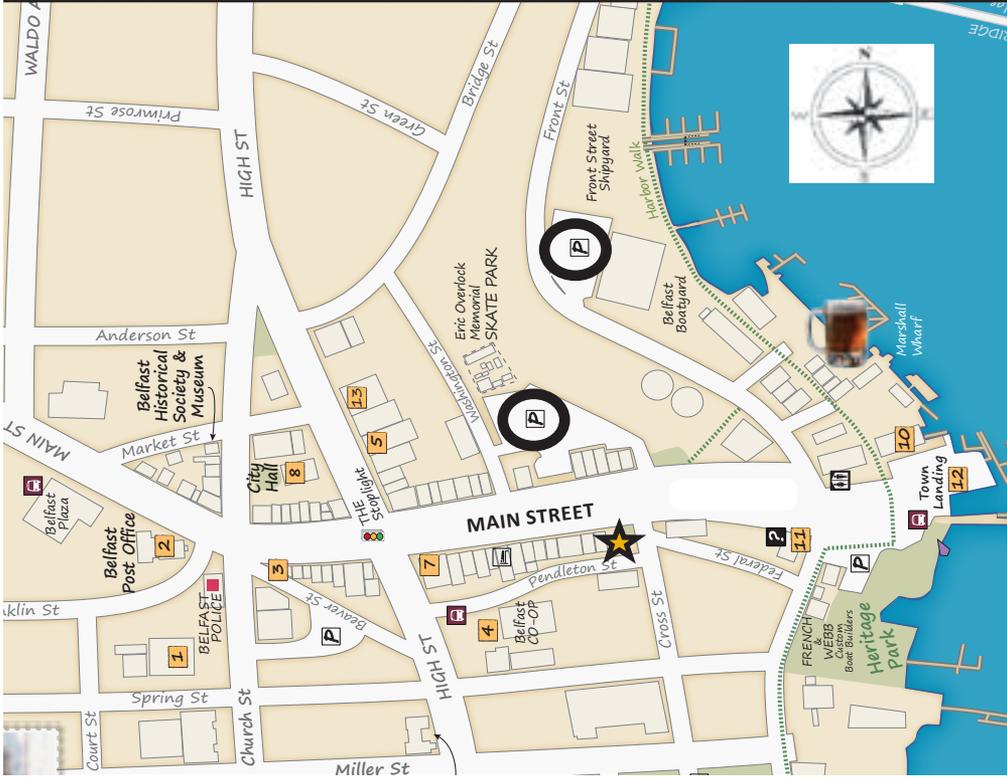
**3:30**                **Repeat of Discovery Tours**

**4:30-5:00**        **Shop or Explore Downtown Belfast**

**5:00**                **Belfast Brews and Bocce Bash!** - **Three Tides Restaurant, Marshall's Wharf** - Wrap up the day with networking by the fire, enjoy food from local restaurants, a cash bar, and a game of bocce! Tours of the award-winning Marshall Wharf Brewing Company will be available.



— Take the Northport Ave/High Street route to Belfast





## CONCURRENT SESSION DESCRIPTIONS 10:30 - NOON

**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, Owner, Sweet Henry's and Board Member, Our Town Belfast and Maine Downtown Center Advisory Council Member

**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-Gordon, CTG Grant Coordinator, Maine CDC and Leadership Team Member Healthy Maine Streets; Doug Beck, Physical Activity Coordinator, Maine CDC; **Special Guest** (by phone): 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

CONCURRENT WALKING TOUR DESCRIPTIONS 2:15 - 3:15 PM  
ALL FOUR TOURS REPEATED FROM 3:30 - 4:30

**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 artists' living spaces. A portion of this tour includes stairs.



**CONCURRENT WALKING TOUR DESCRIPTIONS 2:15 -3:15 PM  
ALL FOUR TOURS REPEATED FROM 3:30 - 4:30 (cont'd)**

**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.



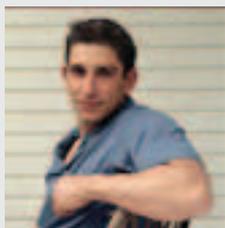
**Special Thanks to**

**MAINE DEVELOPMENT FOUNDATION**  
*Empowering Maine People to Power Maine's Economy*

**Champion Circle Members:**



**KEYNOTE SPEAKER**



The Maine Downtown Center is honored to present Inaugural poet **Richard Blanco** as keynote presenter for this year's conference. The fifth poet to read at a Presidential inauguration, his award-winning work is rooted in sense of place, cultural identity and homecoming and has appeared in top literary journals and several anthologies. Mr. Blanco has been featured on National Public Radio as well as conferences and events, and he is a recipient of multiple Fellowships. A builder of cities as well as poems, he holds a bachelors of science degree in Civil Engineering and a Master in Fine Arts in Creative Writing. He and his partner live in Bethel where he serves on the Planning board.

## CONFERENCE PRESENTERS

Anne Ball is the Program Coordinator for Healthy Maine Streets, the newest initiative of the Maine Downtown Center and the Maine Development Foundation. Anne has an MA in Historic Preservation from Boston University. She has been working in Maine for 20 years on projects ranging from architectural survey and National Registry nominations to working on collaborative emerging initiatives such as serving as Maine's Cultural Tourism Coordinator for 6 years with the DECD.



**Anne  
Ball**

Douglas Beck is the Physical Activity Coordinator for Maine CDC Division of Population Health. Doug has been with Maine CDC for 3 years and is co-chair of the Community Transformation Grant Physical Activity Workgroup, and is a project officer for the Central District HMP. His CDC work includes convening the Active Community Environment Workgroup, Maine Health Impact Assessment Initiative, and Healthy Maine Walks. Prior to working at Maine CDC, he spent over 21 years working within municipal government in the parks and recreation field.



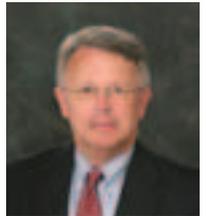
**Douglas  
Beck**

John Bubier is a graduate of University of Southern Maine with graduate work done at USM, UMA and Thomas College. He is employed as City Manager of Biddeford, and in 2010 was awarded the Linc Stackpole Manager of the Year, the highest award a city manager in Maine can receive. In addition to his role as manager, he is a member of the Board of Directors for the Biddeford-Saco Chamber of Commerce, the Heart of Biddeford Main Street and the Biddeford City Theater. He is an accomplished photographer.



**John  
Bubier**

Malcolm (Mac) Collins is a Maine licensed architect with a practice based in Freeport. He is focused on historic buildings, downtowns, and campuses. He has directed projects for the University of Maine; Bowdoin, Bates and Colby Colleges; and Pineland Center. He consults with Main Street building owners through the Maine Downtown Center. Mac is a past chairman of the Maine Historic Preservation Commission and a past president of Greater Portland Landmarks.



**Malcolm (Mac)  
Collins**

Hugh French is the Director of the Tides Institute & Museum of Art in Eastport, Maine. The institute is involved in the major restoration of two downtown historic buildings. The Tides Institute is the only Maine institution to have received funding from the national ArtPlace initiative in creative placemaking.



**Hugh  
French**



**David Guthrie**

David Guthrie, MPA, is a public health advisor with the Division of Community Health at the Centers for Disease Control and Prevention. He serves as a project officer for Community Transformation Grant (CTG) awards and is responsible for collaborating with awardees to plan, problem solve, and help achieve CTG outcomes. David has more than 20 years of varied program and policy experience at the CDC and is especially interested in working with communities to improve their environments and systems to help prevent and control chronic disease.



**David Holt**

David Holt has been Town Manager of Norway for 24 years. David has an undergraduate degree in Public Management from the University of Maine. He is a past president of the Maine Town and City Management Association and recipient of the Maine Town Manager of the Year Award. David served for several years on the Community Preservation Advisory Committee which advised the governor and legislature on matters relating to community preservation. David is married to Sally, has an adult daughter named Mary, and a cat named “that little grey cat.”



**Bill King**

Bill King is a consultant at Palmer-King Consulting and a Maine Downtown Center Senior Advisor. He has been a leader in downtown revitalization throughout New England for over 20 years. Bill has received numerous recognitions including being the recipient of the Maine Downtown Center’s Downtown Visionary of the Year Award and Maine Preservation’s 2012 Preservation Champion. In 2005, Bill was named the National Main Street Center’s “Main Street Hero.”



**Kathy La Plante**

Kathy La Plante is a Senior Program Officer at the National Main Street Center (NMSC) and has worked in the Main Street field for over 24 years. She joined the staff of the National Trust for Historic Preservation’s NMSC in May 2007. Kathy works throughout the U.S. providing training for cities of all sizes using the Main Street Approach®. Prior to this, she was the Director of the New Hampshire Main Street Center, serving in that role for over ten years. Kathy began her Main Street career in 1989 as the Executive Director of the Chippewa Falls Main Street Program.



**Kala Ladenheim**

Kala Ladenheim, PH.D., M.S.P.H., Cert.P.H. is a Program Manager at MCD Public Health for Healthy Maine Streets, and an independent Maine-based health policy expert. Recent Maine projects include an innovative rural microwellness program that provided the template for place-based workplace wellness for Healthy Maine Streets; a study of the interplay of financing and public health infrastructure development; an analysis of the relationship between oral and systemic health; and policy support and evaluation for a regional telehealth resource center.

Amber Lambke is a volunteer with the Skowhegan Farmer's Market, the Director of the Maine Grain Alliance, a six-year board member of Main Street Skowhegan and an entrepreneur behind the innovative transformation of a historic former county jailhouse into a food hub in rural Skowhegan. She left behind a career as a speech-language pathologist to focus full time on making improvements to the agricultural economy in her area and raising two young children.



**Amber  
Lambke**

Mark Lapping is Distinguished Professor at the Edmund S. Muskie School at the University of Southern Maine. He currently leads the development of the Maine Food Strategy and teaches courses in food system planning and policy. Mark has published extensively on agricultural and rural themes, including several books. He founded the School of Rural Development at the University of Guelph and the School of Planning, Public Health, and Public Policy at Rutgers University, where he also served as Associate Director of the New Jersey Agricultural Experiment Station prior to joining USM as its Provost in 1994.



**Mark  
Lapping**

Abbe Levin provides consultation to a wide range of organizations and projects on the preservation and promotion of cultural resources. Abbe is currently the Cultural Tourism Coordinator for the Maine Office of Tourism, and is the Downtown Network Coordinator for the Maine Downtown Center. She currently serves on the Maine Downtown Center Advisory Council, Maine Arts Commission Communications Committee and the Wabanaki Cultural Tourism Task Force.



**Abbe  
Levin**

Dawn Littlefield-Gordon is the Program Manager for the DHHS State Level Community Transformation Grant. Employed by MCD she is contracted by the Maine CDC and Prevention Division of Population Health to oversee the management of the grant. She has a background in community health and wellness and a degree in nutrition. She resides in Smithfield.



**Dawn  
Littlefield-  
Gordon**

Wayne Marshall has served as the City Planner in Belfast for the past 14+ years and previously worked as the Planner for the Town of York for 9 years. Prior to moving to Maine, he lived in Alaska for 16 years, and worked for the City of King Cove, the State Planning Department, and a community development organization. His career has involved identifying approaches that work at the local level.



**Wayne  
Marshall**



**Cheryl  
Miller**

Cheryl Miller is a Senior Program Director at Maine Development Foundation. She has directed both large and small nonprofits, and run a small business. A graduate of Leadership Maine, she holds a B. A., with post graduate credits in mental health counseling, business, and accounting. Cheryl is a 2011 Kenneth M. Curtis Leadership Award winner, and she is on the board of Amistad and Community Health Charities of Maine. The mother of 3 and proud grandmother of 7, she lives in Falmouth with her husband Stu.

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**Jayne  
Coffin Palmer**

Jayne Palmer is a consultant at Palmer-King Consulting and a Maine Downtown Center Senior Advisor. She has been a leader in downtown revitalization throughout New England for over 20 years. Jayne has received numerous recognitions including being the recipient of the Maine Downtown Center's Downtown Visionary of the Year Award and Maine Preservation's 2012 Preservation Champion.

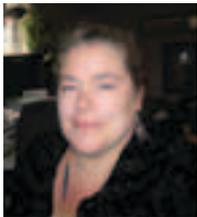
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**Greg  
Paxton**

Greg Paxton, Maine Preservation Executive Director, has 40 years experience in historic preservation. He is a past Trustee, of the National Trust for Historic Preservation, was founding Chair of its Statewide and Local Partners, and past Chair of Preservation Action, the national lobbying organization. He served on the Communities for Maine's Future Review Panel and serves on the Maine Downtown Center Advisory Council. Greg has a B.A. in Historic Preservation from Williams College, and an M.A. from the University of Vermont.

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**Anne  
Saggese**

Anne Saggese lives in Belfast and is a life-long advocate of local food as the real haute cuisine and, more recently, as a crucial factor in healing a damaged national economy. Anne serves in various officer positions in 3 farmers' markets and on the Board of the Maine Federation of Farmers' Markets. She chairs the Organization Committee for Our Town Belfast and serves on the Maine Downtown Center Advisory Council. One of Anne's favorite things to do is adapt esoteric ethnic recipes to Maine-grown ingredients and invite friends over to enjoy it.

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**Amy  
Webb**

Amy Webb has worked as a Heritage Tourism Specialist for the National Trust for Historic Preservation since 1993. She spearheaded a national cultural heritage tourism initiative that resulted in success stories, training modules and a website for practitioners at [www.culturalheritagetourism.org](http://www.culturalheritagetourism.org). She has provided assistance to Main Street communities, scenic byways, heritage areas and states in planning, interpretation, tourism development and marketing.

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## 2013 Downtown Achievement Award Recipients



### **Outstanding Historic Preservation Projects**

**265 Main Street**, Biddeford  
David Flood and Caleb Johnson



**Waterville Opera House**, interior restoration  
Waterville Opera House Association/City of Waterville



### **Outstanding Green Downtowns Project**

Bath Custom House window restoration  
City of Bath



### **Outstanding Promotion of the Year**

Main Street Bath annual campaign



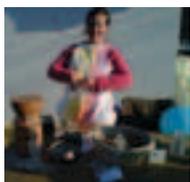
### **Outstanding Downtown Business of the Year**

Front Street Shipyard, Belfast



### **Outstanding Downtown Network Community of the Year**

Eastport



### **Downtown Visionary of the Year**

Amber Lambke, Skowhegan

**Plus Heroic Efforts and Outstanding Events!**

**“Full Bloom” Sponsor:**



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**“Active” Sponsors:**



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**“Step Up” Sponsors:**



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**“Eat More Kale” Sponsors:**

Coastal Enterprises, Inc.

Front Street Shipyard

Maine Coastal Program

Northern New England Passenger Rail Authority

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**“Budding” Friends:**

Eaton Peabody Consulting Group

Maine Community Development Association

Palmer-King Consulting

Maine Centers for Women, Work, & Community

# My Green Downtown Four Core Principles



**quality design**

Designing and building new structures and renovating existing buildings to be energy efficient and sustainable. This includes using green building practices and materials that reduce energy consumption and improve indoor air quality.

**social interaction**

Encouraging and supporting local businesses and organizations to create vibrant, walkable neighborhoods that foster a sense of community and connection.

**energy efficiency**

Encouraging and supporting local businesses and organizations to reduce energy consumption and improve indoor air quality.

**healthy communities**

Encouraging and supporting local businesses and organizations to create vibrant, walkable neighborhoods that foster a sense of community and connection.

mygreendowntown.org

FORCED BY Environmental Leaders Network

MAINE DEPARTMENT OF REVENUE

2015 MAINE ENERGY EFFICIENCY PROGRAM

# Worksite Wellness. Community Leadership. Downtown Vitality.



**HEALTHY MAINE STREETS**  
Where wellness works

Creating vibrant downtowns through community leadership focused on developing place-based work-site wellness. Healthy Maine Streets connects small businesses with creative opportunities to make the healthy choice the easy choice. Healthy people build downtown vitality fuel economic growth and strengthen our quality of place for future generations.



healthy communities

healthymainestreets.org

MAINE DEPARTMENT OF REVENUE

2015 MAINE ENERGY EFFICIENCY PROGRAM

MAINE DEPARTMENT OF REVENUE

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MAINE DEPARTMENT OF REVENUE

2015 MAINE ENERGY EFFICIENCY PROGRAM

MAINE DEVELOPMENT FOUNDATION Program Funders



Environmental Funders Network