

Innovation



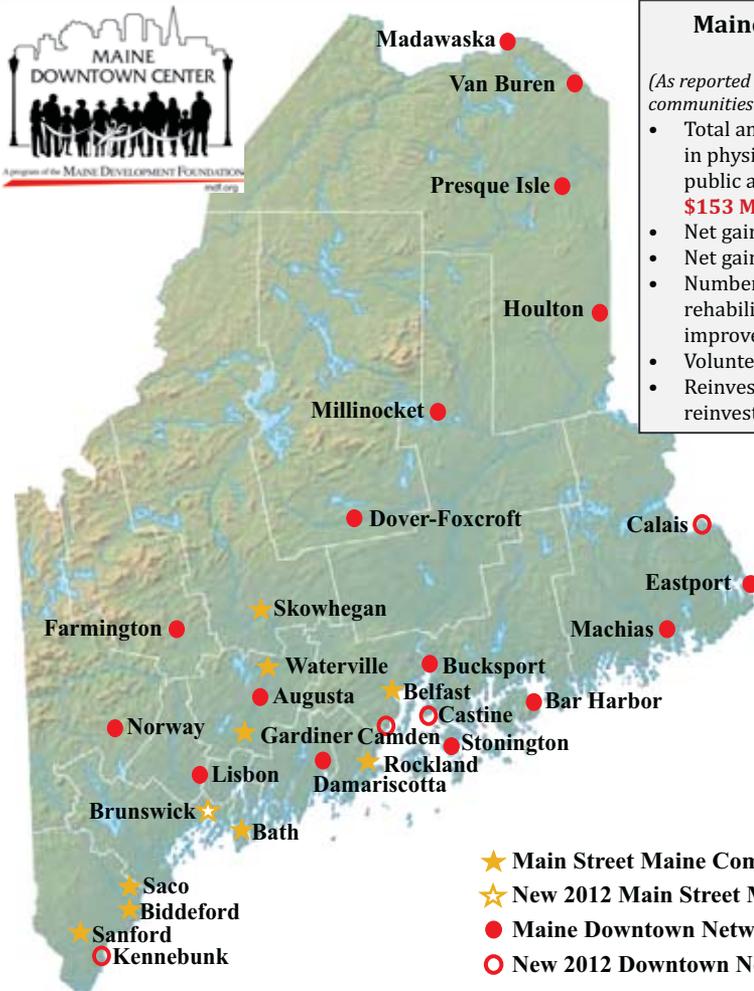
Main St



2012 Maine Downtown Conference
May 18 • Farmington



A program of the MAINE DEVELOPMENT FOUNDATION
mdf.org



Maine Reinvestment Statistics

(As reported by Main Street Maine communities from 2002-2011)

- Total amount of reinvestment in physical improvements from public and private sources: **\$153 Million**
- Net gain in businesses: **228**
- Net gain in jobs: **1075**
- Number of building rehabilitations and improvements: **571**
- Volunteer Hours: **191,913**
- Reinvestment Ratio: **\$27.38** reinvested for every \$1 spent

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

The Maine Development Foundation's Downtown Center serves as the state coordinator for the National Trust 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 10 Main Street Maine and 20 Maine Downtown Network communities, representing every county in Maine.

The Maine Downtown Center Oversees and Manages the:

- Main Street Maine program – locally staffed programs in ten Maine communities
- Maine Downtown Network – for communities exploring downtown revitalization options
- Green Downtowns - strengthening the link between the natural and built environments
- Maine Downtown Institute – a series of downtown training workshops
- Annual Conference and Downtown Achievement Awards



The staff of the Maine Development Foundation welcomes you to the 12th annual Maine Downtown Conference!

For more than 30 years, the National Trust for Historic Preservation's Main Street® program has transformed the way communities revitalize and manage their downtowns and neighborhood commercial districts. Main Street has taken root in over 2,000 cities and towns across the nation that have come to see that a prosperous, sustainable community is only as healthy as its core. The Main Street Four Point Approach® is a proven strategy for revitalization, a powerful network of linked communities, and a national/state support program that leads the field.

The Maine Downtown Center was established with the Maine Development Foundation in 1999 to provide resources, training, assistance, cheerleading and Main Street designation of local communities. Today, we are pleased to announce our 10th nationally designated Main Street organization, the Brunswick Downtown Association. We also applaud the following Main Street Maine organizations who have received or retained National Main Street Accreditation: Heart of Biddeford, Gardiner Main Street, Rockland Main Street, Inc., Saco Spirit, Main Street Skowhegan, Waterville Main Street and Main Street Bath. Congratulations to everyone involved for leading the way and making a positive difference.

This year, we welcome the communities of Kennebunk, Camden, Castine and Calais to the Maine Downtown Network, bringing the total number of participating downtowns to 30. Funding for the Downtown Center's efforts is derived from a number of federal, state, foundation and private business sources for which we are deeply grateful. We invite you to visit and explore every Main Street and Downtown Network community, linger longer and spread the Main Street magic statewide. We know you will enjoy your visit here in historic Farmington. Enjoy the conference!

Roxanne Eflin, Senior Program Director
Maine Development Foundation
Director, Maine Downtown Center



Innovation Meets Main Street Schedule-at-a-Glance

7:00 AM Registration & Breakfast - Merrill Hall, 224 Main Street. Network with your colleagues over a continental breakfast, pick up your conference nametag and totebag, and bid on the Silent Auction baskets in the back of the Nordica Auditorium.

8:00-8:15 Greetings and Opening Remarks - Nordica Auditorium (Merrill Hall, second floor) Roxanne Eflin, Maine Development Foundation's Downtown Center with Dr. Theodora Kalikow, outgoing President, University of Maine Farmington.

8:15-9:30 Doug Hall, Founder and CEO, Eureka! Ranch International
As the Founder and CEO of Eureka!Ranch, Doug has worked closely with executives from numerous Fortune 500 companies including Nike, Walt Disney, American Express and Proctor & Gamble. He has written four books and his *Jump Start Your Business Brain* was a #1 national best seller. He's also a columnist for *Business Week SmallBiz* and hosts the "Jump Start Your Brain" daily advice feature on 400+ radio stations. In 2009, America's #1 Innovation Guru Doug Hall gave back to his alma mater, the University of Maine, by establishing a new course of study - "Innovation Engineering®".

9:30-10:15 Downtown Achievement Awards and announcement of the new Main Street Maine and Downtown Network communities.

10:15-10:30 Network as you walk to your first session from one of four **Tracks**:
T1=Business Entrepreneurship; T2=Green Downtowns & Heritage Conservation;
T3=Healthy Communities & Local Food; T4=Organization Leadership & Education

10:30-11:45 Session 1 – First set of concurrent sessions

T1 Nordica Auditorium	T2 Emery Arts Center	T3 Old South Cong. Church	T4 Farmington Public Library	Meet at Merrill Hall
Sizzling Small Entrepreneurs	Adapting Spaces to New Uses	Moving It On Main Street	Ramping Up Your Mission & Message	Downtown Overview Walking Tour

11:45-NOON Network as you walk to lunch

12:00-1:15 PM Lunch - Student Center; Greetings from Deb Neuman, Yellow Breen and Laurie Lachance; Silent Auction closes at 1:00 - winners announced at 1:15.

1:15-1:30 Network as you walk to your second session

1:30-2:45 Session 2 – Second set of concurrent sessions

T1 Nordica Auditorium	T2 Narrow Gauge Cinema-#7	T3 Old South Cong. Church	T4 Emery Arts Center	Meet at Student Center
Closing the Deal: Bus. Recruitment Downtown Style	Enhancing Pedestrian & Bike Access	Economics of Local Food	Great Graphics & the Power of Film	Downtown Architecture & HP Walking Tour

2:45-3:00 Network as you walk to your third session

3:00-4:15 Session 3 – Third set of concurrent sessions

T1 Nordica Auditorium	T2 Narrow Gauge Cinema-#7	T3 Old South Cong. Church	T4 Farmington Public Library	Main Street & Broadway
Innovation Meets Main Street Pitch Competition	Tool Kit for Downtown Bldg Development	Turning Apples Into Cider	Training for MDN Communities	"Permission to Shop" Tour

4:15-5:00 Closing Reception - Franklin County Court House, 140 Main Street, Light refreshments and announcement of the Pitch Contest winners.





CONCURRENT SESSION DESCRIPTIONS 10:30 - 11:45 AM

T1= Track 1, Business Entrepreneurship; **T2= Track 2**, Green Downtowns & Heritage Conservation; **T3= Track 3**, Healthy Communities & Local Food; **T4= Track 4**, Organization Leadership & Education; **WT= Walking Tours**

T1 - Sizzling Small Entrepreneurs – What does it take to go from a great idea to a successful business? Meet entrepreneurs who are making new ideas work and who are changing things up to stay on top of an ever-changing marketplace.

Presenters: Matt Dubois and Donald Tranten

T2 - Adapting Old Spaces to New Uses – Finding creative new uses for challenging buildings can turn eyesores into assets. See how re-purposing key buildings such as churches, schools, mills or commercial storefronts can build momentum for the entire downtown revitalization effort. *Presenters: Rochelle Bohm, Christopher Closs, Mac Collins, and Scott Hanson*

T3 - Moving It on Main Street – Our special session partner is the Maine Health Access Foundation (MeHAF) who kicks off this session in our Healthy Communities and Local Food track by promoting active community living. This exciting session will have you on your feet as we learn how two organizations in Skowhegan are modeling successful ways to jumpstart their downtown worksite wellness program. *Presenters: Len Bartel, Denise Delorie, Phil DiRusso, and Jen Olsen*

T4 - Ramping Up Your Mission and Message – OK. You're on the Board and you know the basics. Now it's time to demonstrate true leadership in advancing your mission. This training session is for board members who are serious about building a solid future for their organization and leading by example. **(Required Main Street Board member training)** *Presenters: Cheryl Miller and Kathy Hunt*

WT - Downtown Overview – Join members of the Farmington Historical Society for a fun and informative walking tour of Farmington's charming historic downtown. *Presenters: Taffy Davis*

CONCURRENT SESSION DESCRIPTIONS 1:30 - 2:45 PM

T1 - Closing the Deal: Business Recruitment – Business recruitment is all about going after the types of businesses you want to complement your downtown. What do those businesses really look for when deciding where to locate? Find out how to create a business improvement package that makes your downtown stand out from the pack. *Presenter: Shannon Haines, Tobias Parkhurst and Delilah Poupore*

T2 - Enhancing Pedestrian and Bike Access – Ditch the "cah"! We all know that one of the keys to a vibrant downtown is a high level of pedestrian activity. How do you create attractive, user-friendly, and accessible connections downtown that link trails, waterfronts, and business districts? Our panel will share their experiences in Maine's downtowns from the perspectives of funding agency, design consultant, and municipal official. *Presenter: Jon Edgerton, Steve Landry and Peter Owen*

T3 - Healthy Farms = Healthy Communities – This session will showcase the successful relationships of a school district that features local foods, farms that are providing the foods, and the shift to spending locally rather than sending food

CONCURRENT SESSION DESCRIPTIONS 1:30 - 2:45 PM (cont'd)



dollars out of state. *Presenters: Leah Cook, Linda Hartkopf, Kelly LaCasse, Anne Saggese, and Lisa Sandy*

T4 - The Power of Great Graphics and Film – Promotion gets a makeover in this session! First impressions are critical in distinguishing your downtown as a unique, exciting place. This session focuses on the power of great graphics and the use of film to position the center of your community in the world's marketplace.

Presenters: Rob Dietz and Ben Kahn

WT - Architecture and Design – Tour the Farmington downtown with experts to increase your 'visual literacy' to be better able to read the potential of your building stock, from design to energy to rehab. We will explore the downtown design 'blueprint' and frequently raised issues and challenges. Increase your understanding of how to use design improvements to build your community brand.

Presenters: Chris Glass, Scott Hanson, Greg Paxton

CONCURRENT SESSION DESCRIPTIONS 3:00 - 4:15 PM

T1 - Innovation Meets Main Street Pitch Competition – (Open to designated Main Street Maine and Maine Downtown Network Communities only) Big changes don't always require millions of dollars and years of time. Your team of two will have 5 minutes to convince our panel of judges that you have the ability to make this pitch a home run. The two winners will be announced at the closing reception!

Judges: Pitch Selection Team

T2 - Tool Kit for Building Rehab & Development – What does it take to get a building rehabilitated? Learn from the experts how to do a building assessment, an initial income/expense estimate (pro forma) and how to apply and layer financing tools such as Historic Preservation Tax Credits, Tax Increment Financing, grants and other sources. *Presenters: Jonathan Arnold, Kevin Bunker, John Egan, Thomas Kittredge, and Greg Paxton*

T3 - Turning Apples Into Cider! Bringing Together Local Food and Rehabbed Buildings – The food sector has been identified as one of Maine's competitive industry clusters. Culinary incubators support value-added production for Maine's farmers and entrepreneurs and add new vibrancy to downtowns. Find out if it's right for your downtown and how to make it happen. *Presenters: Kris Horton, Mark LaCasse, Richard Marble, and Sarah Smith*

T4 - Special Workshop: Maine Downtown Network Communities Only - Need help getting organized? Looking for easy and achievable project ideas? Wondering what resources and help exist and how to tap into them? Conducted by seasoned advisors and friends of the Maine Downtown Center, this session is strongly recommended for all Downtown Network communities. You will leave with practical and proven tools, good ideas and inspiration. *Presenters: Bill King, Jayne Palmer and Anne Saggese*

Walking Tour: Permission to Shop – This is your chance to visit and shop the wide variety of shops and businesses in Farmington's vibrant and eclectic downtown.



Providing Main Street and Downtown Network communities Field Services through the Maine Downtown Center. Contact Maine Preservation for guidance on storefront design, vacant building re-use, rehab challenges and using historic tax credits. We're old building experts!

Western & Southern Maine call Chris Closs, (207) 809-9103
Northern & Eastern Maine call Rochelle Bohm, (207) 809-9102



Maine Preservation | 233 West Main Street | Yarmouth, ME 04096 | (207) 847-3577 | www.maine Preservation.org

The Maine Downtown Center thanks the following members of the local host committee for their tireless work which helped make this conference possible:

**Beth Beaudoin
Mike Blanchet
Shelby Childes
Buzz Davis
Richard Davis
Taffy Davis
Cindy Ferguson
Ron Gelinias
Alison Hagerstrom
Cindy Holschuh
Scott Landry
Julie Libby**

**Mike Mansir
Dan Maxham
Janice Maxham
Gloria McGraw
Richard McGraw
Nancy Porter
Marion Scaroun
Alan Smith
Mary Sylvester
Jim Toner
Donna Wheeler**

We also thank the downtown Farmington businesses who generously donated items for the speaker gift bags. Hearty thanks, as well, to the University of Maine Farmington, Old South Congregational Church, Farmington Public Library, Narrow Gauge Cinemas and the Franklin County Courthouse for donating space. Linda Edgerton deserves special recognition and thanks for her high-energy creativity to help make this conference a success.

CONFERENCE PRESENTERS

Rochelle Bohm has been the Eastern and Northern Field Service Advisor with Maine Preservation since July 2009, working from Bangor. She graduated with a B.A. from Houghton College, New York, and from the University of Delaware with an M.A. in Urban Affairs and Public Policy. She was previously Preservation Planner for Kent County, Delaware, managing its Historic Tax Credit Program.



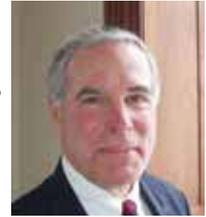
**Rochelle
Bohm**

Kevin Bunker is a founding principal of Developers Collaborative (DC), a smart growth real estate development firm in Portland. In 2007, he graduated with distinction from Harvard University's School of Design with an M.A. in Urban Planning. A former municipal planner and lobsterman in the Rockland area, Kevin is a principal on all of DC's current projects, from Orono to Biddeford. Kevin is also an activist promoting smart growth of downtowns and is a board member of GrowSmart Maine.



**Kevin
Bunker**

Christopher Closs has been Field Service Advisor with Maine Preservation and Greater Portland Landmarks, since July, 2009. As a consultant in community/economic development, he provides historic preservation and community planning, encompassing adaptive use of historic structures, and downtown revitalization. Chris formerly served with the Northeast Regional Office of the National Trust for Historic Preservation before forming his own company in 1979.



**Christopher
Closs**

Mac Collins is a registered and federally-certified historical architect with an architecture, historic preservation, and planning practice based in Freeport. He is a graduate of the College of Wooster and of the University of Michigan. He has been involved with the National Trust's Main Street program at the national, state and local levels since the program's inception, and currently serves as a design advisor to Rockland Main Street and the Maine Downtown Center. Mac lives in Freeport with his wife, Susan and two sons.



**Malcolm (Mac)
Collins**

Leah Cook and her sister Marada run Crown O' Maine Organic Cooperative, distributing Maine grown, caught, and produced food throughout the state and beyond. They also began a new venture, Northern Girl, with their business partner, which processes and packages vegetables and fruits from Aroostook County.



**Leah
Cook**



**Rob
Dietz**

Rob Dietz has worked as a graphic designer since 1995. After working in Boston for WGBH on notable programs such as American Experience, Frontline and NOVA, he relocated to Maine and founded Pica Design. Since then, Pica has evolved into a design and marketing agency serving businesses and nonprofit organizations. As Principal & Creative Director, Rob directs operations and creative vision for the company.



Denise Delorie, BS, CHE, LPN has 20+ years of professional experience in Community Health Education. She earned her undergraduate Bachelor of Science in Community Health from UMF, and her LPN from Mass General School of Nursing. She is actively involved in her community serving as the Norridgewock Area Chamber President. Denise is currently involved in the development & implementation of the MEHAF Micro Worksite Wellness Grant.



**Phil
DiRusso**

Phil DiRusso is a worksite health specialist with DHHS/Maine CDC. He works with regional wellness councils, business groups, health insurers, and local and state agencies to increase the number of employers with wellness programs and policies that support cardiovascular health, specifically through prevention and control of high blood pressure and cholesterol, and awareness of the signs and symptoms of heart attack and stroke.



**Matthew
Dubois**

Matthew Dubois is a local pastry chef and entrepreneur. He owns two thriving businesses in downtown Skowhegan: The Bankery - a from-scratch bakery and custom cake shop - and Skowhegan Fleuriste - a quaint flower shop and formalwear rental shop. Matt also lives on the second floor of the bakery, having created an apartment out of old office space.



**Jon
Edgerton**

Jon Edgerton is a senior vice president and stockholder at Wright-Pierce, a consulting engineering firm based in Topsham. Since joining Wright-Pierce in 1989, he has expanded his role to include overseeing the firm's civil engineering, landscape architecture, and community planning services throughout New England. He has assisted numerous communities with revitalizing their downtowns.

Linda Edgerton, CMSM, was certified in Main Street Management by the National Trust for Historic Preservation's Main Street Center in 2003. After seven years as Executive Director for Gardiner Main Street, Linda started her own consulting business working with the Maine Downtown Center and downtowns across the state.



**Linda
Edgerton**

John Egan is the Director of Housing Development and a member of the lending team for Coastal Enterprises Inc. He has been with CEI for 11 yrs and also worked for MaineHousing. John worked 12 yrs in Alaska as a developer and asset manager for several non-profits. John holds a bachelor's degree in Biology from Loyola University and a graduate certificate in public policy from the University of Maryland. John lives in Freeport with his wife and three kids.



**John
Egan**

Shannon Haines is the Executive Director of Waterville Main Street and the Director of the Maine International Film Festival. In Shannon's 9 years with the program, Waterville Main Street has overseen over \$1 million in grant projects, developed a full year-round calendar of downtown events, and created Barrels Community Market, a retail market selling products from over 250 Maine farm and craft vendors.



**Shannon
Haines**

Scott Hanson studied at Pratt Institute's School of Art and Design. In 2009, he received a Statewide Historic Preservation Honor Award from Maine Preservation. Since 2010, Scott has worked for Sutherland Conservation and Consulting (SCC) in Augusta as an architectural historian. Currently, he is writing a book with Maine State Historian, Earle Shettleworth, and is preparing a nomination for the Portland waterfront local historic district to be certified by the National Park Service.



**Scott
Hanson**

Linda Hartkopf is the 5-2-1-0 School Health Coordinator for RSU 20 where she has been instrumental in implementing farm-to-school programs into the school lunch program and classrooms. She and her husband own and operate Hart-to-Hart Farm, an organic dairy herd in Albion, and a Farm Day Camp program on their farm for children ages 6 -13 years of age. www.harttohartfarm.org



**Linda
Hartkopf**



**Kris
Horton**

Kris Horton and two partners opened Portland's Public Market House in Monument Square after the Portland Public Market closed. Kris is the owner of K. Horton Specialty Foods selling over 200 varieties of cheese along with local veggies, meats, cheese and eggs. She's been a shop owner for 12¹/₂ years and manages the Market's shared community kitchen, outdoor table rentals and her own shop in the Market. Long roots in the city inspire her to help bring people back into Portland and see Congress Street reawakened!



**Kathy
Hunt**

Kathy Hunt is Principal and Senior Consultant at Starboard Leadership Consulting. Prior to 2008, Kathy worked for 13 years at the University of Maine's Margaret Chase Smith Policy Center, and she served as Editor of Maine Policy Review. She sits on the Maine Humanities Council Board of Trustees and is Chair of the Good Will-Hinckley Board of Directors. Kathy holds graduate degrees from the University of Maine in Counselor Education and Resource Economics and lives in Bangor with her family.



**Ben
Kahn**

Since 1998, Ben Kahn's had projects take him across America and the globe. Some have been featured on CBS, PBS, NESN, France 5, France 3, ETB (Spain), and at various film festivals. Ben's short film "A Brief Case of Love" was selected for screening at the 2009 Cannes Film Festival and his most recent documentary "The Last Link", narrated by Willie Nelson, has been broadcast internationally in over 12 countries. Ben sits on the board of the Maine Film and Video Association.



**William
King**

Bill King is a long-time downtown merchant and is owner of RVI in Bath. Bill worked to bring the Main Street program to Maine in the late 1990s. He served on the Main Street Bath Board for six years and chaired their ER Committee. He is past chairman of the Maine Downtown Center's Advisory Council. He has done Main Street training and consulting around New England. In 2005, he was the recipient of the National Main Street Center's Main Street Hero Award.



**Thomas
Kittredge**

Since June 2010, Thomas Kittredge has served as the Economic Development Director for the City of Belfast. Prior to this position, Thomas served as the Executive Director for the Piscataquis County Economic Development Council, where he functioned as the economic development director for all of Piscataquis County. He also currently serves on the Maine Economic Growth Council and chairs Our Town Belfast's Economic Restructuring Committee.

Kelly LaCasse is a local Mt. Blue alumnus and graduate of the Institute of Integrative Nutrition. Kelly currently runs the locally sourced food service program at the Maine Academy of Natural Sciences at Good Will-Hinckley. This summer Kelly and husband Mark will be opening a food processing plant in downtown Skowhegan.



**Kelly
LaCasse**

Mark LaCasse was raised in the Madison/Skowhegan area and graduated from the Culinary Institute of America. He is looking forward to opening a business in downtown Skowhegan called The Maine Meal. As a trained chef, Mark assists at the Maine Academy of Natural Sciences and is a Chef Instructor for the Somerset County Cooking Matters program.



**Mark
LaCasse**

Steve Landry is an Assistant State Traffic Engineer in the Maine Department of Transportation's Bureau of Maintenance and Operations. He has 24 years of engineering experience with the Maine Department of Transportation. He has held several positions of increasing responsibility in a broad range of areas associated with highway design and traffic engineering. He holds a B.S. in Geology from the University of Maine and is a registered professional engineer.



**Steve
Landry**

Richard Marble and his wife, Wes, live on the farm where she grew up. They raise beef cattle, sheep and free range laying hens and broilers and produce free range eggs, meat, vegetables, small fruit, baked goods and salad greens. Richard has been instrumental in rehabbing the Farmington Grange Hall to include a shared-use commercial kitchen providing value-added products to area farmers.



**Richard
Marble**

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



**Cheryl
Miller**



Jen Olsen is the Executive Director of Main Street Skowhegan. Prior to that, she served as Business Coordinator for the Katahdin Area Chamber of Commerce, owned her own business, worked in print advertising, and in public health and substance abuse prevention, as well as physical fitness instruction. She holds a degree in international studies.

**Jen
Olsen**



Peter Owen is a graduate of University of Maine Civil Engineering, Registered Professional Engineer, and Board member of the Maine Chapter of American Public Works Association. He began as a consulting engineer working for 16 years on various wastewater, road design and storm water issues. Peter has spent the past 13 years managing the Bath Public Works Department.

**Peter
Owen**



Jayne Palmer became active in downtown revitalization some 20 years ago, beginning with the formation of the successful Bath Business Association in 1992. She and the co-founder of the BBA, Bill King, have consulted for towns all over the northeast and were active in bringing the Main Street model to Maine. After selling her downtown retail store, Jayne continues to be active in downtown revitalization as a member of the Main Street Bath Board and as a Maine Downtown Center Senior Advisor.

**Jayne
Palmer**



Tobias Parkhurst earned his B.A. at the University of Hartford, and for 10 years traveled the world as a professional skateboarder. He is COO at Oakes & Parkhurst Glass. Tobias has bought and rehabilitated two Augusta historic buildings and enticed a successful restaurant to downtown. He championed the drive for a major Augusta skateboard park, and credits business and city leaders with helping him bring exciting new residential and retail life to an architecturally beautiful and historic Capital downtown.

**Tobias
Parkhurst**



Greg Paxton is Executive Director of Maine Preservation. He is a past Trustee, National Trust for Historic Preservation as founding Chair of its affiliate Statewide and Local Partners. He is past Chair, Preservation Action, the national lobbying organization. He served on the Communities for Maine's Future Review Panel and on the Board of Directors, CEI Capital Management LLC; and is on the Maine Downtown Center Advisory Council. He holds degrees from Williams College B.A.; University of Vermont, M.A.

**Greg
Paxton**

Delilah Pourpore is Executive Director of the Heart of Biddeford. Prior to her current position as a Main Street manager, Delilah devoted 16 years to strategic change in higher education institutions as well as non-profit consulting. Delilah is also a singer-songwriter and mother to a 4-year old.



**Delilah
Pourpore**

Mary Kate received a B.A. in Geography and Environmental Studies and a Masters Degree in Community Development. She is a Senior Advisor of the Maine Downtown Center, Chairs the Twin Villages Downtown Alliance in Newcastle and Damariscotta, and serves on the Board of Damariscotta's Skidompha Library. Mary Kate works in the family business, Renys Department stores, which serves as an anchor business in 16 Maine communities. She lives in Bremen with her husband Bob.



**Mary
Kate Reny**

Anne Saggese is a lifelong local foods advocate who has worked the gamut from farming to cooking to advocacy and is now in the production end of things with a small fruit farm that doubles as a bakery. She sells her goods at midcoast farmers' markets. Anne sits on the Board for the Maine Federation of Farmers' Markets and Our Town Belfast, a Main Street community.



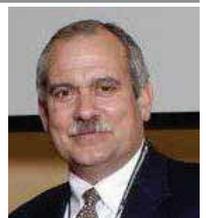
**Anne
Saggese**

Sarah Smith is co-founder and manager of The Pickup CSA and also manages the Skowhegan Farmers' Market and owns a diversified organic farm. The Pickup supports 20 different producers and puts together weekly baskets of local food for shareholders. Sarah and husband Garin juggle the demands of three young children, 40 milk cows, four acres of mixed vegetables, and pastured beef, pork, and chickens on their Grassland Farm in Skowhegan.



**Sarah
Smith**

Brad is the Maine Small Business Development Centers' first and only Master Certified Business Counselor. Brad received a B.A. in Psychology and an MBA from the Whittemore School of Business and Economics at UNH. Currently he manages two service centers for the Maine SBDC at CEI; one in Augusta and one in Bath. Brad is a graduate of MDF's Leadership Maine program (Pi class). He and his wife and their two dogs live in Harpswell.



**Bradshaw
Swanson**



**Donald
Tranten**

Donald Tranten resides in Kingfield. He and his brothers have expanded a family grocery business that was started in 1955 and they now operate three stores. Donald serves on the board of Associated Grocers of N.E. as well as the board of the Franklin-Somerset Federal Credit Union. He is also president of the Kingfield Pops Board of Directors.

Additional presenters include: Jonathan Arnold, Len Bartel, and Lisa Sandy.

Congratulations to Main Street Bath who brought home a 2012 Great American Main Street Award, one of five in the country and Maine's first!



**Great American
Main Street Awards®**
**NATIONAL TRUST FOR
HISTORIC PRESERVATION®**

Since 1995, the National Trust Main Street Center (NTMSC)® has been awarding the Great American Main Street Award® (GAMSA) to communities that exemplify the use of the Main Street Approach in the revitalization of their traditional downtowns and/or neighborhood business districts. Bath was designated as a National Main Street community in 2001. Since Main Street Bath's founding, the City of Bath has also won recognition as a National Historic Trust Distinctive Destination in 2005, and downtown Bath's Front Street was designated one of America's "Great Streets" in 2009 by the American Planning Association. Bath is a recognized Preserve America Community and a Tree City USA.

Thriving downtowns are good for all of Maine.



Running a town or city is like running a complex business. At Bangor Savings Bank, we make the complex simple. By ensuring you can provide security, efficiency, and prudent management of your taxpayers' money, we help make your downtown thrive. We also ensure that the transition to our bank is easy. So you can start using the banking tools you need—from payroll services to cash management solutions. Contact us to see how we can help your municipality.

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Supporting Community Solutions for Better Health
www.MeHAF.org

Why
I BANK WITH FRANK

Taking over an established hometown business meant Tawnya Clough had some pretty big shoes to fill. Tapping into the hometown bank made the process easier, particularly when it came to helping craft a custom financing package that works for everyone.

"I really get the feeling that everybody cares about their customers, which is extremely important to me."



Tawnya Clough,
Mosher's Seafood, Farmington,
with FSB's Mike Mansir.

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2012 Downtown Achievement Award Recipients

Outstanding Special or Retail Event

Lobster Trap Tree, Rockland

Outstanding Special or Retail Event

Mellie Dunham Shoe & String Festival, Norway

Outstanding Image Campaign

Downtown Business Branding Posters-Waterville Main Street

Best Volunteer Recruitment/Recognition Effort

Friends of the Maine Center, Bangor

Outstanding Business Retention, Expansion or

Recruitment Project/Program

Tides Institute, Eastport

Outstanding Public/Private Partnership

Sutherland Overlook Park, Amphitheater & Schoodic Sculpture, Eastport

Outstanding Façade or Historic Preservation Project

Merrill's Wharf, Portland

Outstanding Façade or Historic Preservation Project

449 Main Street LLC, Rockland

Outstanding Green Downtown Project

Read Pitman Memorial Square, Bath

Community Spirit Award

The Beehive Collective, Machias

Outstanding Public Official or Employee

Daniel M. Emery, City of Augusta

Outstanding Maine Downtown Network Community

City of Augusta/Augusta Downtown Alliance

Outstanding Maine Downtown Network Community

Norway Downtown

Outstanding Main Street Maine Community

Heart of Biddeford

Downtown Visionary

Surprise Announcement

On behalf of the Maine Downtown Center Advisory Council's Awards Selection Committee, we wish to thank and congratulate all projects and individuals nominated this year. Your leadership and dedication to revitalizing your downtowns is exemplary and appreciated by all.

**The debut of the new Maine Downtown Center theme song -
we invite you to sing along to the chorus!**

MAIN STREET, MAINE

Music and Performance by Delilah Poupore

Lyrics by Roxanne Eflin

Generations have gathered on Main Street in town
To cheer for parades or mourn a building coming down
To shop, drink and eat - walk, laugh and greet
No directions needed; downtown's where we'll meet.

This setting, these buildings – so real and rare
Like the people of Main Street who all deeply care
We share a vision - soulful and smart
And we never complain that we've no place to park.

Chorus 1:

Water Street, Center Street, Front Street, Main
Whatever we call it in Maine it's the same
The heart of our town where we all love to go
The past, our future – the downtown we know.

Now just imagine:

The old mill with lofts and a local coop
We all do our business on 4G hot spots
Upper floors filled and all the storefronts, too
Make it happen! If not you, who?

Chorus 2:

Water Street, Center Street, Front Street, Main
Whatever we call it in Maine it's the same
The heart of our town, where we all love to go
Our past, our future – the downtown we know.

Bridge:

Don't it always seem to go that you don't know what you've got till it's gone?

Chorus 3:

Water Street, Center Street, Front Street, Main
Whatever we call it in Maine it's the same
The heart of our town, where we all love to go
Our past, our future –

Chorus 4:

Water Street, Center Street, Front Street, Main
Whatever we call it in Maine it's the same
Locals and tourists all love it so
Our history and culture – “buy” local we grow...
In the downtown we know.

Main Street, Maine - © April 2012



MAINE DEVELOPMENT FOUNDATION

Become a Member - Share the Vision

We encourage you to join the conversation and make a real difference in determining Maine's future. As an MDF member, you'll receive the following benefits:

- Special membership rates for your employees at all MDF events including:
 - MDF Annual Meeting
 - Annual Maine Downtown Conference
 - Leadership Unplugged
 - Maine Downtown Institute
- Special membership rates for Leadership Maine
- Free use of MDF's conference room, based on availability, including use of free wi-fi, conference phone and media screen.
- Access to all MDF publications and speeches
- First release of *Measures of Growth*
- MDF enews
- A link to your website

If you choose to become a Champion Circle member (non-profit \$5,000; for-profit \$10,000), you will receive the following additional benefits:

- Special logo recognition
- Listing on all MDF materials
- First right of refusal for all special sponsorship opportunities
- Annual round table meeting with Maine Development Foundation's board on strategic priorities
- Special recognition at Maine Development Foundation's Annual Meeting

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Please visit www.mdf.org to join, or you can fill out the information below and mail, along with your check, to the address on the bottom of this sheet. For questions or more information, please visit mdf.org or call 622-6345.

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# of Employees	Non-Profit Rate	Business Rate
1 – 25	\$150	\$250
26 – 50	\$200	\$350
51 – 75	\$250	\$500
76 – 100	\$300	\$750
101 – 125	\$350	\$1,000
126 – 150	\$425	\$1,250
151 – 200	\$500	\$1,500
201 – 300	\$750	\$2,000
301 – 400	\$1,000	\$2,500
401 and above	\$1,500	\$3,000
Libraries and Retirees	\$50	

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