

# Welcome to the Maine Downtown Institute

*Sponsored in partnership with*



## Promoting Maine's Downtown Marketplace



A program of the MAINE DEVELOPMENT FOUNDATION



- ❖ Created in 1999 by the Maine Legislature
- ❖ State Coordinator for National Main Street Center
- ❖ Main Street Maine
- ❖ Maine Downtown Network
- ❖ Downtown Institute
- ❖ Maine Downtown & Preservation Conference
- ❖ Online Resource Library
- ❖ Technical Assistance

Developed by the National Trust for Historic Preservation, Main Street is a 30-year proven historic preservation-based economic development program for commercial district revitalization.





**The Fundamentals of the  
The Main Street Four-Point Approach®  
Organization!**



**The Fundamentals of the  
the Main Street Four-Point Approach®**

# **Design!**



**The Fundamentals of the  
the Main Street Four-Point Approach®**

**Promotion!**



The Fundamentals of the  
the Main Street Four-Point Approach®

# Economic Restructuring!

# 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

# 22 participating communities and growing!





And NOW on Facebook  
*Friend us today!*

# ***Save the Date!***

December 3<sup>rd</sup>

*Final session for 2010*

## **Strategic Planning and Downtown Leadership Development**

Craig Freshley, Good Group Decisions

Cheryl Miller, Leadership Maine

# Things to Know!

- Planning for 2011!
  - Downtown Institute,
  - Downtown Conference
  - Downtown Day at State House
- Community for Maine's Future Program
  - Downtown Revitalization Plan?
- Advocacy for Downtown!
  - Whole new Legislature Landscape in Augusta

# Group Introductions!

# Introducing our Speakers

Judy Katsel, Burgess Advertising & Marketing

Greg Glynn, Nancy Marshall Communications

Jennifer Geiger, Main Street Bath

*Break for lunch and networking*

Lisa Jepson Wahlstrom and Amy Anderson,

Ovation Fundraising Counsel LLC