

From Vision to Action: A Commitment to Maine's Quality of Place
GRANT APPLICATION FORM

ORGANIZATION INFORMATION

Legal Name of Applicant Organization: Maine Development Foundation	
Address: 295 Water Street, Suite 5 City: Augusta County: Kennebec State: ME Zip: 04330	
Phone: 207-622-6345	Fax: 207-622-6346
E-mail: llachance@mdf.org	Web Site: www.mdf.org
Year Organized/Established: 1978	Number of Paid Staff: 9
Executive Director: Laurie G. Lachance	IRS Employer ID Number (EIN): 01-0355563

If your organization does not have municipal or 501c3 tax-exempt status, please complete the following information:
Name of Fiscal Sponsor Organization:
Fiscal Sponsor Contact Person:
Address:
City:
State: **Zip:**
IRS Employer ID Number (EIN) of Fiscal Sponsor:

Please include signed fiscal sponsor agreement with your proposal

Please provide your mission statement: The Maine Development Foundation (MDF) drives sustainable, long-term economic growth for Maine. MDF stimulates new ideas, develops leaders, and provides common ground for solving problems and advancing issues.

PROJECT INFORMATION

Project Contact Person: Kristen Cady	Phone: 207-626-3117	E-mail: kcady@mdf.org
In the space provided, write a one-sentence project description: <i>Green Downtowns!</i> Is an innovative collaborative program that will increase leadership capacity to stimulate public action toward energy efficient high-quality healthy living/working environments, sustainable building practices and enhanced connections to nature in Maine 's historic downtowns.		
Amount requested: \$ 100,000	Total Project Budget: \$	The desired start and ending dates for the grant funds: October 1, 2009 – September 30, 2010
Is this a multi-year request? Y / N - YES If yes, please provide an estimate for year 2 and 3 requests? Year 2: \$100,000 Year 3: \$100,000		
Top Three Foundation Supporters for the organization: MEHAF, MCF and Bingham	Other Foundations Supporting this Project:	

Select the County or Counties Served by this Project:

Androscoggin	Aroostook	Cumberland	Franklin	Hancock	Kennebec
Knox	Lincoln	Oxford	Piscataquis	Penobscot	Sagadahoc
Somerset	Waldo	Washington	York	Statewide X	

Select the primary field of interest addressed by your project:

Arts & Cultural Heritage	Health & Welfare	Environment	Land Conservation
Economic Development X	Education	Social Services	Youth
Civic Engagement	Theater		

PROJECT BUDGET

The use of this form is required. Please be as specific as possible. If your project is a collaborative effort, we encourage you to engage the partners in the budget process. As a lead organization you may include budget expenses that will be distributed to partners. You may also include in-kind and other revenue from partnering organizations.

Anticipated Expenses and Revenue:

ITEM	1. Amount requested	2. In-kind donations	3. Other funding sources			TOTAL BUDGET (Add columns 1-3)
			Include Earned Income (see below) and indicate if funding is already secured			
			Amount	Source	Secured ?	
<i>Example: speaker fees</i>	\$750		\$250	XYZ Foundation	yes	\$1,000
Challenge grants to MSM	\$50,000	\$25,000	\$25,000	DECD/CDBG	yes	\$100,000
Tech.Assistance to MDN	\$20,000	\$20,000				\$ 40,000
Trail development	\$10,000	\$5,000	\$5,000	TBD	no	\$ 20,000
Maine Preservation	\$10,000					\$ 10,000
Program Management	\$10,000		\$10,000	CDBG	yes	\$ 20,000
TOTAL EXPENSES (Program + Personnel)	\$100,000	\$50,000	\$40,000			\$190,000

Anticipated Earned Income (if applicable):

ITEM	AMOUNT
Sales	
Fees for Service	
Other, <i>please specify:</i>	
TOTAL ANTICIPATED INCOME:	

Please use this space to provide any additional information on the budget that you wish to include:
 The Maine Department of Economic and Community Development has made federal Community Development Block Grant funding available to support expanding the impact of the Maine Downtown Center on downtowns and village centers across Maine. DECD expects MDF to obtain matching funds. Additionally, volunteer assistance from the MDC’s Advisory Council and Senior Advisors comprise Maine’s leading experts in the field.

Environmental Funders Network – Project Narrative

I. Project Description:

The Maine Development Foundation (MDF), through our Maine Downtown Center (MDC) program, is seeking support from the Environmental Funders Network (EFN) to catalyze the “greening” of our historic downtown districts. *Green Downtowns!* is a new project for the MDC that uses EFN funding to leverage and strengthen our existing programs, activities and relationships to bring more laser-focused resources to bear on revitalizing our downtowns in an environmentally sustainable manner. Since 1999 when the MDC was established in statute, the Center has assisted communities throughout the state to preserve and revitalize the economy, appearance, image and pride of their traditional downtown business districts using a range of services, resources and direct assistance. This new EFN funding would be used to provide grants, access to other funding sources, technical assistance, and professional services that will enable investment in green building materials, practices, and outdoor amenities like trees, plants, parks and trails, greatly enhancing the “Quality of Place” and economic viability of these unique, historic areas.

Public involvement is the signature of all MDF programming, and is particularly evident in the MDC. Within the Center, a statewide network of 2,200 downtown enthusiasts participate in our programming, with a concentration of effort in our 10 Main Street Maine and the 7 Maine Downtown Network communities which are comprised of concerned local volunteer activists. The central coordination of these downtown programs ensures broad-based community support, integrated design, energy efficient practices and promotion of *Green Downtowns!* Concurrently, a sister program of the Downtown Center, EncoreME, is working with the University of Maine’s Center on Aging to develop the “Maine Senior Environmental Leader Corps”. This new leadership program will train and engage 150-200 senior leaders annually and provide them with a special focus on environmental stewardship and smart growth planning. This companion program will provide *Green Downtowns!* with a cadre of volunteers who are well versed in green practices, have knowledge of and access to resources, and are engaged to make a difference across Maine!

II. Opportunity to Advance Quality of Place Recommendations

According to the Governor’s Council on Quality of Place, “Maine’s historic downtowns and community centers are a cornerstone of Maine’s Quality of Place”. The work of MDC addresses all of the Council’s recommendations for Community and Downtown Revitalization. Our *Green Downtowns!* project specifically addresses: 1) providing more communities with development assistance, 2) enhancing historic preservation tools, and 3) supporting the development of a multi-use trail system. *Green Downtowns!* will:

- 1) Provide challenge grants to the MDC’s 10 **Main Street Maine** (MSM) communities to create more environmentally friendly, attractive and appealing downtown areas. The MDC uses the nationally successful Main Street Program as its foundation for all work with our MSM communities - Bath, Skowhegan, Biddeford, Eastport, Rockland, Sanford, Gardiner, Van Buren, Waterville and Saco. The MDC will use EFN funds to leverage Community Development Block Grant (CDBG) funds and will solicit, through a competitive process, proposals from these communities for projects that support: 1) obtaining technical assistance from a landscape architect to develop a “green blueprint” plan, 2) purchasing trees, recycling containers, or other enhancements, and/or 3) supporting downtown businesses to preserve, restore or rehabilitate their facades through the use of environmentally friendly, durable, and maintenance-practical materials. The MDC will likely fund no more than three proposals in year one and will give funding priority to projects that are likely to demonstrate successful models and innovative practices for other Maine downtowns.
- 2) Provide technical assistance to non-Main Street Maine communities to identify and develop “green” enhancements. This past year the Center created two new offerings – the **Maine Downtown Network** and the **Downtown Institute** - to reach communities of all sizes across the state. Seven Maine communities were selected for

the **Network** (Presque Isle, Millinocket, Bucksport, Farmington, Lisbon, Norway and Augusta), which is a customized affiliate program that works beyond the Main Street Maine network to serve a broader base of Maine communities. The **Downtown InSTITUTE** is a six-session lecture series designed to focus on the most pressing challenges facing Maine's downtowns. EFN grant funds will be utilized to retain the services of a landscape architect who will work with the 7 Network communities to identify and develop plans for "green enhancements" in their downtowns. These plans will be similar to the projects undertaken by the MSM communities but initially on a smaller scale. EFN funding will also support the development of a new piece of the 2010 **Downtown InSTITUTE** lecture series - *What Makes Your Downtown "Green"?* - which will provide specific examples of enhancements that can help make any downtown more environmentally friendly.

3) Contract with Maine Preservation to provide design and technical services to communities through their new Preservation Field Representative program. The MDC will leverage Maine Preservation's expertise to inform and demonstrate the environmental value of reusing and recycling historic buildings (keeping construction materials out of landfills) and to apply Green Building and LEED methods of energy efficiency. Additionally, MDC will develop a comprehensive package of materials and training tools for Maine Preservation's Field Representatives to review and leave with communities to supplement their one-on-one work with building owners and community-based design committees.

4) Assist MSM communities in the planning process to link their historic downtown to surrounding neighborhoods or to a neighboring town through multi-use trails and urban walkways. Using EFN funding to leverage both CDBG and DOT resources, the MDC will provide funds through a competitive process to at least one MSM community in year one to support either their existing efforts to develop trails and walkways throughout their downtown or initiating plans to develop trail systems, or to conduct a feasibility study to gauge the need for, support of, and resources required to develop or enhance their trail systems.

III. Potential Impact

Underlying theory: This project is based on the belief that actively promoting the revitalization and enhancement of our traditional downtowns will encourage growth in those regional centers while lessening the impact on and need for development of surrounding open space.¹ Simply stated, if we can help make Maine's downtowns more attractive to residents and businesses, we will reduce sprawl and protect Maine's quality of place. Our *Green Downtowns!* project – as well as all of the work of the MDC – assists Maine's downtowns in planning and implementing specific enhancements that will make their downtowns healthy and inviting. Small changes such as adding trees, benches, and improved street lighting will draw residents downtown. Providing resources to downtown businesses to improve their facades and attract more customers through their doors helps those businesses remain downtown. Educating town and city officials on how best to revitalize and recycle historic buildings provides space for business and residential growth that would otherwise be forced into the surrounding natural space. Reuse and rehabilitation reduces volume of materials in the flow of waste and often requires less overall material to be used in the building process. Developing an urban trail system connects residents to downtowns and encourages the use of "people power" over "motor power."

Public Opinion: We hope that this project will demonstrate that not all growth is desirable (sprawl), that it is not more cost-efficient to tear down old building and build new, and that "greening" your downtown to make it environmentally friendly is not too difficult and cost prohibitive. Our *Green Downtowns!* project will result in tangible examples that contradict these assumptions. We believe that as residents and businesses witness the positive changes in their communities first hand, they will be more likely to support environmentally-friendly downtown revitalization and historic preservation.

¹ Based on recommendations made in the Brookings Report

Measurable Outcomes: The outcomes specific to the activities in this project include:

- Tangible “green” enhancements (parks, trees, recycling bins, trails, etc.) in 17-25 communities
- Collaboration at the local level among residents, town officials and business in green practices
- Resource leveraging and sharing to implement project plans
- Green enhancement plans are implemented at the local level in 10 communities
- At least 50 participants representing towns across Maine attend the Maine Downtown Institute session – *What Makes Your Downtown Green?*
- Preservation Field Representatives visit at least 50% of the MDC communities in Year One and assist with rehabilitation planning for at least one building in each community
- Plans and implementation for a mixed-use trail in at least one historic downtown in Year One

The lasting impact of this project is the existence of more green and natural enhancements in Maine’s historic downtowns, more collaborative revitalization and preservation planning activities at the local and community level, and greater access to information, technical assistance, and financial resources for more Maine communities who are dedicated to developing healthy and inviting downtowns. The MDC utilizes proven reporting methodology and assessment tools such as merchant surveys and sales tax revenue reports to determine progress in each of the four Main Street™ areas. The information will be compiled into an annual program report to be shared with funders, applicable state agencies and organizations, the Maine legislature, and the National Trust Main Street Center.

Mission accomplished: In the short term success will be measured on four levels:

1. Visible changes to the downtowns in our network of MSM and MDN communities – more trees, parks, improved or restored facades, trail connections, bike paths, etc.
2. Communities increase their education outreach with events and public education tools, including printed and online material, PowerPoint presentations and student information in the schools.
3. Communities increase their local legislative efforts regarding the benefits and necessity of historic preservation, demonstrated by one or more of the following planning activities: Updated Comprehensive Plan or amendment to include a Downtown Master Plan; Historic Preservation Ordinance or Demolition Delay Ordinance; Design Standards or Design Review Manual. MDF will document and collect examples of these efforts in order to share best practices with communities.
4. 25% of the newly trained Senior Environmental Corps volunteers engage in their downtowns.

The longer-term goal of this project is to strengthen the link between the natural and the built environment within Maine communities resulting in more vibrant, dynamic and sustainable downtowns.

IV. Demonstrate Innovative Practices or Tools

The Maine Downtown Center is the ONLY entity in the state whose sole focus is the preservation and rehabilitation of Maine’s historic downtowns. With a decade of experience, MDC is already well-established to deliver this work. We are uniquely positioned to engage a broad array of participants and to leverage resources. This project enhances and expands our ability to do more for more Maine communities and ensure the protection of one of the state’s key Quality of Place assets.

The following attributes of *Green Downtowns!* will model and catalyze innovative practices across Maine:

1.) Regional approach - *Regional collaborations achieve greater impact and demonstrate the efficacy of partnerships in supporting and/or protecting built and natural places.* The foundation of the Maine Downtown Center is rooted in a strong public-private working collaborative. The Downtown Center serves to inspire, educate, train, and guide downtown stakeholders to revitalize their own downtowns.

2.) *Cross-sector partnerships* – *Non-profit organizations, governmental agencies, business, and philanthropy work together to implement Quality of Place strategies; knowledge and resources are shared among and across the sectors.* We strive to model and promote Best Quality of Place Practices in all we do, specifically through working with communities to help achieve bottom-up asset-based development opportunities. Preserving, protecting and promoting historic, cultural and natural resources in downtowns across Maine is the key strategy of the Maine Downtown Center, supported by the National Trust’s Main Street Center.

3.) *Community-led* - *Sustainable downtown revitalization must be community led.* The cornerstone of the Main Street Maine model, and now the Maine Downtown Network, is to leverage and nurture local leadership, capacity and expertise that will sustain and grow a comprehensive downtown revitalization program.

Most Main Street communities across the country are involved in some way of greening their downtowns. Two examples that provide models for our *Green Downtowns!* project are: 1) The “Iowa Green Streets” program which successfully adapted the national Green Communities Criteria into their award-winning program (this will serve as our primary role model) and, 2) the Boulder, Colorado program, which practically set the green standard for downtowns across the country. The “Boulder Green Media Kit” is among the many tools we will share with our participating communities to help them develop their public education efforts.

V. Collaboration Readiness

Greater impact: Dynamic and sustainable downtowns are critical to the growth of the Maine economy and to attracting people, businesses and new investment to Maine. Vital downtowns with a strong sense of place nurture and attract a creative workforce for Maine, aid in retaining and attracting youth, ease development pressures on the surrounding countryside, promote responsible land and existing building use, and strengthen the role of service center communities as the engines of regional economies. The efficient design and density of downtowns can make Main Street the core of any sustainable community initiative.

Existing collaboration:

- The Maine Downtown Center was established by the Maine State Legislature in 1999 to assist communities throughout the state to preserve and revitalize the economy, appearance, image and pride of their traditional business districts.
- The Center is a collaborative effort of the following organizations: the *Maine Development Foundation* (Laurie Lachance) houses the Center and provides staff support through the Program Director (Kristen Cady) and Program Manager (Roxanne Eflin). The *Department of Economic and Community Development* (Terry Ann Stevens, Development Project Manager) provides our downtowns with access to and technical assistance with funding sources such as the Community Development Block Grant program. *Maine Historic Preservation Commission* (Robin Stancampiano, Architectural Historian) and *Maine Preservation* (Greg Paxton, Executive Director) provide access to technical assistance with “bricks & mortar” projects through their Partners in the Field program. *University of Maine Center on Aging* (Len Kay) will provide environmental stewardship and smart growth planning to downtowns through their new Maine Senior Environmental Leader Corps. *Maine Department of Transportation* (Chris Mann, Policy Development Specialist) provides downtowns access to transportation enhancement resources.
- **Decision-making:** While the MDF will have ultimate authority over and responsibility for all financial decisions, the Downtown Center, with input, guidance and support from the Center’s Advisory Council and Senior Advisors, will make virtually all of the programmatic decisions. The Advisory Council includes all of the key collaborative organizations listed above and represents 15-20 statewide organizations, government agencies, corporations and private businesses whose experience and insights are tapped to plan, advance and evaluate the Center’s work.

- **Resource sharing:** Every partner to this project has been dedicated to the MDC's Advisory Council for a full decade, contributing technical resources, access to funding, and countless volunteer hours.
- **Accomplishments:** To date, the MDC's current Main Street Maine communities reported \$95.7 million in physical improvements downtown, 359 buildings rehabilitated, 154 net gain in businesses and 617 net gain in jobs resulting in a total reinvestment ratio of \$25.45 for every \$1 in public funds invested.
- **Fit with current workplan:** The *Green Downtowns!* project enhances and expands the technical and education work we are already doing within Main Street Maine and our newly announced Downtown Network, specifically within the Design component of the Main Street Four-Point Approach®. This project will bring additional resources to these 17 communities, encourage more communities to get involved, provide education and outreach through the Downtown Institute, and connect an energized and educated cadre of volunteers through EncoreME.

VI. Organizational Readiness

The Maine Downtown Center is a program of the Maine Development Foundation, one of the most respected, statewide, non-partisan economic development non-profits in Maine with 250 members and a network of nearly 8,000 leaders. MDF has a statutory mandate to promote long-term, sustainable economic development and runs 5 other core programs (including Leadership Maine, Policy Leaders Academy, and the Maine Economic Growth Council) that complement and enhance the work of the Downtown Center. MDF is led by former State Economist Laurie Lachance, has a staff of 8 professionals, and contracts with the former Executive Director of Maine Preservation to deliver Downtown services. The use of contract professionals in the delivery of Downtown services gives MDF great flexibility and responsiveness to changing resource levels. If the MDC does not receive EFN funding, our ability to promote the greening of Maine's downtowns and to fully leverage resources available to invest will be delayed and diminished. Regardless of EFN funding, our work towards sustainable development will continue. Absence of EFN funding will affect timing and scope.

VII. Project Timeline

1. October 2009 - MDC will solicit proposals from the MSM and MDN communities for the green challenge grants. Proposals will be submitted in winter 2010, with implementation beginning in spring 2010 and concluding in fall 2010. Update reports will be given twice a year from the communities to MDC, with a final report due at the conclusion of the grant outlining successes and best practices to "green" their downtowns.
2. Fall 2009 - technical assistance from a landscape architect to the MDN communities will begin and will conclude in fall 2010. Each community will provide MDC with a report outlining their efforts to implement "green enhancements".
3. Fall 2009 - contract services with Maine Preservation will begin and will conclude in fall 2010. A report from Maine Preservation will be given to MDC for each community visit, and each community will report back to MDC on their implementation of the recommendations.
4. Assistance in the planning process of multi-use trails and urban walkways to at least one MSM community will begin with submission of proposals in winter 2009, with implementation beginning in spring 2010 and concluding in fall 2010. Update reports will be given two times a year from the communities to MDC, with a final report due at the conclusion of the grant outlining their outcome.
5. A final report from the MDC to EFN will be given on each of the four pieces mentioned above, outlining successes, disappointments, best practices and lessons learned. If we are fortunate enough to receive a three-year grant, we will implement all four components (as mentioned above) annually.