

Dear Senator Margaret Rotundo, Chair Committee on Appropriations and Financial Affairs
Representative Melanie Sachs, Chair Committee on Appropriations and Financial Affairs and Honorable
Members of the Joint Standing Committee on Appropriations and Financial Affairs

I am writing in support of your allocation of at least \$25,000 to the Maine Downtown Center (MDC).

I am the current President of Norway Downtown, an MDC Affiliate Community, and a member of the
Advisory Council to the MDC.

For 20 years, Norway Downtown has been at the forefront of the successful revitalization of Norway's
Main Street. Using the Main Street Approach of historic preservation, transformational strategies, and
the Four Points (Economic Vitality, Organization, Promotion, and Design) we have helped steer the town
and our beloved street from the depths of degradation and empty storefronts in 2002 to the vibrant
downtown we get to enjoy today. None of this would have been possible without the leadership,
economic assistance, and education provided by the MDC.

The MDC was established in state law in 1999 as a public-private partnership based at the Maine
Development Foundation (MDF). MDC serves as the state coordinator for the National Main Street
Center, utilizing the 43-year-old Main Street Four-Point Approach which has earned a reputation as one
of the most powerful local economic development tools in the nation.

The MDC'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. This program has a proven track record of success across the State of Maine.
It has helped and continues to help communities become places where people want to move to, live in
and work.

In early 2020 as Norway faced the crisis of the pandemic, as so many towns across Maine did, our
economic future was far from certain. But, because of the steady leadership of the MDC, the guidance
of Norway Downtown, and incredible outpouring of support from people who have come to love and
rely on our Main Street, all of our businesses survived and many of them thrived. I believe things would
have played out far differently if we had not been a part of Maine's Main Street Community.

With the continuing support of the MDC, Norway's downtown is looking at a bright future. Your
continued financial support is critical to the Mission of the MDC.

Thank you for your consideration.

Sincerely,



Scott Berk
President of Norway Downtown
Member of the Advisory Council to the MDC
Business and property owner on Main Street in Norway