

FOR IMMEDIATE RELEASE:

## Heart of Ellsworth Named a Maine Downtown Affiliate

**Hallowell, Me – March 17, 2020** – MDF’s Maine Downtown Center (MDC) is pleased to welcome Heart of Ellsworth as the newest member of our Maine Downtown Center Affiliate Program. They join 17 other community organizations from across the state who are in the early stages of downtown revitalization and who are benefitting from the Program’s training by state and national downtown development experts, sharing of best practices in the field, and access to a network of peers from around the state.

“Ellsworth has many downtown assets including significant historic buildings, a vibrant theater and downtown business community, and most importantly a community that is proud of their downtown and committed to preserving it,” says Anne Ball, Program Director, Maine Downtown Center. “I am so excited to have them be part of the Main Street family“

Heart of Ellsworth demonstrated their readiness to join the Program throughout an extensive assessment process that included an online application, a site visit, a written commitment to the program and an interview conducted by professional downtown revitalization experts that serve on the MDC Advisory Council.

“More than 30 Ellsworth area residents and businesses were involved in the application process,” says Cara Romano, Executive Director, Heart of Ellsworth. “Our community is proud of this accomplishment and excited to continue our work to support current revitalization efforts downtown with a forward focus on Water Street and the Union River.”

MDF has already begun working with the Heart of Ellsworth to develop organizational structure, train local leaders, and pursue the four-pronged approach laid out by the National Main Street Center.

“It is very exciting to be part of a nonprofit from its inception. As a lifelong resident of Ellsworth and President of Heart of Ellsworth, I’m excited for the future of our city,” says Phyllis Young, President, Heart of Ellsworth. “It will be great to partner with the Maine Downtown Center for guidance on best practices and creative ways to get work done in our community.”

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**Contact:**

Anne Ball, Maine Downtown Center [aball@mdf.org](mailto:aball@mdf.org) 207-415-5770

**ABOUT Maine Downtown Center**

The Center serves has served as the state coordinator in Maine for the National Main Street Center since 1999, and utilizes the Four-Point Approach® to help communities statewide revitalize their historic downtowns. This almost 40 year old approach has a reputation as one of the most powerful economic development tools in the nation for vibrant, healthy downtowns resulting in job creation, business growth, building rehabilitation and cultural enhancement.

**ABOUT Heart of Ellsworth**

Heart of Ellsworth promotes artistic, cultural, economic, educational, environmental and historical activities in the downtown area to promote a vibrant community for all. To learn more visit <https://www.heartofellsworth.org/>.



Photo caption: Proud Heart of Ellsworth board and Affiliate Application Team members gathered in front of Ellsworth City Hall celebrating their recent Affiliate Community status with the Maine Downtown Center! Photo by Heidi Stanton-Drew