

## [Downtown Revitalization Mob](#)

There are many different paths to downtown revitalization. Traditional activities include organizational development, rehabilitating and preserving buildings, and coordinating events that bring people downtown. Equally as important is creating a community by building relationships among the people and businesses downtown. The key ingredients: trust and interaction to build relationships.

Augusta Downtown Wellness Chair Paul Hempstead and the Augusta Downtown Association have been nurturing revitalization by organizing monthly "cash mobs" in which participants converge on a single downtown business, with the pledge to buy \$20 of goods from that merchant, then continue the socializing at a local watering hole. Modeled on flash mobs, this event gives a boost to sales and brings people into stores that they might not know. (Visit [Augusta Cash Mob](#) on Facebook)

Healthy Maine Streets seemed like a natural continuation of this approach. The Healthy Maine Streets program was announced at a cash mob, and nine attendees signed up on the spot. Hempstead visualizes future "Health Mob" events in which participants converge on one or another of the health-related resources on Main Street for demonstrations, workshops or samples. For example, a health mob might end up at a fitness class, a massage workshop or a stress-releasing pottery class. Keep us posted!



*Children share their finds from Sonny's Rock Shop at a Saint Patrick's Day family fun day and cash mob in downtown Augusta that raised funds for the Warming Center.*