



MAIN STREET
AMERICA®

Nationally recognized.
Locally powered.™



NEW EXECUTIVE DIRECTOR
ORIENTATION TO THE NATIONAL
MAIN STREET CENTER & MAIN
STREET AMERICA PROGRAM


Kathy La Plante


Senior Director of Coordinating Programs
Main Street America

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HISTORY OF MAIN STREET AMERICA

Everyone deserves access to a vibrant downtown or village center – a place that provides for economic opportunity, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong. Our collective mission as Main Street America is to make that happen.






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MAIN STREET HISTORY

+ 1977, a Pilot Program was developed and tested in three Midwestern towns within the National Trust for Historic Preservation (NTHP). Three EDs and NTHP staff developed the Four Point Approach.



+ In 1980, after a nationwide tele-conference, the National Main Street Center was established (6 states selected – MA, PA, GA, TX, CO, NC).

+ July 2013 became a subsidiary of the NTHP, forming its own 501(c)(3) and moved its HQ to Chicago, from DC.

+ Since the beginning, well over 2,500 communities have used the Main Street Approach, and over 20 years ago established urban Main Street programs.

+ NMSC acts as a nonprofit consultant providing training, technical assistance, strategic planning, etc., and works nationally on advocacy and research initiatives

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NMSC STAFF



Over \$5M passed through the Center to Coordinating Programs, local Main Street Programs and Small Businesses since mid-2020 through 2022.

38 employees, most in the history of NMSC with 3 new positions this month

+ Revitalization Services

+ Neighborhood Services

+ Communications

+ Membership

+ Research

+ Government Relations

+ Special Projects and Fundraising (Finance)

+ Main Street America Institute /Conference

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- + In January and February 2023, Main Street America ran its 15th network-wide survey of local Main Street Executive Directors. We received completed surveys from 367 local leaders. In the survey's final question, we asked Executive Directors what their top priorities were for increasing their program's impact in 2023.
- + Below are the regional trends on the priorities identified by Main Street programs. Which do you think is the top priority for Michigan?

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Local Main Street programs' top priorities for 2023, aggregated by state



2022 STRATEGIC PLAN
LONG TERM OBJECTIVES

1. Center diversity, equity, and inclusion in our work

2. Build capacity and provide resources for coordinating programs, local leaders, and other partners

3. Continuously assess, adapt, and innovate on the Main Street framework

4. Be a leading voice and advocate for place-based economic development and community preservation

5. Grow a broader and more inclusive Main Street movement

6. Grow and diversify sustainable funding and organizational base to support mission and maximize impact

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T-MOBILE - \$1.25M PER YEAR

Hometown Grants

We're invested in helping communities across America thrive. That's why we're committing \$25 million to small town grants over the next five years—and it starts with you.

We've partnered with Smart Growth America and Main Street America, two consulting partners with a combined experience of over 60 years working to help build stronger, more prosperous small towns and rural communities. With our Hometown Grant program, we're investing big in small towns by awarding up to 100 towns a year with project funding—up to \$50,000 each.

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PARTNERING WITH CORPORATIONS

DIGITAL EMPOWERMENT

EQUIPPING ENTREPRENEURS

Main Street America and GoDaddy are teaming up to provide digital empowerment to business owners around the U.S. Through Empower by GoDaddy, we equip entrepreneurs in communities with training, tools, and peer networks to help small businesses establish and improve an effective digital presence. We are excited that you have indicated a desire to participate in this initial launch and invite you to join us in sharing this opportunity with your small businesses and emerging entrepreneurs.




GM on Main: Pilot Placemaking Grant Program – in February, MSA and General Motors awarded six \$25,000 grants

American Express to provide over \$1.65 million in \$5000 grants to more than 300 small business owners

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MAIN STREET AMERICA

...is a movement. Main Street America has been helping revitalize older and historic commercial districts for more than 40 years. It is the leading voice for preservation-based economic development and community revitalization across the country. Made up of small towns, mid-sized communities, and urban commercial districts, Main Street America represents the broad diversity that makes this country so unique. Working together, the programs that make up the Main Street America network help to breathe new life into the places people call home.



MAIN STREET AMERICA

Nationally recognized.
Locally powered.

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MORE ON THE HISTORY OF MAIN STREET

+ Reading recommendation

+ Mary Means is considered the “Mother of Main Street”

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WHY IS DOWNTOWN IMPORTANT?




Your Downtown is a symbol of:

- + Community economic health
- + Partnership between the private sector and the public sector
- + Local quality of life
- + Community pride
- + Community history

Downtown supports local independent businesses that in turn support: local families, community projects and keep more profits in the community

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WHY IS DOWNTOWN IMPORTANT?



Downtown can be a tourist destination


Downtown is where arts and culture thrive

Downtown serves as a good incubator for new small businesses – the success of tomorrow.

Downtown is the heart of the community

Downtown is an important factor for industrial, commercial developers, and professional recruitment.

Downtown often represents the largest employment center in communities with a substantial percentage of the taxable base (sales and property tax)



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WHY IS DOWNTOWN IMPORTANT?



Downtown rehabilitation work stimulates the local economy. Materials and labor for new commercial construction often come from out of town.

Downtown infrastructure is a major public investment. Only healthy businesses in buildings assessed at full value generate taxes that give taxpayers a return on this public investment.

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For Business

For Visitors

Supporting Downtown

About Us

Why Main Streets Matter

Our Main Streets tell us who we are and who we were, and how the past has shaped us. We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity. Our Main Streets are the places of shared memory where people still come together to live, work and play. – www.preservation.org

Can malls and discount centers take the place of traditional districts? The answer is a resounding ‘NO’. Here are some reasons why your Main Street is so important:

- Commercial districts are prominent employment centers
- The commercial district is a reflection of community image, pride, prosperity and level of investment
- Main Street represents a significant portion of the Village's tax base
- Main Street is the historic core of the community
- A healthy Main Street core protects property values in surrounding residential neighborhoods
- The commercial district offers convenience to neighboring residents by providing easy access and reducing reliance on auto dependent shopping
- The district is often a center for government offices as well as an important service center for attorneys, physicians, insurance and other services.
- Main Street provides an important civic forum for members to congregate at parades, special events and other celebrations.
- The commercial district represents a huge public and private investment. Imagine how much it would cost to re-create all of the buildings and infrastructure in your downtown.

These are just some of the reasons your Main Street is important and needs your support! **Shop here, eat here, play here – get to know your local businesses and all they have to offer that is unique to Lake Orion.** Check out www.downtownlakeorion.org for ways your voice can be heard in your community! –www.mainstreet.org

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BENEFITS OF MAIN STREET

IMPORTANT TO KNOW HOW TO APPROACH
THESE GROUPS

+ For Property Owners

+ For Local Residents & Consumers

+ For Retail Business Owners

+ For Service Business Owners

+ For Financial Institutions

+ For Utilities

+ For Municipal Government

+ For County Government

+ For Preservationists



Farmington



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MUNICIPAL GOVERNMENT

THE BIGGEST BENEFACITOR OF A MAIN STREET
PROGRAM

+ Increased tax base

+ More tourism

+ Increased property values

+ Increased number of jobs

+ Better goals and vision

+ Healthy economy

+ Better services available

+ Positive perception of Downtown and community

+ Better relations between local government and private sector

+ Better relations between local government and private sector

Increased volunteer base for city

+ Takes political heat, develops consensus for political requests

+ Industrial recruitment

+ Impetus for public improvements

+ Grant solicitation

+ Information resource leaders



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GROUND RULES FOR MAIN STREET
REVITALIZATION EFFORTS

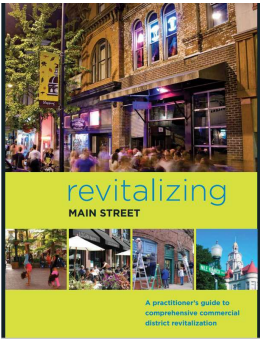


- + **Main Street** is historic preservation. Saving the places that make the community unique.
- + **Main Street** is economic development and doing work on behalf of the municipality.
- + **Main Street** drives overall community improvement and is not just for the benefit of downtown businesses and property owners.
- + **Main Street** is **NOT** a merchant's association.
- + **Main Street** is community-driven and will only be successful if local resources (funding and volunteers) are secured.
- + **Main Street** is **not** a **Project**, rather a long-term program that is needed to bring about lasting revitalization to downtown and neighborhood districts.

STAGES OF PROGRAM GROWTH

- + Catalyst
- + Growth
- + Maintenance

+ NextGen
in Oakland
County



Organizational Phases of a Main Street Program
Successful Main Street programs go through three distinct organizational phases:

Catalyst Phase
In this phase, during which the revitalization program is created, the organization builds collaborative partnerships, develops basic coordination policy, builds a strong volunteer base, and establishes a credible presence in the community. Characterized by enthusiasm, high hopes, and some naivete, this phase is frequently marked by misconceptions about the commercial district's true problems and opportunities. Because the new organization doesn't have a track record yet, its initial revenues have probably been raised through pledges, and the district's constituents will watch carefully to see if the new organization lives up to their expectations. There are the years during which program leaders must lay the organizational groundwork for the revitalization that will follow. It is important for leaders to have some highly visible "wins" during the program's early start as a way to signal that changes are being made, while working patiently to discover economic opportunities for the district and make decisions about the best path to pursue.

Growth Phase
Here are the years in which the program begins tackling tougher problems and sees major investment in the district. Local investments give the most substantial revitalization projects, unused (or underused) upper floors become apartments, offices, or other small businesses, and new buildings are an instant win. Along with the many risk-takers who started the program, the Main Street organization now needs talented volunteer leadership—individuals who possess the technical skills and expertise to provide the development, financing, political access, and marketing direction necessary to stimulate major re-investment in the commercial district.

Maintenance Phase
During the management stage, the Main Street program's role changes. It may make a transition from a planning and management office, ensuring that businesses adapt to changes in the neighborhood, to the district's physical infrastructure, both buildings and public spaces, in a goal-oriented way. The district is as well as possible, the district's marketing strategy is targeted and effective, and that potential threats to the district's economic vitality are kept in check.

Typical characteristics of the management phase include:

- The program sometimes serves as a contractor to the municipality, delivering or engineering specific services, such as maintenance, parking management, and security.
- The program's staff often grows during the phase, as staff members take on greater responsibility for management of the program.
- Program leaders sometimes redefine the organization's mission to reflect the progress that has been made and the shift from revitalization to ongoing management of the district.
- The commercial district is no longer perceived by the general public as being in economic distress or danger zone.
- The district supports a broader range of uses than it did at the beginning of the revitalization process.
- The catalyst phase typically lasts from two to four years, the growth phase about eight to 12 years, and the management phase is ongoing. Main Street programs sometimes cycle back and repeat certain aspects of earlier organizational phases as they mature, as the market shifts changes, and as the program's staff and leadership change over time.

Read more in this
publication

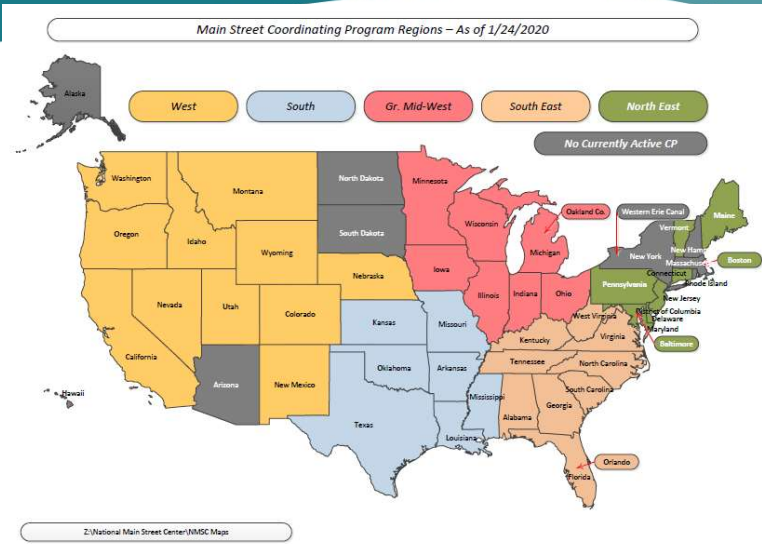
➤ A **national movement** bringing the public and private sector together in communities of all sizes to revitalize their historic downtowns and commercial districts.



Norma Ramirez de Miess, Vice President of Revitalization Services, meeting with residents and community leaders to gather in Ponce, Puerto Rico.

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COORDINATING PROGRAMS
OAKLAND COUNTY IS OUR ONLY COUNTY-WIDE



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Reinvestment on Main Street thru 2020
2021 Stats Will be Released in Spring

Since 1980, over 2,500 programs have used the Main Street Approach, resulting in:



Since 1980

\$95.33

Billion Reinvested

314,431

Buildings Rehabilitated

717,723

Jobs Created

161,036

Businesses Started

Every \$1 of Public Money leveraged approximately \$30 of Private Investment

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SHOWING THE VALUE OF MAIN STREET REINVESTMENT STATISTICS

+ Job Growth

+ Business Growth

+ Private Sector Reinvestment

+ Public Sector Reinvestment (city, state, and federal)

+ Properties Saved

+ New Buildings Constructed

+ Tax Base Changes (per acre yield)

+ Vacancy Rates

+ Volunteer Hours

+ Festival Impact

— Attendance

— Economic Impact

+ Leverage Ratio of Public Dollars

+ Leverage Ratio of Incentive Grants

+ Demographic Data

+ Marketing Dollars

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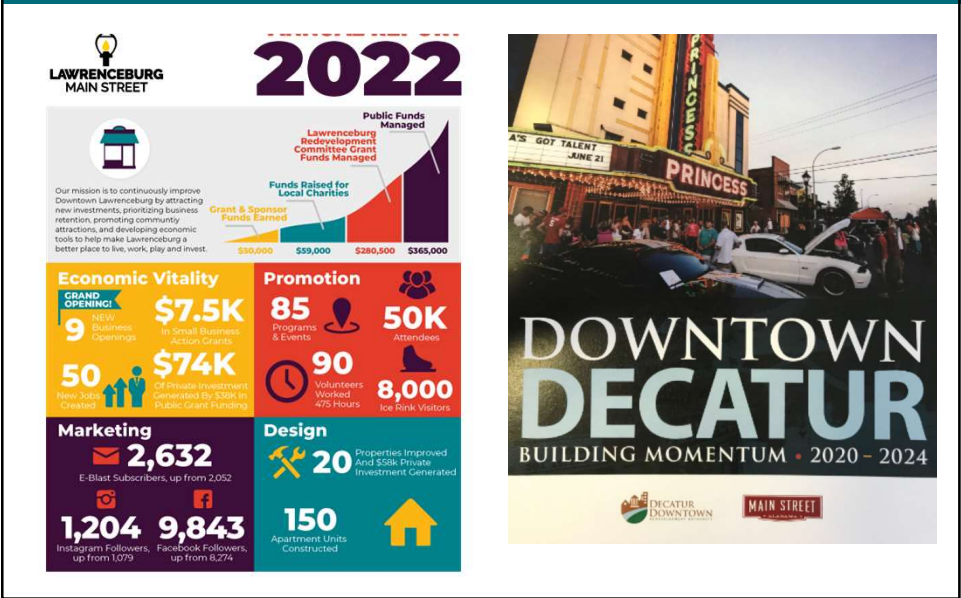
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HOW CAN THESE NUMBERS BE USED TO
LEVERAGE THE IMPACT OF DISTRICT EFFORTS?

- + Assure/Build Public Financial Support (overall economic impact and festival impact)
- + Assure/Build Public Assistance at Events (Law enforcement, parking, restrooms, etc.)
- + Gaining Private Sector Support
- + Assisting Banks in Compliance with CRA (Community Reinvestment Act and encouraging more small business lending)
- + Using as Match for Grants (volunteer hours)
- + Business Recruitment (economic impact of festivals and marketing)
- + Property Owners Buy-In (see the public investment/interest, leverage ratio, marketing to help tenants be successful)
- + Sponsorship Development (attendance)

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TELLING A COMPELLING STORY



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NMSC RELATIONSHIP WITH MSOC PROGRAM

- Coordinating program membership
- Assigned a Program Officer
- Contract development
- Statistics and Research
- Resource for advocacy, funding, etc.
- Coordinating program standards
- Training
- Meetings with Peers





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USING THE FOUR-POINT APPROACH TO LEAD COMMUNITY ECONOMIC DEVELOPMENT

- + **Organization** - getting the community working toward consensus – finding resources
- + **Promotion** - marketing the district's unique characteristics and assets – attracting people
- + **Design** - getting the commercial district in top physical shape – preserving local character
- + **Economic Vitality** - diversifying the district's economic base, strengthening existing businesses





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ELEMENTS OF A THRIVING
DOWNTOWN/COMMERCIAL CORRIDOR

Organization

+ Sense of unity, investments being made

+ Leveraging resources

Design

+ Welcoming environment

+ Attractive district – buildings, public spaces, pedestrian amenities, etc.

+ Managed parking

Economic Vitality

+ Desired businesses

+ Housing

Promotion

+ Activities and Attractions

+ People on the street

+ Nightlife



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ORGANIZATION

Main Street programs work to build broad-based and diverse support for their commercial district. Main Street brings the community together to reach consensus, lead revitalization, develop partnerships and assemble resources (human and financial).


Cape Charles Main Street

November 16 at 11:05 AM · 🌐

VOLUNTEERS NEEDED ASAP: We need some help putting lights on garlands at our office 718 Randolph Ave. Please stop by between 9AM & 3 PM if you can help. masks on please. 😊

Downtown Development Board of Directors Meeting

For more meetings, visit our DDA Agendas, Packets, and Minutes page on [Municode Meetings](#).



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ORGANIZATION

- Partnership Building (public and private)
- Public Relations and Outreach / Communications
- Fund-Raising (projects & operations)
- Volunteer development



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BUILDING A STRONG
SENSE OF OWNERSHIP



*that Results In Proactive
Community Engagement
And Volunteerism*

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Reach out and involve the Community

Public Relations Plan

- Build community participation
- Main Street/Downtown brochure
- Newspaper articles
- Newsletters
- Posters
- Social Media
- Hosting community events

Highland Downtown Development Authority

3.1K likes • 3.4K followers

Oxford DDA regains national Main Street accreditation

By GJ O'Connell on January 21, 2021 · No Comment

DownTown Oxford finally regained its national accreditation as a Main Street community after losing it two years ago. During its recent annual evaluation, the Downtown Development Authority (DDA) received credit for all 10 of the criteria used by the National Main Street Center in Washington, D.C. to judge progress in designated communities. "It just demonstrates the willingness of our board, our volunteers, our community members to take the organization to that next level," said DDA Executive Director Joe Frost. The 10 criteria used to evaluate Main Street communities are broad-based community support; vision and mission statements; historic preservation office; paid, professional DDA/Main Street Program Director; program of ongoing training; reporting of key statistics; Main Street Network membership; comprehensive work plan; active board and committees; and adequate operating budget. To become accredited, all 10 criteria must be met.

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BEING AN INCLUSIVE ORGANIZATION



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TYPICAL BALANCE OF FUNDING SOURCES
FOR DOWNTOWN REVITALIZATION
PROGRAMS

30-50%

Public funding

20-30%

Funding from business district

30-40%

Community funding

5-15%

Miscellaneous

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DEVELOPMENT PLANS

Components of a Plan

- Municipal contribution
- Annual Pledge Drive
- Friends of Main Street/Residents
- Grants
- Merchandise Sales
- Sponsorships
- Special Event and Special Project income
- Fundraising Events
- DDA, BID, TIF (other assessment districts)

Diversify your funding
What does that mean for DDAs?

National Main Street Center

a subsidiary of the
National Trust for Historic Preservation

Heart of Biddeford PROPOSED FUNDRAISING PLAN 2020

	2020	2021
	\$	\$
Total Income/Operating Budget		
Income Sources		
Municipal Support	\$35,000	\$40,000
Business Donations	\$ 7,000	\$11,000
Businesses Outside Downtown (industrial, retail, service)	\$5,000	\$2,900
Residents (giving levels and local philanthropists)	\$5,600	\$5,000
Civic Organizations (can include project support)	\$	\$
Special Event Income (list events separately note the cost of the event and net proceeds, sponsorships)		
1. River Jam	\$6,500	\$ 0
Fundraising Event Income		
1. 5K	\$4,700	\$4,500
2. Raffle	\$6,000	\$5,500
3. Various (bottle drive, fee for services)	\$1,300	\$ 900
Special Projects Fundraising (streetscape, etc.)	\$	\$
Grants (specifically applied for grants not corp. donations)	\$30,000	\$35,000
Merchandise Sales	\$1,500	\$
Endowments/Planned Giving	\$	\$
Other (please note specifically)	\$0	\$3,200
Surplus and bank interest		
Totals	\$101,100	\$112,000

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FRIENDS OF MAIN STREET

NOT A MERCHANT’S ASSOCIATION - COMMUNITY SUPPORTED


Why should residents and consumers support downtowns’ efforts?

- + Enhanced marketplace (better shopping and the benefits of shopping locally)
- + Sense of pride in Downtown
- + Social/cultural activities
- + Sense of hometown community
- + Opportunity to participate/volunteer
- + Better communication
- + Political advocate
- + Home values increase

1,000 FRIENDS OF DOWNTOWN LAKE ORION

Imagine what we can do together!

DOWNTOWN LAKE ORION



THE HEART AND HUB OF THE Orion Community

WWW.DOWNTOWNLAKEORION.ORG


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SOCIAL MEDIA POSTS

We do neat stuff in **#DowntownGrayling**, like working with the city to outline ways to use public space for our small businesses when indoor capacities are limited, **#Parklets**. Will you help us keep doing neat stuff, by donating to our program?



needs YOUR help, to
continue serving



When you purchase an envelope from the Grayling DDA/Main Street Program it makes a difference in our community.


Your contribution to the annual operating budget will be used to:

- Continue business and property development efforts.
- Oversee public event programming to promote our place.
- Enhance the physical environment of Downtown Grayling.
- Educated and train staff, volunteers, and business stakeholders in our ever changing field.

Call or email today to see what envelope numbers remain!
989 390 7689 - DowntownGrayling@gmail.com

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PARTNERS – NOT MEMBERS



Our Town Belfast
A MAIN STREET COMMUNITY

WELCOME

EXPLORE

LIVE/WORK

CALENDAR

BLOG


COVID 19

ABOUT US

DONATE

JOIN

Search here...



Become a Partner!

Enjoy the benefits of a Partnership

40

BELFAST, ME

\$150

Main Street

PARTNER

\$12⁵⁰

/ Per month

Prioritized Promotion of
Your Events & News

Enhanced Map Listing
on our website directory

Belfast Pocket Map
Discount (5 %)

\$300

Armistice
Bridge

PARTNER

\$25⁰⁰

/ Per month

Prioritized Promotion of
Your Events & News

Enhanced Map Listing
on our website directory

Belfast Pocket Map
Discount (10 %)

\$500

Passagassawake

PARTNER

\$41⁶⁷

/ Per month

Prioritized Promotion of
Your Events & News

Enhanced Map Listing
on our website directory

Belfast Pocket Map
Discount (15 %)

Dedicated content

\$1000

Belfast Harbor

PARTNER

\$83³³

/ Per month

Prioritized Promotion of
Your Events & News

Enhanced Map Listing
on our website directory

Belfast Pocket Map
Discount (25 %)

Dedicated content

\$2500

Penobscot Bay

PARTNER

\$208³³

/ Per month

Prioritized Promotion of
Your Events & News

Enhanced Map Listing
on our website directory

Belfast Pocket Map
(Complimentary
1.75"x3.75")

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LARAMIE MAIN STREET
GIVING POPPED UP FIRST

Search

Laramie
MAIN
STREET
ALLIANCE
15 YEAR ANNIVERSARY

INVEST IN THE NEXT
15 YEARS OF LARAMIE
MAIN STREET

Your tax-deductible gift to our
crowdfunding campaign will help us
continue to provide FREE services to
all businesses in Downtown Laramie.

DONATE

Here's how you can participate:

Purchase a reward from our
donation

Make a cash donation and

Spread the word about our campaign to friends and family

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SOLICIT BUSINESSES DOING BUSINESS
IN THE DISTRICT – NOT LOCATED DT

+ Ask businesses in the district to make a list of businesses they use and community organizations **(trash haulers, uniform and carpet supplies, restaurant and beverage suppliers, contractors, planners, etc.)**

+ Have those businesses hand letters to those vendors, or mail with invoice payment....or go higher up.


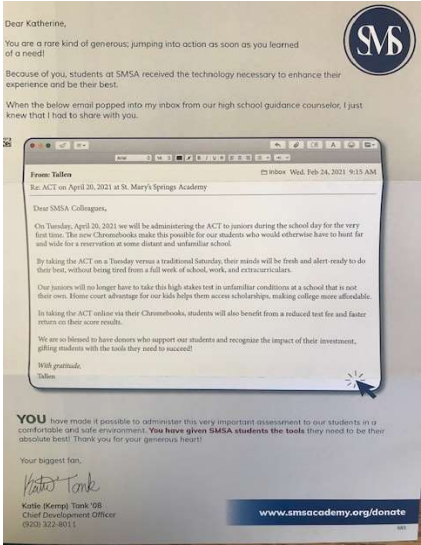
+ Explain the benefits for them to support your downtown organization



Who else is there in doing business in your downtown?

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HOW DO YOU THANK DONORS?



Letter and photo of how monies were used after the donation

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Slide 46

KL6 Kathy LaPlante, 4/27/2021

VOLUNTEERS ARE ESSENTIAL! OF ALL AGES

- + Gain community support and provide community outreach
- + Community members take ownership
- + Gain more expertise
- + Accomplish more with limited funds
- + Demonstrate community support for the program
- + Helps prevent burnout of leadership volunteers
- + Bring the community together when you have diverse stakeholders working together
- + Develop tomorrows' leaders



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RECRUITMENT

- + **Today's Volunteers**
 - Short term assignments
 - Flexible timing
 - Closed-end assignments
 - Fun
 - Requirements for school
 - Mixed cultural exposure
 - People want a chance to excel in a new area
 - Opportunity to combine volunteering with fitness, ecology, socializing, learning, resume-building, recognition by boss, contacts, training and values



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- + Property Owners
- + Retail & Restaurant Business Owners
- + Service Business Owners
- + Financial Institutions
- + Utilities
- + Preservationists
- + Residents
- + Corporations and Industry
- + City and County



PROMOTION

Main Street encourages communities to bring people back to the community center by positioning the downtown as a center of activity, marketing the district’s unique characteristics, and fostering its positive image.



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PROMOTION





By marketing the district’s unique characteristics to shoppers, investors, new businesses, and visitors, an effective promotion strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers.

- It serves to improve consumer and investor confidence in the district.

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PROMOTION
MARKET-BASED STRATEGIES








+ **Image campaigns**
accentuate the positives,
dispel the negatives


+ **Business promotions**
generate immediate
sales of the goods and
services offered
downtown

+ **Special events** generate
traffic, activity and
positive experiences in
the downtown

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IS THIS THE IMAGE/IMPRESSION YOU
WANT PEOPLE TO HAVE ABOUT YOUR
DOWNTOWN?








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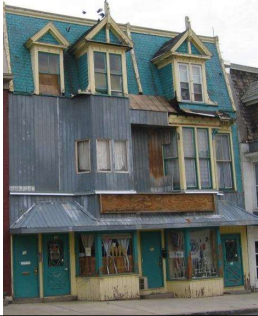




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OR DO YOU THINK PUBLIC SPACES LIKE
THESE IMPROVE DESIRABILITY FOR
SHOPPERS, INVESTORS AND RESIDENTS?



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WHAT IMPRESSION DO EMPTY
BUILDINGS HAVE ON IMAGE?



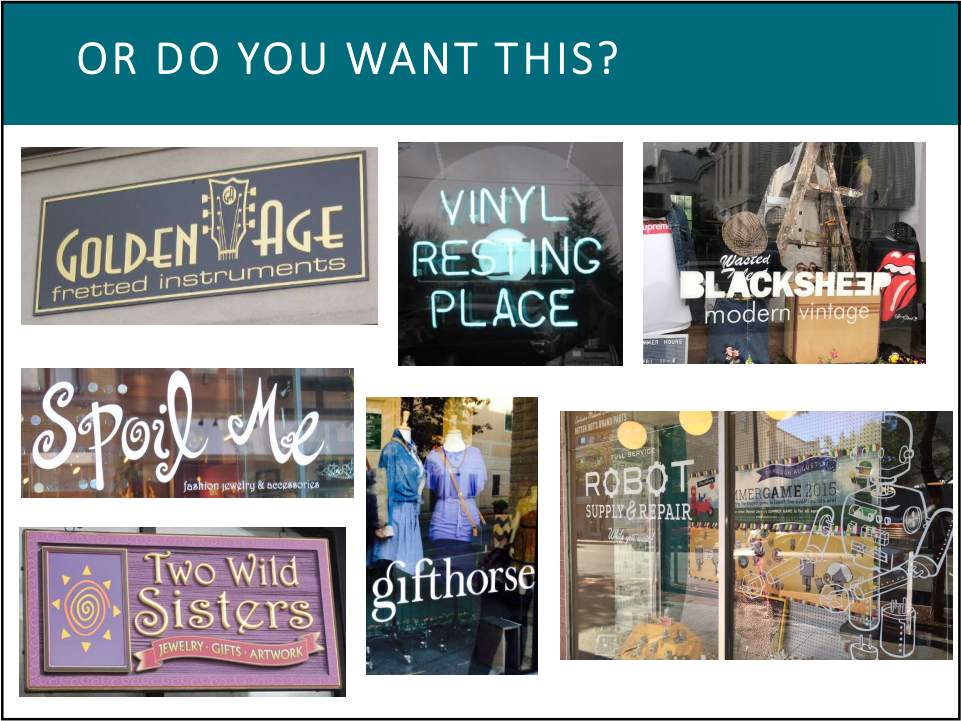
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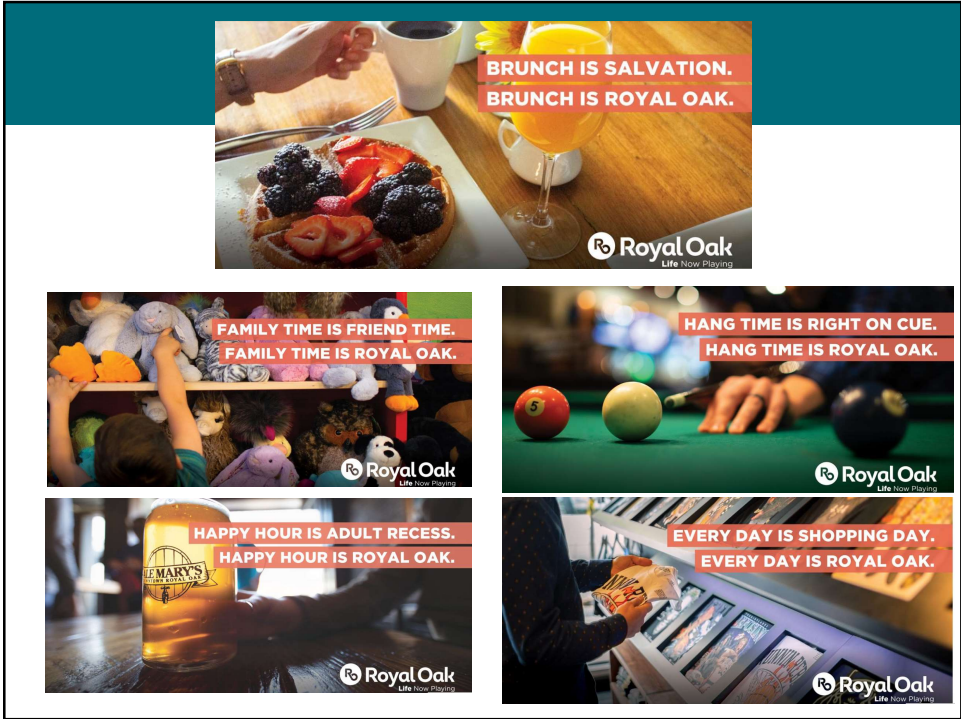
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IMAGE PROMOTION



+ Promote a positive feature of the district to improve the overall image

+ Can be:

- Ad campaigns
- Collateral materials
- Media Relations
- Logos and Branding



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BUSINESS PROMOTIONS - TARGET MARKETING

THREE CATEGORIES OF BUSINESS PROMOTIONS






+ **Cooperative promotions**
“sell” businesses in the same category (competitive cluster)


+ **Cross-business promotions**
“sell” businesses with complimentary goods and services

+ **Niche promotions** focus on the consumer group (including visitors) rather than the goods and services

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BUSINESS PROMOTIONS





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- + Businesses provide attractive offers (10% is not attractive). BOGO is.
- + This deck offered over \$400 worth of savings
- + Sold for \$30 each
- + Great Christmas gifts



SHOP LOCAL – AND SMALL BUSINESS SATURDAY

Here's what's
HAPPENING
DOWNTOWN

"When you buy from a family owned business, you're not helping a CEO buy a third vacation home. You're helping a little girl get dance lessons, a little boy get his team jersey, a mom put food on the table, a dad pay a mortgage, a student pay for college". Anonymous

SHOP TO WIN
#lovelakeorion

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SMALL BUSINESS SATURDAY

We want to hear about the innovative ways you celebrated Small Business Saturday® as an American Express Neighborhood Champion in 2022! The Neighborhood Champion Innovation Contest launches today, Wednesday, March 1.

If you were a 2022 Neighborhood Champion, fill out our short Neighborhood Champion Innovation Contest form by March 31, 2023, for an opportunity to win. This year, our judging panel is looking for the most creative and innovative ways you engaged with younger, "next generation" shoppers (think Gen Z and Millennial) in your community.

The Main Street program that had the best celebration and promotions will receive \$5,000; one second-place winner will receive \$2,500, and three third-place winners will receive \$1,000 in recognition of their Small Business Saturday innovation. Winners will be announced and receive their awards in May.

Apply Now >

Applicants must have signed up and been approved to be a Neighborhood Champion in 2022 and be members of Main Street America to be eligible to enter or win. No purchase necessary. Open only to legal U.S. residents who are 18+. Ends 11:59 p.m. 3/31/23 CT. See Official Rules for complete details.

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RESTAURANTS OR ARTS PROMOTIONS



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ENHANCING BUSINESS PARTNERSHIPS
CITY AND DOWNTOWN

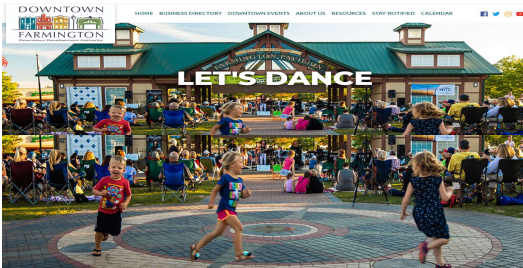
- + Events can entail more than a one-to-two-day festival.
- + Businesses in Westfield, NJ wanted free parking during the holiday season.
- + However, the City would lose substantial revenues, over \$10,000.
- + Main Street recruited Starbucks to sponsor the free parking in exchange for advertising – cups on the meters.
- + Win for the city, win for Starbucks, win for the customers, win for the businesses, win for Main Street Westfield who pulled these partners together.
- + What did Starbucks gain from it?

70

Special Events a Chance to Draw New
People and Create Community Memories





Should
highlight
assets,
unusual
features



71

SPECIAL EVENTS/FESTIVALS



+ Should:

- attract people
- acquaint them with district
- present a “warm fuzzy” about the district
- result in *eventual* sales
- raise more funds
- Develop new partnerships
- Create social media buzz

+ Can be built around:

- Social activity
- Heritage
- Holidays

+ Should highlight assets, unusual features

72

SPECIAL EVENTS

- + Are not focused on ringing cash registers during the event (although they sometimes have that added benefit)
- + Special events often lead to future sales when attendees have a positive experience admiring window displays, browsing open shops, and chatting with friendly shopkeepers.
- + Unique assets, Liver mush, fondue, Big Catsup




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IMPACT MEASUREMENTS FOR EVENTS

Measurable metrics:

- ✓ Audience reached
- ✓ New partnerships
- ✓ Volunteers engaged
- ✓ Increased sales
- ✓ Foot traffic
- ✓ Media attention
- ✓ Business exposure
- ✓ Cost + money generated into community



Rochester, MI




74

LET’S TALK ABOUT YOUR
MEASUREMENTS OF SUCCESS

+ How do you measure
the success of your
events?

75

BREAK – 10 MINUTES



76

MISSION OF THE DESIGN COMPONENT OF
COMMERCIAL DISTRICT REVITALIZATION



- + *To guide and implement physical changes in the district that make it physically attractive to shoppers, investors, business owners, and visitors.*
- + *Protecting historic properties, celebrating while allowing new development.*
- + *Main Street Oakland County provides communities with tools they need to improve the appearance of the commercial district, while preserving its character, thru design assistance.*

77

DESIGN



Get Main Street into top physical shape (capitalize on best assets)

- inviting atmosphere
- good window displays
- parking areas
- façade improvements
- street furniture
- signage
- lighting
- landscaping

78

DESIGN COMMITTEE
TYPICAL AREAS OF RESPONSIBILITY

+ Design education

- Maintenance
- Building improvements
- Signage and awnings
- Visual merchandising
- Placemaking
- Public improvements
- Graphic design

+ Design incentives

- Technical
- Financial

+ Planning & review

+ Clean, Safe & Green (sustainability)



Photo credit: John Bry

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DOWNTOWN’S REACTION...
TO STRIP MALLS AND SHOPPING CENTERS







Façade “modernization” & bigger signs

80

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@2023 National Main Street Center



Business name: The Knitting Room

Business type: Retail and textiles

Location: 28 N. Main St., Fond du Lac, WI

Date of Improvement: 2008

Cost: \$28,000

Financing assistance: Downtown Fond du Lac Façade Improvement Grant
Bank loan
Historic preservation tax credits

Economic benefits: Owner believes market value has doubled since his 2007 acquisition of the property

81

Preserving and Reusing







Photo credit: John Bry

82

Downtown Highland **COVID-19 Mini Grant**

The application period opens September 25th, and businesses have thru October 16th at Noon to apply. Late applications will not be accepted.

- Technical
- Financial
- Potential ARP funds?

PARTNERS IN PRESERVATION

Holly Depot a Winner in 2019



**National Trust for
Historic Preservation®**
Save the past. Enrich the future.



**MAIN STREET
AMERICA™**



DELTA

Kathy La Plante
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NEW CONSTRUCTION
NEW BUILDINGS (THE RIGHT WAY)



85

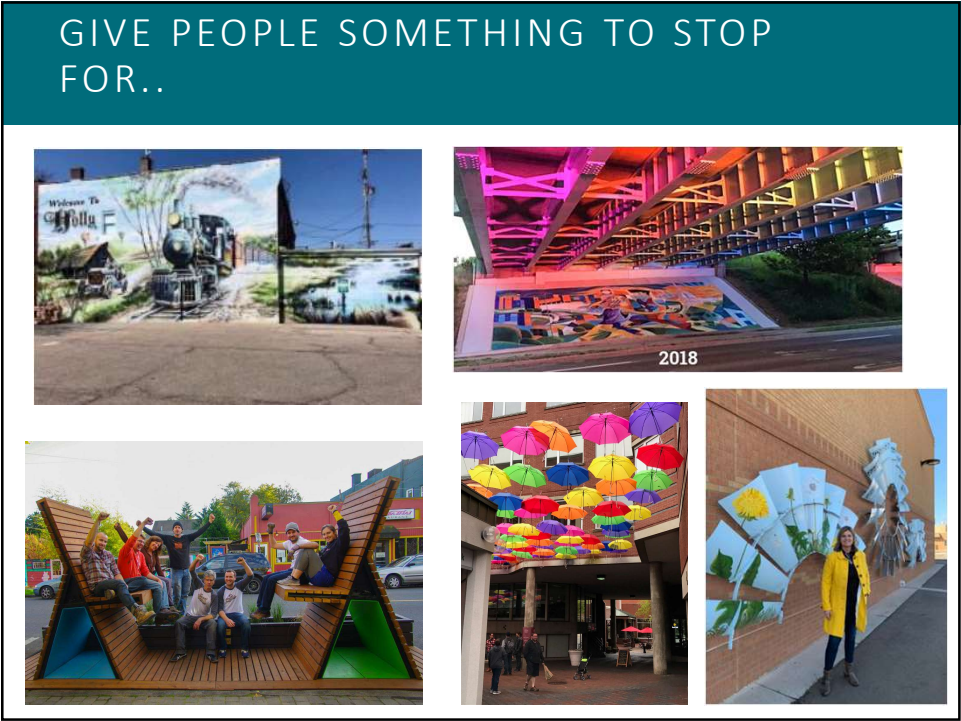
SYMPATHETIC NEW CONSTRUCTION



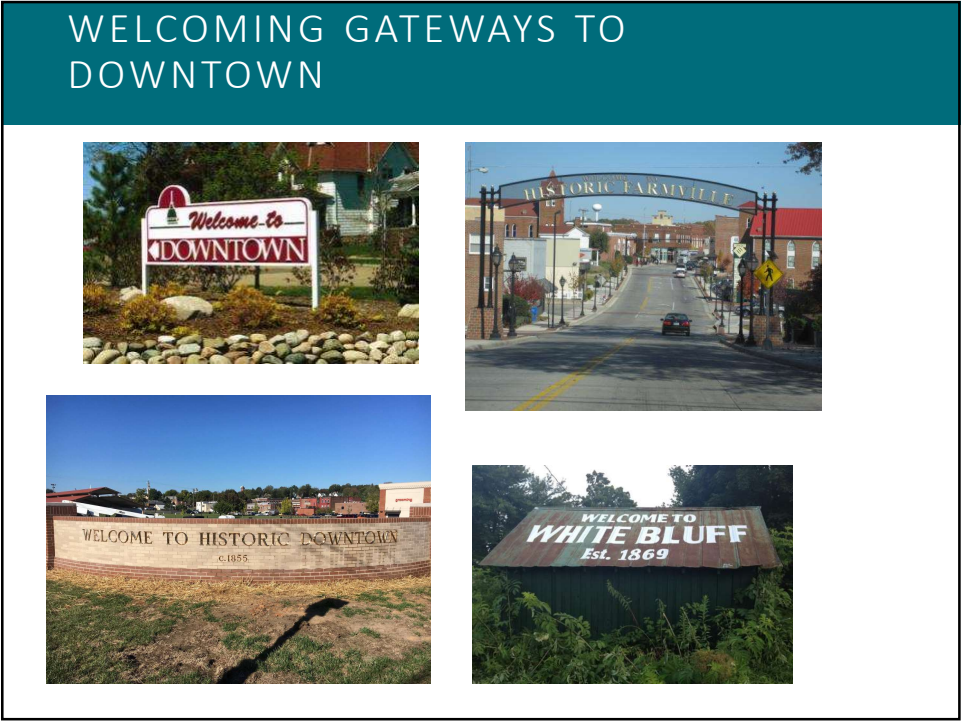
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87



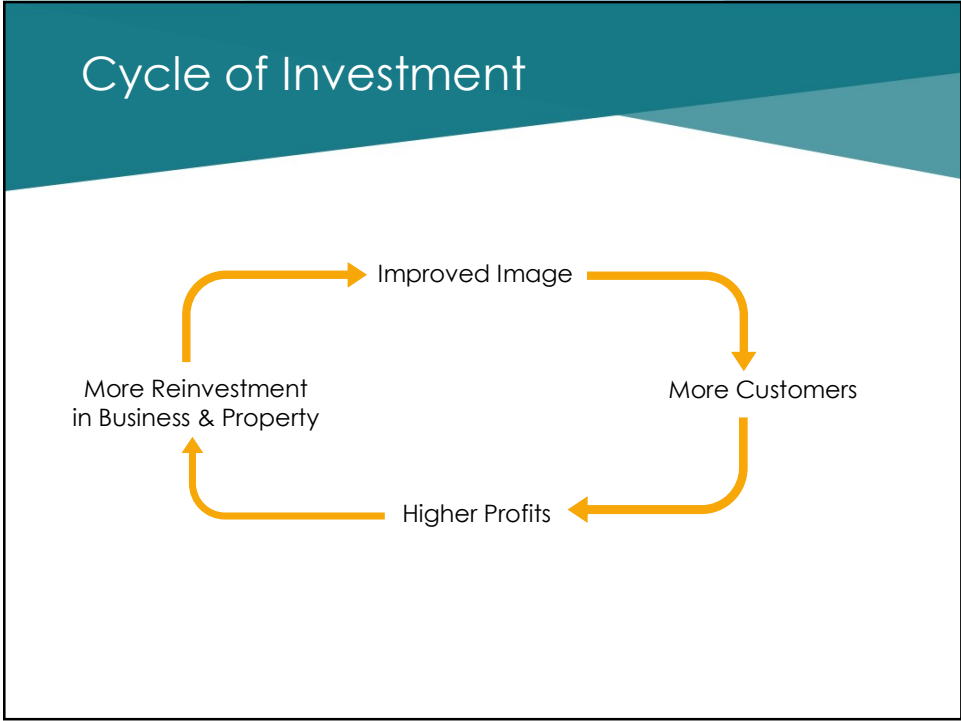
88



89



90



91

Design is about Preservation

- Making sure everyone in your community can access public spaces and has a say in how physical space is used
- Protecting historic properties and celebrating historic culture, while allowing new (compatible) development
- Promoting economic, social, and environmental sustainability
- Connecting local building owners with design resources, experts, tools, and incentives
- Partnerships with other local leaders working with physical elements in your district: State Historic Preservation Offices, local preservation commissions, Departments of Transportation, Zoning, and Parks and Recreation (and more!)



92

PRIORITIZING DESIGN NEEDS



- + Design audit: suggested in assessment report
- + Identify buildings, through the condition survey in the Main Street Design Manual, which require major maintenance and repair to assure correction to maintain structural integrity.
- + Identify the good, the bad, and ugly on the street.

93

ECONOMIC VITALITY

- Strengthens a community’s existing economic assets while diversifying its economic base.
- By helping existing businesses expand and recruiting new ones to respond to today’s market, Main Street program helps convert unused or underutilized space into economically productive property and sharpen the competitiveness and profitability of businesses.



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ECONOMIC VITALITY

+ EV means rethinking downtowns in a way other than it's traditionally seen

+ EV means **MAKING** things happen in the downtown, rather than letting things happen in the district.

+ Strengthening existing businesses

+ Identifying new market opportunities and uses for vacant or under-utilized spaces

95

PLACEMAKING = ECONOMIC DEVELOPMENT

“Economic Development is really the result of creating places that people want to be.”

Market Cornett, Mayor of Oklahoma City

96

IF BUILDING A STRONGER RETAIL BASE
FOR DOWNTOWN IN A GOAL....

+ Who are downtown’s customers?

– Residents?

– Downtown Workers?

– Tourists/Visitors?

– Other niche markets like colleges and universities, medical/hospitals, tech hubs, military base or other unique market drivers?

+ Which are downtown’s markets now and who do you think will be the market in the future?



97

KNOWING YOUR OPPORTUNITIES



+ What will be successful base on the market?

+ What will strengthen the current business mix?

+ Knowing who the customer is?

+ What incentives are there to attract entrepreneurs?

98

WHERE WILL RETAIL GROW?

Shifting Market Forces

+ Experiences instead of stuff

+ Increase in entrepreneurs and start up retailing

+ Environment as a priority

+ Interest increasing in smaller communities with livable character, amenities, fresh food, farming, etc.



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PRELIMINARY STUFF:
MARKET DATA

•Trade area definition

•Demographics of current customers

• Demographics of trade-area residents

• Demographics of trade-area visitors

• “Psychographics”

• Retail sales indicators

- Actual sales
- “Buying power”



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STRENGTHEN EXISTING BUSINESSES

+ Communication (two-way) and relationship building

- Build Trust

+ Counseling/business assistance

- Help increase profits
- Solve business problems
- Increase incentives
- Facilitate transfer of ownership

+ Keep them happy

+ Demonstrate a pro-business attitude



101

FINDING NEW USES

+ Upper-story housing/office

+ Light industry

+ Location-neutral businesses

+ Cottage industries

+ Corporate showrooms

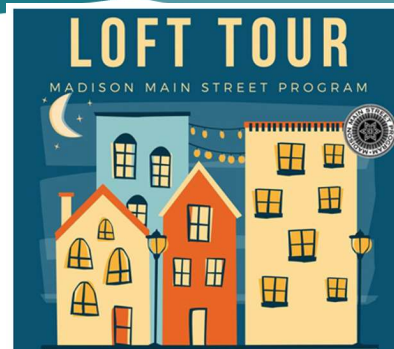
+ Entertainment districts



102

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FILLING VACANT PROPERTIES

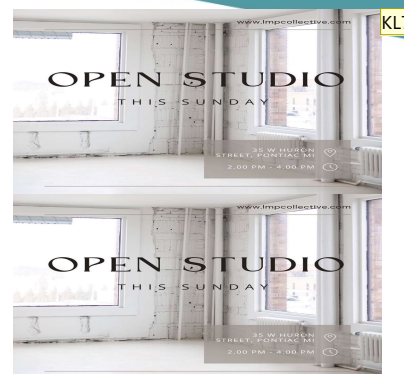


DO BUSINESS HERE!



Trails, Ales or Tails . . .

Whatever your favorite pastime, Downtown Wixom offers many choices. The downtown is the heart of our City, offering three City parks, three historical sites (including a 100-year-old barn!) the City's community center and library, and many opportunities for new businesses. The Michigan Air Line Trail, recently opened and currently being developed, allows bikers, runners, and dog-walkers easy access to all of these amenities. #downtownwixom



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Slide 104

KL7 Kathy LaPlante, 3/6/2023


HOUSING

Downtown Owosso

15 hrs

Did you know that one of Owosso Main Street/DDA's goals & objectives for 2019/20 is to increase upper-floor residential density? What does that mean? It means creating more places for people to live downtown. This is a picture of the renovation of one of our historic buildings. These new windows are part of new development that will create 3 new residential units. We are thankful for the wonderful downtown property owners that believe in our community and see the vision of what our downtown can be!





Luxury, high-rise condos high above the coolest small town in America. Built in 2007, this 78 unit, 18 stories, condominium includes covered parking and enjoys the central location of Washington Avenue. [Royal Oak](#)

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CHEYENNE WY

MODERN INDUSTRIAL
COWORK SPACE IN
DOWNTOWN CASPER
NOW ACCEPTING APPLICATIONS

BASEMENT
SHIFT

GET YOUR
SHIFT TOGETHER

www.basementshift.com
444 S. Center Street • 307.265.3611





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LIGHT MANUFACTURING/MAIL ORDER



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POSITIONING DOWNTOWN – ECONOMIC VITALITY

- + Conduct or Host Entrepreneurship Workshops
- + Promote “Wish List” of Needed Retail and Service Opportunities
- + Create Targeted Incentives to Drive New Business Creation
- + Create a Downtown Incubator, Accelerator, or Innovation Work Center
- + Create Live/Work Spaces
- + Recruit Third Spaces businesses (Cafes, Breweries, Drop-In Spaces)
- + Leverage proximity to Entrepreneurship Hubs (Saline, MI)
- + Greater focus housing and diversity of housing



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THE (REFRESHED)
MAIN STREET APPROACH®

+Key Benefits:

•

Puts focus on economic impact, creating potential for more significant change on Main Street

•

Stresses broad community engagement to secure support for Main Street’s vision and make sure transformation reflects diverse perspective

•

Encourages all programs to focus on tangible outcomes that help communicate impact

A photograph of a lively urban street intersection. The street is paved with asphalt and has yellow double lines. On the left, there are colorful buildings with red and blue facades. On the right, there are more buildings, including a taller one with a clock tower. The sky is bright blue with a few clouds. There are traffic lights and some flags hanging from the buildings.

110

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A PATH FOR BUILDING A STRONG DOWNTOWN

+ Every community is unique in some way


– What is unique about your downtown or district?

• It could be a destination business or a specific business mix

• It could be your geographic location (natural features)

• It could be history or culture (historic buildings, place in history, etc.)

• It could be a random claim to fame





KLS

Marysville, KS Life Tile Murals & Pony Express History

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MAIN STREET APPROACH[®]



Community vision + Market understanding:
Establish a community vision for the Main Street district that acknowledges market realities and provides a foundation for future (re)development.

Key tools: local surveys, market data

Transformation Strategies
Select a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.

Key tools: focused strategy, implementable goals

Implementation and Measurement
Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.

Key tools: project work plans, data collection and tracking

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Slide 111

KL5 Kathy LaPlante, 4/22/2021

CUSTOMER-BASED STRATEGIES

- Downtown workers and/or residents
- College students
- Tourists
- Military installations
- Family-friendly, family-serving
- Millennials
- Retirees/Elder-Friendly



Photo credit: John Bry


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Product-Based Strategies

- Arts
- Entertainment/nightlife
- Furniture/furnishings
- Professional services
- Health + wellness
- Sports + recreation
- Ethnic specialties

- Apparel
- Agriculture
- Education
- Green products
- Convenience
- Manufacturing
- Food

Or Customized Strategies



114

[illegible]

115

WHAT ARE THE TOP 3 ISSUES FACING DOWNTOWN?

Issue	Percentage
Buildings in need of repair	85%
Vacancies	50%
Store Variety	48%
Inconsistent Store Hours	28%
Lack of housing	18%
Kid/Family Friendly	15%
Infrastructure (sidewalks, etc.)	15%
Crime	2%
Homeless	1%
Traffic	5%
Parking	10%

1. Buildings in need of rehab or repair
2. Vacancies
3. Store Variety
4. Inconsistent Store Hours

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[illegible]

117

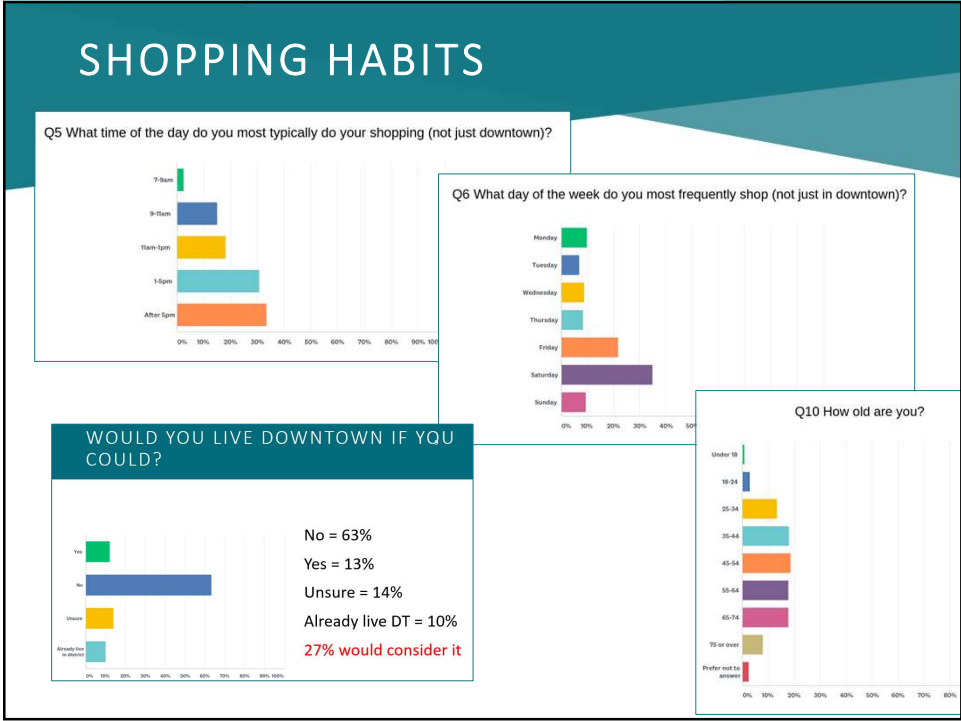
WHAT THREE BUSINESS TYPES WOULD YOU LIKE TO SEE DOWNTOWN?

Q4 What 3 business types would you like to see within the downtown/district that are not currently present?

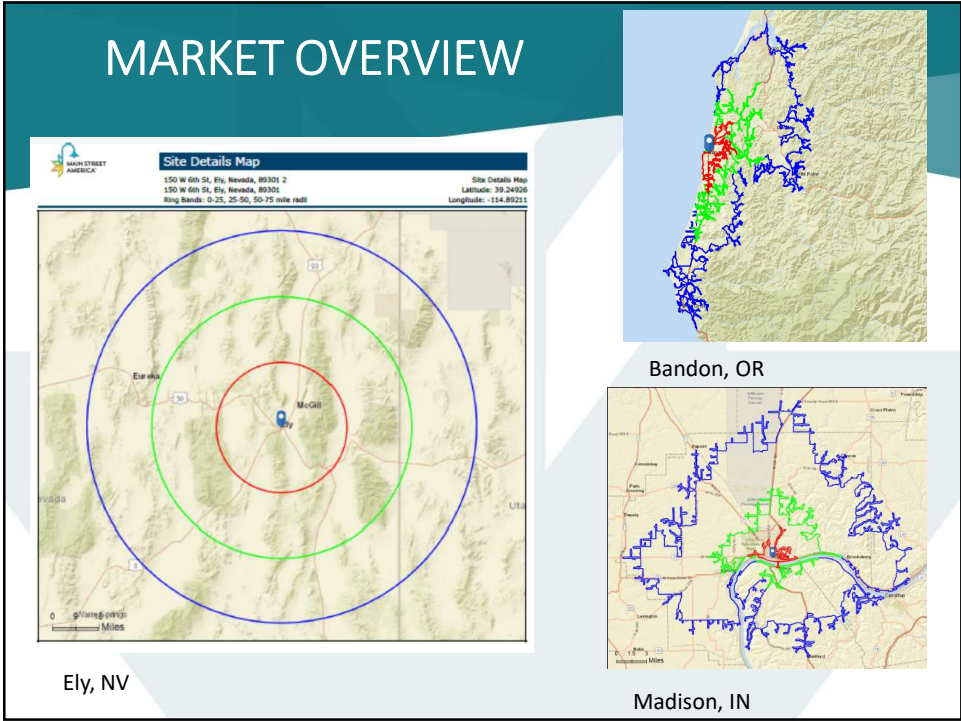
Business Type	Percentage
Clothing	52%
Bookstore	24%
Brewery	23%
Children/Kids	18%
Coffee Shop/Cafe	14%
Fine Dining	10%
Drug Store/Pharmacy	8%
Electronics	7%
Entertainment	22%
Grocery	18%
Health & Beauty	5%
Home Goods	20%
Jewelry	12%
Pub/Restaurant	12%
Shoe Store	20%
Sporting/Outdoor	5%
Other (please specify)	15%

1. Clothing
2. Entertainment
3. Bookstore
4. Shoe Store
5. Children/Kid's
6. Grocery

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SOME DEMOGRAPHIC
CHARACTERISTICS

+ Population size

+ Population trends

+ Number of households

+ Household trends (e.g., smaller or larger)

+ Median HH income and benchmarks

+ Median age and benchmarks

+ Median age trends

+ Households with children at home

+ Homeownership rates

+ Educational attainment

+ Race and ethnicity and trends

+ Psychographic segmentation (“Community Tapestry”)

121

0-25
Miles

Median
US age
37.9

Better
Educated
Closest
To Ely

KEY FACTS

8,912
Population

41.7
Median Age

2.4
Average Household Size

\$55,965
Median Household Income

EDUCATION

15%
No High School Diploma

37%
High School Graduate

34%
Some College

15%
Bachelor's/Grad/Prof Degree

BUSINESS

299
Total Businesses

3,052
Total Employees

EMPLOYMENT

White Collar 47%

Blue Collar 29%

Services 23%

7.1%
Unemployment Rate

INCOME

\$55,965
Median Household Income

\$25,497
Per Capita Income

\$84,853
Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (20.0%)

The smallest group: \$200,000+ (2.1%)

Indicator	Value	Difference
<\$15,000	15.0%	+0.1%
\$15,000 - \$24,999	8.9%	+0.1%
\$25,000 - \$34,999	7.3%	+0.1%
\$35,000 - \$49,999	12.3%	+0.2%
\$50,000 - \$74,999	20.0%	+0.3%
\$75,000 - \$99,999	13.9%	-0.5%
\$100,000 - \$149,999	15.0%	-0.2%
\$150,000 - \$199,999	5.4%	0
\$200,000+	2.1%	0

Bars show deviation from
White Pine County

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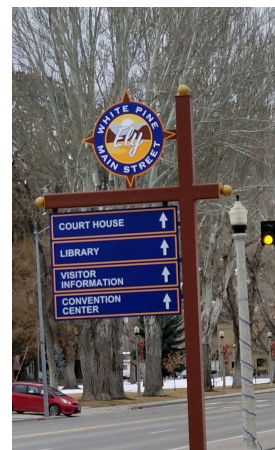
SALES VOID ANALYSIS

- Total buying power
- Total sales capture
- Buying power by retail category
- Sales capture by retail category
- Sales leakage by retail category
- Major competitors

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DOWNTOWN BUSINESS CHARACTERISTICS AND COMMUNITY ASSETS

- Business inventory
- Number of businesses
- Business clusters
 - Retail (by category)
 - Restaurant
 - Lodging
 - Professional
 - Manufacturing
- Number of downtown workers



Here's an example for you

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BRUSH! COLORADO

Agricultural Strategy

WHO ARE THE CUSTOMERS FOR THIS STRATEGY?

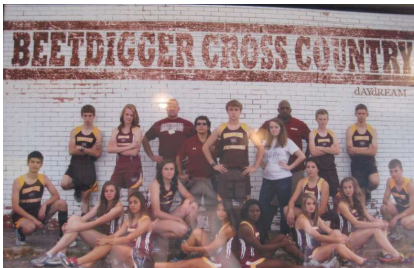
In districts that serve agricultural communities, the primary customers are the people who live in and near the community. They represent a captive market for basic goods and services, as well as a market interested in specialized agriculture-related goods and services.



Homegrown Happiness!

125

WHY AGRICULTURE MAKES SENSE



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POTENTIAL ORGANIZATION ACTIVITIES



+ Invite one or more people involved in rural economics to serve on a task force or committee and provide initial and ongoing guidance on developing the Agriculture strategy.

+ Explore potential grant opportunities to support food production, distribution, and marketing (e.g., from the US Department of Agriculture's Rural Development Programs and from private foundations interested in improving access to healthy food).

+ Invite ranchers and farmers to serve on the board, committees, or advisory board

+ Assure publicity on what your doing in downtown reaches ranchers and farmers

+ Get kids from FFA or 4H involved



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SAMPLE PROMOTION ACTIVITIES:

+ Organize a farmers' market or annual local food festival

+ Host a Farm to Table dinner on Main Street

+ Incorporate sugar beet bowling (or other local products) into special events

+ Ugly pickup contest or antique tractor show

+ Farm Art Contests

+ Ag Tours

+ Special business promotion for farm/ranch families



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POTENTIAL DESIGN ACTIVITIES

+ Design and install an urban orchard in a vacant parcel between storefront buildings.

+ Add fresh herbs to planter boxes throughout the district and encourage shoppers to take home a handful.

+ Historic walking tour with hoof prints on the sidewalk

+ In vacant storefront windows showing ag related displays (equipment, photos, etc.) Provide guided torus for schools and interpret displays

+ Ag related mural featuring local farm and people



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SAMPLE ECONOMIC VITALITY ACTIVITIES:

+ In small, agriculture-focused towns, conduct a survey of area households to find out what products and services they would shop for locally, if they were available.

+ Launch a community-owned variety store or small department store.

+ Develop or recruit a restaurant that grows some or all of its produce on-site (on an adjacent or nearby district lot, for instance, or on the building's roof).

+ Encourage more restaurants to buy more local produce to serve

+ Encourage businesses to support the strategy with naming their businesses

+ Crowd funding to buy a building – to target an ag-related business



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BUSINESS DEVELOPMENT

Potential products, services, and business *types* that support an Agricultural Economy strategy may include:

- + Livestock feed
- + Seed (both for farming and for home gardens)
- + Canning and preserving equipment and supplies
- + A commercial kitchen, for processing and packaging farm products
- + Natural and chemical fertilizers, insecticides, and herbicides
- + Work clothes, shoes, boots, and accessories
- + Insect-resistant, UV-protective, and cooling clothing, hats, and scarves
- + Agricultural hardware
- + Equipment repair services
- + Farm insurance
- + Extension service office
- + A community-owned or co-op variety store
- + Family restaurants
- + Specialized food incubators
- + Brewery or distillery





131

WHAT ARE THE REASON ENTREPRENEURS SHOULD CHOOSE YOUR DOWNTOWN?

WHY DOWNTOWN PONTIAC?

[Home](#) / [Why Downtown Pontiac?](#)

Downtown Pontiac is a **vibrant and diverse** neighborhood, full of entrepreneurs, residents, corporate partners, and supporters that come together and form a **close-knit** community.



132

WHERE WE STARTED

The 10 Standards of Performance

1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
3. Has a comprehensive Main Street work plan
4. Possesses a historic preservation ethic
5. Has an active board of directors and committees
6. Has an adequate operating budget
7. Has a paid professional program manager/executive director
8. Conducts a program of ongoing training for staff and volunteers
9. Reports key statistics
10. Is a current member of the Main Street America™ Network

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GUIDING PRINCIPLES

- + Comprehensive
- + Incremental
- + Community-driven
- + Public – Private Partnerships
- + Identifying and Capitalizing on Existing Assets
- + Quality
- + Change
- + Implementation-oriented

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THE HISTORY & REASONING BEHIND NEW STANDARDS


After rolling out “The Refresh” (review of the Main Street Approach), the need to promote:

- Positioning MS programs as economic development organizations
- Moving programs beyond idea/project-driven to Strategy-driven programming – Transformation Strategies
- More community-wide engagement (input and participation) in programming and organization
- Need to develop a more cohesive system within the network



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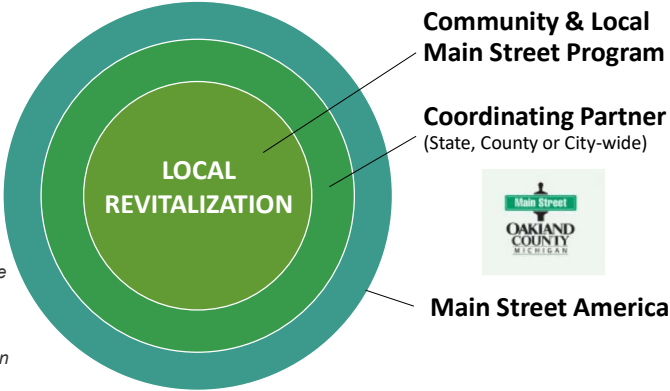
PROVIDING AN EMPOWERING, MODEL OF COLLABORATION FOR LOCAL REVITALIZATION



MAIN STREET AMERICA
Nationally recognized.
Locally powered.™

✓ *Locally powered through community-driven revitalization*

✓ *Supported by a collaborative model that guides, provides technical assistance, adds resources, and connects to a network & best practices in revitalization.*



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OBJECTIVES


New MSA Community
Accreditation Framework

- *Meet communities where they are and guide their revitalization efforts*
- *Offer a more holistic set of Main Street America Community Accreditation Standards*
- *Provide an empowering model of collaboration for local revitalization*
- *Elevate the value of the recognition as a “Nationally Accredited” Community or Commercial District*

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WHY IS ACCREDITATION VALUABLE

- + Recognizes programs that operate with the highest standards
- + Requirements help programs with fundraising, volunteer development, and overall sustainability
- + Challenges the board to organize and grow
- + Illustrates accountability and credibility to your partners, community, and volunteers
- + Eligibility to apply for the Great American Main Street Award
- + Ongoing track record of performance




Rochester Receives National Accreditation

BY JULY 3, 2020 BY ROCHESTER MEDIA 0 LEAVE A COMMENT

[Facebook](#) [Twitter](#) [LinkedIn](#)

Rochester has been named an Accredited 2020 Main Street America Program. This is the 15th consecutive year of national accreditation for Rochester. The Rochester Downtown Development Authority (DDA) has been a member of Main Street Oakland County since 2000.



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@2023 National Main Street Center

New Community Accreditation Standards

A MORE HOLISTIC FRAMEWORK
FOR SUCCESSFUL & SUSTAINABLE REVITALIZATION

Broad-based
Community
Commitment to
Revitalization

Inclusive
Leadership and
Organizational
Capacity

Diverse Funding
and Sustainable
Program Operations

Strategy-Driven
Programming

Preservation-Based
Economic
Development

Demonstrated
Impact and
Results

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USING THE MSA BRAND

MAIN STREET
AMERICA

Affiliate

MAIN STREET
AMERICA

Accredited

MAIN STREET
AMERICA


Member since 2005

MAIN STREET
AMERICA

Award Winner


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SEE BRANDING GUIDELINES



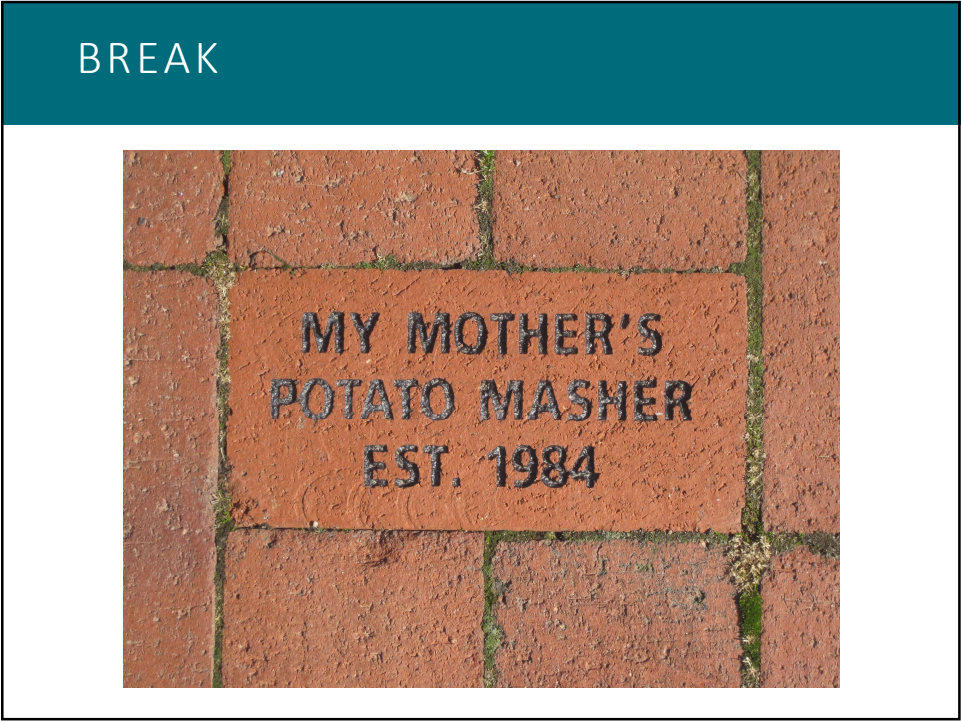
141

GUIDING PRINCIPLES



- + Comprehensive
- + Incremental
- + Community-Driven
- + Public/Private Partnerships
- + Capitalizing on Existing Assets
- + Quality
- + Change
- + Implementation-orientated

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WWW.MAINSTREET.ORG

A Grassroots Network

Made up of small towns, mid-sized communities, and urban commercial districts, the thousands of organizations, individuals, volunteers, and local leaders that make up Main Street America™ represent the broad diversity that makes this country so unique. Working together, the Main Street America Network helps to breathe new life into the places people call home.

The Heart of Communities

The Main Street movement grew out of a recognition that a community is only as strong as its core. In an era when many people had given up hope about the commercial and cultural viability of downtown, and when suburbs, shopping malls, and big box retailers were dominating the American landscape, this seemed like an unlikely proposition. But, over the last four decades, the Main Street movement has proven that downtowns are the heart of our communities, and that a community is only as strong as its core.

Main Street America - Power of the Mo...

Watch on YouTube

Watch later

Share

JOIN

RENEW

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MAIN STREET MEMBERSHIP BENEFITS

Latest Trends & Topics

- + Main Street News (*e-newsletter weekly, Spotlights, State of Main (annual on-line journal)*)
- + Webinars (dozens on the website & You Tube)
- + **Access to Peers & Best Practices through the Point**
- + Board and Committee handbooks digital
- + Online “Resource Center” ... *hundreds of samples, case studies, guidelines and resources.*
- + Discounts to the National Main Street Conference and NDC trainings
- + Main Street America Certification Institute
- + Grants with partners (AMEX, UDSA, PPS, NPS)



MAIN STREET AMERICA™
A PROGRAM OF THE NATIONAL MAIN STREET CENTER

MAINSTREETNEWS

Quote of the Week
“Historic Preservation, Arts and Placemaking, and Entrepreneurship.”
- Theme for the 2018 Main Street New Conference (Discussion proposed on Aug. August 16)





Main Street America Institute

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RESOURCES - MEMBERSHIP

Get Started

[Log in](#) with your individual sub-member account to view the communities you belong to or can join.

JOIN THE CONVERSATION

If you don't have an individual sub-member account yet, follow our [Account Setup Guide](#) or watch our video tutorial to get started.

Not a member yet? [Join today.](#)



Main Street Account Set Up Tutorial

Watch later

Share

Main Street Membership Account Set Up



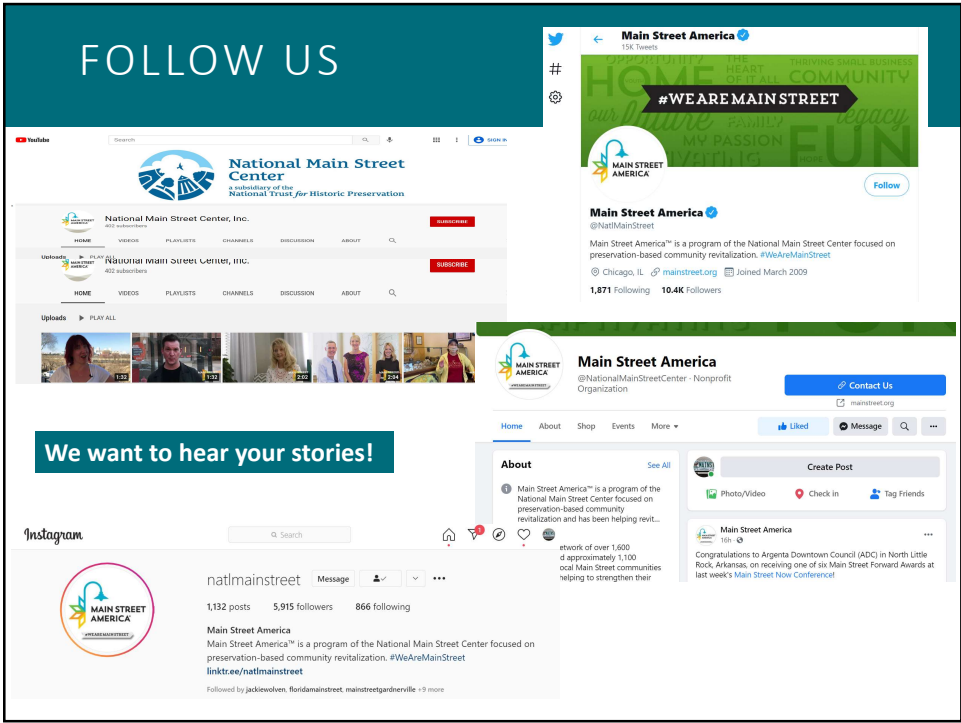
Watch on  YouTube

If you need help with membership reach out to
Tali Jamir or Hannah Mira Friedland
312.610.5611

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WE WANT TO HEAR YOUR STORIES


OVERHEARD ON THE POINT

- If money were no object...
- Make up for missed board meeting?
- Sample satisfaction surveys
- Do you collect rent data in MaestroCM?
- Internet Provider
- Granby, Colorado - Seeking applicants for Main Street Director

MAIN STREET HEADLINES

- Denham Springs Main Street gearing up for first-ever St. Patrick's Day Parade (La.) *Livingston Parish News*
- Woodbine celebrates 15 years as Iowa Main Street Community (Iowa) *Bulletin-Review*
- To Build a Healthier City, Begin at the Sidewalk (USA) *Bloomberg*

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THE Point

[All Member Community](#)


[Post New Message Online](#) [Post New Message via Email](#)

Apr 5, 2021


Discussions

[Working with Businesses to Stay Open Later Hours \(weekdays or weekends\)](#) 


1. [Main Street Siloam Springs is going to begin...](#) Stacy Morris

[Release/Permission form request](#) 


2. [Does anyone have a release/permission form that...](#) Andrew Simpson

[Business Owner Survey](#) 

3. [Good morning, I am looking to conduct a...](#) Faith Allen

[Board Members Running for Local Office](#) 

4. [I would bring a by-laws edit to your next Board...](#) Derek Lumsden
5. [I ran for City Council while serving on my Main...](#) Ben Uzelac

[Looking for Advice - A Main Street Program taking over the Chamber](#) 

6. [I am also looking at this. I would love to hear...](#) Christy Adkins
7. [Having served in one of these organizations for...](#) Derek Lumsden
8. [Same interest here! Working on merging but the...](#) Christina Pallares

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THE POINT

Latest Discussion Posts Add



RE: Suggestions for Searchable Online Database Pla ...
 By: [Justin Copenhagen](#), 11 hours ago

Hi Lauren, Throwing our hat into the ring, so to speak. We support community maps, which is essentially a searchable map that you embed on your website. You configure the content on the map. We can ingest your excel spreadsheet as well. Let me know ...



RE: Outdoor Picado (fiesta) Banners
 By: [Lisa Morgen](#), yesterday

Hi Chad, Although I haven't worked with this company, they seem to sell what you are looking for:
https://www.pluschanged.com/index.php?main_page=product_info&products_id=436413 Lisa Morgen

Latest Shared Files Add



RE: Outdoor Picado (fiesta) Banners
 By: [Lisa Morgen](#) yesterday



RE: Civic Signage
 By: Peter Bove yesterday



Outdoor Picado (fiesta) Banners
 By: [Chad Banks](#) 2 days ago

More

Main Street Blog

Searchable by topic

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Main Street Resource Center

Our Resource Center features the strategies and tools you need to lead a successful revitalization effort.



Community Transformation

Learn how your Main Street program can better align your work around district-specific strategies.



Main Street Refresh


Learn about the process, key takeaways and vital updates to the Main Street Approach.



Comprehensive Revitalization


Learn about all aspects of downtown growth, development & revitalization.

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Board Members

Learn the process of running a board, gaining public and private support, recruiting strategic members, and more.




Design

Learn how to capitalize on your community's best assets and create an inviting atmosphere through building improvements, and more.




Economic Restructuring

Learn how to strengthen existing businesses and recruit new ones, encourage investment in through financial incentives, and more.




Organization

Learn about Main Street fundraising, volunteer recruitment and retention, program promotion and advocacy, and more.



Promotion

Learn key aspects of how to define your Main Street's image, promote local businesses, host special events, and more.



Marketing an Image

Learn how to evaluate your existing assets, develop a market position, and "sell" your Main Street to shoppers, visitors, and residents.

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Main Street Webinar Series

Recent Webinars

GAMSA 2020 Overview

Storytelling through Social Media

Economic Development on Main Street

Communicating Value

Enabling Better Places: Zoning Reform

New NMSC Design Services

Managing & Leading Main Street

Business Development and Recruitment

Innovation-Led Economic Development

Community Engagement Guide Overview

Time Management for Main Street Directors

Main Street Director Orientation

Volunteer Management on Main Street

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RESOURCES & TOOLKITS

COVID-19 RESOURCES

MSA HANDBOOKS & GUIDES

REVITALIZATION TOOLKITS

WEBINAR SERIES

MAIN STREET NOW ARCHIVE

VIDEO SERIES

STATE OF MAIN

MAIN STREET APPROACH TOOLKIT

Learn everything you need to know to get started implementing the Main Street Approach.


FUNDRAISING TOOLKIT

Learn how to learn to strengthen your program through effective fundraising.

VOLUNTEER TOOLKIT

Learn how to recruit, retain, and recognize volunteers who support your Main Street program.

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BUILDING A COMMUNITY ENTREPRENEURSHIP ECOSYSTEM - A SELF-GUIDED TRAINING FOR COMMUNITIES

We are OPEN now!

Coffee Shop

Menu

\$5

MAIN STREET AMERICA KAUFFMAN FOUNDATION

OUR NEWEST GUIDE

How to Use

[Building a Community Entrepreneurship Ecosystem - A Self-Guided Training for Communities](#) provides the foundational knowledge you'll need to begin, including how to integrate this work into existing workplans and the Four Point framework, and how to comprehensively evaluate your current Ecosystem. Whether you are new to the field or a veteran practitioner, this step-by-step guide will offer you the springboard you need to build a thriving entrepreneurial culture.

[Download the guide here](#) and view the supplemental downloadable forms referenced in the guide below:

- [Pre-Survey of Community Entrepreneurs](#)
- [Questions for Focus Group of Entrepreneurs](#)
- [Questions for Focus Group of Stakeholders](#)
- [Entrepreneurship Ecosystem Audit](#)
- [Organizational Matrix](#)

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NEWEST PUBLICATION

FACTORS OF AN ENTREPRENEURSHIP ECOSYSTEM

How is the Entrepreneurship Ecosystem Community Assessment Audit structured?

1. The Audit provides an evaluation tool of 37 specific indicators that will help community leadership determine where they fall on a spectrum of support for local entrepreneurs and more importantly, where efforts can be made to strengthen that support.
2. The Audit is divided into seven factors (financial capital, social capital, culture, human capital and workforce, education and training, government policy and regulatory, and place-based factors).
3. For each of the 37 indicators, participants should rate on a color scale of Orange (Low Performance), Yellow (Neutral Performance) or Green (High Performance).

ORGANIZATION NAME:

FINANCIAL CAPITAL FACTORS

Does your district offer incentives to drive targeted new entrepreneurial investments (e.g., Grants, Micro Loans, Contests, etc.)?

Does your district operate a local crowdfunding program for real estate and/or small business investments?

Does your district have a group of local angel investors formed or other non-family equity sources available for entrepreneurial investments?

Does your local banking community offer SBA and any other federal small business development funding tools?

Performance Level

Low Neutral High

Notes

SOCIAL CAPITAL FACTORS

Are there district related clubs or networking activities for young professionals and entrepreneurs (i.e., the Kauffman Foundation's 1 Million Cups)?

Is there an active SCORE Chapter and/or other mentor program operating in your district?

Are current business owners supportive of entrepreneurs through relationshipbuilding, mentorship, referrals, etc.?

Performance Level

Low Neutral High

Notes

CULTURE FACTORS

Does the local media community feature local entrepreneurs?

Is there ample social capital amongst existing and aspiring entrepreneurs? (i.e. strong networks and a spirit of collaboration, cooperation, and trust amongst existing and aspiring entrepreneurs)

Are new entrepreneurs actively engaged in civic and other district groups, boards, committees, etc.?

Performance Level

Low Neutral High

Notes

FACTORS OF AN ENTREPRENEURSHIP ECOSYSTEM

HUMAN CAPITAL AND WORKFORCE FACTORS

Does your district have a local college and/or university that offers degree, programs, or courses in entrepreneurship?

Does your community school system offer entrepreneurship programs for area children?

Does your workforce development office provide entrepreneurship training funds to dislocated workers?

How closely does your community gender demographic data match your small business ownership profile?

How closely does your community race and ethnicity demographic data match your small business ownership profile?

How closely does your community age demographic data match your small business ownership profile?

Performance Level

Low Neutral High

Notes

EDUCATION AND TRAINING FACTORS

Is there local technical assistance available, provided by the public sector, to support small business development (e.g., succession planning, business plan development, financial analysis, feasibility analysis, multi-channel marketing)?

Are Small Business Development Centers and/or other entrepreneurship technical assistance efforts offered in the district?

Do entrepreneurship and small business education and training activities reflect the entire lifecycle of the business, ranging from launch to exit?

Is the local private business service sector actively involved in supporting new businesses (e.g., marketing/social media, design, accounting, legal, contractors, web development, architects, etc.)?

Performance Level

Low Neutral High

Notes

GOVERNMENT POLICY AND REGULATORY FACTORS

Does your city make the permit process easy for new businesses?

Does current zoning allow for a diversity of business types in downtown, such as smallscale manufacturers, mixed-used housing developments, and breweries?

Does your city allow for outdoor cafe/bar/restaurant dining along the sidewalk and in alleyways?

Does your City and/or other Economic Development leadership place a priority on local entrepreneurship by committing capacity and resources in comparison to incentivizing the recruitment of businesses located in other communities?

Performance Level

Low Neutral High

Notes

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Kathy La Plante
klaplante@savingplaces.org

@2023 National Main Street Center

Sustainable, Robust Local Economies

This resource center was made possible thanks to the generous support of the Ewing Marion Keuffner Foundation.



How would you rate the number of new business startups in the past three years?

Figure 1. A schematic diagram of the experimental setup. The subject is seated in a chair, viewing a screen displaying a target. The target is a small circle. The subject's hand is positioned at the starting point, and the distance between the starting point and the target is the reach distance. The subject is instructed to move their hand from the starting point to the target. The distance between the starting point and the target is the reach distance. The subject is instructed to move their hand from the starting point to the target. The distance between the starting point and the target is the reach distance.

Does your district have dedicated space for emerging entrepreneurs such as an incubator, accelerator, maker space, etc.?

Does your district leverage proximity to other entrepreneurial hubs?

Is there enhanced local digital infrastructure including cell, fiber, and WIFI networks?

Is there a diversity of district housing available (workforce, market, condo, apartments, etc)?

Has your district launched a pop-up program?

Does your district have access to free design services and/or funding in support of entrepreneurs locating to district properties?

Does your district operate an entrepreneurship pitch-it and/or "Shark Tank" like contests for new entrepreneurs?

Does your district have a diversity of "Third Spaces" (e.g., Third places can be churches, coffee shops, gyms, hair/nail salons, post offices, bars, beer gardens, bookstores, parks, community centers, and meet-up spaces)?

Does your district offer access to a range of transportation options (e.g., passenger rail, bike lanes, neighborhood sidewalks, recreation trails, transit, cabs/uber/lyft, interstate highway access)?

Is your district actively engaged in supporting entrepreneurial pipelines (e.g., Farmer's Markets, Incubators/Accelerators, Maker Spaces, Etsy Vendors, Pop-Ups; Mobile Retailers;)?

Does your district have adequate vacant space to accommodate new business startups?

Has your district examined the market and identified target entrepreneurship opportunities that are aligned with your community (assets, anchors, geography, economic strengths)?

Performance Level
Low Neutral High



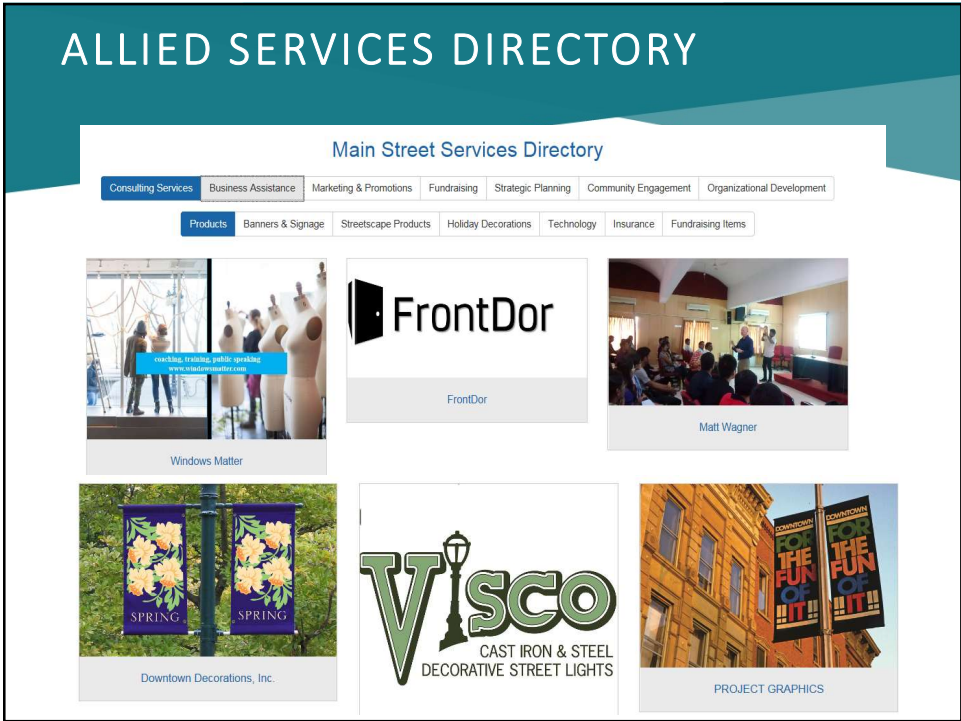


Figure 1

Notes

PROFESSIONAL DEVELOPMENT

Addressing complex revitalization projects and initiatives through the lens of the refreshed Main Street Approach >



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BENEFITS OF NMSC MEMBERSHIP

SHARE YOUR MEMBERSHIP

Sharing Member Benefits

Standard Network membership benefits extend to all those in the member organization, including staff and volunteers of the network member organization. Program managers can now easily allow staff, board, volunteers and others access the solution center and other areas to the website without sharing your own login information. Learn how to share your benefits with our [Member Access Guide](#).

Primary User Account	Linked User Accounts
<p>This is the main user account for your organization's membership, used by your organization's manager, executive director, or main point of contact to administer the membership online.</p> <p>It will be the only account that contains your membership number.</p> <p>You need it to do the following:</p> <ul style="list-style-type: none">Update your membership address, used for mailing <i>Main Street News</i>, <i>Preservation Magazine</i>, and renewal noticesRenew your membershipShare your benefits <p><i>Please note: If you are not part of an organization and have joined the Main Street Network as individual, this will be the only account you need.</i></p>	<p>These are individual user accounts for your staff, committee, and board members. This account type gives users access to members-only Main Street content, while keeping a single login for all their participation in the <i>PreservationNation</i> community.</p> <p><i>Please note: these user accounts are not able to manage your membership.</i></p>



MAINSTREETNOW
YOUTH
BUILDINGS, BUSINESSES, AND TRADITIONS
PRESERVED THROUGH STREETSIDE ENTREPRENEURSHIP

Member Benefits 101



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Kathy La Plante
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@2023 National Main Street Center

NATIONAL TRUST INSURANCE SERVICES



National Trust
Insurance Services, LLC

a subsidiary of
National Trust for Historic Preservation

NTIS policies include coverage for:

• General Liability

• Liquor

• Special Events

• Festivals

• Fairs

• Parades

• Exhibits

• Concerts

• Directors & Officers

• Volunteer Coverage

• Worker's Compensation

• Building & Property

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SUMMARY OF ABILITIES REQUIRED IN
THE WORLD OF MAIN STREET STAFF:



Invest in
Professional
Development.

+ To be able to **MANAGE**
volunteers, resources, needs, assets...

+ To be able to **SHARE**
opportunities, tasks, control, credit...

+ To be able to **ENVISION**
the process, the change, the results...

+ To be able to **BUILD**
the vision, the value, the trust...

+ To be able to **MOTIVATE and INSPIRE** by
example

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@2023 National Main Street Center

ROLES OF THE BOARD AND STAFF

+ Adhering to the mission

+ Establishing a vision

+ Setting short and long-term goals

+ Developing Work Plans

+ Strategic Planning

+ Reporting

Now let me introduce our board members for 2014...

BOARD MEMBERS

Seth Goodman - *Past President*

Tracy Welch - *President*

Open - *Vice President*

Jessica Hanson - *Secretary*

Michael Simonson - *Treasurer*

Brian Huffman

Sara Erlandson

Andy Anderson

Andy Meister


Jonie Tibbs

Nick Vaini

Jessica Hanson


Annette Welch

Ashley Welch



EX-OFFICIO(s)

Andi Hake - Chamber



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COMMUNICATING AND REPORTING



Main Street

An accredited member of [Main Street America](#) – a division of the National Trust for Preservation -the Clawson DDA follows the Main Street management philosophy of community driven economic development and historic preservation with an emphasis on "sense of place."

Goals and Projects

Each year the Board of Directors identifies goals for the upcoming year and the four Main Street committees – Organization, Design, Economic, and Promotion – coordinate and determine projects to realize those goals.

Current workplan infographic

2020 Informational Meeting

Funding and Budget

The projects and plans for downtown are funded by several sources with Tax Incremental Financing (TIF) as the primary resource along with a 2 mil levy on properties within the district.

Special events and promotions are supplemented with generous sponsorships while fundraising efforts and promotional sales benefit select priority projects.

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BOARD OF DIRECTORS

- + Broad-based
- + A *working* board
- + Usually 9-13 members (with Main Street recommendations to mayor/council)
- + Individuals give 5-10 hrs./month
- + Contains the Four W's
 - Workers
 - Wisdom
 - At least one Worrier
 - Wealth
 - Gender and Race Balance
- + Every DDA/Main Street board member should be representative of the community



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WHAT BOARD MEMBERS SHOULD BRING TO THE ORGANIZATION

- + Commitment
- + Leadership
- + Time, Talent, and Treasure
- + Enthusiasm
- + Money (give or get)
- + Community Respect
- + Skills



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RESPONSIBILITIES OF INDIVIDUAL
BOARD MEMBERS:




- + Suggest possible nominees to the board
- + Keep up-to-date on developments in the organization's field
- + Follow conflict of interest and confidentiality policies
- + Refrain from making special requests of staff
- + Assist the board carrying out its fi responsibilities



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WORK PLANS




- + Before we can recruit volunteers, we must know what we need them for and what difference they will make to our efforts at revitalizing downtown.
- + Volunteer cultivation is an on-going projec

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VISION/ECONOMIC POSITION
STATEMENTS

Where You're Going...

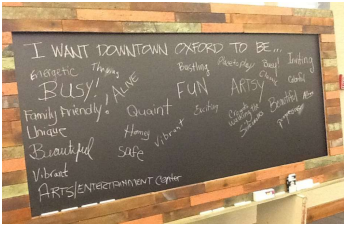
- Preferred future of the district
- Inspiring!
- Consensus, developed by a broad cross-section of the community
- Comprehensive
- Uses, significant improvements
- Specific, sensory language
- Reality check for annual activities
- Many ideas generated for projects over many years



Winchester
DOWNTOWN PROGRAM

Five Goals

- Secure more Businesses and Events in the downtown area resulting in zero vacancies.
- Have a Cultural Center in downtown. Have cultural diversity.
- Establish a Strategic Plan for existing without state funds.
- Become a Main Street Program.
- Expand the District.



I WANT DOWNTOWN OXFORD TO BE...

ENERGETIC Thriving BUSY! ALIVE FUN ARTS

Family friendly Quaint Safe Vibrant

Unique Beautiful Vibrant ARTS/ENTERTAINMENT Center

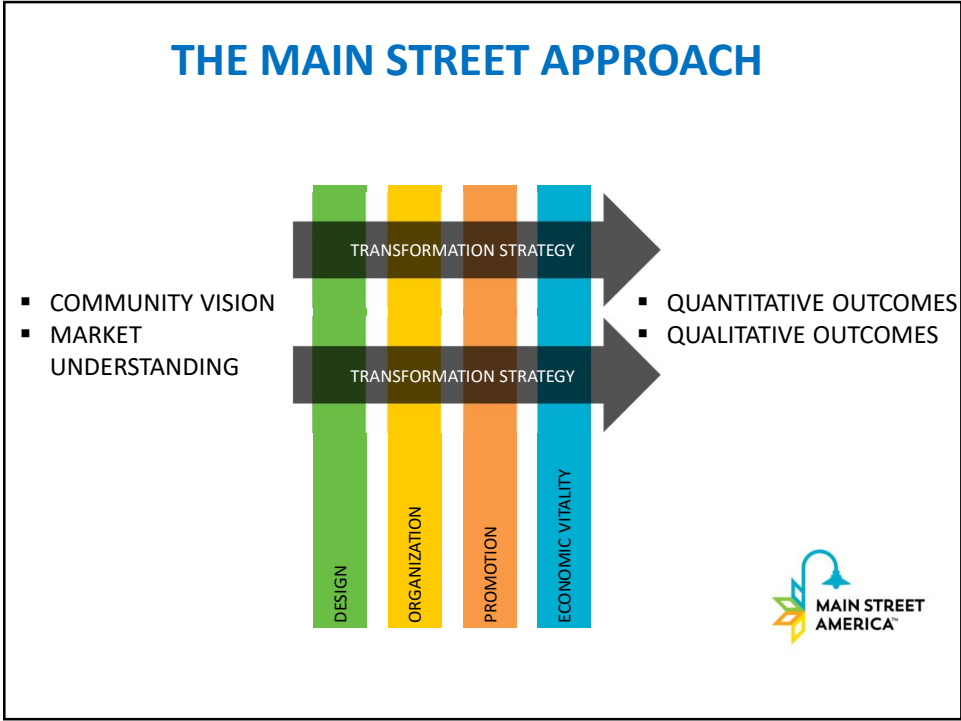
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WHY WE DO WORK PLANS

- + **Project management tool – 12-18 month “to-do” list**
 - Improves success rate of projects
 - Reduces confusion and conflict
- + **Volunteer management tool**
 - Motivates volunteers to achieve a goal
 - Spreads out the workload
 - Doesn't waste volunteer's time – manages their time
- + **Evaluation Tool**
 - Provides benchmarks for success
- + **Fundraising Tool**
 - Attracts donations for specific projects
- + **Record-keeping tool**
- + **Required for National Accreditation**



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PLANNING WORK ACROSS THE FOUR POINTS				
Blackstone Main Street Program - Implementation Plan - June 2017-December 2017				
TRANSFORMATION STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<p>Strategy: Home Furnishing and Accessories</p> <p>Goal: Strengthen/introduce downtown as the place for all your home/apartment needs</p> <p>Objective: Measurable Goals</p> <ol style="list-style-type: none">Branding of Blackstone as a destination.Increased traffic and revenue from eventIncreased tax base.Survey business for sales increases and foot traffic	<p>Current Activities</p> <ol style="list-style-type: none">Trend and Blackstone Emporium reps on the board/committee <p>Potential Activities</p> <ol style="list-style-type: none">Gets list form antique mall on vendors – ID ways for engagement.Painted Chairs – rocking chairs (money for grants)Antique Road Show (use vendors to be experts)Apply for VA = Downtown Investment grant to fund revolving loan fundPartnership with Farmville and Crewe on regional connectionsGet realtors on the planning committee for event.Involve contractors (who is available, what do they do?)Designer Showcase (like Middletown, DE)Plan around the Garden Tour week.Just do a train ornament each year – more popularDevelop County-wide relationships (to get county funding,	<p>Current Activities</p> <ol style="list-style-type: none">Some cross promotion – shop at Trend and eat at discount Corner KitchenHoliday Open House <p>Potential Activities</p> <ol style="list-style-type: none">Spring Home event – Refresh – cleaning, carpets, in-door/outdoor (nurseries). Brainstorm on how to get every business in. Tie in Dapper Downtown award)Vendors in the antique mall involved.Adding to the message on the billboardHome show attendanceVTC website to promote nicheThe Virginian Magazine, Richmond Magazine, Southside Electrics magazine, Chesterfield Living, Brookshire Hathaway, Real Estate Guides, Boomers Magazine,Partner/Involve realtors to have	<p>Current Activities</p> <ol style="list-style-type: none">Clean-Up Blackstone with Rotary <p>Potential Activities</p> <ol style="list-style-type: none">Vacant storefronts decorated like a roomKids to decorate a windowResearch public toilets for events (USDA funds)Establish grant fund from fundraiserSeminar on how to use historic tax credits for homeowners (incorporate CPA).LOVE sign – original love story came from Blackstone.	<p>Current Activities</p> <ol style="list-style-type: none">Loan pool of \$8,500 (job creation) <p>Potential Activities</p> <ol style="list-style-type: none">ID all the business that fit in this category (cabinet maker, accents, computer, satellite, hardware, furniture, etc.)ID what's missing in the categoryWork with town on some kind of tax abatement or subsidized rent from property owners. (Target to this biz category)

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MAIN STREET NOW (CONFERENCE)
OPPORTUNITIES IN BOSTON

+ Executive Director Roundtable (new and seasoned)

+ Board Member Roundtable

+ Doctor Downtown – expert advice

+ MSAI Leadership Institute

+ Main Street 101 Intros

+ Networking

Hope to see you all in Boston!



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MAIN STREET
AMERICA®

Nationally recognized.
Locally powered.™

MAIN STREET
Now
2023

Register Now!

MARCH 27-29

mainstreet.org/now2023

B

O

S

T

O

N

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