



MAIN STREET
AMERICA®

Nationally recognized.
Locally powered.™



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



Kathy La Plante


Vice President of Coordinating Programs
Main Street America


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HISTORY OF MAIN STREET AMERICA

Everyone deserves access to a vibrant downtown, neighborhood commercial district, 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.

Oakland County is the only County-wide Main Street program in the country!



+ 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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MSA 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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NMSC STAFF AND SENIOR MANAGEMENT TEAM



ERIN BARNES
President and CEO



DIONNE BAUX
Chief Programs Officer



JOHN CHOMIAK
Chief Financial and Administration Officer



MATT WAGNER, PH.D.
Chief Innovation Officer



HANNAH WHITE
Chief Impact Officer

47 employees, most in the history of NMSC with 2 new being added soon


- + Programs Division (Field services and Coordinating Programs)
- + Communications
- + Membership
- + Research
- + Government Relations
- + Special Projects and Fundraising (Finance)
- + Main Street America Institute /Conference

Over \$20M passed through the MSA to Coordinating Programs, local Main Street Programs and Small Businesses.

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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

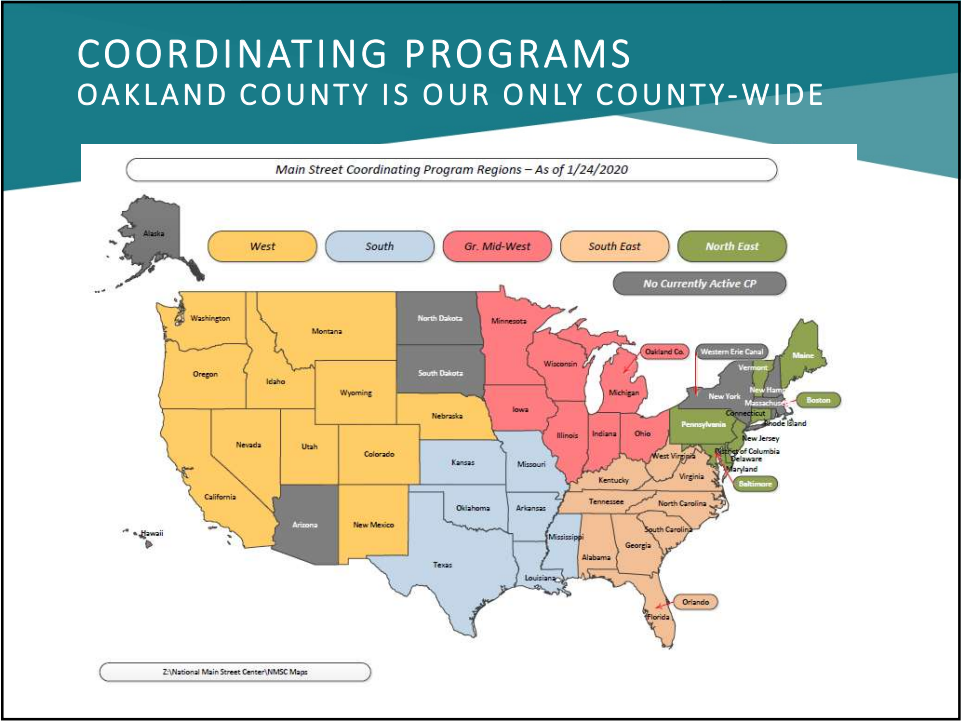
+ Reading recommendation

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

+ Her memoir will be released before the 2025 MS Now conference and she’ll be attending.

The image shows the front cover of a book titled 'MAIN STREET'S COMEBACK'. The cover has a teal top half and a green bottom half. The title is in white capital letters on the teal background. Below the title is a photograph of a large, diverse crowd of people gathered on a city street. Below the photo, the subtitle 'And How It Can Come Back Again' is written in white. The author's name, 'Mary Means', is also in white. At the bottom, in smaller white text, it says 'Foreword by Randy Mason' and 'Afterwords by Michael J. Berne, Donovan Ryplama and Kennedy Smith'.

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➤ 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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NMSC RELATIONSHIP WITH MSOC PROGRAM

- Coordinating program membership
- Coordinating program standards
- Contract for services from MSA and other consultants
- Statistics and Research
- Resource for advocacy, funding, etc.
- Training
- Meetings with Peers





Coordinator’s meeting in New Orleans, 2024



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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 a place to socially connect – addressing the loneliness epidemic

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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Kathy La Plante
klaplante@mainstreet.org

@2025 National Main Street Center

MUNICIPAL GOVERNMENT
THE BIGGEST BENEFACTOR 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.

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Reinvestment on Main Street thru 2023
2024 Stats Will be Released in Spring

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

Since 1980

\$101.62 Billion

Reinvested Locally

175,323

Net New Businesses

782,059

Net Gain in Jobs

335,675

Buildings Rehabbed

35.3 Million

Volunteer Hours

© Main Street America

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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Kathy La Plante
klaplante@mainstreet.org

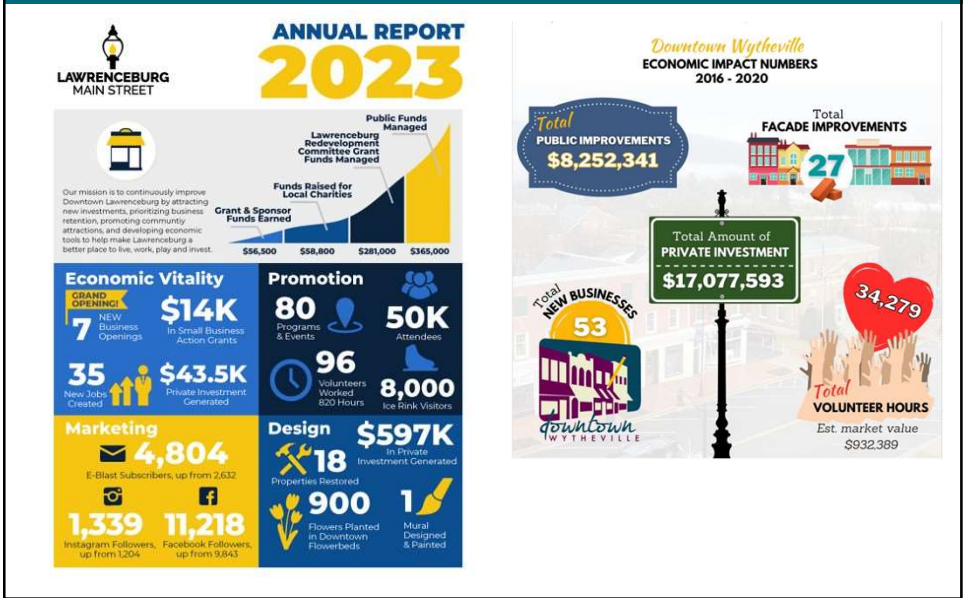
@2025 National Main Street Center

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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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](#)

City of Lathrup Village: DDA Directors Remote Meeting, Octo...



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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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MAIN STREET PROGRAMS STRUGGLE WITH
PACKAGING & COMMUNICATING VALUE




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Reach out and involve the Community


Public Relations Plan


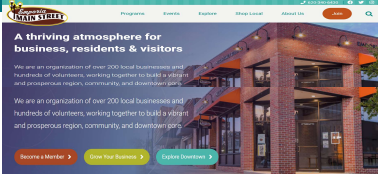
- Build community participation
- Main Street/Downtown brochure
- Newspaper articles
- Newsletters
- Posters
- Social Media
- Hosting community events



Highland Downtown Development Authority

3.1K likes • 3.4K followers





Oxford DDA regains national Main Street accreditation

By [GJ Carver](#) on January 27, 2022 [Joe Comment](#)

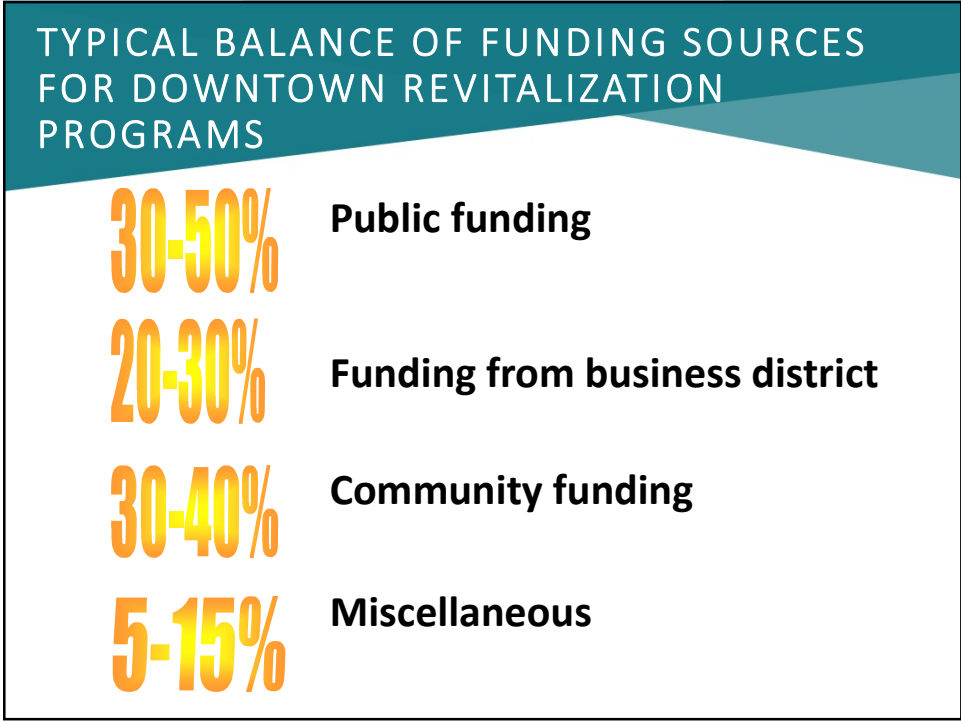
Downtown Oxford finally regained its national accreditation as a Main Street community after losing it two years ago. During its recent annual evaluation, the Downtown Development Authority (DDA) received credit for all 10 of the criteria used by the National Main Street Center in Washington D.C. to 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: board-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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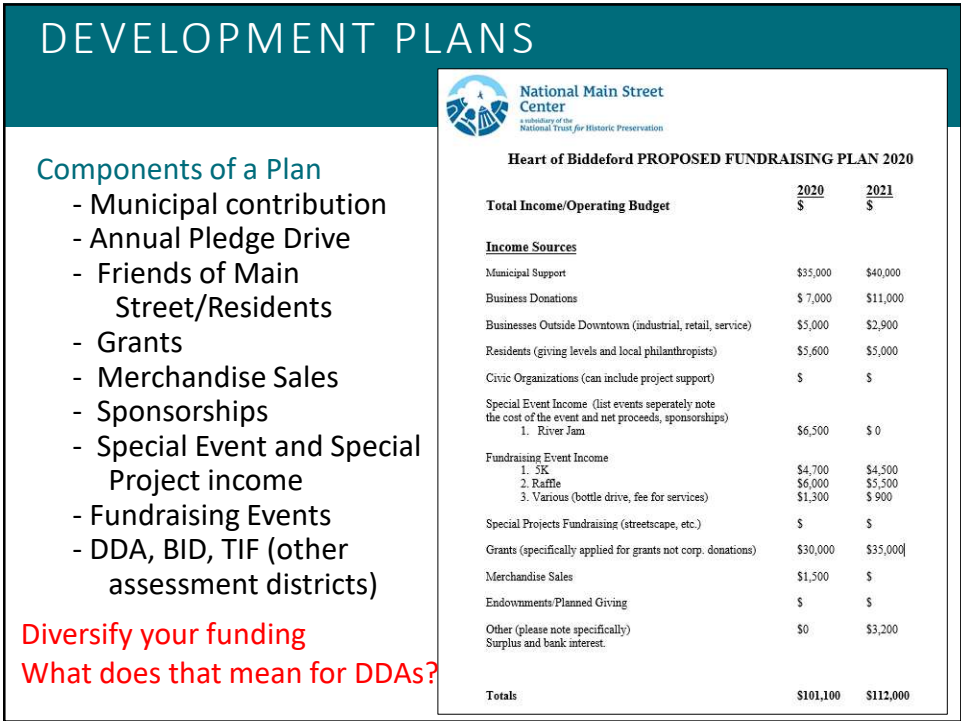
BEING AN INCLUSIVE ORGANIZATION



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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




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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



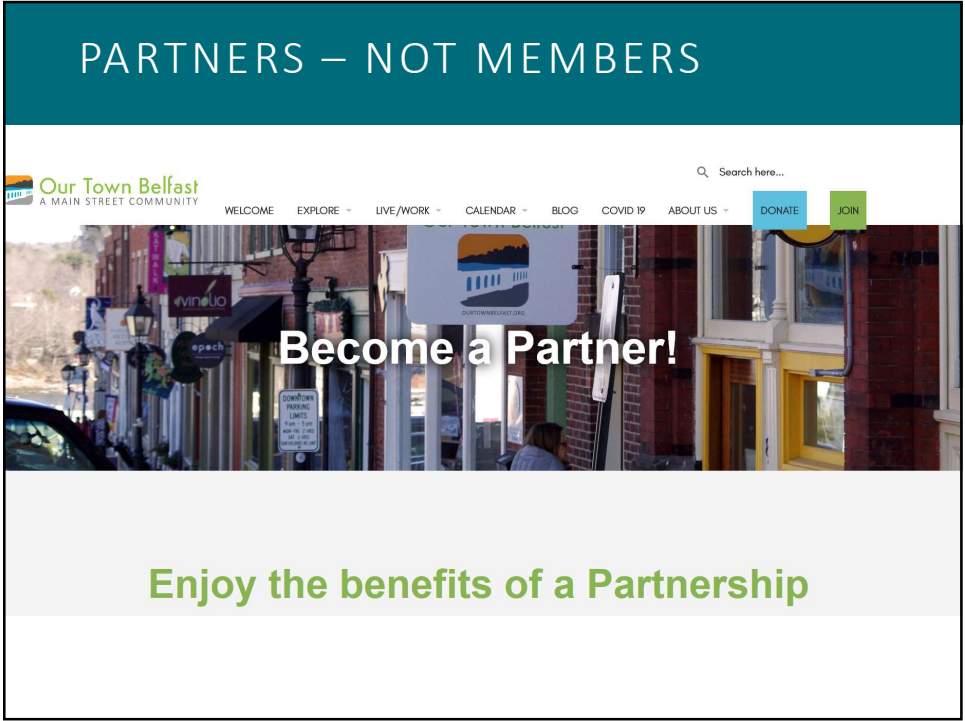
When you purchase an envelope from the Grayling DDA/Main Street Program it makes a difference in our community.

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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LARAMIE MAIN STREET
GIVING POPPED UP FIRST

Search

Laramie
MAIN
STREET
ALLIANCE

15 YEAR ANNIVERSARY

Here's how you can participate

Purchase a reward from our crowdfunding campaign

Make a cash donation and receive a tax-deductible receipt

Spread the word about our campaign to friends and family

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

...history and enhancing its development, celebration, and

critical expenses and recoup the summer's adored

...osing in return for your

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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? DO YOU RECOGNIZE MILESTONES?

Dear Katherine,

You are a rare kind of generous: jumping into action as soon as you learned of a need!

Because of you, students at SMSA received the technology necessary to enhance their experience and be their best.

When the below email popped into my inbox from our high school guidance counselor, I just knew that I had to share with you.

From: Tallas
Re: ACT on April 20, 2021 at St. Mary's Spring Academy

Dear SMSA Colleagues,

On Tuesday, April 20, 2021 we will be administering the ACT to juniors during the school day for the very first time. The new Chromebooks make this possible for our students who would otherwise have to haul far and wide for a reservation at some distant and unfamiliar school.

By taking the ACT on a Tuesday versus a traditional Saturday, their minds will be fresh and alert ready to do their best, without being tired from a full week of school, work, and extracurriculars.

Our juniors will no longer have to take this high stakes test in unfamiliar conditions at a school that is not their own. Home court advantage for our kids helps them access scholarships, making college more affordable.

In taking the ACT online via their Chromebooks, students will also benefit from a reduced test fee and faster return on their score results.


We are so blessed to have donors who support our students and recognize the impact of their investments, giving students with the tools they need to succeed!

With gratitude,
Tallas

YOU have made it possible to administer this very important assessment to our students in a comfortable and safe environment. **You have given SMSA students the tools** they need to be their absolute best! Thank you for your generous heart!

Your biggest fan,
Katie Tank
Katie (Kemp) Tank '08
Chief Development Officer
(920) 322-8011

www.smsacademy.org/donate



Letter and photo of how monies were used after the donation

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SELLING MERCHANDISE LOVE LOCAL – SUPPORT LOCAL

Love local
ROCHESTER

LOVE LOCAL LOYALTY CARD

SCAN FOR DEALS AND PROMOTIONS

EXPIRES 8/31/2020

WWW.DOWNTOWNROCHESTERMI.COM











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GRANTS FROM MSA

+ T-Mobile (under 50,000)

+ AMEX Backing Small Business

+ AMEX Neighborhood Champions

+ GM on Main Street

+ The Hartford Small Business Accelerator Program

+ Kauffman’s Equitable Entrepreneurial Ecosystems

+ National Park Service Disaster Preparedness Program

+ Simons Foundation Science Discovery on Main Street

+ The Truist Foundation’s Where it Starts: Breaking Barriers to Business Initiative

+ US DOT – Thriving Communities



About the AARP Community Challenge

Our annual challenge funds projects that build momentum for local change

Other partners share their grant info as well

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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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+ Today's Volunteers

-



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TYPICAL MAIN STREET PARTNERS

- + Property Owners
- + Retail & Restaurant Business Owners
- + Service Business Owners
- + Financial Institutions
- + Utilities
- + Preservationists
- + Residents
- + Corporations and Industry
- + City and County
- + Community Non-profits
- + Schools and Universities



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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.

Main Street Districts promoted at Logan Airport, Boston

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PROMOTION
MARKET-BASED STRATEGIES

- + **Image campaigns** accentuate the positives, dispel the negatives, marketing year round
- + **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?



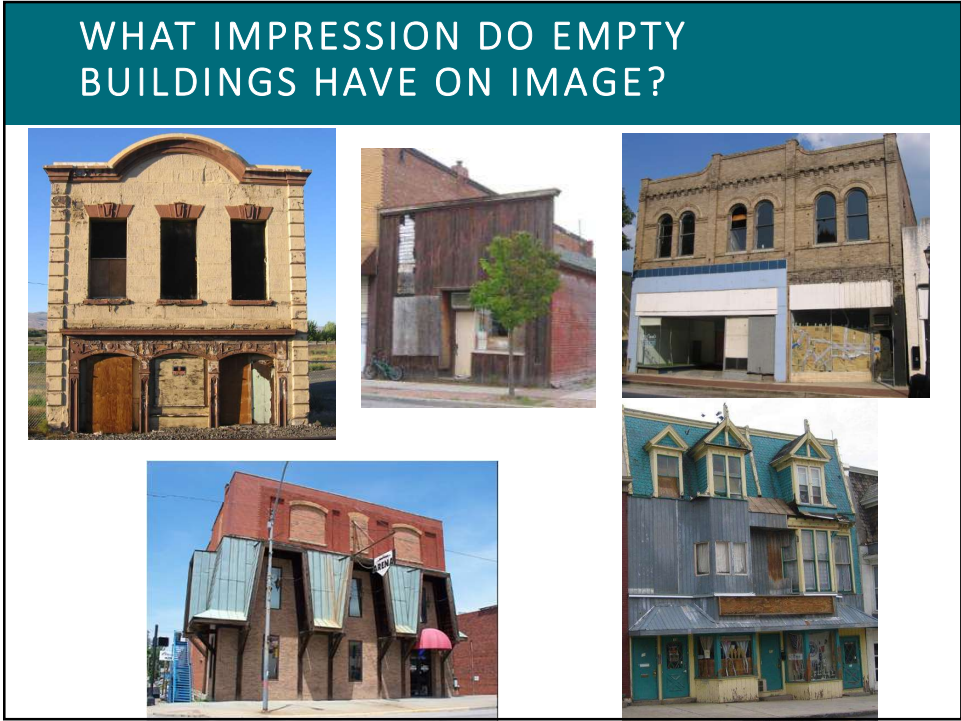


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OR DO YOU THINK PUBLIC SPACES LIKE
THESE IMPROVE DESIRABILITY FOR
SHOPPERS, INVESTORS AND RESIDENTS?



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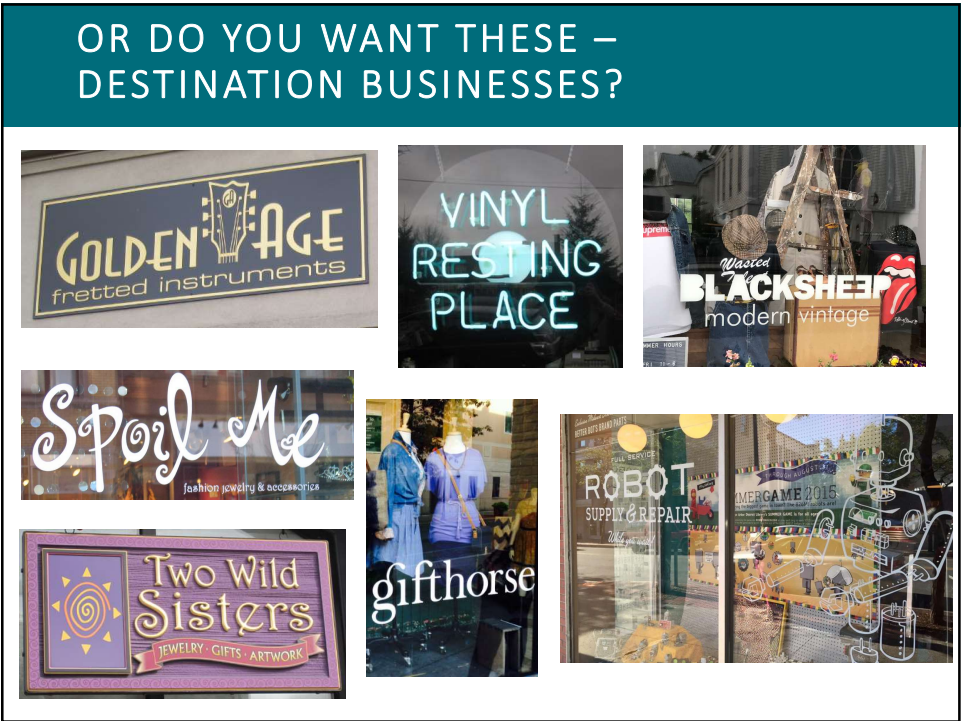
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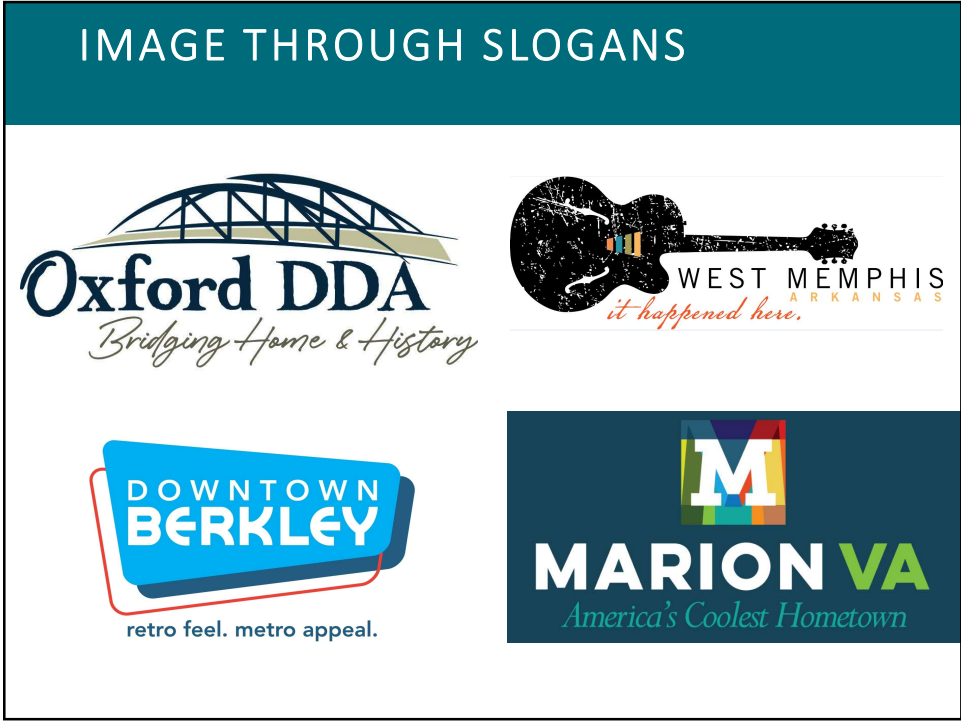
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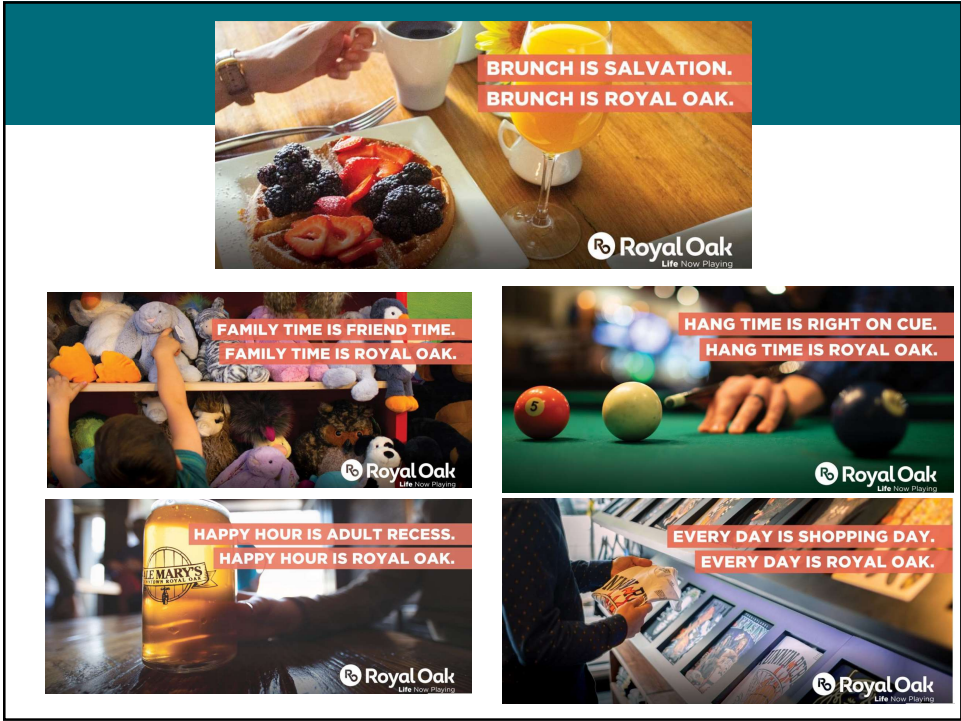
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IMAGE PROMOTION



+ 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

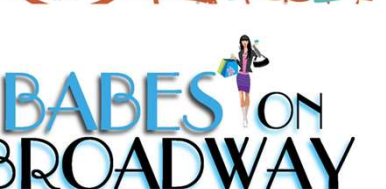
+ **Niche promotions** focus on the consumer group (including visitors) rather than the goods and services

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BUSINESS PROMOTIONS – TARGET AUDIENCES



WE ARE HERE FOR YOU!
 Facebook Promotion • Radio Ad Work
 Gift Card Creation • Newspaper Ad Work
LET US KNOW HOW WE CAN HELP!
 Broomstown • Ewing • Main Street



BABES ON BROADWAY




MILFORD'S
MEN'S NIGHT
 Christmas Shopping Night
Wednesday, Dec. 14th
 until 8pm

- Complete your shopping in one night
- Refreshments • Beverages • Free Gift Wrapping
- Shops listed below open until 8pm
- Gift certificates available from all shops

Participating Businesses:

- Amesbury Hardware
- Bookery, etc.
- Good Men's
- Life's a Party
- Little's Barber
- Men's World
- Shoe World
- Stylish Men's
- Target
- Walmart
- Yankee Candle



GET UP DOWNTOWN
 Thursday, September 25th
 6-9pm @ Jorgensen's Cafe

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SHOP LOCAL – DECK OF DEALS

- + 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

Deck of Deals

Each deck includes 49 cards worth more than \$400 in savings at downtown locations.

On Sale \$30
(Sale ends Dec. 5.)

HOW IT WORKS?

Thank you for shopping some love to our community of small, independent businesses in downtown Harrisonburg!

Deals may only be redeemed once; cards must be surrendered at the time of purchase.

Cards are valid Jan 1 - Dec 31, 2017.

THE ARTFUL DODGER
\$5 off a purchase of \$15 or more

EXPLORE & DISCOVER MUSEUM
\$5 off admission for group of four

GREEN HUMMINGBIRD
\$10 off a purchase of \$50 or more

FOOD, BAR, FOOD
\$10 off a purchase of \$50 or more

Purchase online at www.downtownharrisonburg.org

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A graphic for the Downtown Passport program. It features three stylized women walking and shopping. The woman on the left has red hair and wears a black jacket over a yellow top and white pants, carrying a white shopping bag with the 'Fashion' logo. The woman in the middle has brown hair and glasses, wears a teal coat over a white top and brown pants, and carries a white shopping bag. The woman on the right has brown hair in a bun, wears a brown coat over a green top and patterned pants, and carries a white shopping bag. To the right of the women, the text 'DOWNTOWN LAKE ORION & OXFORD' is written in a small, black, sans-serif font. Below this, the words 'Downtown Passport' are written in a large, teal, sans-serif font. To the right of the text is a blue shopping bag with a white handle and a white label that says 'March 1-31'. Below the main title, the hashtag '#STRONGERTOGETHER' is written in a small, black, sans-serif font. At the bottom, the text 'Pick up your Downtown Passport at local retail shops or the DDA Offices.' is written in a black, sans-serif font. A small, white, stylized shopping bag icon is in the bottom right corner.



**DOWNTOWN
LAKE ORION
& OXFORD** **Downtown**
Passport 
#STRONGERTOGETHER

Each receipt over \$25 from Downtowns Lake Orion and/or Oxford Shops, Restaurants & Services earns 1 stamp

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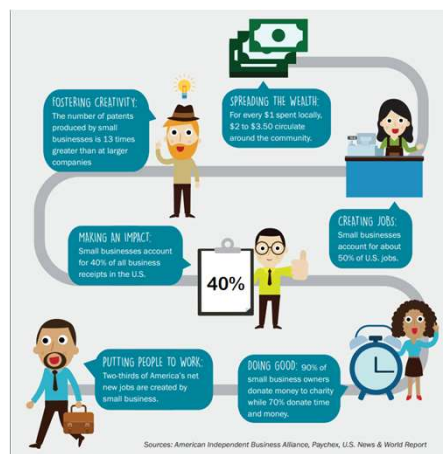
Here's what's
**HAPPENING
DOWNTOWN**



"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



Sources: American Independent Business Alliance, Paychex, U.S. News & World Report

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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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DRINKING AND EATING DOWNTOWN



TICK TOCK TICK TOCK
It's Wine o'clock!
Raise your glasses and let's toast to
National Drink Wine Day!

 Main Street
Franklin
Historic Franklin




★ Food Fight On Main!
**BURGER
BATTLE** ★★★★★



FEBRUARY 17 - MARCH 17


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WHO ARE YOU ATTRACTING THROUGH PROMOTIONS?



**TASTE OF WINTER
HAPPENING NOW!**
Downtown Businesses | Feb. & March

Join us for the first-ever Taste of Winter, a 2-month celebration of local dining and drinks in downtown Madison! Throughout February & March, explore your favorite restaurants and eateries while gaining the chance to win a gift card.



10 DAYS UNTIL GIRLS WEEK-END
Mardi Gras Style | Feb. 28. - March 2nd

Get Ready for Girls Weekend Mardi Gras Style in Madison! Ladies, it's time to let the good times roll at the 7th Annual Girls Weekend, brought to you by the Madison Main Street Program, February 28th - March 2nd in downtown Madison, Indiana! We're bringing the spirit of Mardi Gras to our streets, and you won't want to miss a moment of the fun!

Promotion planning should include events that are more than one-day.

68

JOINT MARKETING AND COOL EVENTS



69


ENHANCING BUSINESS PARTNERSHIPS
CITY AND DOWNTOWN

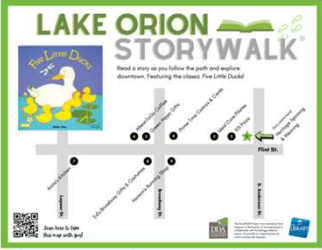


- + Events can entail more than a one-to-two-day festival.
- + Businesses in Westfield, NJ wanted free parking during the holiday season.
- + However, the City would lose substantial revenues, over \$10,000.
- + Main Street recruited Starbucks to sponsor the free parking in exchange for advertising – 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

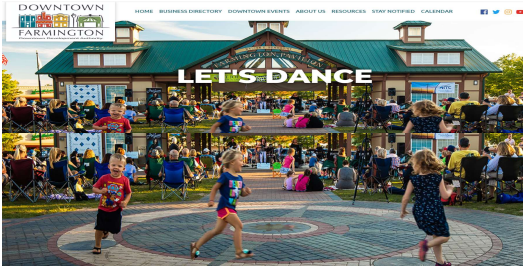
Special Events a Chance to Draw New People and Create Community Memories





Should highlight assets, unusual features






71

SPECIAL EVENTS/FESTIVALS

BERKLEY DDA

Retro Feel. Metro Appeal.

DOWNTOWN DAY



MICHIGAN DOWNTOWN ASSOCIATION 40 YEARS


DOWNTOWN DAY

Saturday, September 26, 2020

Thursday: Ladies Night

Friday: Pop-up Concert

Saturday: Scavenger Hunt



+ 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

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Kathy La Plante
klaplante@mainstreet.org

@2025 National Main Street Center

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 (Shelby, NC), Fondue Festival in Fond du Lac, Camel Races (Virginia City), UFO Festival (Roswell, NM)




73


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



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LET’S TALK ABOUT YOUR
MEASUREMENTS OF SUCCESS


+ How do you measure
the success of your
events?

+ How do you measure
the impact of
marketing and image
building?



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

Kathy La Plante
klaplante@mainstreet.org

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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

Hazel Park DDA

Façade Improvement Grant

- Public Act 343 of 2020 was signed into law by Governor Whitmer on December 30, 2020 and established the new State Historic Tax Credit program. The State Historic Preservation Tax Credit ("State Credit") will help support place-based projects while promoting the preservation of Michigan's historic resources.

The following general requirements apply for State Historic Tax Credit consideration:

- 83





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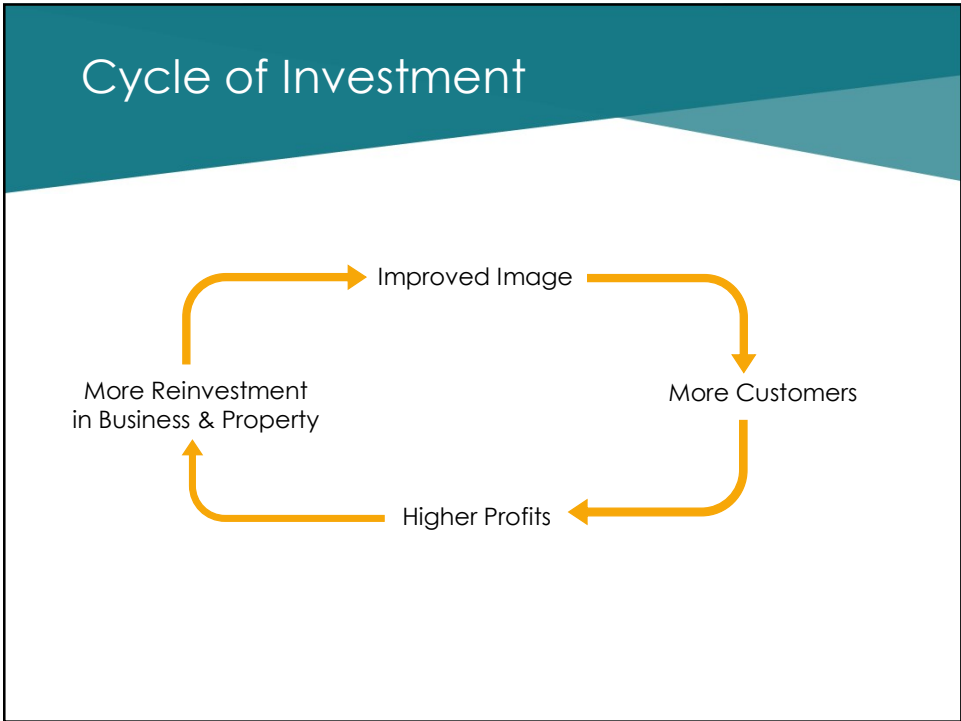


88

PRESERVATION EDUCATION FOR KIDS



89



90

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!)



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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.



92

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.



93

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



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PLACEMAKING = ECONOMIC
DEVELOPMENT



CRAINSDETROIT.COM
Large Pontiac development led by Mr. Alan's founder gets \$79.2M in incentives



EVENT STAGE VIEW

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

Market Cornett, Mayor of Oklahoma City

95

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?



96

KNOWING YOUR OPPORTUNITIES



- + What will be successful based on the market?
- + What will strengthen the current business mix?
- + Knowing who the customer is?
- + What incentives are there to attract entrepreneurs?

97

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”



Main Street Rocks, Downtown Clawson

99

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



100

FINDING NEW USES

+ Upper-story housing/office

+ Light industry

+ Location-neutral businesses

+ Cottage industries

+ Corporate showrooms

+ Entertainment districts



101

UPSTAIRS/DOWNSTAIRS TOURS



LOFT TOUR

MADISON MAIN STREET PROGRAM



Finished and Unfinished Spaces



102

FILLING VACANT PROPERTIES

Business • Downtown Development Authority •

AVAILABLE DOWNTOWN PROPERTIES

Font Size: Share & Bookmark Feedback Print

DO BUSINESS HERE!

DOWNTOWN WIXOM

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

KL7

OPEN STUDIO
THIS SUNDAY

30 W. HUGHEN
STREET-PONTIAC MI
2:00 PM - 5:00 PM

Pontiac

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HOUSING

Downtown Owosso

15 hrs •

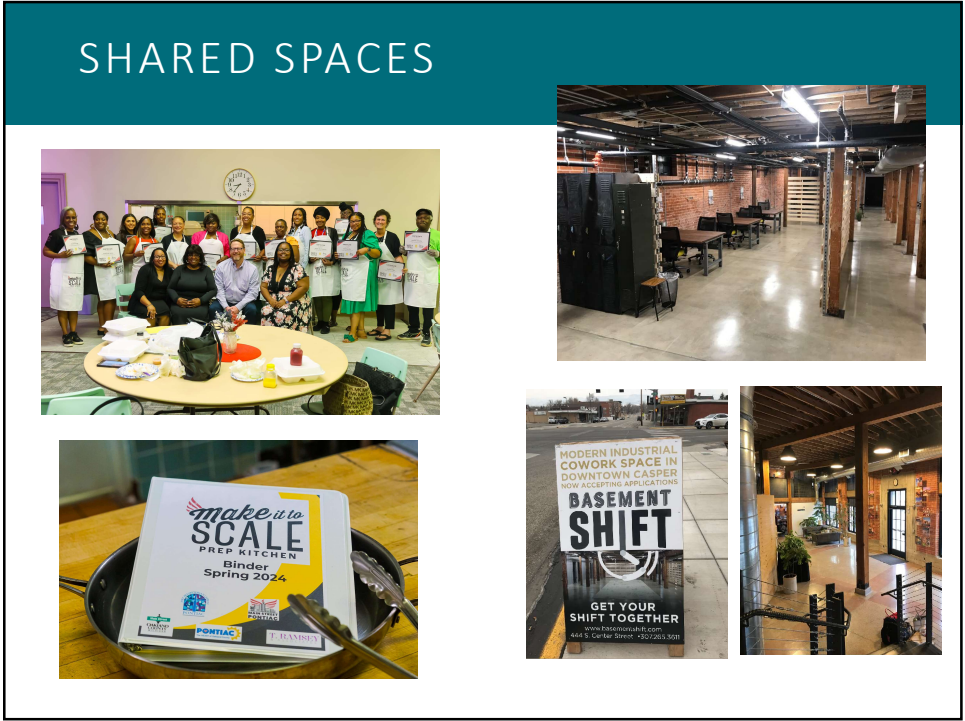
Did you know that one of Owosso Main Street/DDA's goals & objectives for 2019/2020 is to increase upper-floor residential density? What does that mean? It means creating more places for people to live downtown. This is a picture of the renovation of one of our historic buildings. These new windows are 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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Slide 103

KL7 Kathy LaPlante, 3/6/2023



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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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YOUR REVITALIZATION WORK
A BALANCING ACT

DesignEcon/VitalityPromotionOrganization



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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



109

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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Kathy La Plante
klaplante@mainstreet.org

@2025 National Main Street Center

Slide 110

KL5 Kathy LaPlante, 4/22/2021

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

111

CUSTOMER-BASED STRATEGIES

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

112

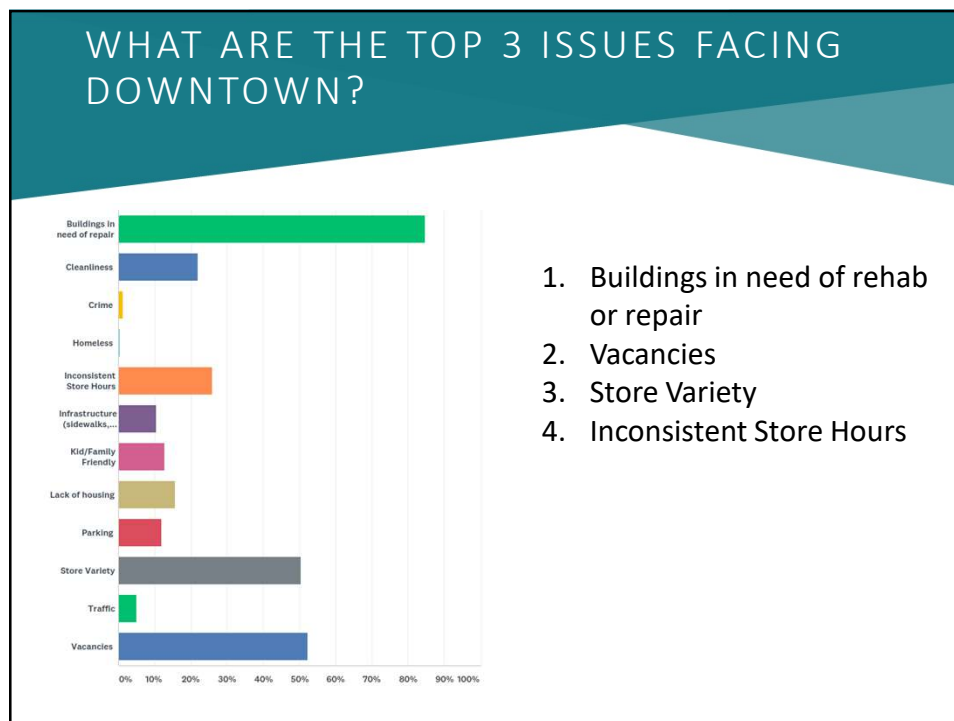
- Arts
- Entertainment/nightlife
- Furniture/furnishings
- Professional services
- Health + wellness
- Sports + recreation
- Ethnic specialties
- Apparel
- Agriculture
- Education
- Green products
- Convenience
- Manufacturing
- Food



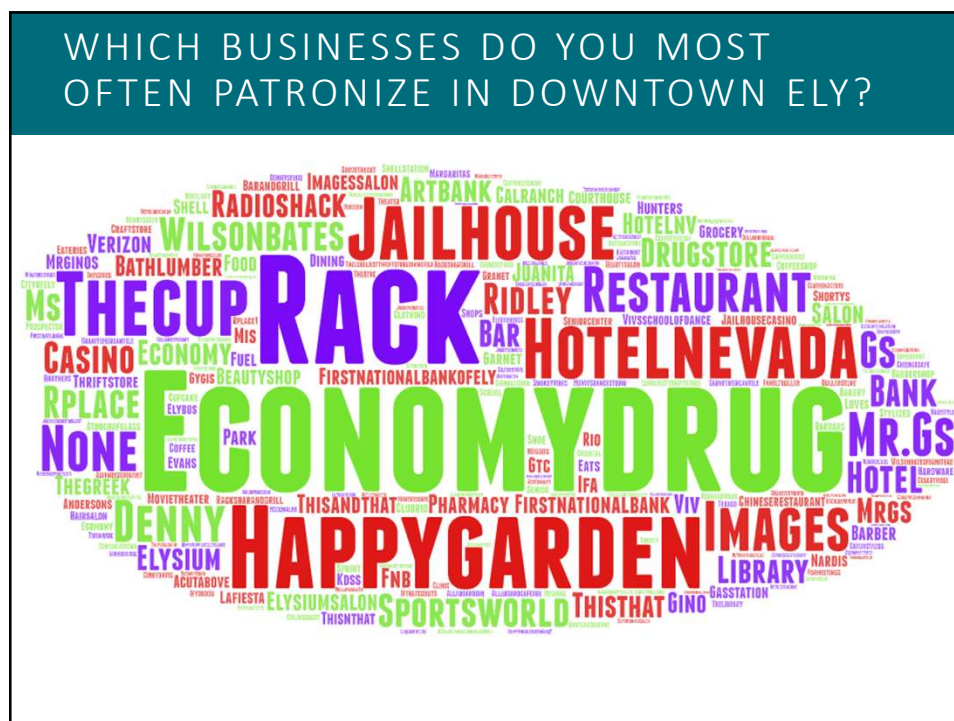
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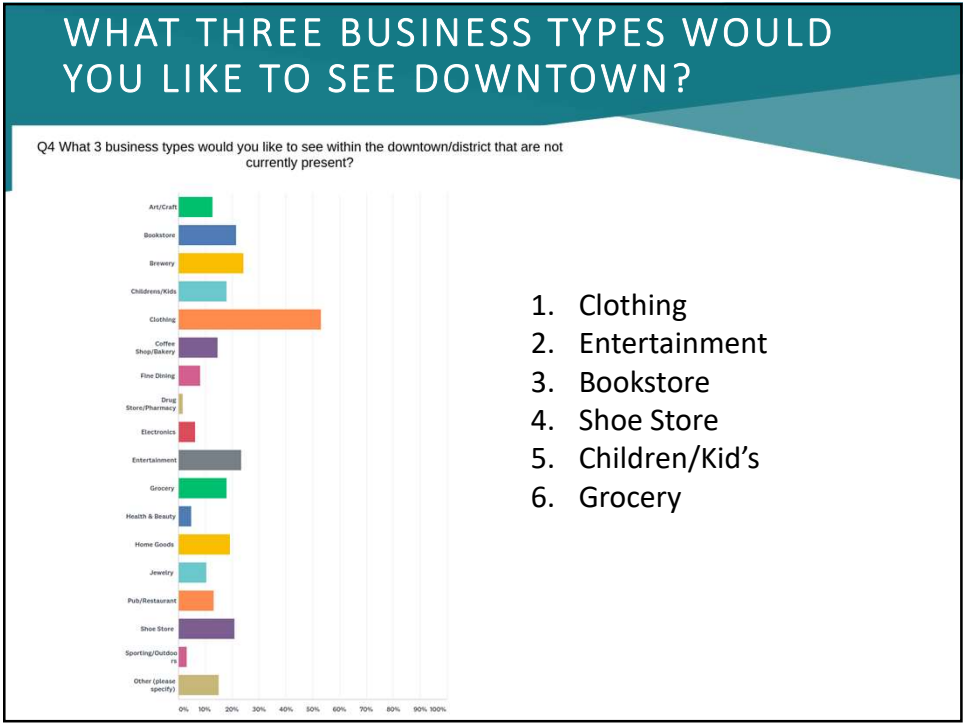
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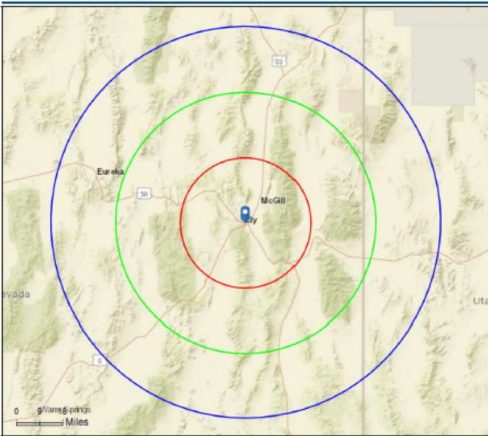
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MARKET OVERVIEW

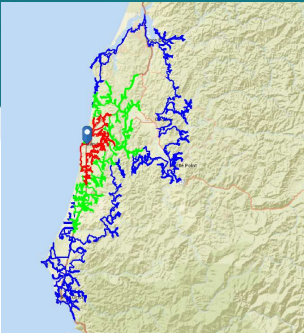


Site Details Map
150 W 6th St, Ely, Nevada, 89301 2
150 W 6th St, Ely, Nevada, 89301
Ring Bands: 0-25, 25-50, 50-75 mile radii

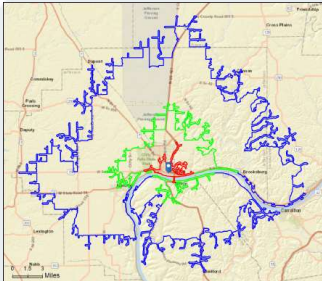
Site Details Map
Latitude: 39.24926
Longitude: -114.89211



Ely, NV



Bandon, OR



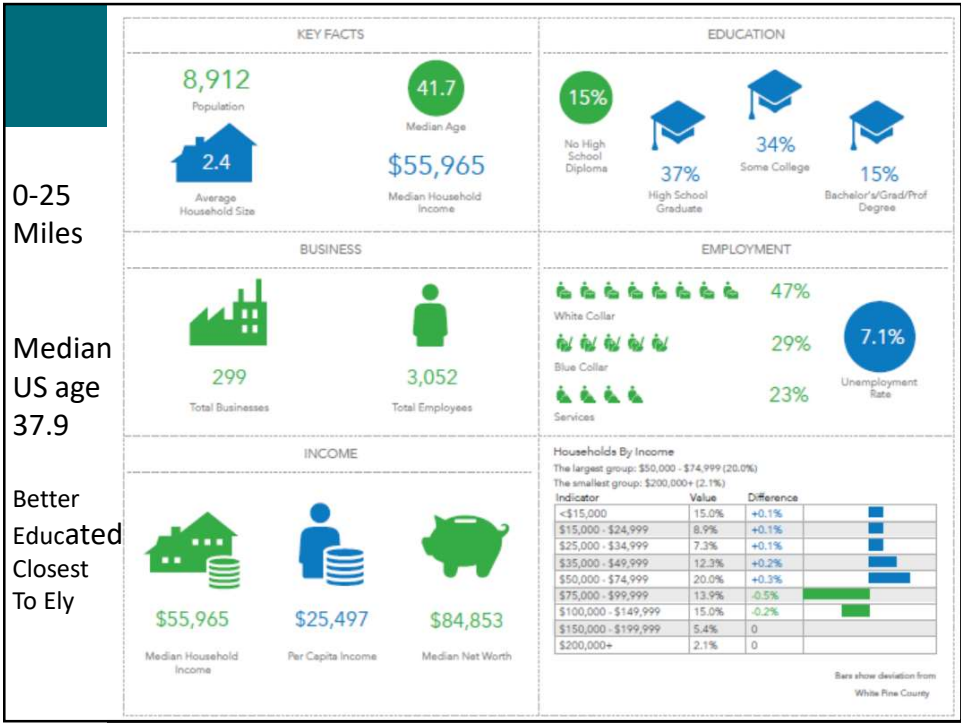
Madison, IN

119

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”)

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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

122

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



123

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!

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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 tour for schools and interpret displays

+ Ag related mural featuring local farm and people



128

Kathy La Plante
klaplante@mainstreet.org

@2025 National Main Street Center

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




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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.



131

WHERE WE STARTED (90’S TO 2023)

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

132

GUIDING PRINCIPLES



South Lyons

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

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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:

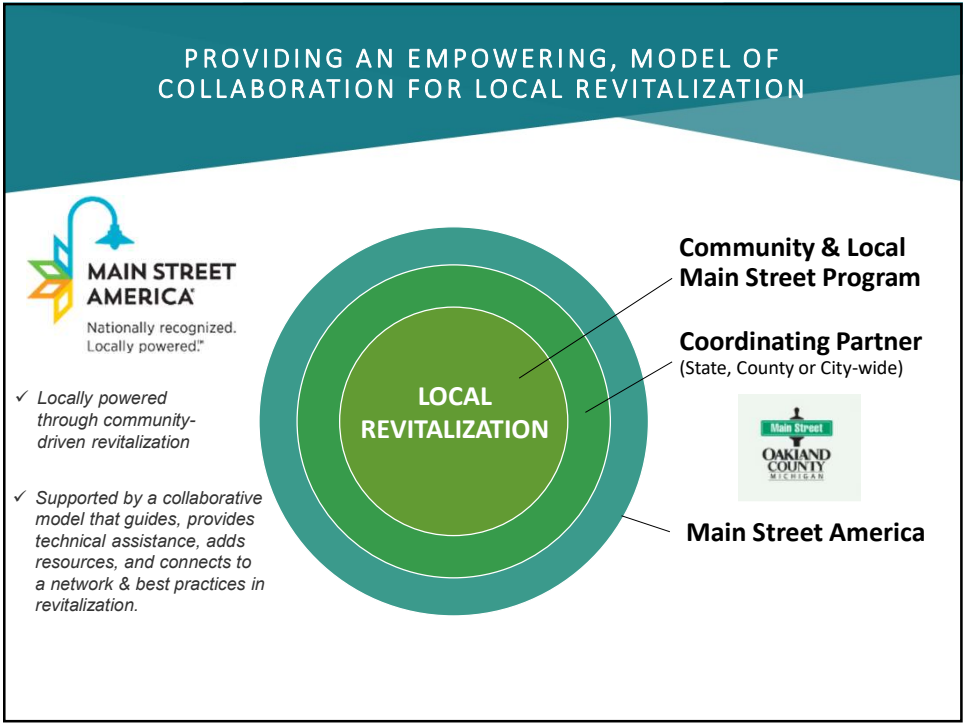
- Positioning MS programs as economic development organizations
- Moving programs beyond idea/project-driven to Strategy-driven programming – Transformation Strategies
- More community-wide engagement (input and participation) in programming and organization
- Need to develop a more cohesive system within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



THE FOUR POINT
REFRESH
PROJECT

Refreshed Main Street Approach™

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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

11 JULY 2020 BY ROCHESTER NEWS SOURCE

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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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

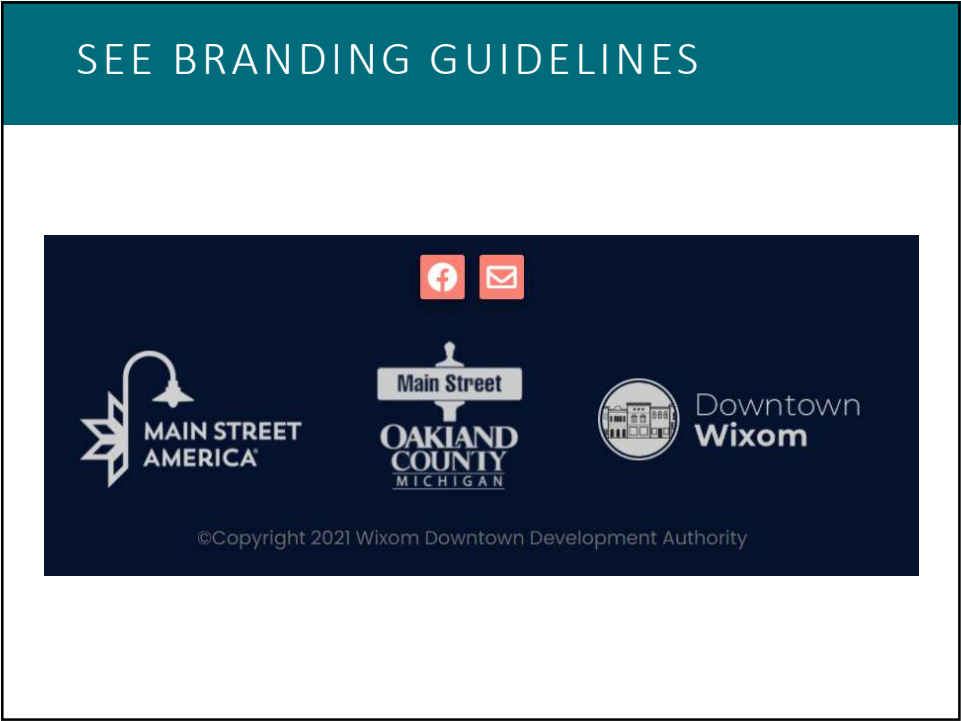
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The image shows a section of the Main Street America website. At the top, a teal banner contains the website's URL, 'WWW.MAINSTREET.ORG', in white, uppercase letters. Below the banner, on the left, is the heading 'A Grassroots Network' in bold black text, followed by a paragraph describing the organization's mission. To the right of this text is a video player. The video player has a dark background with a portrait of a man in a suit and red tie. Above the portrait, the text 'Main Street America - Power of the Mo...' is visible. To the right of the portrait are icons for 'Watch later' and 'Share'. Below the portrait is a 'Watch on YouTube' button. To the right of the video player are two buttons: a teal 'JOIN' button and an orange 'RENEW' button.

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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, USDA, 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."
- Thomas for the 2015 Main Street News Conference. (Discussion proposals are due August 18)





Main Street America Institute

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T-MOBILE - \$1.25M PER YEAR



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: Placemaking Grant Program, Backing Small Business Grants from AMEX, Simons Science grants, Kauffman Equitable Entrepreneurial Ecosystems

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- + Main Street America offers virtual and on-demand small business training through the Small Biz Digital Trainers program.
- + These sessions provide technical assistance and education to Main Street small business owners.
- + We encourage our Main Street Managers, Coordinators, and economic development leaders to pass along these valuable resources to their local business base.



DIGITAL TRAINING FOR MAIN STREET BUSINESSES

Main Street America is working to equip small business owners with the digital skills they need to thrive.

People Trained Since Program
Launched in 2023

Rated Trainings as Having Positive Impact on Business

Dedicated Trainers Working to Support Small Business Owners

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Get Started

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

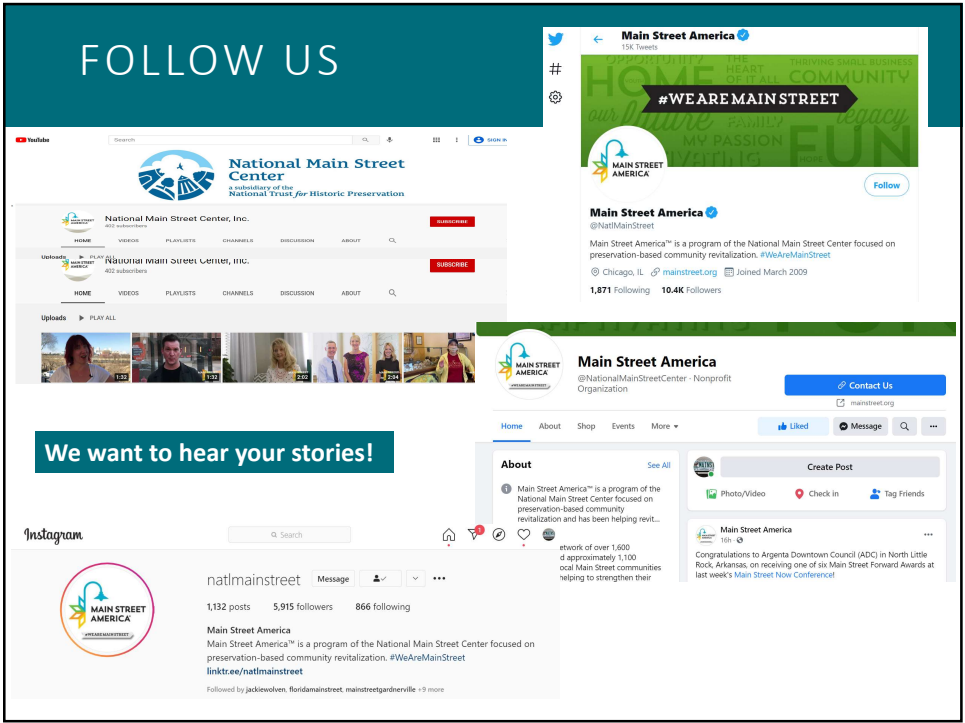
JOIN THE CONVERSATION

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.](#)



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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



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



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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@2025 National Main Street Center



Main Street Resource Center

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





**THE MAIN STREET APPROACH:
A COMPREHENSIVE GUIDE TO
COMMUNITY TRANSFORMATION**

Community Transformation

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



**THE MAIN STREET REFRESH:
LESSONS LEARNED**

Main Street Refresh

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




REVITALIZING MAIN STREET

Comprehensive Revitalization

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


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**BOARD MEMBER'S
HANDBOOK**

Board Members


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



**DESIGN COMMITTEE
HANDBOOK**

Design


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



**ECONOMIC RESTRUCTURING
HANDBOOK**

Economic Restructuring


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



**ORGANIZATION COMMITTEE
HANDBOOK**

Organization


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



**PROMOTION COMMITTEE
HANDBOOK**

Promotion

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



**MARKETING AN IMAGE
FOR MAIN STREET**

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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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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OUR NEWEST RESOURCES

MAIN STREET
DISASTER AND
RESILIENCE
TOOLKIT

Get the tools to plan for, prepare for, and recover from natural disasters in your community. [Download the toolkit here.](#)



Marion, IA © Uptown Marion


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BOOMS TRACKER

BUILDING OPPORTUNITIES ON MAIN STREET
THROUGH THE BOOMS TRACKER

ARTICLE PUBLISHED
April 15, 2024


AUTHORS



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April 15, 2024

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Manager of Research



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PROFESSIONAL DEVELOPMENT

MAINSTREETNEWS

Quote of the Week

"I learned more in just one day about development in historic
downtowns than I could have imagined."

~ Megan Tsui, Director, Red Wing (MN) Downtown Main Street, attendee of the [Historic Real Estate
Finance Training](#) hosted by MSAI in Decatur, Georgia.



Congratulations to the 2018
cohort of graduates who
earned the
Main Street America
Revitalization Professional
credential >

MAIN STREET
AMERICA

Revitalization
Professional

Leadership
Development
Workshop

Empowering revitalization professionals with
advanced tools and strategies to connect,
motivate, and lead people effectively >

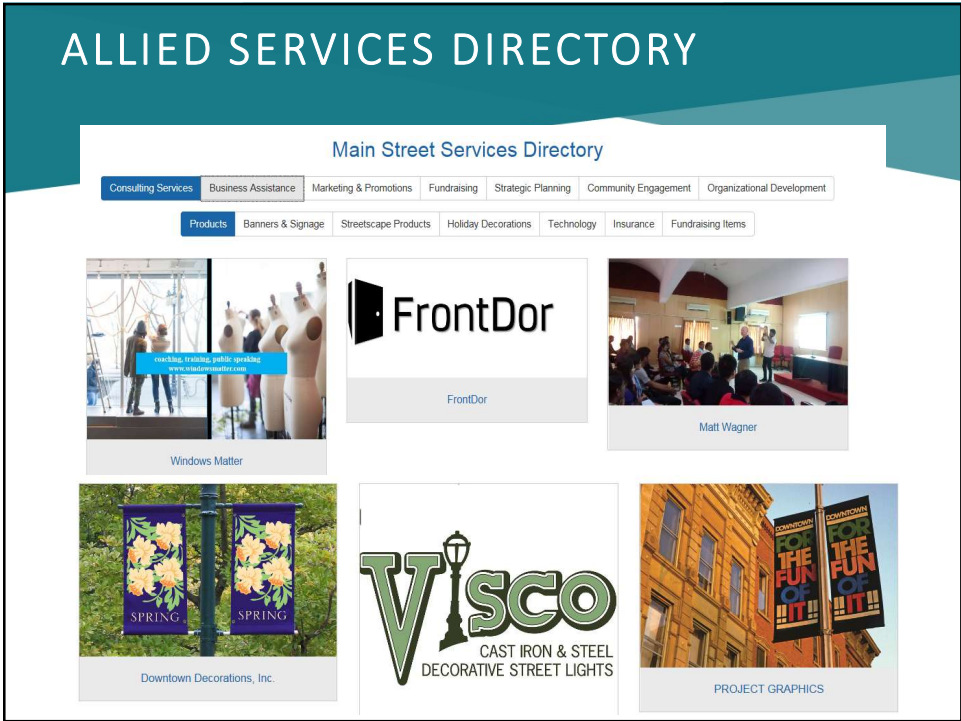
Community
Transformation
Workshop

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>



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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
the trust

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

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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

ATTENTION

Are you passionate about the growth and vibrancy of Lathrup Village's downtown district?

We're looking for dedicated individuals to join our *Downtown Development Authority Board!*




If you have a vision for the future and a commitment to community development, we want to hear from you!

Applicants should either reside in the city or own a business within the downtown district.

Apply Now! Send your resume and a completed application to Acolson@Lathrupvillage.org.

DDA Board application can be found on the city website or via the QR code below.

Be a part of the team shaping the future of your downtown!



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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
Family friendly
Unique
Beautiful
Vibrant
ARTS/ENTERTAINMENT Center

Quaint
Safe
FUN
ARTS
Cafe
Brewery
Boutique
Farmhouse

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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

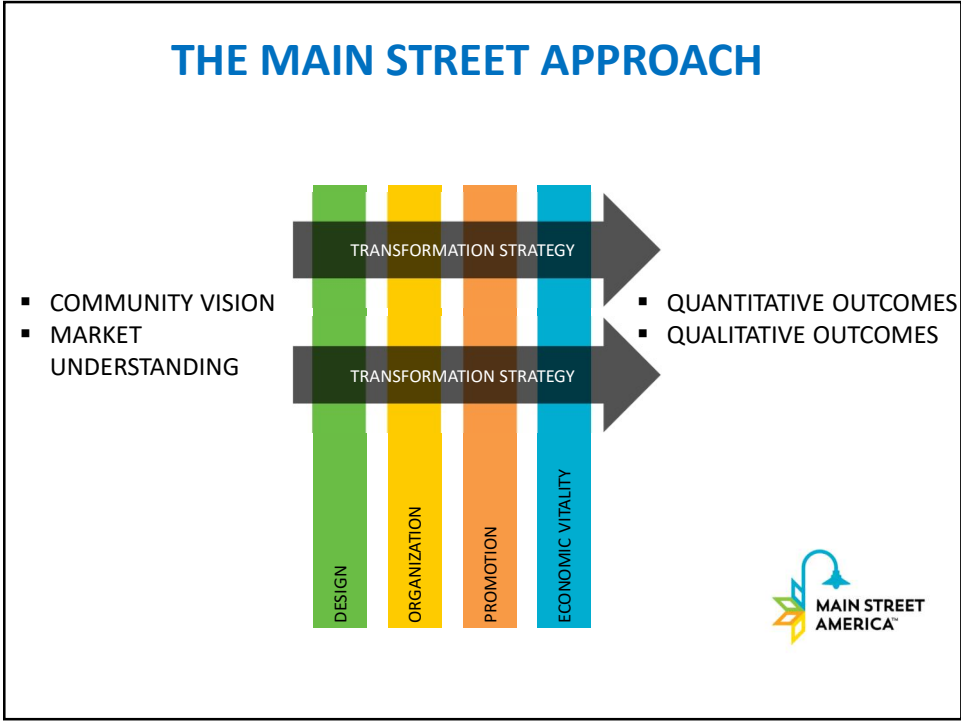
+ Required for National Accreditation

The importance of smaller steps

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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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171172

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 – through out the conference
- + Networking

Hope to see you all in Philly!



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MAIN STREET AMERICA®
Nationally recognized.
Locally powered.™



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