



MAIN STREET AMERICA™
Nationally recognized.
Locally powered.™

THE NEW ACCREDITATION STANDARDS

Kathy La Plante
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THE MAIN STREET FOUR POINT APPROACH

Works Because of a Comprehensive Approach

-  **Design** - getting the commercial district in top physical shape, creating attractive places and destinations
-  **Organization** - getting the community working together with a shared vision for downtown
-  **Promotion** - marketing the district's unique characteristics, assets and businesses
-  **Economic Vitality** - diversifying the district's economic base and strengthening businesses



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COMPREHENSIVE, FOUR-POINT APPROACH

Organization

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

Promotion

- Image Campaigns
- Business Promotions
- Special Events and Festivals

Design

- Historic Preservation (design education, maintenance, incentives)
- Public Spaces
- Beautification (clean, safe, green)

Economic Vitality

- Business Assistance
- Entrepreneurial Development
- Small-scale Manufacturing
- Market Knowledge

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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

Refreshed Main Street Approach™

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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



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Rochester Named as a National Main Street Community

FEBRUARY 17, 2017 BY ROCHESTER MEDIA 1 COMMENT

Rochester Receives Certification, Again, and is Named as a National Main Street Community for the 21st Time

Main Street Oakland County (MSOC) recently conducted an Annual Program Assessment Visit and named Rochester as a 2016 Nationally Accredited Main Street Community. This is the 21st consecutive year of certification for Rochester. The Rochester 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	Diversified Funding and Sustainable Program Operations
Strategy-Driven Programming	Preservation-Based Economic Development	Demonstrated Impact and Results

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AFFILIATE VERSES ACCREDITED STATUS

- + **Affiliate** status is awarded to programs, by your coordinating program, that have not met the baseline requirements or haven't achieved at least a score of three under each indicator. Typically, downtowns and neighborhood commercial corridors that are less than 2 years old, fall in this category. Completing the self-assessment will help guide communities to Accredited status.
- + **Accredited** status is awarded to programs that meet all the baseline standards and score a minimum of three for each standard indicator. These downtowns or neighborhood commercial corridors are operating comprehensive revitalization efforts.

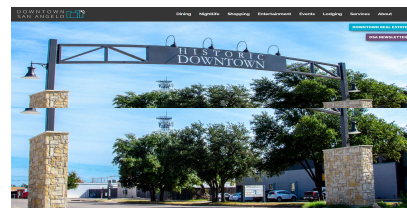
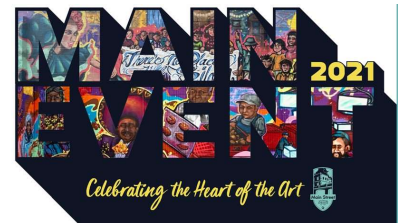


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BASELINE REQUIREMENTS

- + A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
- + Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director. Texas Main Street required an FTE position.
- + Identified Economic/Transformation Strategy to direct the work of the program, based on community input and market understanding.
- + Detailed work plans aligned with the selected Economic/Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.



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BASELINE REQUIREMENTS

5. A dedicated budget for the district’s revitalization programming and the Main Street program’s operations. Minimum
 - Large Communities (over 20,000) = \$100,000
 - Medium (5,000-19,999) = \$75,000
 - Small (under 5,000) = \$53,000
6. Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind donations, and philosophical support.
7. Reinvestment statistics reported as required by Coordinating Program (monthly, quarterly, or annually).
8. Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the Coordinating Program logo.

ABOUT MAIN STREET

Seguin is a Charter Member of the Texas Main Street program, of the Texas Historical Commission, a program dedicated to the economic revitalization of downtown through historic preservation. Seguin’s Main Street Program is recognized as an Accredited National Main Street City by the National Trust for Preservation.

Following the National Main Street’s Four Point Approach, Seguin works to revitalize downtown Seguin using Economic Vitality, Design, Promotion and Organization. Economic Vitality through making the most of a community’s unique sense of place and existing historic assets, harnessing local economic



MAIN STREET AMERICA™
2016 Accredited



BEAUMONT MAIN STREET

A NATIONAL MAIN STREET CITY & TEXAS MAIN STREET PROGRAM

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COMMUNITY SELF-ASSESSMENT TOOL

KEY INDICATORS

The following indicators provide important guidance on how Main Street programs, the public sector, district stakeholders, and the community at large can work together to develop strong partnerships and collaborations. Each indicator serves as an example of how your Main Street program is effectively meeting the Standard of building and fostering a broad community commitment to revitalization.


HOW GRADING WORKS

Within each Standard in the new Self-Assessment Tool, you will be able to score yourself on the indicators listed based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator	Outstanding achievement. One that other programs could replicate.

For each indicator, we encourage communities to explore areas of strength and opportunities for growth by discussing (1) What actions and next steps can you take to strengthen your efforts? (2) How can you build upon your work or take it to the next level?

Ultimately, when these new standards are implemented, your Coordinator will review your self-assessment and provide their own score and feedback. **Communities will need to average at least three (3) points per standard to achieve accreditation.**




THE MAIN STREET AMERICA EVALUATION FRAMEWORK

COMMUNITY SELF-ASSESSMENT TOOL - Version 2.0 - August 2022

TABLE OF CONTENTS

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FOSTERING OUR COMMUNITY'S SENSE OF OWNERSHIP IN ITS DOWNTOWN

Broad-based Community Commitment to Revitalization

Key areas of focus:

1. Partnership and Collaboration
2. Community Outreach
3. Communication & Public Relations

Standard 1 reflects that successful and sustainable revitalization efforts are not just the work of a single organization but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district.




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STANDARD I – BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

Broad-based Community Commitment to Revitalization

Key areas of focus:

1. Partnership and Collaboration
2. Community Outreach
3. Communication & Public Relations

Sample Metrics


I. PARTNERSHIPS AND COLLABORATIONS

INDICATOR I: Main Street has developed partnerships and collaborations with local governments that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include:

- a. Participation in strategy development and planning.
- b. Collaborations in the implementation of programming or work plans.
- c. Monetary and non-monetary resources for the Main Street program.
- d. Engagement of elected officials and/or staff in the Main Street program Board and committees.
- e. Promoting the district revitalization and their partnership with Main Street.

Score 1 - 5: _____

Main Street



Downtown Denison
Downtown Denison is a great place to live, work, play, and start a business. The Main Street Office works hand in hand with business and property owners, volunteers, partners, and city staff to facilitate all this.

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FOSTERING OUR COMMUNITY'S SENSE OF OWNERSHIP IN ITS DOWNTOWN

Broad-based
Community
Commitment to
Revitalization

Key areas of focus:

1. Partnership and Collaboration
2. Community Outreach
3. Communication & Public Relations





Partnerships Include:

- City, State, County
- ED Entities
- Chambers
- Education
- Corporate Businesses
- Downtown Property and Business Owners
- Utilities
- Civic Organizations
- Neighborhood Associations/Residents
- Preservationists
- EVERYONE!

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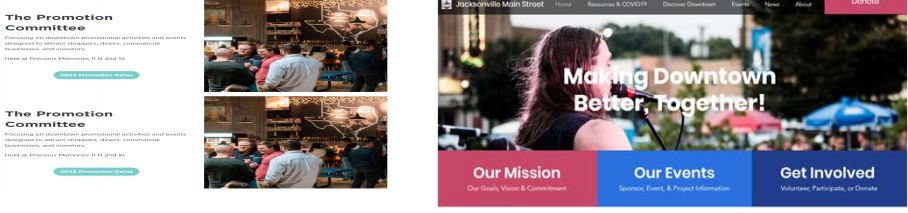
FOSTERING OUR COMMUNITY'S SENSE OF OWNERSHIP IN ITS DOWNTOWN

Broad-based
Community
Commitment to
Revitalization

Key areas of focus:

1. Partnership and Collaboration
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3. Communication & Public Relations



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BUILDING BROAD-BASED SUPPORT IN TEXAS MAIN STREET COMMUNITIES

- + City-housed programs
- + Providing Opportunities for:
 - Volunteer support
 - Financial support
 - Partnerships
 - Community engagement



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PEOPLE: MAIN STREET'S GREATEST RESOURCE!

**Inclusive
Leadership and
Organizational
Capacity**

Standard Two reflects the value on PEOPLE as Main Street's greatest resource and our belief that everyone in the community has a place in Main Street.

Key areas of focus:

1. *Inclusive Organizational Culture and Diverse Volunteer Engagement*
2. *Active Board leadership and supporting volunteer base*
3. *Professional Staff management*
4. *Effective Operational Structure*

This Standard encourages Main Street programs to place a strong priority on human capital and develop a clear operational structure and practices that increase the organization's capacity to engage all sectors of the community and leverage their participation in their revitalization efforts.

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STANDARD II - INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

Inclusive Leadership and Organizational Capacity

Key areas of focus:

1. *Inclusive Organizational Culture and Diverse Volunteer Engagement*
2. *Active Board leadership and supporting volunteer base*
3. *Professional Staff management*
4. *Effective Operational Structure*

Sample Metrics

I. INCLUSIVE ORGANIZATIONAL CULTURE AND DIVERSE VOLUNTEER ENGAGEMENT

INDICATOR I: The Main Street organization has demonstrated its commitment to diverse, inclusive, and equitable district and community engagement. Examples of how these efforts are demonstrated include:

- a. The organization's stated mission and core values show a commitment to engaging all sectors of the community it serves.
- b. Internal and external messaging promotes that Main Street has a place for everyone in the community and that diverse engagement is welcomed and valued. Communication tools address language barriers as appropriate.
- c. Work plans and programming activities address accessibility and inclusive design for all community members.
- d. The organization's policies address equitable access for all district and community stakeholders in the organization's leadership structure (Board and committees) as well as in specific projects and activities.

Score 1 - 5: _____

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Inclusive Leadership and Organizational Capacity

PEOPLE: MAIN STREET'S GREATEST RESOURCE!

Key areas of focus:

1. *Inclusive Organizational Culture and Diverse Volunteer Engagement*
2. *Active Board leadership and supporting volunteer base*
3. *Professional Staff management*
4. *Effective Operational Structure*

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Inclusive Leadership and Organizational Capacity

PEOPLE: MAIN STREET'S GREATEST RESOURCE!

Key areas of focus:

1. *Inclusive Organizational Culture and Diverse Volunteer Engagement*
2. *Active Board leadership and supporting volunteer base*
3. *Professional Staff management*
4. *Effective Operational Structure*

Category	Chillicothe city, Missouri	Missouri
Population Estimates, July 1 2021, (V2021)	9,087	6,188,187
PEOPLE		
Population		
Population Estimates, July 1 2021, (V2021)	9,087	6,188,187
Population estimates base, April 1, 2020, (V2021)	9,000	6,154,913
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	1.0%	0.2%
Population, Census, April 1, 2020	9,107	6,154,913
Population, Census, April 1, 2010	9,515	5,988,927
Age and Sex		
Persons under 5 years, percent	5.4%	5.8%
Persons under 18 years, percent	18.9%	22.4%
Persons 65 years and over, percent	20.1%	17.6%
Female persons, percent	59.7%	50.6%
Race and Hispanic Origin		
White alone, percent	90.0%	82.6%
Black or African American alone, percent (a)	4.4%	11.8%
American Indian and Alaska Native alone, percent (a)	0.5%	0.6%
Asian alone, percent (a)	1.0%	2.2%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.0%	0.2%
Two or More Races, percent	3.7%	2.6%
Hispanic or Latino, percent (b)	2.3%	4.7%
White alone, not Hispanic or Latino, percent	89.0%	78.7%

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INCLUSIVE LEADERSHIP AND ORGANIZATION CAPACITY IN TEXAS MAIN STREET COMMUNITIES

- + Main Street should reflect the diversity of the community
- + City Appointments or recruitment
- + Clear expectations/job descriptions
- + Empower local leaders

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FOSTERING INVESTMENT IN THE HEART OF OUR COMMUNITY

Diversified Funding and Sustainable Program Operations

1. **Balanced Funding Structure**
2. **Strategic Revenue Development and Fundraising**
3. **Budget and Work Plan Alignment**
4. **Financial Management Practices**

Program sustainability relies on the diversity of revenue streams as dependency on one primary or only source could jeopardize the program’s operations. Through this Standard, Main Street programs demonstrate a priority for ensuring that the community is investing in the Main Street organization and programming efforts through a comprehensive and balanced funding structure that ensures successful and sustainable revitalization efforts.




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STANDARD III – DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

Diversified Funding and Sustainable Program Operations

1. **Balanced Funding Structure**
2. **Strategic Revenue Development and Fundraising**
3. **Budget and Work Plan Alignment**
4. **Financial Management Practices**

**Sample Metrics –
Balanced Funding Structure**



FUNDRAISING PLAN

	2022	2023
	\$	\$
Total Income/Operating Budget		
Income Sources		
Municipal Support	\$	\$
All Downtown Businesses (retail, service)	\$	\$
Businesses Outside Downtown (industrial, retail, service)	\$	\$
Residents (giving levels and local philanthropists)	\$	\$
Civic Organizations (can include project support)	\$	\$
Special Event Income (list events separately note the cost of the event and net proceeds, sponsorships)		
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
Fundraising Event Income (list events separately note the cost of the event and net proceeds)		
1.	\$	\$
2.	\$	\$
Special Projects Fundraising (streetscape, etc.)	\$	\$
Grants (specifically applied for grants not corp. donations)	\$	\$
Merchandise Sales (not related to special events)	\$	\$
Endowments/Planned Giving	\$	\$
Other (please note specifically)	\$	\$

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FOSTERING STRONG COMMUNITY INVESTMENT IN REVITALIZATION

Diversified Funding and Sustainable Program Operations

1. **Balanced Funding Structure**
2. **Strategic Revenue Development and Fundraising (staff and volunteers)**
3. **Budget and Work Plan Alignment (balanced)**
4. **Financial Management Practices**



Main Street

Creating, Connecting, Celebrating Community

The Bay City Main Street Program encourages economic development within the context of historic preservation in ways appropriate to today's market place. The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets:

- Distinctive architecture
- Pedestrian-friendly environment
- Personal service
- Local ownership
- Sense of community

Bay City Main Street is a 2018 Accredited Main Street America and Texas Main Street Program.



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FOSTERING STRONG COMMUNITY INVESTMENT IN REVITALIZATION

Diversified Funding and Sustainable Program Operations

1. **Balanced Funding Structure**
2. **Strategic Revenue Development and Fundraising**
3. **Budget and Work Plan Alignment**
4. **Financial Management Practices**





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EXAMPLE: DOWNTOWN LEE'S SUMMIT

Diversified Funding
and Sustainable
Program Operations

TESTIMONIAL: "I fell in love with downtown immediately and have been supporting them ever since."
CHRIS & ALAN FLORETTES FAMILY

SPONSORSHIP LIST:

Category	Organization	Amount
SUPPORTERS OF THE SUMMIT	Lee's Summit	\$1000
	Lee's Summit	\$500
	Lee's Summit	\$250
	Lee's Summit	\$100
EMERALD ISLE PARADE	Lee's Summit	\$1000
	Lee's Summit	\$500
	Lee's Summit	\$250
	Lee's Summit	\$100
SANDERS MARKET	Lee's Summit	\$1000
	Lee's Summit	\$500
	Lee's Summit	\$250
	Lee's Summit	\$100
STANFORDS EVENTS	Lee's Summit	\$1000
	Lee's Summit	\$500
	Lee's Summit	\$250
	Lee's Summit	\$100
COURTNEY HAYS ART WALK	Lee's Summit	\$1000
	Lee's Summit	\$500
	Lee's Summit	\$250
	Lee's Summit	\$100
SUMMIT ON THE HILL	Lee's Summit	\$1000
	Lee's Summit	\$500
	Lee's Summit	\$250
	Lee's Summit	\$100
DOWNTOWN BUBBY NEW	Lee's Summit	\$1000
	Lee's Summit	\$500
	Lee's Summit	\$250
	Lee's Summit	\$100

SPONSORSHIP OPPORTUNITIES 2022:

Annual	Monthly	Level
\$1,000	\$100	YOURS TRULY
\$500	\$50	SINCERE STAKEHOLDER
\$250	\$25	STEADFAST SUPPORTER (Business Outside of Downtown Core)
\$200	\$20	DOWNTOWN BUSINESS
\$100	\$10	DEVOTED FAMILY
\$50	\$5	FRIEND OF DOWNTOWN

TESTIMONIAL: "I fell in love with downtown immediately and have been supporting them ever since."
CHRIS & ALAN FLORETTES FAMILY

PROUD SUPPORTER: Chris & Alan Florettes Family

SPONSORSHIP OPPORTUNITIES 2022: Downtown Lee's Summit Main Street

DOWNTOWN LEE'S SUMMIT MAIN STREET: INVEST IN THE HEART OF YOUR COMMUNITY. Downtown Lee's Summit Main Street is a non-profit organization dedicated to the revitalization of Downtown Lee's Summit. We produce 100+ events each year made possible by donations & nearly 4,000 hours of volunteer service.

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OUR REVITALIZATION JOURNEY THROUGH MAIN STREET

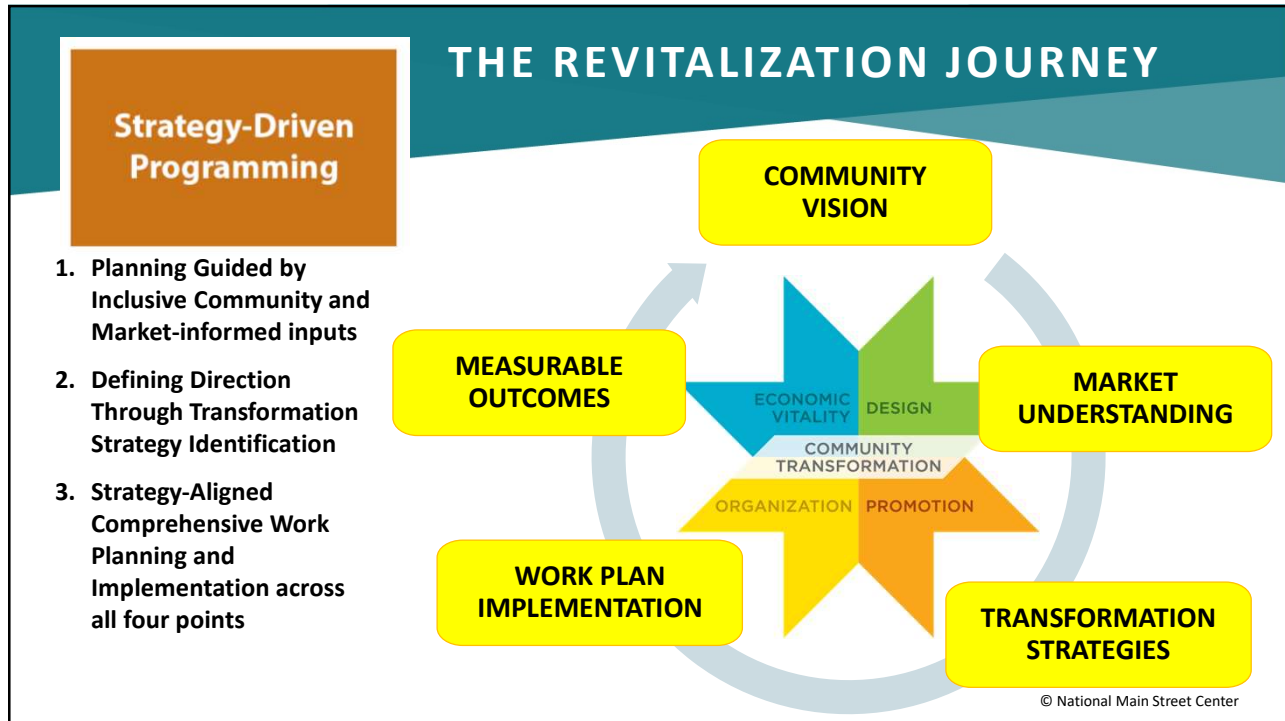
Strategy-Driven
Programming

1. **Planning Guided by Inclusive Community and Market-informed inputs**
2. **Defining Direction Through Transformation Strategy Identification**
3. **Strategy-Aligned Comprehensive Work Planning and Implementation across all four points**

Change is an important guiding principle for Main Street. But rather than letting change just happen, Main Street programs define and manage it from one year to the next through a strategy-driven work plan and aligned implementation process. Standard Four brings together all integrated components that must be in place to plan and successfully implement the revitalization work. Centered around Main Street's Four Point Approach, these integrated components are driven by a local Transformation Strategy(s) aligned through community participation and based on an understanding of the district's unique and competitive market position.

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STANDARD IV – STRATEGY-DRIVEN PROGRAMMING

Strategy-Driven Programming

1. Planning Guided by Inclusive Community and Market-informed inputs
2. Defining Direction Through Transformation Strategy Identification
3. Strategy-Aligned Comprehensive Work Planning and Implementation across all four points

Sample Metrics

II. DEFINING DIRECTION THROUGH TRANSFORMATION STRATEGY IDENTIFICATION AND DEVELOPMENT


INDICATOR I: Main Street has defined and aligned as an organization around a Transformation Strategy that is guiding the revitalization work. Examples of how these are demonstrated include:

- a. Using a comprehensive set of inputs, the board has identified a consumer-based or industry-, product-, or service-based strategy(s) that can best respond to the district and community vision, needs and market opportunities.
- b. The board formally adopts a Transformation Strategy(s).
- c. Partner organizations or other stakeholders have adopted or endorsed selected Transformation Strategy.
- d. The Strategy(s) have measurable benchmarks.


Score 1 - 5: _____

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Strategy-Driven Programming




1. Planning Guided by Inclusive Community and Market-informed inputs
2. Defining Direction Through Transformation Strategy Identification
3. Strategy-Aligned Comprehensive Work Planning and Implementation across all four points



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CASE STUDY OUR VISION BY 2030.....



Alberta Main Street created a network of committed and invested community members (business, commercial property & residential property owners) who worked together to:

- + Create the most sustainable (social, economic, and environmental) business district in Portland, the nation, the world....
- + Foster the development of Alberta Street as a world class arts/creative district and;
- + Solidified the local, non-corporate small business base on the street.

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ONLINE FUNDRAISING

Dear Kathy,


A couple of weeks ago we sent you a request to renew your support for Alberta Main Street. We are very thankful for your past support and hope you will again choose to support our efforts as we begin our fifth year and our 2014-15 Annual Pledge Drive. While we have accomplished a great deal, there is still work to be done and we can't do it without you.

Your tax-deductible contribution ensures that Alberta Street continues to develop as a unique place to live, shop and eat. To help us deliver on our mission, please renew your investment of \$50 or support us in a way that is workable and meaningful for you. It truly takes a community to do what we do. You can make an annual contribution or spread your contribution out over the course of the year.

[CLICK HERE](#) to contribute today!

Since 2010, Alberta Main Street has been working to develop Alberta Street as a vibrant, creative, equitable, and sustainable commercial district. We work to support and encourage independent, local businesses that reflect the needs of the community. We've been able to do this with support from the City, residents, businesses and commercial property owners. If Alberta Main Street is to continue, we need your continued commitment and support.

Sincerely,



James Armstrong


Sara Wittenberg
Executive Director
Alberta Main Street
1722 NE Alberta Street
Portland, OR 97211
albertamainst.org

Alberta Main Street is a nonprofit 501(c)3 organization. Your donation is tax deductible as allowed by law. (EIN: 27-3399695). Contribution and that no goods or services were provided in exchange for your contribution.

Sent: Thu 11/23/2014 7:2

mercial corridor


Thank you Robyn Galbos, Jeffrey Walton, Barry Pappenheim and Kathy LaPlante for your generosity and support! Resident contributions to Alberta Main Street are key in helping our community shine! You too can make an investment in your street, contribute online at: <http://bit.ly/alberta15>



Unlike · Comment · Share · 3

You and 2 others like this.

Write a comment...



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DESIGN



Center

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DESIGN ELEMENTS




Façade Grants:

- Low VOC (Volatile organic compounds) paints
- Reuse
- Community painted murals

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DESIGN – BIKE PATHS & CAR CHARGING




NE/SE 20s Bikeway Project North Section

Design Options

- NG Neighborhood Greenway
- BL Bike Lanes
- BB Buffered Bike Lanes
- EM Enhanced Pavement Markings
- PR Requires Parking Removal
- BC Bike Couplet: 1-way bike lane + 2-way Neighborhood Greenway
- CC1 Bike Corridor 1: 2-way bike lane + 2-way Neighborhood Greenway
- CC2 Bike Corridor 2: Enhanced Pavement Markings + 2-way Greenway

Crossing Improvements

- CI Curb extensions w/crosswalk
- MI Median Island w/crosswalk
- BS Beacon w/ crosswalk
- RF Rapid Flash or HAWK
- OT Other



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ECONOMIC DEVELOPMENT



Bollywood Theater Reopens on NE Alberta
Fans of Indian food and sitting will have a reason to smile this week, when Bollywood Theater reopens its Northeast Alberta Street location after a recent expansion.



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SUSTAINABILITY/GREEN BUSINESSES



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PROMOTION

12/13 to 12/21
GNOME FOR THE HOLIDAYS

ALBERTA MAIN STREET

ARTRAGEOUS HOLIDAY ART & CRAFT EXTRAVAGANZA
Featuring:
Artists: Chris Huberman, George Piroos, Madison Weiss
Crafters: RL Littergross, Riverland Crafts, Sue Frankman, Jackie Avery
Vendors: Paul Gerald, River Street Designs, Kelly Gough
Chef: Lyla Wolfenstein
Costume Designers: Laura McShane
120 NE Alberta (Alberta & Mallory) PDX 97211
And many more!!!!

TANNENBAUM MADNESS
2012 ON VIEW FROM NOV 23-JAN 1
OPENING CELEBRATION NOV 23, 4-8PM
TREE LIGHTING DEC 1

TRICK OR TREAT ALBERTA STREET

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ALL THAT ALBERTA DOES IS ABOUT GETTING TO THEIR SHARED VISION

RECLAIM IT!

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CASE STUDY BRUSH! CO

Assets & History

- + Brush! Area Museum and Cultural Center
- + Pawnee Pioneer Trail Scenic & Historic Byway
- + Access to water, rich soil and a good climate to farm in.
- + The famous cattle drive, the Texas Montana Trail, passed right through Brush!
- + Brush boasts a rich history, limitless recreation, genuine country feel and outdoor fun galore.

- Brush Rodeo
- 90 miles from Denver
- Location described as Pioneering Plains
- Oktoberfest
- primarily as an ag-based community.

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BRUSH! COLORADO

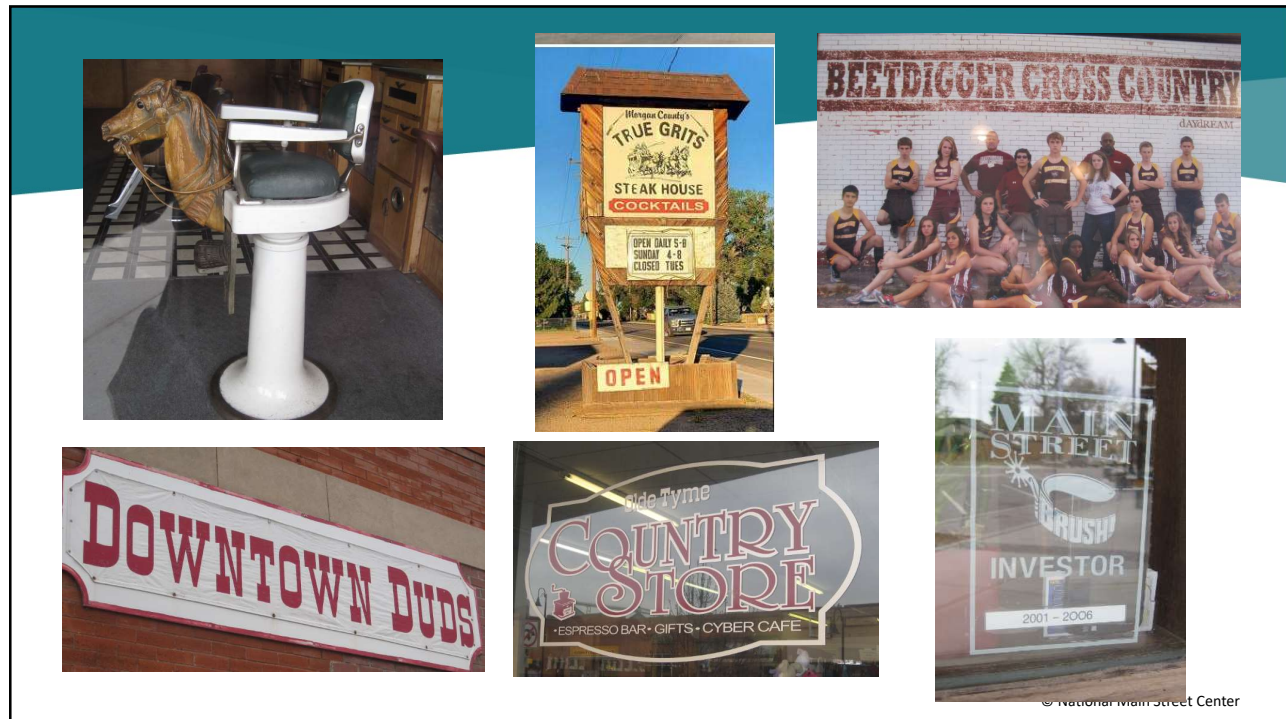


Agricultural Strategy

- **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.

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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







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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



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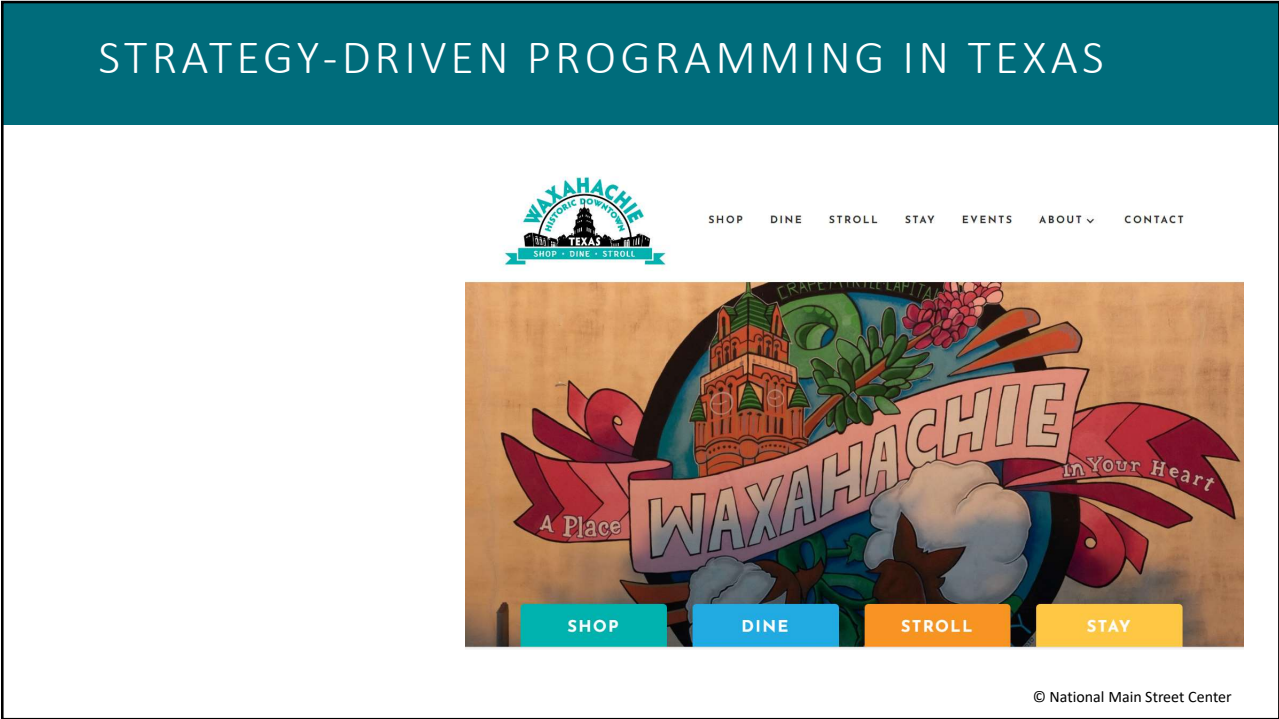
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THE MAIN STREET APPROACH® FOR COMPREHENSIVE REVITALIZATION

ECON/VITALITY	DESIGN	PROMOTION	ORGANIZATION
			
			

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PRESERVING & EDUCATING ABOUT DOWNTOWN'S HISTORIC CHARACTER & CULTURAL ASSETS

Preservation-Based Economic Development

Key areas of focus:

1. *Preservation Ethics and education on Historic and cultural assets*
2. *Standards and best practices for place-based, people-focused Design*
3. *Promotion of historic, heritage, and cultural assets*

Standard Five confirms our strong belief that a community's own place-based and diverse cultural assets reflect the richness and strength of its identity and establish a competitive market advantage.



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STANDARD V – PRESERVATION-BASED ECONOMIC DEVELOPMENT

Preservation-Based Economic Development

Sample Metrics

I. PRESERVATION ETHICS AND EDUCATION ON HISTORIC AND CULTURAL ASSETS

INDICATOR 1: Main Street demonstrates the community's commitment to its historic and cultural assets. Examples of how these are demonstrated include:

- a. The district has historic buildings listed as local landmarks, a national landmark district, or listed in the National Register of Historic Places.
- b. The community is a Certified Local Government (CLG).
- c. The district has received cultural, arts, or other special designations or recognitions.
- d. Main Street advocates for a local preservation ordinance or the community has one.
- e. Main Street has developed or supported the development of design standards, guidelines, and tools property owners can use to preserve, improve, and maintain historic buildings.
- f. Incentives or in-kind services are in place to assist with improvements to historic and cultural resources (e.g., facade grant, sign grant, low interest loan, design assistance)
- g. Local, county, and/or regional strategies acknowledge and incorporate the preservation of heritage and cultural assets as economic development priorities.

Score 1 - 5: _____

Key areas of focus:

1. **Preservation Ethics and education on Historic and cultural assets**
2. **Standards and best practices for placed-based, people-focused Design**
3. **Promotion of historic, heritage, and cultural assets**

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PRESERVING & EDUCATING ABOUT DOWNTOWN'S HISTORIC CHARACTER & CULTURAL ASSETS

Preservation-Based Economic Development

Key areas of focus:

1. **Preservation Ethics and education on Historic and cultural assets**
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3. **Promotion of historic, heritage, and cultural assets**

Historic Preservation INFORMATIONAL MEETING

About the
Chillicothe Expanded Downtown Historic Area Survey

Join Paula Mohr with Bentonsport Preservation, LLC for a brief presentation to discuss:

- What is Historic Resource Survey?
- What is the Purpose of the Survey?
- What is the Process for this Project?

Please feel free to bring photos and stories you would like to share about the neighborhood.

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Kathy La Plante
klaplante@mainstreet.org

@2023 Main Street America

PRESERVATION-BASED ECONOMIC DEVELOPMENT IN TEXAS

- + Everyone's strong suit with TX Historic Commission housing the TX Main Street program
- + Preservation and education.



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BUILDING THE CASE FOR MAIN STREET

Demonstrated Impact and Results

Key areas of focus:

1. **Demonstrating the Value of Main Street**
2. **Measuring and Packaging quantitative and qualitative Outcomes**
3. **Promoting progress and demonstrating impact and results**

Standard Six highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program's revitalization efforts. It also provides the opportunity for the local Main Street program to tell their stories and advocate for resources needed for sustainability.



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STANDARD VI – DEMONSTRATED IMPACT AND RESULTS

Demonstrated Impact and Results

Key areas of focus:

- 1. Demonstrating the Value of Main Street**
- 2. Measuring and Packaging quantitative and qualitative Outcomes**
- 3. Promoting progress and demonstrating impact and results**

III. PROMOTING PROGRESS AND DEMONSTRATING IMPACT AND RESULTS

INDICATOR I: The district's revitalization programming, achievements, stories, and reinvestment statistics are promoted. Examples of how these are demonstrated include:

- Sharing through the Coordinating program reporting system according to the timeline-outlined in annual agreements.
- Sharing with district stakeholders, local units of government, anchor organizations,-funders, and the community at large.
- Highlighting and publishing success stories of impactful projects on digital platforms(website, social media channels, etc.) and local media outlets.
- Publishing and distributing an annual report and summary of revitalization statistics.
- Highlighting key statistics and testimonials on website and other marketing materials.

Score 1 - 5: _____



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IMPACT MEASUREMENTS FOR PROMOTIONS

Measurable metrics:

- ✓ Audiences reached
- ✓ New partnerships
- ✓ Volunteers engaged
- ✓ Increased sales
- ✓ Foot traffic
- ✓ Media attention
- ✓ Business exposure
- ✓ Funds raised by nonprofits
- ✓ Cost + money generated into community



Rochester, MI

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GREAT EXAMPLE FROM BERLIN

Best Small Town for Shopping:
Berlin, Maryland

Join Our Email List

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MEASURING SUCCESS

- + Standard reinvestment stats (net business gains, net job growth, investment by the public and private sectors, volunteer hours).
- + Track outcomes that change the impact on strategies – for example, if arts and entrainment is your strategy, is attendance at arts and entrainment venues increasing? Have new partners joined your efforts? Has funding increased from these events?

Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

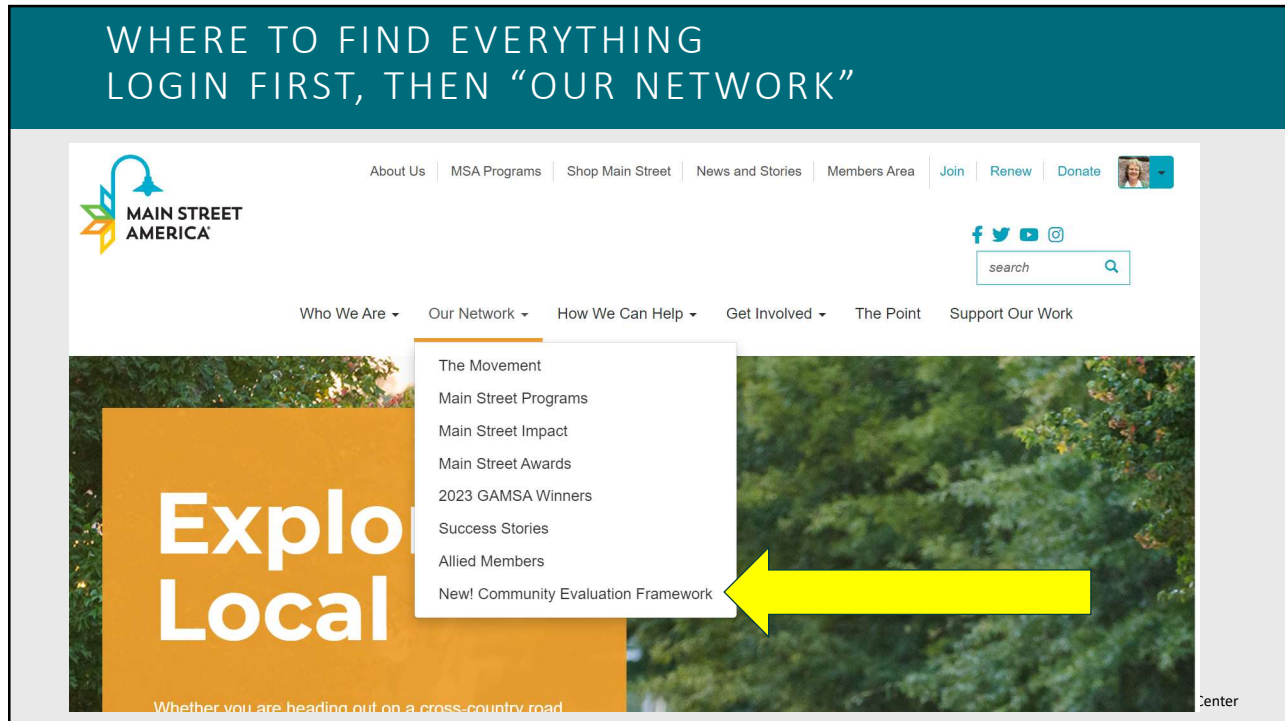
Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience

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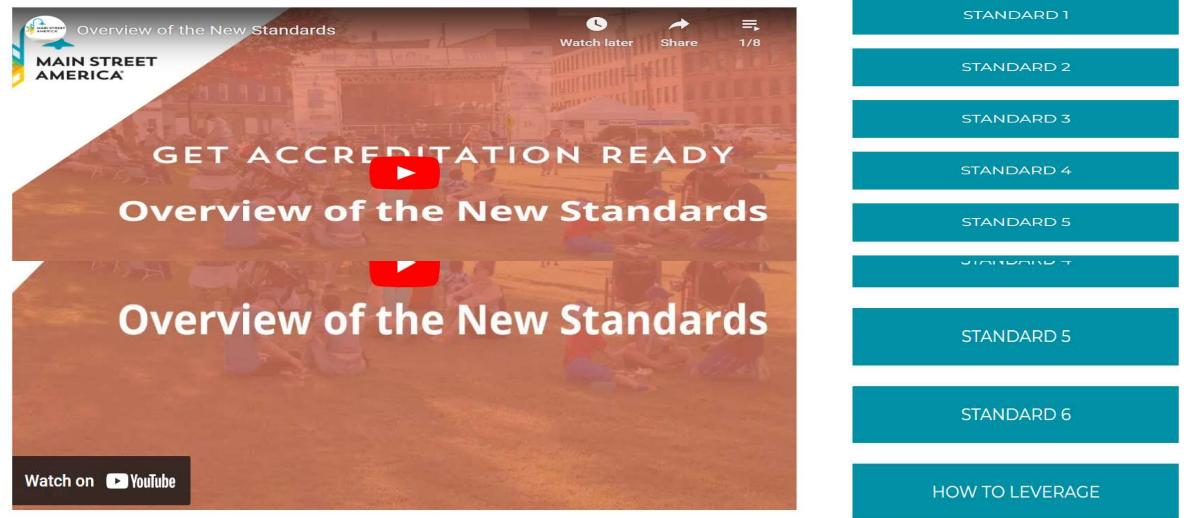


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VIDEO SERIES



The video player shows a thumbnail for 'Overview of the New Standards' with the text 'GET ACCREDITATION READY' and 'Overview of the New Standards'. The video is from 'MAIN STREET AMERICA'. The table of contents on the right includes: STANDARD 1, STANDARD 2, STANDARD 3, STANDARD 4, STANDARD 5, STANDARD 6, and HOW TO LEVERAGE.

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WEBINAR BY THE RELISH JAR

January 10, 2024 at 2PM CT

- Get board members to listen
-

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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)

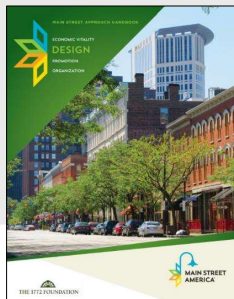
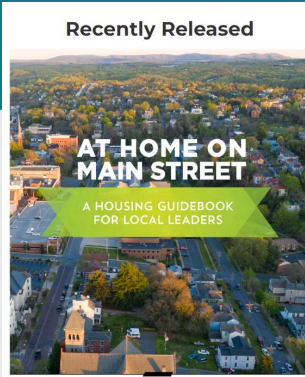


Main Street America Institute

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PUBLICATIONS

All Downloadable and Free for Members



al Main Street Center

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RESOURCES AT MSA

Digital Libraries

- COVID-19 RESOURCES
- MSA HANDBOOKS & GUIDES
- REVITALIZATION TOOLKITS
- WEBINAR SERIES
- MAIN STREET NOW ARCHIVE
- VIDEO SERIES
- STATE OF MAIN

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ALLIED SERVICES DIRECTORY

Main Street Services Directory

Consulting Services | Business Assistance | Marketing & Promotions | Fundraising | Strategic Planning | Community Engagement | Organizational Development

Products | Banners & Signage | Streetscape Products | Holiday Decorations | Technology | Insurance | Fundraising Items

Smartify MEDIA
Smartify Media – SmartCityStorefront Program

ORIANA solutions
ORIANA solutions, LLC

Downtown Decorations, Inc.

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MAIN STREET AMERICA

PROVIDING EDUCATIONAL OPPORTUNITIES & LEADERSHIP DEVELOPMENT FOR REVITALIZATION PROFESSIONALS & VOLUNTEERS

- ✓ *New Main Street Directors Orientation*
- ✓ *Volunteer Management on Main Street*
- ✓ *Time Management for Main Street Directors*
- ✓ *Market your Main Street: Low-cost, High-Impact Strategies to Get Out Your Message*
- ✓ *USDA - Strategic Economic and Community Development (SECD) Program*
- ✓ *TGIF: Town Gown Is Fundamental*
- ✓ *Small Business Saturday*
- ✓ *Why Aren't You Asking for Year-End Gifts?*
- ✓ *Cultural Districts and Placemaking*
- ✓ *New Market Tax Credits*
- ✓ *The Great American Main Street Awards: An Insider's Guide to Applying for and Winning GAMSA*





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MAIN STREET AMERICA

RECOGNIZING REVITALIZATION SUCCESS & INNOVATION

Great American Main Street Award

Criteria

These award-winning communities demonstrate exemplary achievement in the process of strengthening their downtowns and commercial districts based on the following selection criteria:

- Overall strength of the Main Street program and documented success in creating an exciting place to live, work, play and visit;
- Demonstrated impact aligning with the Main Street Approach;
- Commitment to historic preservation;
- Active involvement of the public and private sector;
- Model partnerships, including inclusive engagement of community members and local stakeholders in the downtown revitalization process; and
- A Main Street America Accredited program.



2022 GAMSA Winners

Heart of Biddeford

Hammond Downtown Development District

Laramie Main Street Alliance

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FUNDING OPPORTUNITIES



MAIN STREET AMERICA



SHOP SMALL WITH AMERICAN EXPRESS

Inclusive Backing

Presented by AMERICAN EXPRESS

Third round, 60 businesses get \$5,000

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 is open now through March 31, 2023 at 11:59 p.m. CT.



INVESTING BIG IN SMALL TOWNS

We are committing \$25 million in grants over the next five years to towns with 50,000 people or less.

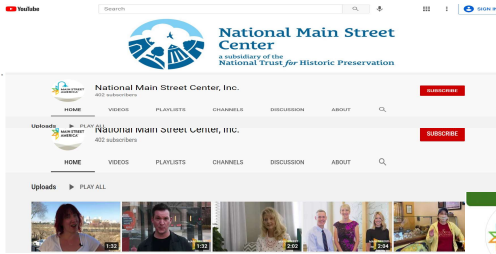
[Find out more](#)

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.



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FOLLOW US



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a subsidiary of the National Trust for Historic Preservation

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National Main Street Center, Inc.
422 subscribers



Main Street America
154 Tweets

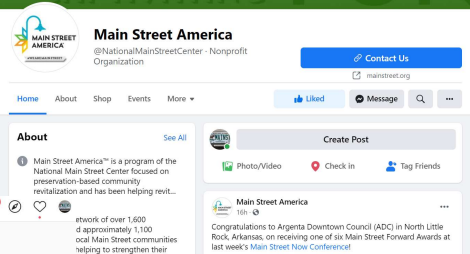
#WEAREMAINSTREET

Main Street America
@NatMainStreet

Main Street America™ is a program of the National Main Street Center focused on preservation-based community revitalization. #WeAreMainStreet

Chicago, IL | mainstreet.org | Joined March 2009

1,871 Following 10.4K Followers



Main Street America
@NationalMainStreetCenter - Nonprofit Organization

Contact Us | mainstreet.org

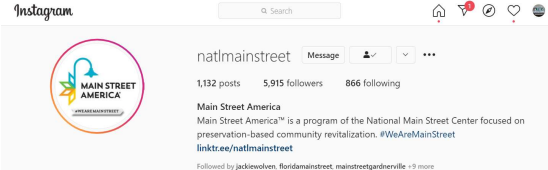
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About See All

Main Street America™ is a program of the National Main Street Center focused on preservation-based community revitalization and has been helping revital...
network of over 1,600
d approximately 1,200
ocal Main Street communities
helping to strengthen their

Main Street America
Main Street America
Congratulations to Argenta Downtown Council (ADC) in North Little Rock, Arkansas, on receiving one of six Main Street Forward Awards at last week's Main Street Now Conference!



We want to hear your stories!

Instagram

natmainstreet Message

1,132 posts 5,915 followers 866 following

Main Street America
Main Street America™ is a program of the National Main Street Center focused on preservation-based community revitalization. #WeAreMainStreet
linktr.ee/natmainstreet

Followed by jackewolven, floridainmainstreet, mainstreetgarberville +9 more

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MAIN STREET AMERICA

ACCESS TO ADDITIONAL RESOURCES


➤ National Trust Insurance Services
www.nationaltrust-insurance.org

➤ National Trust Community Investment Corporation
▪ www.ntcicfunds.com

National Trust awarded almost **\$10M in grants in 2022** and are encouraging both Main Street coordinator programs and their communities to apply. If coordinators have specific questions, the Director of Grants & Awards Nicky Vann and Renee Kuhlman are offering a session on Monday p.m. and will also be at their booth in the Exhibit Hall.



National Trust Insurance
33 South Gay Street
Baltimore, MD 21202
[Get Map](#)
Phone: 866-269-0944



Directors and Officers

Volunteer Accident Coverage

Special Events

Collections and Fine Arts

Vacants and Builders Risk

Historic Tax Credit

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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*

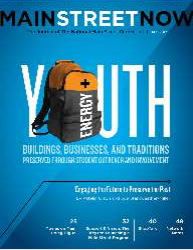
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BENEFITS OF NMSC MEMBERSHIP SHARE YOUR MEMBERSHIP

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 for 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 Main Street News, Preservation Magazine, and renewal notices • Renew your membership • Share 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 PreservationNation community.</p> <p><i>Please note: these user accounts are not able to manage your membership.</i></p>



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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.](#)



If you need help with membership reach out to Tali Jamir or Sylvie Warfield at 312.610.5611.

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MAIN STREET AMERICA
Nationally recognized.
Locally powered.™



TEXAS MAIN STREET
TEXAS HISTORICAL COMMISSION

National Main Street Center
53 West Jackson Blvd. Suite 350
Chicago, IL 60604
mainstreet.org

Hope to see you in Birmingham!



MAIN STREET Now 2024
MAY 6-8
BIRMINGHAM ALABAMA
SAVE THE DATE

KATHY LA PLANTE
Senior Director of Coordinating Programs
klaplante@mainstreet.org