

Revitalizing Neighborhood Commercial Districts

The Main Street Program



Why The Main Street Approach Works

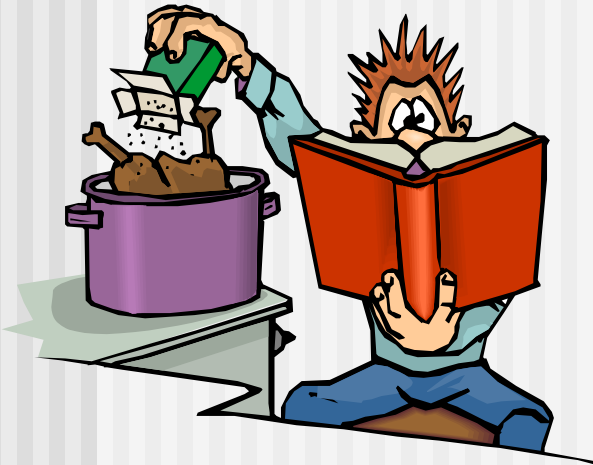


- Overcome factionalization and immobilization
- Framework for focused grassroots revitalization
- Committees of stakeholders
- Incremental implementation
- Complements City work -- Independent from City
- State and national networks
- Cost effective

The Main Street Model

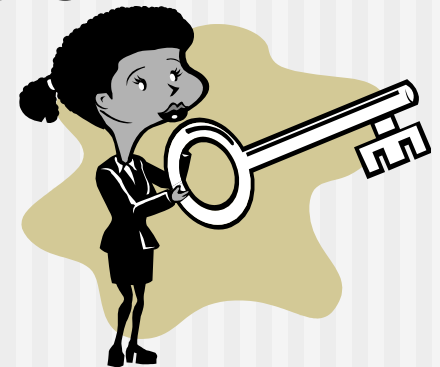
The Four Point Approach

- Organization
- Design
- Promotion
- Economic Restructuring
- Quality of Life Issues



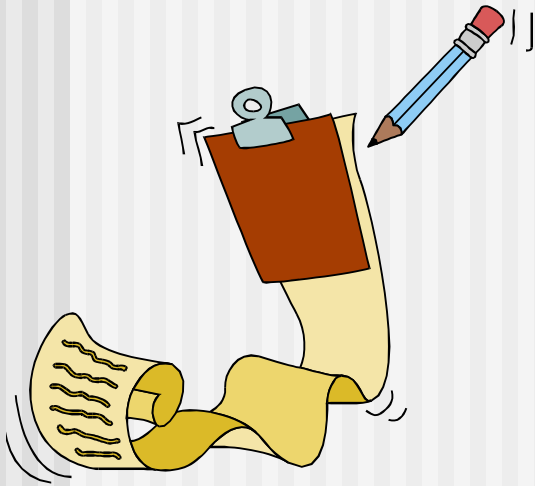
Key Stakeholders

- Business owners
- Property owners
- Community Residents
- City Staff
- Other Public Agencies
- Non-Profit Organizations
- Bankers
- Economic development organizations
- Schools
- Media
- Others



The Eight Principles

- Comprehensive
- Quality
- Public/Private Partnership
- Changing Attitudes
- Builds on Existing Assets
- Self-Help
- Incremental
- Implementation

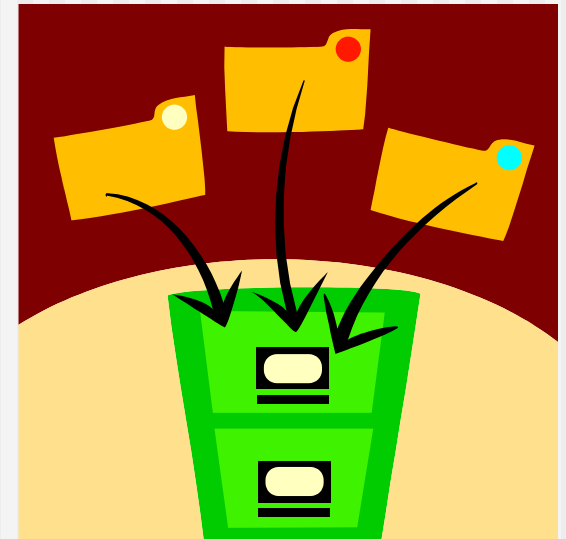


The Four Points



Four Point Approach Organization/Advisory

- Overall Program Management
- Promoting the Main Street Program
- Volunteer Management
 - Individuals & Groups
- Fund Raising
- Financial Management



Organization/Advisory Committee Activities

- Business District Newsletter
- Main Street Program Brochure
- Public Meeting/Reception
- Volunteer Orientation Seminars
- Fund Drive
- Fund Raising Materials
- Annual Meeting

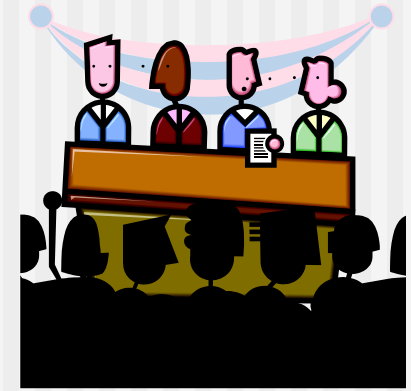




Four Point Approach **Economic Restructuring**

- Market Analysis
- Business Retention, Expansion & Attraction
- Monitoring the economic performance of the commercial district
- Community Initiated Development
- Financial Incentives
- Business/Property owner education

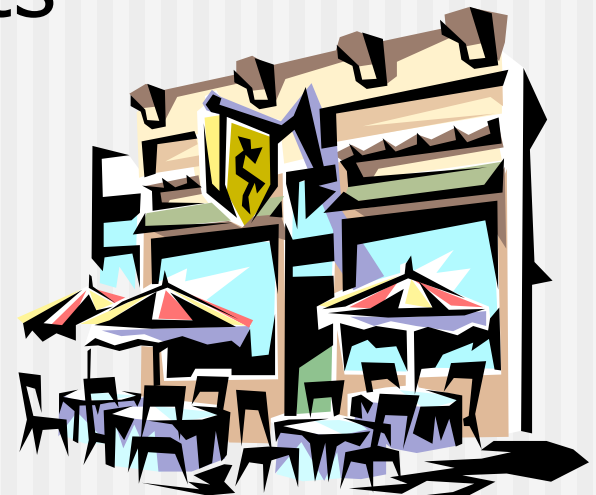
Economic Restructuring Committee Activities



- Data Collection
- Business Survey
- Main Street Progress – Quarterly Reports
- Business District Base Map
- Retailer Workshops
- Shopper Survey/Focus Groups
- Develop Business Incentives

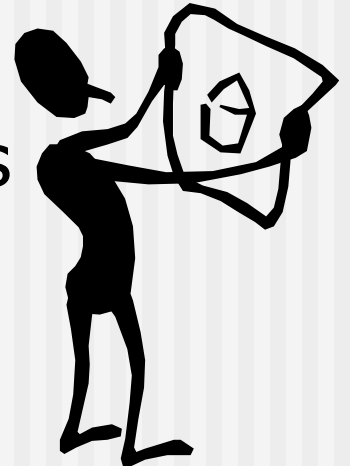
Four Point Approach Design

- Facade Improvements
- Streetscape Improvements
- Infrastructure Improvements
- Beautification Projects
- Historic Preservation
- Design Guidelines



Design Committee Activities

- Building Inventory/Public Space Inventory
- Code/Ordinance Review
- Business District “Clean-Up Day”
- Merchant/Building Owner Assistance
- Conduct Workshops (eg. Improve Façades)
- Develop Improvement Incentives
- Design Guidelines



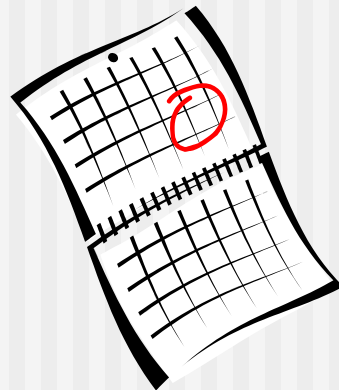
Promotions/Marketing



- Image Building Events
 - Image advertising
 - Good media relations
- Retail Promotional Events
 - Cross Retail
 - Cooperative Promotional Campaigns
- Special Events/Festivals
 - Community Heritage/Pride
 - Special Holidays

Promotion Committee Activities

- Analysis of existing calendar of events
- Develop Promotion Strategy/Calendar
- Business District Logo
- District Identification signs
- Create Business Directory
- Existing Retail/Promotional Event Tie-In



Next Steps



- Hire Program Manager
- Develop Mission/Vision
- Market Program
- Recruit Committee Members
- Create Committee Work Plans
- Undertake small, but highly visible projects
- Conduct Building and Business Inventory