

MAIN STREET

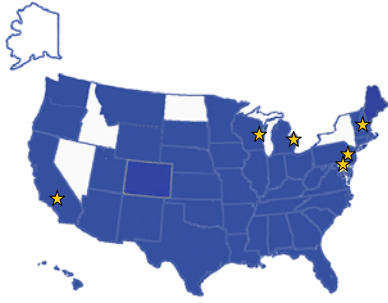
A Project of the National Trust for Historic Preservation

To encourage downtown economic development within the context of historic preservation

These communities are national models for this goal: Galoisburg, Illinois, Madison, Indiana, & Hot Springs, South Dakota



State and City Main Street Programs



Main Street's Results

Economic Impact of Main Street in the U.S.

- \$41.6 billion in physical improvements
- \$11.1 million reinvested per district (*ave.*)
- 77,799 new businesses (*net*)
- 349,148 new jobs (*net*)
- 186,820 building rehabilitation projects
- \$25.76 to \$1.00 reinvestment ratio

(through December 31, 2006 - based on more than 2,050 communities)



Main Street's Four Points

- Organization
- Design
- Promotion
- Economic Restructuring





Main Street's Eight Principles

- Comprehensive
- Incremental
- Community-driven
- Public-Private effort
- Builds on existing assets
- Quality
- Change
- Implementation-Oriented





National Main Street Community Criteria

- Broad-based public and private support
- Vision and mission statements
- Comprehensive work plan
- Historic preservation ethic
- Active board and committees
- Adequate operating budget
- Paid, professional program director
- On-going training for staff & volunteers
- Reporting of key statistics
- Current member of National Main Street Network





What Happened to America's Main Streets?



Main Street's Assets



Unique Stores





Personal Service



Public/Private Collaboration



Small Steps



Leading to Larger Projects

Establishing the Organization



Board Structure

- Broad-based
- A *working* board
- Usually 9-13 members
- Individuals give 4-10 hrs./month
- Contains 3 *Ws*

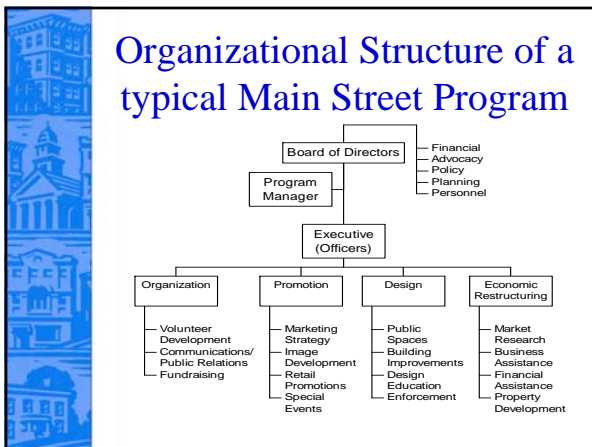



Board of Directors Responsibilities

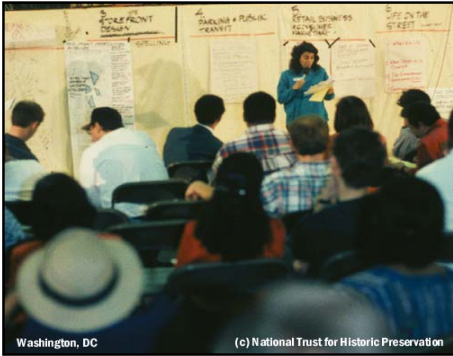
- Funding
- Financial Management
- Advocacy
- Policy
- Planning
- Personnel







Broad Based – Include Stakeholders



Washington, DC

(c) National Trust for Historic Preservation

Typical Stakeholders

- business owners
- property owners
- government
- residents/consumers
- civic organizations
- chamber of commerce
- preservationists
- economic & community development corporations
- financial institutions
- utilities
- schools
- social service agencies
- religious institutions
- media
- regional planners



Volunteers



Hannibal, MO

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Management Process

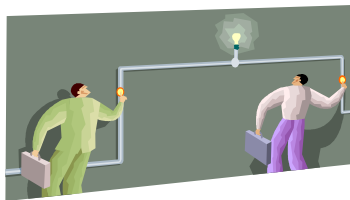


Role of Executive Director

- Administrative
- Public relations
- Work plan coordination
 - Development
 - Implementation
- Volunteer management
- Monitoring & evaluation
- Resource to board & committee



**Understanding Main Street's
Committee Structure**



Organization Committee



- Volunteer Development
- Fund-Raising (projects and operations)
- Public Relations

Promotion Committee



- Special Events
- Image Development Activities
- Retail/Business Promotions

Special Events



Port Townsend, WA (c) National Trust for Historic Preservation

Special Events



Image Development

Business Directory

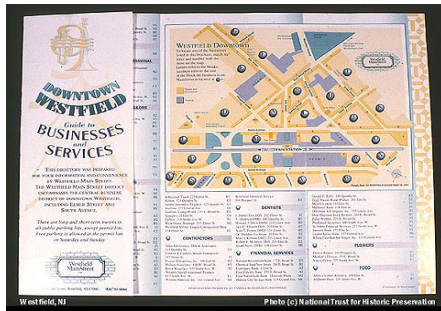


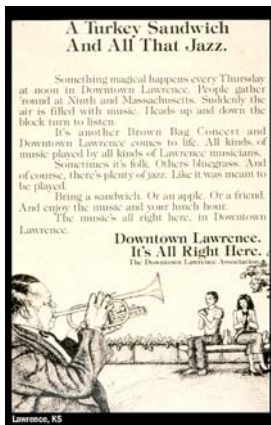
Image Development

Logos



Image Development

Advertising





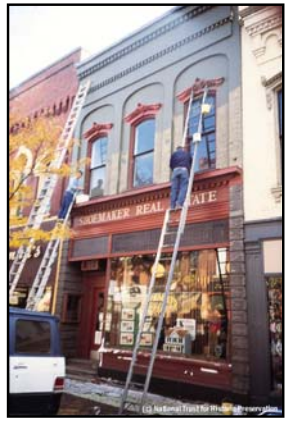


Design Committee



- Building/Storefront Rehabs
- Architectural Assistance
- Design Education
- Public Spaces Improvements
- Design Review

*Building/ Storefront
Rehabs*



Design Assistance/Design Education



Public Improvements



Economic Restructuring Committee



- Market Analysis
- Business Retention and Recruitment
- Property Development
- Financing/Incentives for Business & Property Development

Business Assistance is an Incentive

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Property Development



