The History of Main Street

- Historically, Main street was the primary commercial hub in American communities (pre-WWII).
- Suburbanization and marketplace changes created a movement away from downtown commerce centers.
- Changes in local and federal policy affected how historic buildings were managed, maintained.
- MainStreet is a movement to preserve historical assets while rebuilding vital economies in downtown communities.

*Source: National Main Street Center*
What Is Main Street?

“Real Places Doing Real Work to Revitalize Their Economies and Preserve Their Character.”

Specifically, MainStreet is:
1. A proven strategy for revitalization (Four Points Approach).
2. A powerful network of linked communities.
3. A national support program that leads the field.

Most importantly, Main Street is an asset-based economic development approach to restoring a thriving economy in New Mexico communities.

*National Main Street Center

What Does It Mean to be a MainStreet Community?

Your community...

1. Has been officially designated by the state regional coordinating program.

2. Implements the Four Point Approach under the Eight Guiding Principles

3. Meets, or is striving to meet annual designation criteria

*Nob Hill MainStreet (Albuquerque)*
The MainStreet Four Point Approach™

- **Organization**: Ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement a Community Transformation Vision.

- **Design**: Enhancing the physical elements of district while capitalizing on its unique historic assets; includes urban planning, public art, historic preservation and adaptive reuse of buildings.

- **Economic Vitality**: Harnessing local economic opportunity and creating a supportive business environment for small business owners, entrepreneurs, and innovators; includes live/work housing.

- **Promotions**: Positioning the district as the center of the community and the hub of economic activity by creating a positive image that showcases a community's unique characteristics.
Benefits of MainStreet

• Businesses/Entrepreneurs
  • Healthy Business Climate
  • Expanded Customer Base
  • Vibrant Commercial District
  • Growth Opportunities

• Property Owners
  • Stronger Property Values
  • Stable Rental Environment
  • Improved marketability
  • Increased Occupancy Rates

• Partnerships
  • Leveraging of Scarce Resources
  • Strengthen Local Capacity
  • Stronger Networks for Economic Development

• Community
  • Increased GRT, Stronger Tax Base
  • Improved Quality of Life
  • Restoration of Civic Gathering Places
  • Access Federal Resources

Technical Assistance from NMMS

MainStreet Economic Impact – 28 NM Communities

2013-2015 Performance (aggregate):

• 335 Net new businesses
• 449 Building rehabilitations
• $127 Million New building construction
• $40.5 Million Private sector economic reinvestment
• $22.3 Million Public sector economic reinvestment
• 1,634 New jobs (net)
• 103,000 Volunteer hours (> $2 million value*)

* Source: Independent Sector statistics
Asset-Based Economic Development via NM Arts & Cultural Districts and Frontier Community Projects

- ACD’s focus on enhancing the “Creative” or “Cultural” Economy, positioning arts and culture as the center of revitalization and community economic development efforts.
- Frontier Communities Initiative focuses on community economic development support in rural communities (pop. <7,500) to develop a catalytic economic development project.
- Like MainStreet, each must demonstrate positive economic impact in job creation, business development, business creation/expansion, leveraging of private sector reinvestment, or enhancement of the community’s economic environment.
New Mexico Arts and Cultural Districts
Operational Components

Cultural Planning and Development
- Cultural Plans/Vision for District
- Cultural Facilities
- Cultural Entrepreneurs
- Cultural Activities
- Creative Economy
- Cultural Tourism
- Historic Preservation

Physical Planning and Development
- District Boundaries
- Master Plan
- Beautification
- Projects
- Dining/Lodging
- Physical Spaces
- Live/Work Spaces
- Studios/Galleries
- Theaters
- Plazas

Capacity and Sustainability
- Arts Leadership
- Org. Structure
- Volunteers/Staff
- Project Coordination
- Org. Planning
- Budgeting, Fundraising
- Financial Tools
- Public Relations
- Advocacy

Branding and Marketing
- District Image
- District Branding
- Org. Branding
- Cultural Events
- Promotions
- Destination Development

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department
Economic Vitality

Presented by
Keith Kjelstrom
NMMS Economic Positioning Program Associate
505-454-1187
keithkjelstrom@gmail.com

What is Economic Vitality?

• Understand the market
• Know assets
• Retain & strengthen businesses
• Recruit new businesses & uses
• Enhance operating practices
• Help find business & building financing
• Facilitate quality development
Economic Vitality Roles

- Economic analysts
- Strategic planners
- Performance monitors
- Business developers (coaches, incubators, recruiters)
- Enterprise facilitators
- Civic entrepreneurs

Business Development Toolbox

- Strategic Planning and Information
- Education, Training
- Business Retention & Strengthening
- Entrepreneur Development
- Financing & Incentives
- Business Recruitment
- Marketing & Promotion
- Real Estate Development
Community Transformation Vision

- Activities
- Responsibilities
- Budgets
- Funding
- Metrics
- Outcomes

*Source: National Main Street Center

Draft a Market Vision Statement

- Opportunities
- Need to make a conscious decision about market vision
- Dialogue with data
Sample Economic Development Strategy

Capture more local consumer dollars by helping existing businesses to better serve local residents.

Connecting Four Points Projects to Asset-Based Economic Development Strategies

**Strategy:** Capture more local consumer dollars by helping existing businesses to better serve local residents.

**Outcomes:** Increases measured for, a) sales in MainStreet district, b) gross receipts Taxes, c) car/pedestrian traffic, d) attendance at key events.

**Sample Actions/Outputs:**

<table>
<thead>
<tr>
<th>Economic Vitality</th>
<th>Organization</th>
<th>Design</th>
<th>Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribute market profile sheets to 65 businesses</td>
<td>Conduct 40 business visitations to enroll businesses in the work of the MainStreet org.</td>
<td>Replace swings, benches and garbage receptacles at corner park; plant trees and/or install info kiosks</td>
<td>Produce an annual promotions and advertising package targeting residents</td>
</tr>
<tr>
<td>Produce business enhancement seminar on local customer targeting (reach 25 businesses)</td>
<td>Engage 65 business owners in MainStreet networking events; recruit 25 sponsors/partners</td>
<td>Create/install 12 new summer banners to use on light poles (with University Art/Design classes)</td>
<td>Update website business directory (list 65 businesses)</td>
</tr>
<tr>
<td>Provide in-store consulting to establish social media marketing program (5 priority businesses)</td>
<td>Implement Public Relations campaign highlighting MainStreet business development goals</td>
<td>Conduct a façade squad project at the Courtyard Café: paint walls, refresh planters, repair deck</td>
<td>Implement a retail event (sidewalk sale) with cooperative/shared advertising and coupons</td>
</tr>
</tbody>
</table>
Create a Market Position Statement

Pacific Beach, it's all right here... California cuisine, wheel alignments and spine adjustments all in one convenient stop.

Beach Area Community Court gets started [Click Here] to get involved

Pacific Beach is an asset in itself, ocean, boardwalk, parks. In addition, discover Pacific

24 million people can't be wrong. That's how many visitors came to San Diego last.

There's not much you won't find in Pacific Beach business district...except maybe boring.

Resources

New Mexico Community Economic Development Toolbox

Downtown and Business District Market Analysis

Transforming Downtown Economics
Conduct Market Analysis

Inventory Businesses & Analyze Mix
Establish Business Visitation Program

Inventory Priority Vacancies
Conduct property owner visits

Conduct business development partner visits

Establish core business development team and extended team

Identify one priority business assistance target, one business recruitment target, one building rehab target

Post a Business Clusters / Leasing Plan Map

West Bend Downtown Business Mix

Shoe Store Cluster Analysis
Learn About Special Market Segments

Conduct Surveys, Interviews, Focus Groups, Forums
On-Line Surveys

Provide Business Networking and Training Opportunities
Link Businesses to Financing and Incentives

- Small Business Development Center (SBDC)
- Small Business Administration (SBA) Lenders
- Microlenders / Nontraditional Lenders – The Loan Fund, WESST, Acción
- USDA
- State and Federal Historic Preservation Tax Credits
- Façade Improvement Incentive Program
- Access to Capital Workshop AND Implementation Plan
- State LEDA and local LEDA

Publish a Market Profile Sheet
Assemble a Business Development Packet

- Business enhancement
- Responsive business recruitment
- Pro-active business recruitment
- Pull together the information
- Website

Prepare a BD Rack Card
Market Vacancies Through the Windows: Vacancy Treatment Standard (VTS)

- Establish written protocol for the treatment of vacancies
- Long-term occupancy is top priority
- Short-term leases
- Display of goods and services
- Pleasing graphics
- Window cleaning
- Demising walls (back treatments)
- Lighting
- Signage

Diane Laird
State Coordinator, Downtown Delaware
Delaware Economic Development Office
Add Business Development Features to Website

Welcome to Downtown Artesia
Artesia MainStreet invites you to explore the great things our downtown district has to offer! MainStreet is a national program administered by the National Trust for Historic Preservation with support from the U.S. Department of Housing and Urban Development. Our goal is to ensure our town’s unique character and quality of life are maintained for future generations. You can find a list of our members, see a list of projects we have completed and ongoing, and connect with other MainStreet districts by visiting MainStreet.org.

What’s Happening
With theArtesia Walking Tours, you can explore downtown Artesia. Visit the Artesia Walking Tour directory to see the many unique businesses, restaurants, and attractions that MainStreet has to offer. The Artesia Walking Tour is updated regularly to keep you informed of all the latest news and events.

Artesia Walking Tour
Our downtown is a place where people come together to connect, enjoy the arts, and support local businesses. We encourage you to walk around and explore all that Artesia has to offer. To learn more about our downtown, visit the Artesia Walking Tour page.

Works in Progress
Artesia is home to many exciting projects. We are constantly working to improve our community and make it a better place to live, work, and play. To learn more about our current projects, visit the Works in Progress page.

Downtown Merchants
Artesia is home to many unique businesses and artisans who have chosen to make their home in our downtown area. We invite you to explore all that Artesia has to offer by visiting our Downtown Merchants page.

Then and Now
Artesia MainStreet has been working hard to preserve and protect the historic buildings and landmarks that make our downtown unique. We have been working to restore many of the buildings in our downtown area to their original state. To learn more about the Then and Now project, visit the Then and Now page.

MainStreet Districts: Building Local Economies
Artesia MainStreet is an official MainStreet program of the National Trust for Historic Preservation. MainStreet is a national program that works to revitalize downtowns and neighborhood commercial districts in communities across the country.

New Mexico MainStreet Annual Report
Artesia MainStreet is dedicated to preserving and protecting our historic downtown. We are proud to present our New Mexico MainStreet Annual Report, which highlights our progress and achievements in preserving and protecting our downtown.

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Economic Development
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Artesia Business Development
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NMMS EV Services

- Committee orientation & training
- Business development team training
- Business visitation and coaching facilitation
- Market analysis and business development strategy formation
- Collaborative creation of business development marketing tools
- Project financial feasibility analysis
- Financing tools assistance
For more information or questions...

Keith Kjelstrom
NMMS Economic Vitality Program Associate
505-454-1187
keithkjelstrom@gmail.com

Thank you!
Design Point

Design means getting Main Street into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. - National Trust’s National Main Street Center ®
Design Education

Paint

Paint is an amazingly magical substance for transformation. Expressing architectural character while also providing a barrier from the elements - paint can be one of the best tools in the revitalization toolbox. When painting a building try not to exceed a palette of three colors and trim typically will be the darkest of the colors.
Awnings

The addition of awnings can be a simple way to add character to buildings with unremarkable facades and they also have utilitarian functions. Awnings can help to lower air conditioning costs, provide shelter to pedestrians and reduce merchandise from UV fading.

Signage

Business signage often is one design tool under utilized. A good sign is worth its weight in gold. Drawing potential customers in and enhancing the downtown - signs are often not given the proper attention they deserve. The most successful signs are compatible with the character of the building and the image of the business.
Window Displays

Use windows to inject vitality. Visual displays not only sell the merchandise selected; they set the image of the business. Fresh, creative displays that target only a few ideas of items come to life with dynamic arrangements, selective color, and good lighting. - National Trust’s National Main Street Center

Historic Preservation/Ethic

Common projects for historic buildings within your downtowns involve returning them to their original beauty. Some of these projects might include uncovering transom windows, removing “slip covers” and stabilization of historic materials.
Financial Incentives for Design Improvements

Local Façade Grants

NMMS Design Initiatives:
MainStreet Façade Squad
MainStreet PlaceMaking
MainStreet Interiors

MainStreet Façade Squad

Roswell Façade Squad Proposed Schemes
Urban Design

Downtown Master Plan/MRA Plan
For more information or questions...

NMMS Design Program Associates
Elmo Baca
505.577.2415
Charlie Deans
505.471.4218
William Powell
505.603.3747

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department
411 FOR PROMOTIONS

WHO
WHAT
WHY
WHERE
WHEN
HOW

PROMOTIONS

promote and market historic commercial districts
SNAPSHOT: WHAT

What to promote...

- Unique Assets
  - Businesses
  - People
  - Buildings
  - Community Characteristics
- Historic/Cultural Assets
- Tourism Assets

Silver City, NM
2011 GAMSA Winner

SNAPSHOT: WHY

Promotion activities & events promote MainStreet districts to:

- Improve the image
  Which...
- Brings more customers
  Which...
- Brings higher profits to businesses
  Which...
- Brings more investment to businesses and properties
  Which...
- Improves the image

The results are cyclical!
SNAPSHOT: HOW

- Image Development Activities
- Special Events
- Retail/Business Events
- Media Relationships

THE BIG PICTURE: IMAGE DEVELOPMENT

Activities that market downtown assets

Focus is on perception
Definitions:
Identity/Brand – essence or promise that a product, service, company or destination will deliver or be experienced by a consumer.
Slogan/Tagline – repeated phrase used in marketing.
Marketing – the plan and process for selling your brand.
Target Markets – the different types and groups of people that you want to market your brand to.

THE BIG PICTURE: BRANDING 101

Know Thyself!

a.k.a. The good, the bad and the ugly

Then determine what is feasible.
• What five things make our MainStreet unique?
• What do people who visit here say about us?
• What promise can we keep to our MainStreet partners?
• What promise can we keep to visitors and tourists?
THE BIG PICTURE: BRANDING 101

Then look at what your brand (promise) means to different target markets...

And how you will reach them.

THE BIG PICTURE: IMAGE DEVELOPMENT

- Logo
- Website
- Brochures
  - Walking Tour
  - Shopping Guide
- Wayfinding/Signage
- General Marketing of the MainStreet District
THE BIG PICTURE: SPECIAL EVENTS

Traffic builders that bring people downtown

Focus is on the overall district
THE BIG PICTURE: SPECIAL EVENTS

- Street Fair
- Festival
- Concert
- Cultural Event
- Parade
- Bike /Car Rally
- Gala
- Race/Run

THE BIG PICTURE: SPECIAL EVENTS

Elements
- Fun
- Food
- Entertainment
- People
THE BIG PICTURE: RETAIL/BUSINESS EVENTS

Events that ring cash registers

Focus is on businesses and sales

- Sidewalk Sale
- Art Walk
- Shopping Niche Promotion

- Co-op Advertising
- Business/Service Directory
THE BIG PICTURE: MEDIA RELATIONSHIPS

Activities that build media partnerships

Focus is on relationships

THE BIG PICTURE: MEDIA RELATIONSHIPS

- Local
  - Radio
  - Newspaper
  - Television
  - Internet
- Regional
- Social
  - Facebook
SNAPSHOT: PEOPLE

- Merchants
- Business association members
- Civic groups
- Marketing/advertising professionals
- Marketing/advertising instructors
- Tourism groups/staff
- Media reporters & editors
- Graphic designers & artists
- Residents
SNAPSHOT: STRUCTURE

MainStreet
Board of Directors

Executive Director/Manager

Promotion
Organization
Design
Economic Positioning

Special Events
Business/Retail Events
Image Development
Media Relations

Committees or Task Squads

SNAPSHOT: TASKS

- Hold Regular Promotions Meetings
- Create Annual Work Plan
- Organize Events
- Implement Events
- Evaluate Events
- Interface and work with other MS points
- Interface with downtown business owners
- Interface with media organizations
- Coordinate w/other groups and organizations holding events in the district
SNAPSHOT: WORK PLAN

Develop Annual Events Calendar
- Special Events
- Retail/Business Promotions
- Image Development Activities

Establish a Marketing Strategy for Events
- What to promote
- Who’s the target audience

Plan, Implement, & Evaluate Events

Support Other Downtown Events

A FREE TIP

Key to success:
Use a PIP
- Project Implementation Plan

A “PIP” is:
- “To do” list for specific project
- Includes project tasks, responsibilities, deadlines, budget

Why use it:
- Project management
- Volunteer management
- Budgeting
- Record-keeping
- Project “survivability”
<table>
<thead>
<tr>
<th>Task</th>
<th>Responsibility</th>
<th>Timetable</th>
<th>Cost</th>
<th>Revenue</th>
<th>Progress</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gather, review sample directories</td>
<td>Committee</td>
<td>By 1/15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decide content, format, distribution</td>
<td>Committee</td>
<td>30-Jan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gather business names/contacts</td>
<td>Scott</td>
<td>30-Jan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decide how to fund</td>
<td>Committee</td>
<td>30-Jan</td>
<td>$5,525</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Obtain volunteer graphic designer</td>
<td>Sheila</td>
<td>30-Jan</td>
<td>$0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Draft biz info letter, sign up</td>
<td>Amber</td>
<td>6-Feb</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hold meeting to discuss w/businesses</td>
<td>Tina, Arturo</td>
<td>3-Mar</td>
<td>$45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary concepts from designer</td>
<td>Design Firm</td>
<td>30-Mar</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Draft, review &amp; finalize copy</td>
<td>Sheila, Scott</td>
<td>15-Apr</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide copy, photos to designer</td>
<td>Scott</td>
<td>1-May</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get printing bids</td>
<td>Rahim</td>
<td>30-Apr</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide final corrections to designer</td>
<td>Sheila</td>
<td>30-May</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print directory</td>
<td>Rahim</td>
<td>6/15-6/20</td>
<td>$7,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inform board, committee</td>
<td>Amber, Sheila</td>
<td>By 7/15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Write &amp; distribute media release</td>
<td>Sheila, Scott</td>
<td>15-Jul</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribute copies to each business</td>
<td>Rahim, Tina</td>
<td>15-Jul</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribute remaining copies</td>
<td>Scott</td>
<td>15-Jul</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL:</td>
<td></td>
<td></td>
<td>$7,500</td>
<td>$5,525</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Project:** Produce a business directory  
**Completion date:** 7/15/2013  
**Chair:** Amber  
**Phone:** 555-5000  
**Email:** AmberPromo@mainstreet.com  
**Committee Members:** Sheila, Alex, Tina, David, Rahim, Arturo  

**SAMPLE PROMOTION ACTIVITY IMPLEMENTATION PLAN**

**PROMOTIONS**

**PURPOSE**

promote and market historic commercial districts
WE CAN HELP WITH

Promotions Training
- Committee Training
- Committee Work Plans
- Promotions Plan and/or Strategy
- Media Strategies

Graphic Design
- Image Development
- Logo
- Signage

WE CAN HELP WITH

Marketing
- Assets Analysis (w/ Economic Positioning staff)
- Branding
- Direct Marketing Strategy
- Marketing Plan
- Tourism Development
- Social Media Plan
WE CAN HELP WITH

Event Development
- Cultural or Historic Event
- Retail Event
- Signature Event
- Special Event

WE CAN HELP WITH

Design of Collateral Materials
- Brochures
- Flyers
- Posters
- Web Sites
- Social Media Set Up
Robyne Beaubien
NMMS Promotions Associate
575.791.8309
robynebeaubien@gmail.com
The Goal of Main Street’s Organization Point:

To build and sustain a strong volunteer-driven MainStreet organization

Pathway to MainStreet Certification

1. Application
2. Review/Readiness Assessment
3. Selection/Designation

Emerging Community → Start Up → State Certified Program → Partnership Program → National Certification

1-2 Years → Annually
The Role of the Local MainStreet Affiliate

1. Serves as a centralized infrastructure with dedicated staff to lead the revitalization process.
2. Structures processes that lead to common economic development goals.
3. Assumes responsibility for shared performance on economic development projects via the Four Points.
4. Maintains continuous communication with stakeholders.
5. Constantly support participants and activities to build incremental successes.
6. Implements economic development goals and strategies and monitors economic development outcomes.

Organization – Two Key Components

<table>
<thead>
<tr>
<th>Capacity</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge, Skills and Abilities to:</td>
<td>Generate and Utilize:</td>
</tr>
<tr>
<td>• Operate Revitalization Corp.</td>
<td>• Plans/Strategies</td>
</tr>
<tr>
<td>• Develop Economic Dev. Plans</td>
<td>• Partners/Teams</td>
</tr>
<tr>
<td>• Engage Stakeholders</td>
<td>• $$/Funds/Other Resources</td>
</tr>
<tr>
<td>• Build Partnerships</td>
<td>• Volunteers (incl. Boards)</td>
</tr>
<tr>
<td>• Establish Teams</td>
<td>• Staff</td>
</tr>
<tr>
<td>• Generate Resources</td>
<td>• Community Assets</td>
</tr>
<tr>
<td>• Manage Volunteers</td>
<td>• Communications and PR</td>
</tr>
<tr>
<td>• Coordinate Projects</td>
<td>• Evaluate Performance/Outcomes</td>
</tr>
</tbody>
</table>
The Public-Private Partnership

Historical Organizational Structure

MainStreet Board of Directors

MainStreet Executive Director

Organization Committee
Design Committee
Economic Positioning Committee
Promotions Committee
Engaging the MainStreet Four Points Approach

**MainStreet Revitalization Organization**

**MainStreet Staff**

**Organization Activities**
- Gala Team
- Newsletter, FB Team
- Vol. Thank You Team
- Etc.

**Promotion Activities**
- Biz Directory Team
- Lighted Xmas Team
- Tourism Mktg. Team
- Etc.

**Design Activities**
- Façade Squad Team
- Flower Barrels Team
- Streetscape Team
- Etc.

**Economic Vitality Activities**
- Business Visitation Team
- Marketing Seminar Team
- Customer Survey Team
- Etc.

**Typical ACD Organizational Structure**

**MainStreet Board of Directors**

**MainStreet Exec. Director**

**Organization Taskforce**

**Design Taskforce**

**Economic Vitality Taskforce**

**Promotions Taskforce**

**ACD Coordinating Council**
MainStreet Committees/Taskforces

Roles
- Meet regularly
- Develop work plans
- Implement projects
- Report to the board
- Keep records of Committee work, and successes

Expectations of members:
- Learn the MainStreet Approach
- Commit at least 1 year
- Work 3–5 hours per month
- Attend trainings
- Recruit/orient new members
- Take responsibility for projects
- Represent the org. positively to the public
- Supports activities of the organization

Board of Directors

Responsibilities:
- Funding
- Financial Management
- Advocacy
- Policy
- Planning/Evaluation
- Personnel/Committee Oversight

Structure
- Broad-based
- Usually 9-13 members
- Individuals give 4-10 hrs./month

- Executive Committee (President, Vice-President, Secretary, Treasurer)
The MainStreet Executive Director

- Does not do the all the work of the committees or volunteers (serve as a resource to the board/committees). Helps teams complete the work.
- Provides a professional “nudge”
- Thinks strategically
- Volunteer mgmt, public relations, fundraising and grant writing, and project coordination
- Coordinate annual planning, reporting and assessment tasks
- Receives, and trains others

An Effective Executive Director

Desired Characteristics:
- Excellent people skills
- Organized
- Good communication skills
- Self-starter
- Computer skills
- Ability to delegate & multi-task
- Thick-skinned
- Happy and energetic
Funding MainStreet:  
*Sources & Team Roles*

**Historical Income Formula**

- **30%** Public funding
- **30%** Funding from business district
- **30%** Community funding
- **10%** Miscellaneous
Sources of Funding

- Public sector support
- Private sector annual contributions
- Event/project sponsorships
- Promotional event income
- Product sales, other fund-raising events
- Contracts, fees for services
- Taxes: assessments/TIF/lodgers’ tax
- Project grants

Board/Taskforce Fundraising & Financial Management Roles

Ensuring the organization’s funding:
- Developing an annual budget
- Plan resource development projects
- Making individual donation
- Raising sufficient funds annually
- Monitoring program finances
- Approving expenditures
- Authorizing an audit
- Developing a long-term funding strategy
Exec. Director Role In Fundraising

- Support for fundraising
  - Serving as public relations ambassador
  - Making sure fundraising plan is implemented
  - Identifying potential donors
  - Assisting with donor development, fundraising materials
  - Tracking contributions and other record keeping
  - Grant writing
  - Assist with fundraising events

Organization Committee Funding Responsibilities

- Preparing fundraising plans and materials
- Build funder relationships
- Coordinating annual contribution campaigns
- Oversee fundraising activities and events
- GENERATE FUNDS
Work Plans and Project Implementation Plans

Looking Ahead

The Annual Action Plan

- Organization’s mission statement
- List of goals and objectives
- List of board and staff
- List of committee members
- Committees’ list of annual projects
- Detailed project implementation plans for each committee
- Program budget (optional)
- Program partners/funders (optional)
Connecting Four Points Projects to Asset-Based Economic Development Strategies

**Strategy:** Capture more local consumer dollars by helping existing businesses to better serve local residents.

**Outcomes:** Increases measured for, a) Sales in MainStreet district, b) Gross Receipts Taxes, c) car/pedestrian traffic, 4) attendance at key events.

**Sample Actions/Outputs:**

<table>
<thead>
<tr>
<th>Economic Vitality</th>
<th>Organization</th>
<th>Design</th>
<th>Promotions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribute market profile sheets to 65 businesses</td>
<td>Develop a local business asset map to guide the task implementation. Build relationships with city/county tax assessors to compile Sales/GRT info.</td>
<td>Create a tactical urbanism intervention project in an empty lot using a &quot;lighter, quicker, cheaper&quot; seating, shade and public art approach</td>
<td>Produce an annual promotions and advertising package targeting residents</td>
</tr>
<tr>
<td>Produce business enhancement seminar on local customer targeting (reach 25 businesses)</td>
<td>Conduct 40 business visitations; engage owners in &quot;Shop Local&quot; or networking events; recruit 10 sponsors/partners</td>
<td>Create TIF district to establish sustainable funding source for street and public area enhancements and improvements</td>
<td>Update website business directory (list 65 businesses)</td>
</tr>
<tr>
<td>Provide in-store consulting to establish social media marketing program (5 priority businesses)</td>
<td>Establish a PR campaign highlighting your MainStreet business development goals.</td>
<td>Conduct a façade squad project at the Courtyard Café: paint walls, refresh planters, repair deck(s)</td>
<td>Implement a retail event (sidewalk sale) with cooperative/shared advertising and coupons</td>
</tr>
</tbody>
</table>

*Source: National Main Street Center*
Your Main Street SAMPLE IMPLEMENTATION PLAN

ORGANIZATION COMMITTEE

Goal: To build and sustain a strong volunteer-driven commercial district revitalization organization

Objectives:
1. Attract and retain a variety of volunteers for the Main Street organization
2. Inform the community about the program and its projects
3. Identify and develop sources of funds for Main Street’s operation

Project: Main Street Youth Advisory Committee (to engage high school students in M.S. revitalization). Completion date: 5/1/2003

Committee Members: Inez, Kara, Bill, Melissa, Scott

Chair: Jon Phone: 332-2291 Fax: 588-6050 E-mail: fearlessleader@hotmail.com

<table>
<thead>
<tr>
<th>Task</th>
<th>Responsibility</th>
<th>Timetable</th>
<th>Cost</th>
<th>Revenue</th>
<th>Progress/Completion</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compile list of area schools</td>
<td>Jon</td>
<td>1/15/03</td>
<td></td>
<td>Scott</td>
<td>will maintain</td>
<td>database</td>
</tr>
<tr>
<td>Contact/sponsor; schedule visits</td>
<td>Inez</td>
<td>1/15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make school presentations</td>
<td>Kara, Scott</td>
<td>1/15-2/28</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify student liaisons</td>
<td>Kara</td>
<td>2/28</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plan organizational meeting</td>
<td>Kara</td>
<td>2/15-3/5</td>
<td>$150</td>
<td></td>
<td>sponsored will</td>
<td>underwrite</td>
</tr>
<tr>
<td>Make buttons</td>
<td>Inez, Bill</td>
<td>2/26</td>
<td>$45</td>
<td></td>
<td>sold for $1 each</td>
<td>Committee will manage</td>
</tr>
<tr>
<td>Site arrangements</td>
<td>Bill</td>
<td>2/1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>Bill</td>
<td>3/1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>List of student media, channels</td>
<td>Kara, Bill</td>
<td>3/31</td>
<td></td>
<td></td>
<td></td>
<td>Scott to maintain</td>
</tr>
<tr>
<td>Interests</td>
<td>Kara</td>
<td>3/31</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop database of students'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>interests</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribute student list to either committees, district businesses</td>
<td>Kara, Jon, Scott</td>
<td>4/1-4/30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press release/photo</td>
<td>Jon</td>
<td>4/1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bi-monthly flyer, e-mail</td>
<td>Students, Jon</td>
<td>Ongoing</td>
<td>$300</td>
<td>1 adv / issue</td>
<td>Scott will assist</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL: $500

The Ten Performance Standards

1. Broad-based community support for the commercial district revitalization process (public and private sectors).
2. Vision and mission statements relevant to community conditions and to the local MainStreet program’s organizational stage.
3. Updated, comprehensive MainStreet work plan.
4. Maintain a historic preservation ethic.
5. Active board / volunteers implementing the Four Points Approach.
6. Adequate operating budget for the program.
7. Paid professional staff (Executive Director).
8. Ongoing training for staff and volunteers.
9. Reports key statistics.
10. Maintains current membership with National Main Street Center.
Keys to Organizational Success

- Constantly communicate
- Say what you’ll do & do what you’ll say
- Establish clear roles, responsibilities, and assignments
- Constantly recruit & thank volunteers
- Recruit for specific skills & affiliations
- Follow written project plans
- Evaluate & refresh
- Have fun with the work
- Ask for help!

For More Information

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