

Organizing a Downtown Revitalization Program

In Smithville, Missouri



Comprehensive Planning Process



Our Agenda Tonight

Introductions

Main Street 101

Brainstorming/
Prioritizing

Report WIGs

Next Steps

Questions



Who are you?

- Name
- Connection to downtown
- Why you came tonight?



Who am I?



SOUTHEAST MISSOURI
STATE UNIVERSITY • 1873



Main Street 
Chillicothe
THE GREATEST THING FOR DOWNTOWN



Who am I?



UNIVERSITY OF
MARY WASHINGTON

where great minds get to work



What is Main Street?

- **Organization** – National Main Street Center and Missouri Main Street Connection
- **Methodology** used to revitalize older, traditional districts
- **Network** that connects communities, coordinating programs and downtown professionals
- **Brand** that is a registered trademark and seen as the premier downtown revitalization program
- **Advocates** a return to community self-reliance, local empowerment and the rebuilding of traditional commercial districts based upon their unique assets.



National Main Street Center

National Trust for Historic Preservation developed pilot program in 1977

Hot Springs, SD; Madison, IN; Galensburg, IL

Response to malls and sprawl

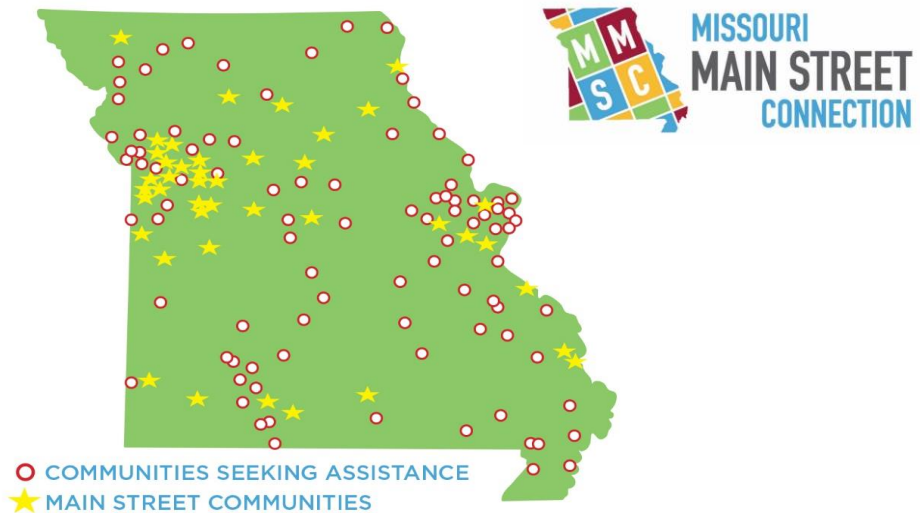
National Trust Main Street Center established in 1980, Washington, D.C.

- Started with 6 states & 30 communities
- Network of 40+ statewide, citywide/urban, countywide, and multi-county coordinating programs with more than 2,000 local programs over 30 years



Missouri Main Street Connection, Inc.

The Mission of MMSC is to provide communities with knowledge and tools to economically and physically revitalize their downtowns.





Main Street = Economic Impact



MMSC Stats 2006-4th Qtr. 2019



Cumulative Reinvestment Statistics

Dollars Reinvested*:	\$78.98 billion
Buildings Rehabilitated:	284,936
Net Gain in Jobs:	640,017
Net Gain in Businesses:	143,613





Why Main Street?



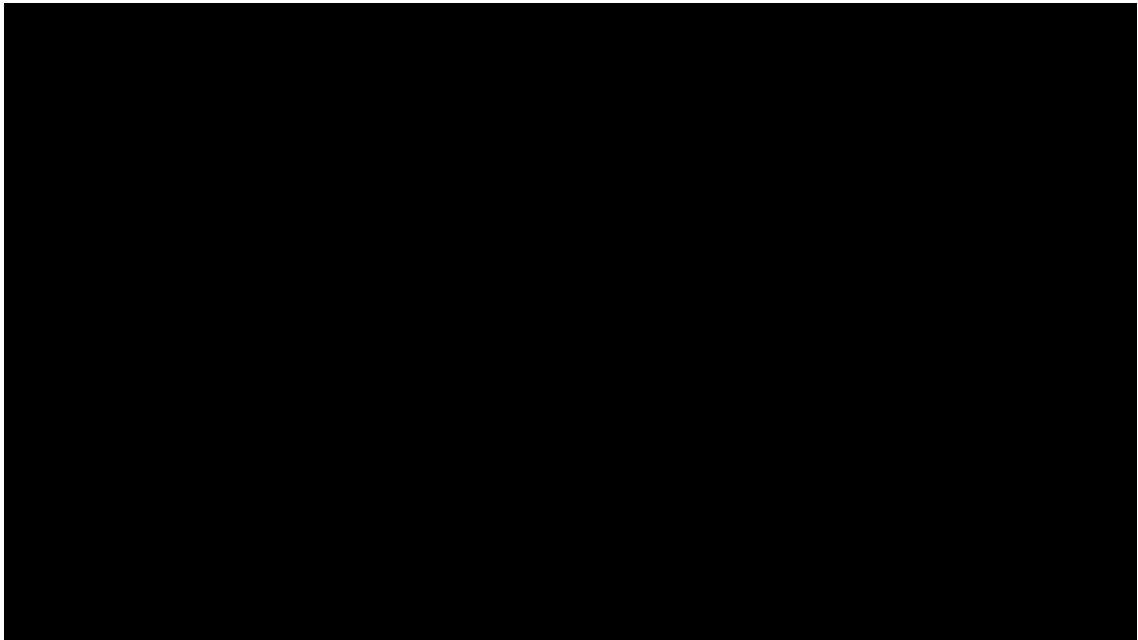
“There is simply no more cost effective economic development program of any type, on any scale, anywhere in the country than Main Street...”

-Donovan Rypkema



Because ... MAIN STREET WORKS!





The Road Map for Successful Main Street Revitalization Efforts

- Main Street is historic preservation
- Main Street is commercial development
- Main Street is economic development
- Main Street is all inclusive
- Main Street concepts transfer to the entire community
- Main Street drives overall community development





MAIN STREET'S EIGHT GUIDING PRINCIPLES TO SUCCESSFUL DOWNTOWN REVITALIZATION

1. Comprehensive
2. Incremental
3. Self-help
4. Partnerships
5. Builds on existing assets
6. Quality
7. Change
8. Implementation-Oriented



Main Street's Eight Guiding Principles to Successful Downtown Revitalization

1. Comprehensive

- No single focus – such as lavish public improvement project, or large name brand retailer or endless promotional events – can do the job.
- For successful, long-term revitalization, a comprehensive approach must be applied.





Main Street's Eight Guiding Principles to Successful Downtown Revitalization

1. Comprehensive
2. **Incremental**
 - Baby steps come before walking.
 - Basic, simple activities lead to a more sophisticated understanding of the revitalization process and help develop skills and resources to tackle more complex problems and ambitious projects.



Main Street's Eight Guiding Principles to Successful Downtown Revitalization

1. Comprehensive
2. Incremental
3. **Self-help**
 - Nobody else will save Main Street
 - Local leaders must have the will and desire to mobilize local resources
 - That means convincing residents and business owners of the rewards of their investment of time and money in Main Street – the heart of their community.



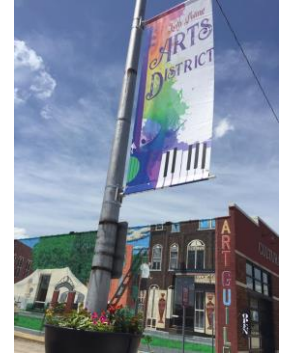


Main Street's Eight Guiding Principles to Successful Downtown Revitalization

1. Comprehensive
2. Incremental
3. Self-help

4. Partnerships

- Both the public and private sectors have a vital interest in the district and can work together to achieve shared goals
- Each sector has a role to play and each must understand the other's strengths and limitations to forge an effective partnership



Main Street's Eight Guiding Principles to Successful Downtown Revitalization

1. Comprehensive
2. Incremental
3. Self-help
4. Partnerships

5. Builds on existing assets

- Business districts must capitalize on the assets that make them unique.
- Every district has unique qualities like distinctive buildings and human scale that give people a sense of belonging.
- These local assets must serve as the foundation for all aspects of the revitalization program.





Main Street's Eight Guiding Principles to Successful Downtown Revitalization

1. Comprehensive
2. Incremental
3. Self-help
4. Partnerships
5. Builds on existing assets



6. Quality

- Emphasize quality in every aspect of the program.
- This applies to every element of the process – from storefront design to promotional campaigns to educational programs – budgeting, planning and executing must be of the highest quality.



Main Street's Eight Guiding Principles to Successful Downtown Revitalization

1. Comprehensive
2. Incremental
3. Self-help
4. Partnerships
5. Builds on existing assets
6. Quality

7. Change

- Skeptics turn into believers.
- Almost no one believes Main Street can really turn around...at first.
- Changes in attitude and practice are slow.





Main Street's Eight Guiding Principles to Successful Downtown Revitalization

1. Comprehensive
 2. Incremental
 3. Community-driven
 4. Public-Private effort
 5. Builds on existing assets
 6. Quality
 7. Change
 8. **Implementation-Oriented**
- Activity creates confidence in the program and ever-greater levels of participation.
 - Frequent, visible changes are a reminder that the revitalization effort is underway.
 - Small projects at the beginning of the program pave the way for larger activities as the effort matures.



Why is downtown important?



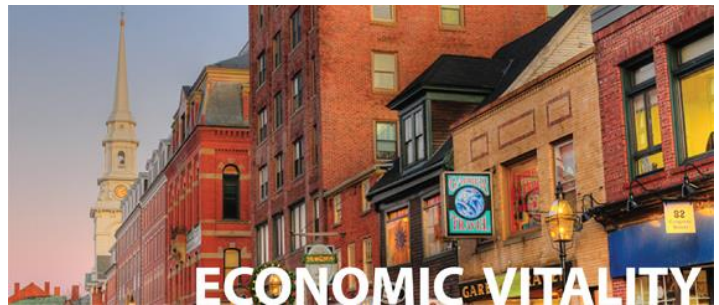


The Growing Importance of Downtown

- Authentic and dynamic places to live
- Boomers and millennials
- Entrepreneurs
- Main Street helps communities succeed in the new economy



Why is downtown important?



Downtown supports local independent businesses that in turn support:

- Local families
- Community projects
- Keep profits circulating in the community



Downtown can be a tourist destination and events can attract new visitors.

Heritage travelers:

- Spend 2.5 times as much money as other visitors
- Visit twice as many places
- Stay longer



Why is downtown important?



Why is downtown important?



Downtown is where arts and culture thrive...where our churches and community institutions are located (financial and government)





Downtown serves as a good incubator for new small businesses, creating new jobs and investment – the success of tomorrow.



Why is downtown important?



Why is downtown important?

Downtown rehabilitation work stimulates the local economy. Materials and labor for new commercial construction often come from out of town.



Downtown infrastructure is a major public investment. Only healthy businesses in buildings assessed at full value generate taxes that give taxpayers a return on this public investment

Why is downtown important?



Who benefits from a strong downtown?





Who should be engaged?

Property owners
Local residents/consumers
Retail business owners
Service business owners
Financial institutions
Utilities and local corporations
Municipal government
County government
Preservationists
Others



Those who benefit from a revitalized downtown should be proactively engaged in the revitalization efforts.



EVERYONE!





HOW?

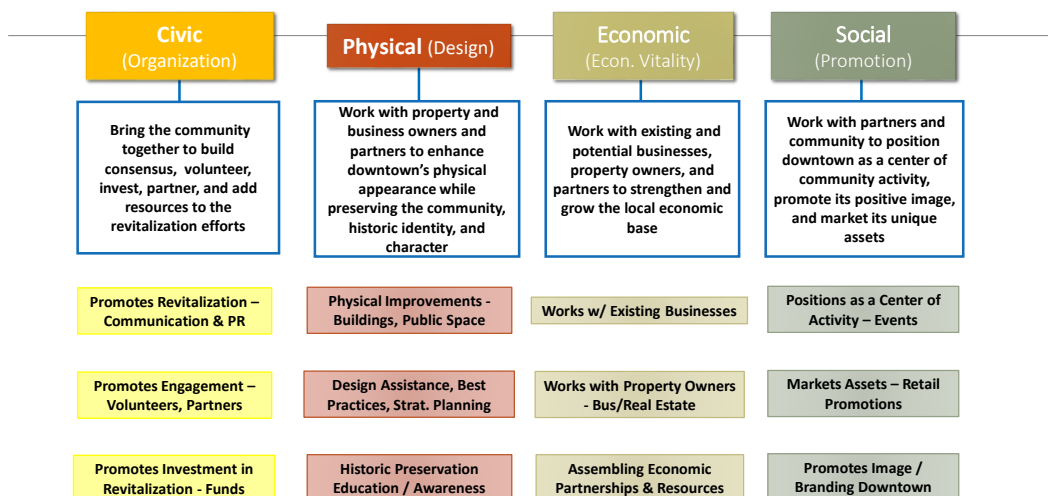
Through the Main Street 4-Point Approach!



a methodology to revitalize older,
traditional business districts



COMPREHENSIVE FOCUS TO REVITALIZATION THROUGH THE MAIN STREET APPROACH





Main Street Four-Point Approach®



All four points take on development responsibilities.

- Organization develops **partners and resources**
- Design develops **spaces and places**
- Economic Vitality develops **entrepreneurs and businesses**
- Promotion develops **customers**



Economic Vitality

Design

Promotion

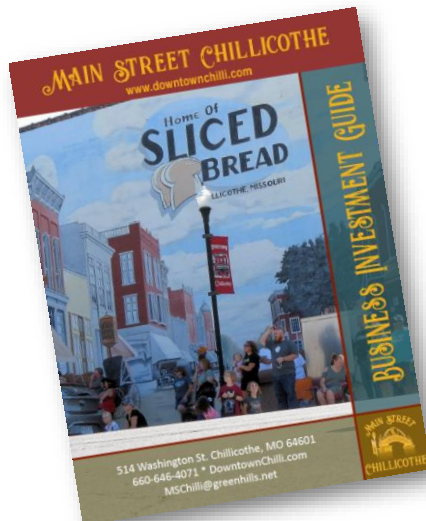
Organization



Economic Vitality



Recruitment





Retention



What do you have?





Marketing Availability

Downtown Vacant Buildings Listings								
Picture	Address	Owner	Contact Number	Classification	Sale Amount	Rent Amount	Area (Sq. Feet)	Average Utilities
	613 Webster	Fred Slater	(305) 553-0406	Rent- Commercial		\$500	700	
	415a Washington	Jim Summerville	(660) 707-3387	Rent- Commercial		\$400	625	Included
	720 Washington	Ed Milbank	(660) 646-0813	Rent- Commercial		\$600	900	
	455 Locust	Martha Berry	(660) 707-3067	Sale- Commercial	\$95,000		18,000	
	624 Cherry	Jeff Foll	(660) 247-1700	Sale- Residential	\$16,500			
	621 Locust	Jeff Foll	(660) 247-1700	Sale- Commercial	\$249,999			



Marketing Availability

FOR SALE/LEASE

905 Main Street

BUSINESS OPPORTUNITY

- Open main floor-approximately 2,000 square feet
- Original hardwood floors
- Storage rooms
- Spacious, dry basement
- New back windows
- New electrical, HVAC, and plumbing
- New spray foam insulation on back wall
- ADA bathroom
- Mezzanine
- Ceiling fans
- Light fixtures
- Back entrance railing
- Window trim

Contact Megan Derry for more information:
director.trenton@gmail.com
(860) 664-2716



Telling Your Story



Economic Vitality



Design



Historic Preservation



Facade Improvements





Design Assistance



Beautification





Streetscape



Arts District





Arts District



Public Art





Murals



Wayfinding





Wayfinding



Placemaking





Economic Vitality
Design

Promotion



Image-Building Events





Retail/Business Events



Special Events

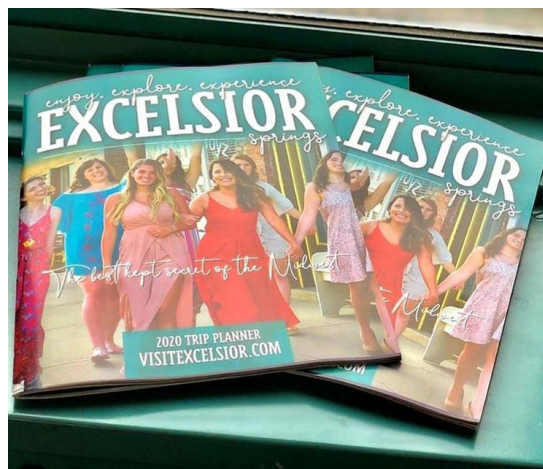




Branding



Selling Downtown



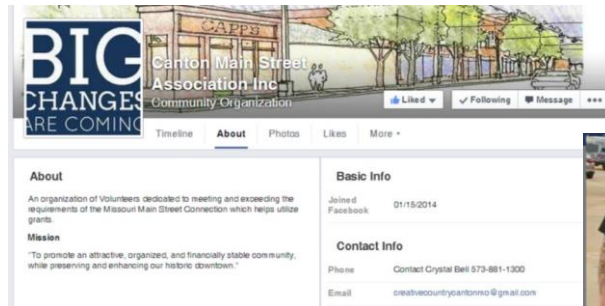


Creating Partnerships





Selling the Organization



Our Story

HISTORIC TANGLETOWN ASSOCIATION • FOUNDED MARCH 1, 2016

The Historic Tangletown Association is a 501(c)(3) non-profit organization, consisting of both citizens and business-owners, formed to shape the future of Festus and Crystal City Main Streets and celebrate the diverse history of the area. The group takes the title "Tangletown" from the pre-1887 name for the unincorporated city of Festus, Missouri.



Selling the Organization

What's Up Downtown!

Volume 7 | Issue 1 | January 2016

Welcome New Businesses

Welcome, Brenda!



Your businesses downtown keep thriving. Thank you for all you do! Help us support new businesses as they find their place downtown and together we can all strengthen our commercial district!

NEW BUSINESSES/ORGANIZATIONS:

- Rise Noodle Cui (1020 Independence)
- Brulster Brewing Co. (1314 Main)
- Really Escapades (115 Broadway)
- Chocolate Works (411 Broadway)
- Broadleaf (151 S Broadway)
- Rust & Mattie (112 Broadway)
- Mother Earth (605 Broadway)
- Rose Izart Studio (605 Broadway)
- One Step at a Time Creations (605 Broadway)
- Modern Woodman Financial (605 Broadway)
- The Greenhouse (605 Broadway)
- Photo575 (5 S. Henderson)



TOP LEFT: Chocolate Works is creating quite the buzz at 411 Broadway
TOP RIGHT: The Greenhouse is already becoming a popular retail opportunity on social websites.

Check out our website www.oldsouthcapetown.org and look us up on Facebook, Instagram & Pinterest!

Downtown Merchant's Group
Facebook Page
www.facebook.com/downtownmerchantsgroup

WELCOME! Old Town Cape is a nonprofit, nationally accredited Main Street program under the National Trust for Historic Preservation. Our mission is to utilize the Four-Point Main Street Approach™ to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscapes of downtown Cape Girardeau, Missouri.

BE A PART OF IT! The Old Town Cape district encompasses 131 blocks in the historic core of Cape Girardeau and is home to more than 300 businesses and organizations. With dedicated volunteers, Old Town Cape works to revitalize, improve and promote downtown Cape Girardeau, making it a better place to shop, live, work and play for the entire region. Old Town is your town, so be a part of it!

THE MAIN STREET APPROACH™ The success of the Main Street Approach™ is based on its comprehensive nature. By fully integrating the four points (Promotion, Design, Economic Restructuring, and Organization) into our downtown development strategy, Old Town Cape can produce fundamental changes in our downtown's economic base.

CALENDAR OF EVENTS

MONTH	DATE	EVENT
February	27	Annual Dinner
April	29	Committee Meeting
May - Oct.	1st	Cape Riverfront Market
May	10	Phone & Guided Tour
May	16-18, 20	Old Town Open House
June	6, 13, 20	Town of Twilight
July	15, 22, 29	Committee Meeting
August	15, 22, 29	Town of Twilight
August	24	SEMO Welcome Back Picnic
August	24	Capeville Car Show
Sept.	6	Town of Twilight
Sept.	6	Charles L. Hanson Auction
Sept.	14	River Tain Car Show
October	7	Apprentice Dinner
October	30	Committee Meeting
Nov.	30	Phone of Lights
Dec.	2	Christmas Open House

PROMOTION builds relationships with consumers by offering to make downtown a compelling destination. Committee volunteers develop events such as:

- Cape Riverfront Market
- Times at Twilight
- Downtown Christmas Open House
- What's Up Downtown publications
- Social media and blog

DESIGN creates appealing spaces by enhancing the uniqueness of Old Town Cape. Committee volunteers work to improve the aesthetics of downtown through:

- Facade Loan Program
- Lotter control
- Streetscape improvements
- Mutual management

ECONOMIC RESTRUCTURING develops business by working to build a successful business environment. Committee volunteers work on downtown development through:

- Business recruitment
- Business retention
- Market messaging
- Property protection and information

ORGANIZATION creates partnerships by creating consensus among groups with stake in the district. Committee volunteers develop resources through:

- Building relationships
- Volunteer coordination
- Connecting stakeholders
- Sponsorships
- Fundraising



Fundraising

Membership Investment Levels

Name: _____ Phone: _____ Email: _____
Or mail, copy this to 501(c)(3) of association

<input type="checkbox"/> Main Street Pillar	\$1000+	■ Custom investment package tailored to suit your need
<input type="checkbox"/> Business Partner	\$500	■ Business overview web page; website link; e-Newsletter quarterly highlight
<input type="checkbox"/> Business Sustainer	\$250	■ Business web overview; web site link; e-Newsletter semi-annual highlight
<input type="checkbox"/> Business Supporter	\$150	■ Business web listing; web site link; e-Newsletter annual highlight
<input type="checkbox"/> Non-Profit Partner	\$100	■ Web site listing; web site link
<input type="checkbox"/> Family Partner	\$75	■ Web site listing
<input type="checkbox"/> Individual Partner	\$50	■ Web site listing

Main Street Franklin is in the process of gaining its 501(c)(3) non-profit status. All contributions are tax-deductible. Please make checks payable to Main Street Franklin and mail to: Main Street Franklin, 32325 Franklin Rd, Franklin, MI 48025.



Invest in the heart
of your community

Choose your 2019 investment level and complete the other side of this form.

Friend of Downtowner	\$50	
Devoted Odessan	\$100	
Dedicated Downtowner	\$200	
Steadfast Supporter	\$250	
Sincere Stakeholder	\$500	
Yours Truly Investor	\$1,000 or more	

Tax receipts available upon request.



Fundraising





Volunteer



Main Street Leadership Needs & Opportunities

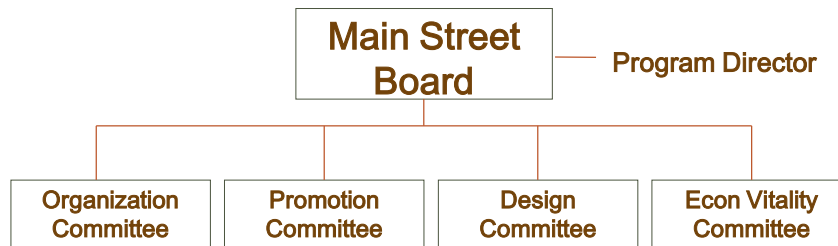
- **Organization**
 - Public Relations / Communications
 - Organizational Skills
 - Fundraising
 - Volunteer Management
- **Design**
 - Preservation minded
 - Planning / Design / Construction
 - Attention to detail
- **Promotion**
 - Event organizing
 - Marketing / Image building
 - Advertising / Graphic design
 - Visual Merchandising
- **Economic Vitality**
 - Small Business approach
 - Management / Marketing
 - Planning / Finances / etc.
 - Strategic Planning
 - Retention / Recruitment



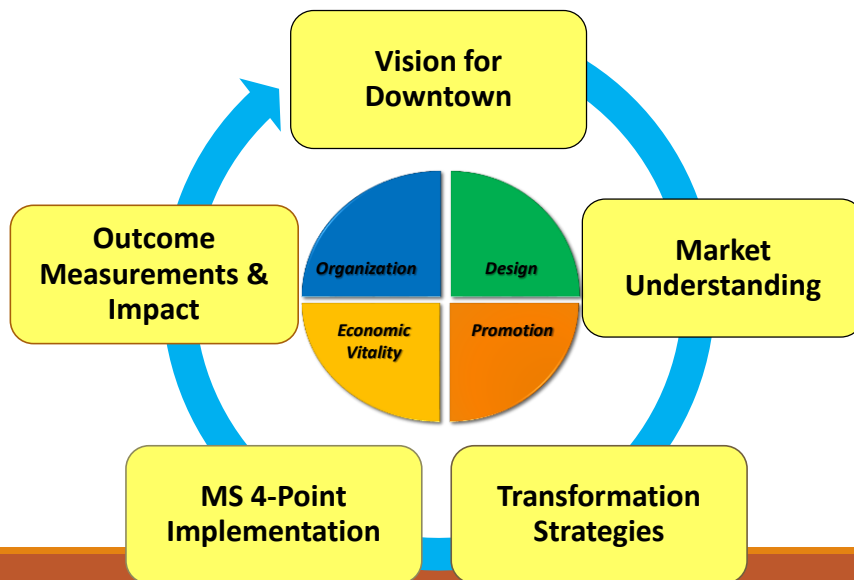
How do Main Street Programs Operate?

- **Volunteer-Driven Leadership Structure:**

- Led by a working, representative **board of directors**
- Supported by **committees** organized around **Four-Point Approach**
- Managed by **Professional Staff** (Executive Director & more – as it grows)



The Revitalization Process Through the Main Street Approach



ADDITIONAL RESOURCES

- **Conferences**

- MMSC Annual Conference
- National Main Streets Conference
- Preservation Conference

- **Online Tools**

- www.momainstreet.org
- www.MainStreet.org
- MS list serve
- Webinars
- Solution Center

- **Publications**

- MMSC Resource Library
- MMSC Newsletter
- Main Street News
- MS Bookstore
 - Board Members / Committees Handbook
 - Strategic Planning & More



On-Site Services by MMSC

- Field Services
- Seminars & workshops



Share your ideas !
Break Out and Report Back

Organization Point

Economic Vitality Point

Promotions Point

Design Point



QUESTIONS??

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has." ~ Margaret Mead



THANK YOU!

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