Main Street’s Assets

- Unique stores and personal service
- Substantial contribution to local economy
- Wider market draw than before
- ‘Experience’ shopping with more than just stores
Simultaneous work in four broad areas:

• Organization
• Promotion
• Design
• Economic Restructuring
Economic Restructuring

Four Point Approach

- Organization
- Promotion
- Design
- Economic Restructuring

Issues
Organizational Structure of a typical Main Street Program

Elements of Organization

- Coalitions and Partnerships
- Managing Volunteers and Staff
- Fundraising
- Public Relations and Outreach
- Managing Finances and Operation
Stakeholders

- merchants, business owners and managers
- property owners
- residents
- elected and appointed officials
- civic organizations
- chamber of commerce
- preservationists
- bankers
- economic & community development groups
- utility companies
- schools
- media
- religious institutions
### 1998-2000 Organization Objectives:

- Partnerships
- Management of Staff
- Education of Board Members
- Nominations and Elections
- By-Laws and Policies
- Volunteers
- Program Funding
- 1998-1999 Work Plan
- Newsletter
- Network Coffee
- Awards/Nominations
- Holiday Social
- Donations

### Funding Source/Stakeholders Grid

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Utilities</th>
<th>News Media</th>
<th>School Districts</th>
<th>Overseas</th>
<th>City</th>
<th>Non-Profit</th>
<th>Philanthropy</th>
<th>Overview</th>
<th>Banks</th>
<th>Housing</th>
<th>Scholarships</th>
<th>Promotions</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Supply</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsors</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(© National Trust for Historic Preservation)
Elements of Promotion

- Image Promotion
- Retail Promotion
- Special Events
Elements of Design

- Historic Preservation Education
- Architectural Assistance
- Building Improvements
- Public Spaces
- Design Regulation & Review
Elements of Economic Restructuring

- Strengthen existing businesses
- Identify new business opportunities
- Find new uses for vacant buildings
- Intensify the uses of buildings
- Improve business management