



Building Economic Vitality Downtown

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Agenda

- Part 1: What is Main Street?
- Part 2: The Method
- Part 3: Virginia Main Street Services
- Part 4: Q&A

Part 1: What is Main Street?



Harrisonburg, VA



South Boston, VA



Altavista, VA



What is Main Street?



National Main Street Center

a subsidiary of the
National Trust *for* Historic Preservation

- Method for reinvigorating the traditional downtown neighborhood
- Grassroots revitalization strategy



**MAIN STREET
AMERICA™**



State Coordinated Program





State Coordinated Program

25 Virginia Main Street Communities

- St. Paul- smallest at 1,000
- Lynchburg- largest at 65,000
- 30 programs since 1985
- Bristol, Farmville, Hopewell, & St. Paul added in 2011
- Ashland & Fredericksburg added in 2013

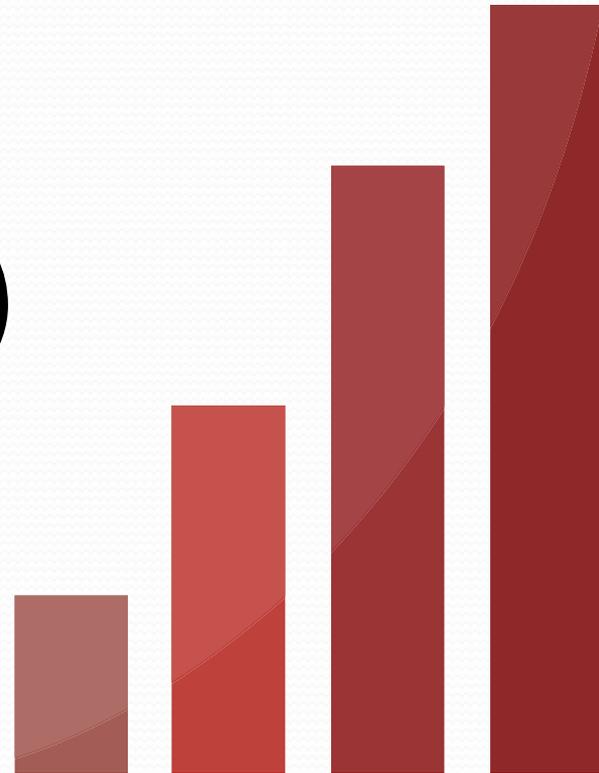
70 + DHCD Commercial District Affiliates



Net New Businesses since 1985

3,365

30 Years of Impact: How the Main Street Program has Revitalized Virginia Communities

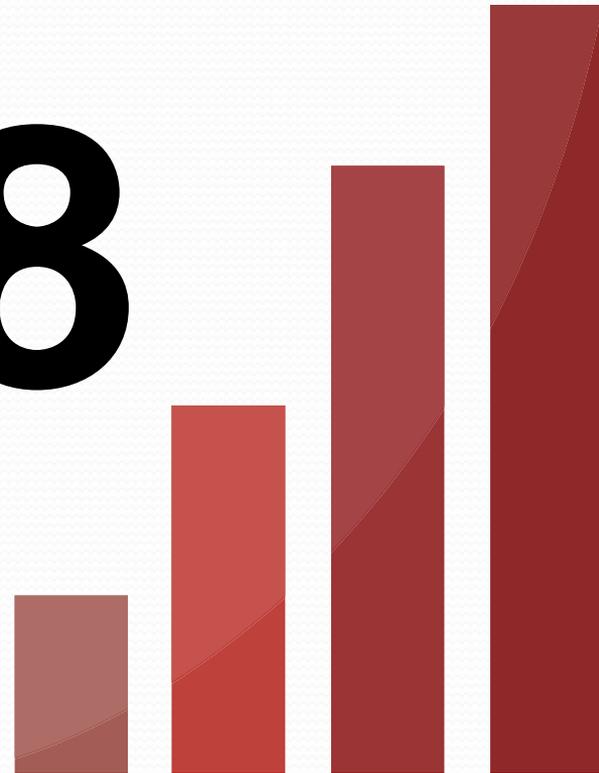




Net New Jobs since 1985

11,908

30 Years of Impact: How the Main Street Program has Revitalized Virginia Communities



What is a vibrant downtown?



- Major employer & economic stimulator
- Strong base for independent businesses
- Heart & center of community activity
- Symbol and representation of a community's quality of life, history, identity, pride and sense of place
- Tourist attraction

What is Main Street?

Advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets:

- Distinctive architecture
- Pedestrian friendly environment
- Cultural center
- Local enterprises
- A sense of community



Outcomes of a Main Street Effort



- Sustainable Development
- Entrepreneurship
- Community pride
- Public/private partnerships
- Vibrancy
- Regional allure
- “Sense of Place”

Part 2: The Method

Commercial Development

Space

- Property development/management

Markets

- Marketing

Business

- Leasing

Partners

- Human/financial resource management



Main Street Four-Point Approach®

Space

- Design

Markets

- Promotion

Business

- Economic Vitality

Partners

- Organization

**NOW
OPEN**

Millcreek Trading
Company
Primitive and Country
Home Goods

PARKING



Organization



**Take the lead on developing
partners by strengthening and
leveraging an engaged public**



Organizational Structure

- Distinct organization and governing body
- Typically 501(c)3 nonprofit
- Fundraising benefits – tax deductions



Organization

- Set vision/mission/goals/priority activities
- Legal/financial/human management
- Volunteer development
- Fundraising
- Stakeholder and public education
- **Build Partnerships!**





Stakeholders

Why MS Works

Business Owners

Property Owners

Local Government

Residents

Downtown Employees

Utilities

Financial Institutions

E.D. Organizations

Historic Preservationists

Service Organizations

Arts & Cultural Institutions

Local Media

Youth & Schools

Churches

Surrounding Communities

Visitor's Bureau



Typical Funding Sources

Town (County)	25-50%
Downtown businesses & building owners	15-20%
Industries & financial institutions/utilities	25-40%
Resident/private citizens	5-10%
Fundraising events (festivals/merchandise)	10-20%

Design

**Make it
Attractive!**





**Take the lead on developing
space by strengthening and
leveraging built history**





Design

- Design a dream marketplace
- Façade improvements
- Streetscape projects
- Rehab incentives
- Way finding
- Walking tours, education, etc.



*Artscape
in Old Town Winchester 2009*



Artist: Benjamin Paige, III

*Sponsor:
Incredible Flying Objects*

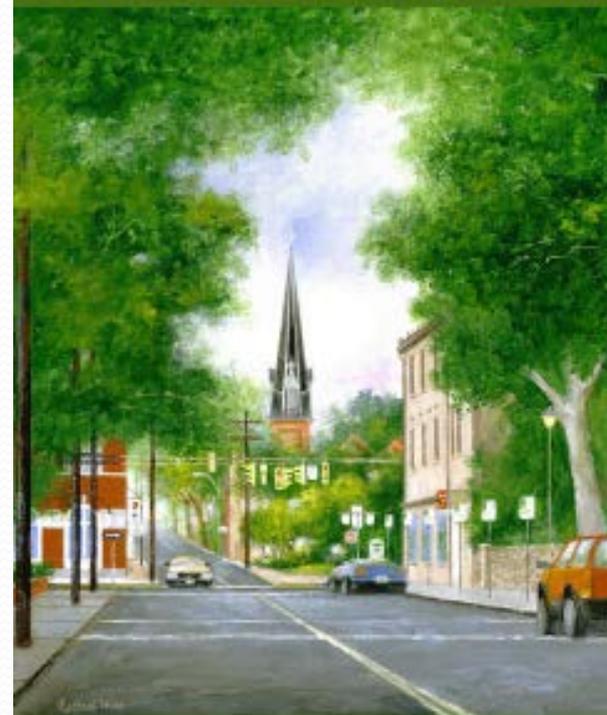
*Artscape
in Old Town Winchester 2009*



Artist: José Antonio Perez

*Sponsor: Preservation of
Historic Winchester*

*Artscape
in Old Town Winchester 2009*



Artist: Radford Wine

Sponsor: MarketPlace Realty

Wayfinding





Promotion

VISTA
Bring Them Downtown Again!

Drives Business



**Take the lead on developing
markets by strengthening and
leveraging cultural history**



Promotion

- Craft a marketing plan
 - Identify current assets & market position
- Create your commercial district brand
- Market-driven events
 - Business promotions
 - Image Building
 - Fundraising





Market Position Statement

- Sample market position:

A great place where creative individuals can choose from an eclectic selection of women's and children's apparel and accessories, home goods, and personal care products.

- **Who is the customer?**
- **What are the primary set of goods?**



The World's One and Only

In the whole world, there is only one Culpeper. We've been a one and only since our founding way back in 1759. We were here for the Revolution, watched the ravages of the Civil War, came back as a vibrant farming center, and have grown to become one of the most celebrated small towns in the country.

A lot has changed in 248 years but we have never strayed too far from our center. Today in downtown Culpeper you will find shops you won't find anywhere else, meals that are one of a kind, and experiences like nothing else. With over sixty downtown shops and restaurants you are sure to find something unique. We invite you visit us online at www.culpeperdowntown.com and then come visit us in person. You are sure to see why we call Downtown Culpeper the World's One and Only.



You'll Be
Amazed
by What's
Around

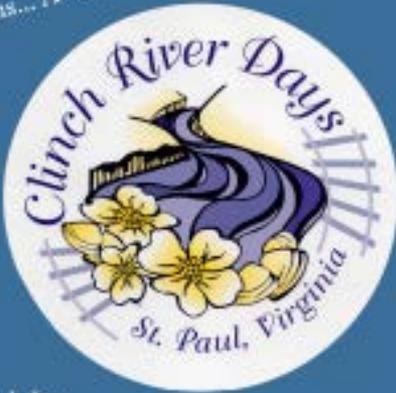


St. Paul
- A MOVING RIVER EXPERIENCE -



A weekend of fun in the mountains... A weekend of fun in the mountains... A weekend of fun in the mountains...

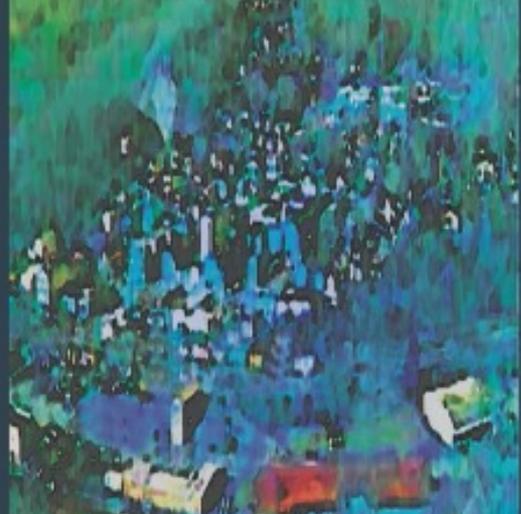
May 29, 30 & 31, 2014



Compliments of the Town of St. Paul and the
St. Paul Industrial Development Authority
<http://www.ClinchRiverFestival.com>

VIRGINIA IS FOR LOVERS

St. Paul - ON THE CLINCH -



Points of Interest,
Trails, River Sports
& Information

MAP



WWW.STPAULVA.ORG

CREATED BY ST PAUL MAIN STREET FOR TOWN OF ST PAUL VA
DESIGN BY DWEY DESIGNS © 2014

FEATURING PUBLIC RECREATION AREAS FOR TOWN OF ST PAUL VA

Hometowns =of the= CLINCH

Click on markers
to play video

Clinch Clips
Clinch River Valley Initiative
www.clinchriverva.com



-  Downtown Life
-  Entrepreneurship
-  Outdoor Recreation
-  Regional Stewardship

 Appalachian Spring
click to watch this six minute video



Buy Local Campaigns



- Resources:
 - www.amiba.net

The logo for 'Staunton Historic Downtown' features the word 'STAUNTON' in a large, stylized serif font with a crown over the 'A', and 'HISTORIC DOWNTOWN' in a smaller, simpler font below it.

buy
local.
play
local.

The logo for the Staunton Downtown Development Association (SDDA) features the letters 'SDDA' in a large, stylized font with a crown over the 'S', and 'STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION' in a smaller font below it.

540.332.3867
www.stauntondowntown.org

A man in a white polo shirt is leaning over a market stall, selecting from numerous clear plastic crates filled with cherry tomatoes. The tomatoes are in various stages of ripeness, ranging from bright red to orange. In the background, other market stalls and people are visible under a blue canopy. The overall scene is a busy outdoor farmers market.

Economic Restructuring

Assist & Recruit
Viable Businesses!



**Take the lead on developing
businesses by strengthening and
leveraging entrepreneurs**



Economic Vitality

- Conduct market analysis
- Inventory existing buildings and businesses
- Assess needs of existing businesses
- Design and implement retention/assistance programs
- Proactively recruit and cultivate entrepreneurs
- Implement incentives





Farmer's markets in Virginia have grown from 88 in 2004 to 240 in 2014.



Steps For Filling Vacancies

1. Retain existing businesses
 - Prevent new vacancies
 - Help current businesses to expand or spin off
2. Prepare to passively recruit prospective businesses
3. Establish a solid business owner attraction program
4. Become an entrepreneurial support organization
5. Proactively recruit

How do I find a space?

What are the steps I need to follow?

**How much time should I allow
for the process?**

Where do I find help?

A GUIDE TO
**Starting your
Business** in
BIDDEFORD



HOB
heart of biddeford

www.heartofbiddeford.org • (207) 450 6223

- Market your Business Information Center and available human financial capital
- A Guide to Starting Your Business in Biddeford
- www.heartofbiddeford.org

hall
**SOUTHWEST
VIRGINIA**
Opportunity
COURTESY OF THE

Opportunity SUMMIT



May 8, 2014
9 a.m. - 3:30 p.m.
**Southwest
Virginia
Technology
Development
Center**
**141 Highland Drive
Lebanon, Va.**

ATTENTION All Entrepreneurs and Small Business Owners

Join us for a day of networking, business training and marketing resources for those who plan to start their own business and the communities that support these entrepreneurs. Registration is free and lunch will be provided.

Register online at vastartup.org.
For more information, call Brandi Hall
at 276-889-8188.



Economic Vitality

- Cultivate entrepreneurial spirit/culture
 - Create and maintain an entrepreneurial network
 - Attract entrepreneurs to the Main Street district
 - Be a downtown business information center
 - Facilitate access to existing human and financial capital





The Main Street Approach®

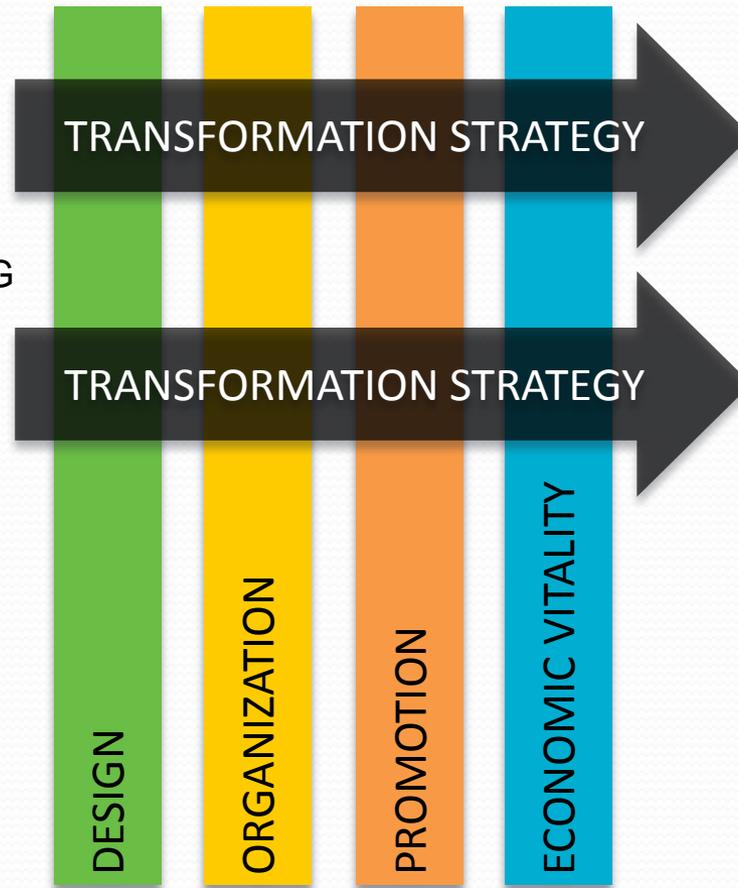
Three Tightly-Integrated Components

1. Community Visioning and Market Understanding
2. Transformation Strategies – Implemented through the Four Point Framework
3. Impact and Measurement



The Main Street Approach®

- COMMUNITY VISION
- MARKET UNDERSTANDING



- QUANTITATIVE OUTCOMES
- QUALITATIVE OUTCOMES



The Main Street Approach®



IMPLEMENTATION THROUGH 4 POINT
FRAMEWORK + OUTCOMES:

- ACTIVITIES
- RESPONSIBILITY
- BUDGET
- FUNDING
- TIMELINE
- METRICS



The Main Street Approach®

Three Tightly-Integrated Components:

1. Community Visioning and Market Understanding (INPUTS):
 - Community Vision: What do people want?
 - Market Research: What can the market support?



Community Vision

Farmville's historic downtown is the ideal hometown with a bustling social and commercial community set in an architecturally diverse historic commercial district. In 2025, the district is:

- Rejuvenated, renewed, exciting;
- Robust with a range of retail shops, restaurants, visual and performing arts;
- A destination for area residents, college students, and visitors; and
- Home to special events celebrating pride in cultural and heritage.





The Main Street Approach®

Three Tightly-Integrated Components:

2. Transformation Strategies

- guide the direction of the revitalization initiative
- bring about substantive transformation
- reflective of community vision
- based on a solid understanding of the district's economic opportunities
- implemented through the Four Point Framework
- measurable
- re-evaluated every 2-5 years





Transformation Strategy

Strategy: Fill Vacancies

Design

- Promote the façade grant program
- Work with VMS on getting design assistance for property owners
- Get businesses to leave window lights on at night

Promotion

- Conduct business promotions and encourage cross promotions between businesses
- Survey event attendees as to what businesses they would like downtown

Economic Restructuring

- Work with property owners to offer incentives to new businesses
- Host a Business Plan Contest
- Survey existing businesses – what are their needs
- Develop 10 reasons to locate here

Organization

- Put available space list on website
- Raise funds for new incentives for businesses
- Press coverage on activities of the ER committee events



The Main Street Approach®

Three Tightly-Integrated Components

3. Impact and Measurements (OUTPUTS)

- Qualitative Outcomes
- Quantitative Outcomes

Impact and Measurements (OUTPUTS)

Quantitative Outcomes

- Jobs created and lost
- New, retained and expanded businesses
- Closed, relocated, or downsized businesses
- Number of building rehabilitations and new construction projects
- Amount invested in each rehab or construction project
- Number of public improvements
- Amount invested in public improvements

What Works

- Aggressive management
- An independent organization of community-represented stakeholders
- Market-centered strategies
- Comprehensive incremental approach using all the Four (interrelated) Points



Part 3: Virginia Main Street Services



Designated Community Services

- Technical Assistance
 - Organizational assistance
 - Downtown marketplace plan development
 - Design assistance
 - Promotion development assistance
- Workshop Series
- Branding
- Public Relations
- Grants
- Scholarships

Mature
Community
Services
Estimated annual
value of \$20,000

New Community
Services
Estimated value
of \$105,000 over
3 years

Who is eligible?

Communities with:

- Traditional, historic commercial district
- A downtown advocacy organization
 - Volunteer base
 - Paid Executive Director
- Local government support
- Private sector support





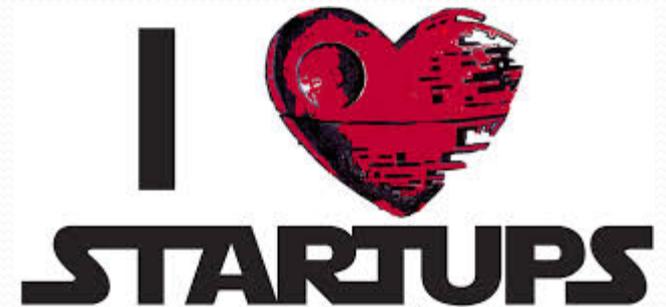
DHCD Community Affiliates

Requirements

- Employ the Main Street Four Point Approach
- Current community contact information
- Attend trainings

Services

- Telephone consultation
- Main Street Information Sessions
- Workshop Series
- Organizational assistance





MAIN ST.

VIRGINIA ALE

Part 4: Q&A



Contacts . . .

National Main Street Center

- www.mainstreet.org
- Main Street Now Conference, Milwaukee, WI
May 23-25, 2016

Virginia Main Street

- www.dhcd.virginia.gov/MainStreet
- VMS Blog - <https://dhcdvms.wordpress.com/>
- VMS Conference, Staunton, VA
July 11-13, 2016