

THE MAIN STREET PROGRAM

OVERVIEW OF FOUR MAIN PRINCIPLES

DUBLIN MARCH 3, 2020





Our Mission is to:
Save the places that matter
Build community
Live better

Revitalization

- Technical Assistance
- Ohio Main Street Program
- 4-Point Approach





Preservation

- Top Opportunities Program
- Historic Theaters Initiative
- Preservation Easement Program
- One-on-one advice and consultation



Advocacy

- Supporting policy efforts
- Ohio Historic Preservation Tax Credit

National Main Street Center

- Established in 1980
- Program of the National Trust for Historic Preservation



**National Main Street
Center**

a subsidiary of the
National Trust *for* Historic Preservation

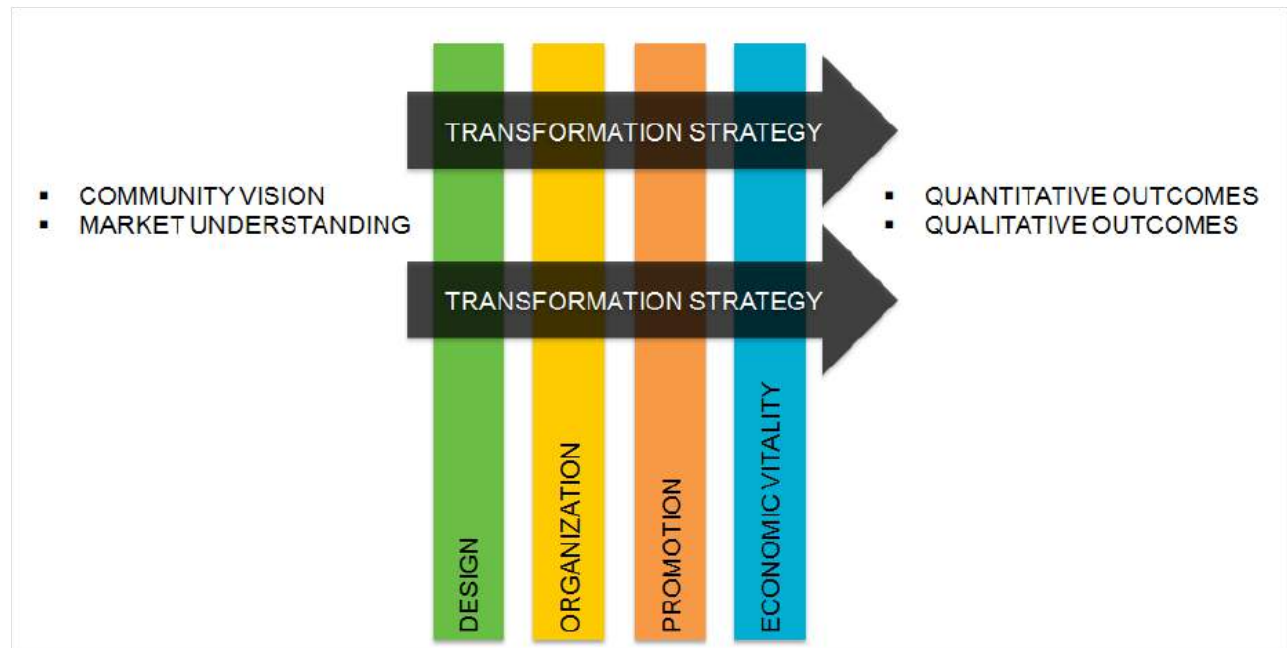


Main Street America

35 years helping communities
revitalize their downtowns and
commercial districts

The Main Street Approach

- Identify the community vision for success
- Create community transformation strategies



PATH TO BECOMING MAIN STREET

OHIO MAIN STREET AND AFFILIATE COMMUNITIES



OHIO MAIN STREET PROGRAM COMMUNITIES	DOWNTOWN AFFILIATE COMMUNITIES
Cambridge	Amherst
Chardon	Ashland
Cleveland	Buckeye Lake Region
Delaware	Defiance
Greenville	Delphos
Kent	Coshocton
Lakewood	Franklin
Lebanon	Freemont
Marietta	Greenfield
Medina	Grove City
Middletown	Hilliard
Millersburg	Logan
Mount Vernon	Newark
Painesville	Norwalk
Piqua	Oberlin
Portsmouth	Olmsted Falls
Tiffin	Port Clinton
Tipp City	Ravenna
Troy	Sandusky
Van Wert	Sidney
Vermilion	Somerset
Wadsworth	Steubenville
Wooster	Urbana
	Wellington
	Westerville
	Wilmington
	Worthington
	Xenia



THE EIGHT PRINCIPLES



COMPREHENSIVE APPROACH

Relies on quality

Meaningful public/private partnerships

Involves changing attitudes

Focuses on existing assets

A Self-help program

Incremental in nature

Implementation-oriented







THE EIGHT PRINCIPLES

Comprehensive approach

RELIES ON QUALITY

Meaningful public/private partnerships

Involves changing attitudes

Focuses on existing assets

A Self-help program

Incremental in nature

Implementation-oriented





THE EIGHT PRINCIPLES OF MAIN STREET

Comprehensive approach

Relies on quality

MEANINGFUL PUBLIC/PRIVATE PARTNERSHIPS

Involves changing attitudes

Focuses on existing assets

A Self-help program

Incremental in nature

Implementation-oriented

THE EIGHT PRINCIPLES OF MAIN STREET

OUR PARTNERSHIP WITH THE CITY OF MARIETTA IS VITAL TO OUR SUCCESSES DOWNTOWN.

Marietta, Ohio is a picturesque river town located on the confluence of the Ohio and Muskingum Rivers. Established in 1788 and the first permanent settlement of the Northwest Territory, the city was named after Marie Antoinette in honor of France's role in the Revolutionary War. Brick streets lined with lush hardwood trees and ornate Victorian homes make Marietta one of the most idyllic cities in the Midwest.

With a rich history, two waterways and a vibrant downtown, our city is always bustling with activity. In fact, National Geographic magazine named Marietta "One of the Best Places to Live" and "Best Adventure Town." Our historic district offers many distinctive stores, boutiques, antique shops and galleries, as well as independent restaurants and cozy cafes.

Just across the Muskingum River from downtown Marietta is Harmar Village, home to historic museums, antique shops, and quirky boutiques. Harmar Village also offers several eateries and even a shop housed in a vintage train car. Harmar and Marietta are linked by a charming turn style railroad bridge, the only one of its kind still operating in the country today. Now a pedestrian bridge, it offers a memorable scenic stroll between these two river towns.

Learn about our local municipality by visiting the City of Marietta's website: [City of Marietta](#)

Learn about our local county by visiting the Washington County website: [Washington County, OH](#)



THE EIGHT PRINCIPLES OF MAIN STREET



THE EIGHT PRINCIPLES OF MAIN STREET





THE EIGHT PRINCIPLES

Comprehensive approach

Relies on quality

Meaningful public/private partnerships




INVOLVES CHANGING ATTITUDES

Focuses on existing assets

A Self-help program

Incremental in nature

Implementation-oriented



Attitude
is a little thing
that makes
a big difference.

Winston Churchill 1874 - 1965

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THE EIGHT PRINCIPLES

Comprehensive approach

Relies on quality

Meaningful public/private partnerships

Involves changing attitudes

FOCUSES ON EXISTING ASSETS

A Self-help program

Incremental in nature

Implementation-oriented





THE EIGHT PRINCIPLES

Comprehensive approach

Relies on quality

Meaningful public/private partnerships

Involves changing attitudes

Focuses on existing assets



A SELF-HELP PROGRAM

Incremental in nature

Implementation-oriented





THE EIGHT PRINCIPLES

Comprehensive approach

Relies on quality

Meaningful public/private partnerships

Involves changing attitudes

Focuses on existing assets

A Self-help program



INCREMENTAL IN NATURE

Implementation-oriented

✱ *Facade design guidelines (Elm Street)*



✚ Actual "Before & After" façade enhancement (Official Timeout restaurant & bar)





THE EIGHT PRINCIPLES

Comprehensive approach

Relies on quality

Meaningful public/private partnerships

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Focuses on existing assets

A Self-help program

Incremental in nature

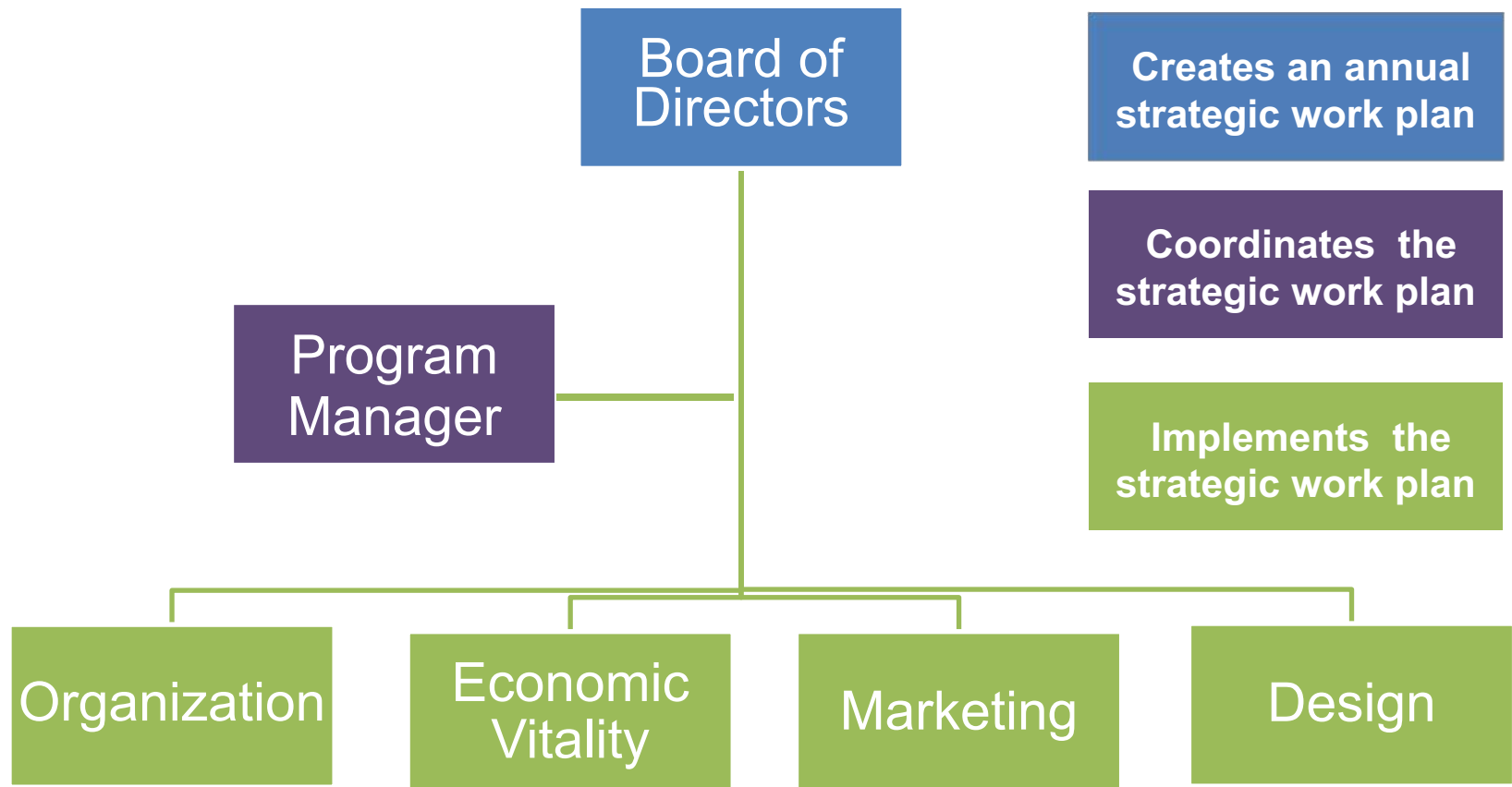
 **IMPLEMENTATION-ORIENTED**



MAIN STREET STRUCTURE

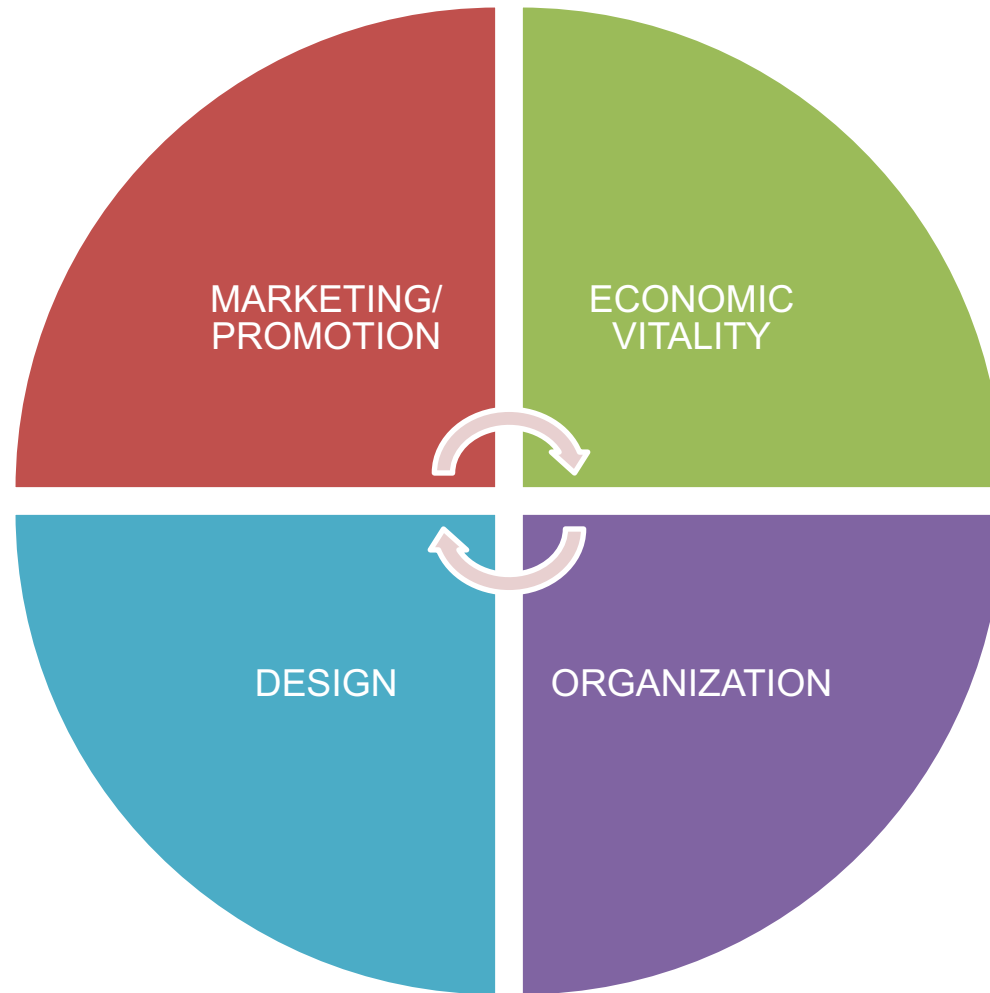


BOARD DEVELOPMENT



“A HOUSE BUILT TO EVERYONE’S ADVICE LEANS.”

FOUR POINT APPROACH



BOARD OF DIRECTORS





BOARD OF DIRECTORS

 **LEADERSHIP**

 **PLANNING**

 **FUNDING**

 **PERSONNEL**



BOARD OF DIRECTORS

LEADERSHIP

	José	Cynthia	Sam	Walter	Lydia	Dawn	Steven	Lamar
Skills and Knowledge								
Accounting/Financial Mgt.	✓					✓		
Personnel Management			✓	✓				
Fundraising		✓			✓			✓
Strategic Planning		✓			✓			
Nonprofit Management				✓				
Leadership								
Public Relations/Publications		✓	✓					
Meeting Skills			✓	✓				
Legal Issues	✓							✓
Education					✓			
Biology/Site Ecology					✓			
Grassroots Organizing		✓						
Real Estate	✓							✓
Contacts and Influence								
Business Community	✓			✓				
Media		✓						
Government Agencies								
Ethnic/Minority Groups	✓				✓			✓
Conservation Organizations		✓		✓				
Native American Tribes						✓		
Demographics								
Female		✓			✓	✓		
Under 45 years	✓	✓	✓		✓	✓	✓	✓
Ethnic/Cultural Minority			✓			✓		✓
Rural Oregon		✓			✓		✓	
Low income	✓			✓	✓			



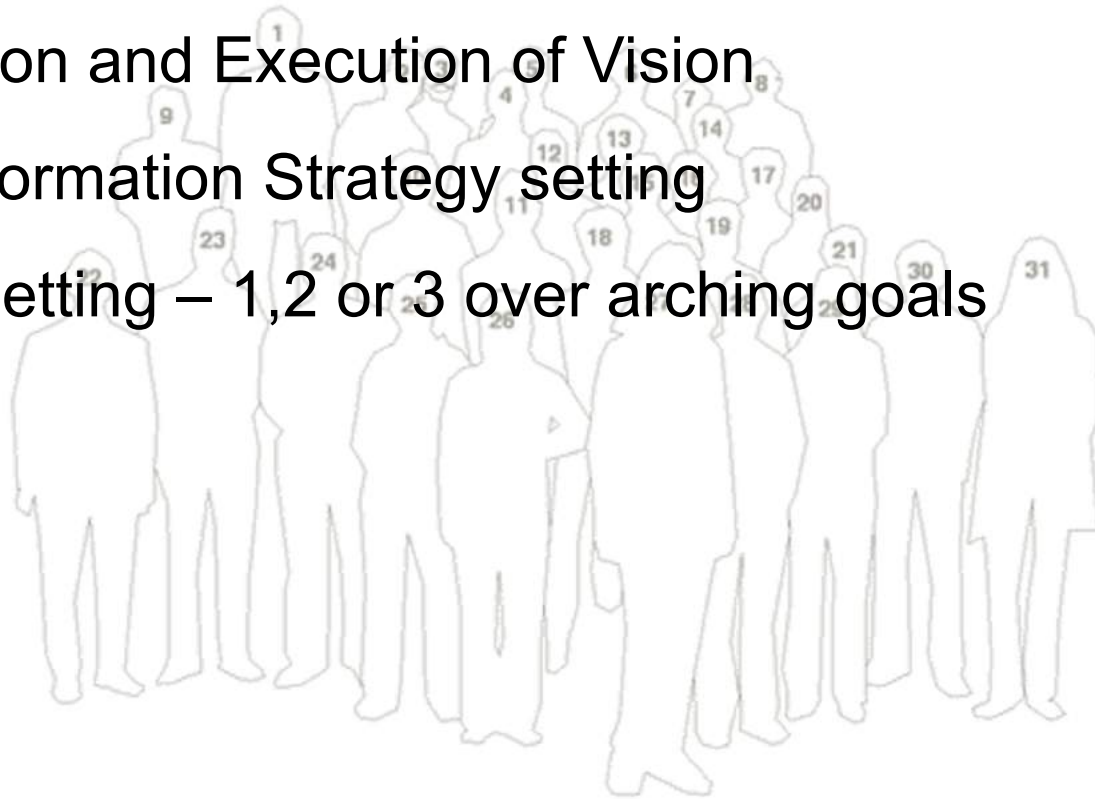
BOARD OF DIRECTORS

PLANNING

Direction and Execution of Vision

Transformation Strategy setting

Goal setting – 1,2 or 3 over arching goals





BOARD OF DIRECTORS



FUNDING

Distribution of Funding Sources

- 1/3 Public Funding “Board”
- 1/3 Stakeholder Support “Operations”
- 1/3 Earned Income “Board & Committees”

MAIN STREET REINVESTMENT STATISTICS

REINVESTMENT STATISTICS

Total Private Investment	\$1,657,812,063
Total Public Investment	\$272,044,848
Total Investments	\$1,929,856,911
Net new businesses	1,380
Net new jobs	5,064 Full-Time/5,063 Part-Time
Total cost per new full-time job created	\$14,214
Reinvestment ratio	\$27 to \$1
Volunteer hours donated	over 1 million
Value of volunteer hours donated	\$25+ million

Jan 1998 - Dec 2018



OPERATIONS COMMITTEE





OPERATIONS COMMITTEE

- 💡 **VOLUNTEER DEVELOPMENT**
- 💡 **COMMUNICATION/PUBLIC RELATIONS**
- 💡 **PARTNERSHIP/ SPONSORSHIP**
- 💡 **EARNED INCOME**
- 💡 **MANAGE DONATIONS**

OPERATIONS COMMITTEE

📍 VOLUNTEER DEVELOPMENT

Recruitment

Motivation

Training

Recognition



OPERATIONS COMMITTEE

COMMUNICATIONS & PUBLIC RELATIONS

Media Campagins

Newsletter

Website

Social Media



Dates to Remember	
Merchants & Mimosas Thurs, September 15 Clay Media Group	8:30 AM
Promotions Committee Thurs, October 6 MSD Office	8:30 AM
October First Friday Fri, October 7 "Fire Safety"	6-9 PM
Merchants & Mimosas Thurs, October 20 J. Gumbo's	8:30 AM
MSD Christmas Parade Sun, November 20 Mingo down Sandusky	3 PM

Xmas Parade

The theme of the annual Main Street Delaware Christmas Parade for 2016 will be "A Delaware Christmas Story."

The parade will take place on Sunday, November 20 and step off from Mingo Park at 3 p.m.

The parade route travels from the park south on Sandusky St and ends at Wilmer St. Learn more at the MSD website, and search parade.

As the theme is loosely based on "A Christmas Story" please be respectful and do not encourage the use of BB guns or other guns.

October is all about Fire Safety

The upcoming First Friday recognizes October as **Fire Safety Awareness Month**. It is sponsored by **Barley Hopsters** and hosted by the Delaware Fire Department.

Due to increasing safety concerns regarding the burn demonstration, the DPD has come up with other live demonstrations that your customers won't want to miss. (Let's just say there might be some building sealing and car cutting...)

In addition, fire trucks will be positioned throughout

both blocks of the street closures from Spring St. north through Winter St. and intermixed with vendors.

The DPD will be encouraging children to participate in a **Fire Safety Scavenger Hunt**. Kids will look for various visual clues on buildings and turn in their findings at one of the fire trucks. If you would like to **donate a prize for the grand prize drawing**, send an email to Main Street no later than Friday, September 30.

This is the last month of

street closures. Beginning in November, vendors will be back up on the sidewalks and spread throughout the entire downtown.

Don't forget that as a downtown business, you always have **first priority** to use a space either directly in front of your store, or on a different street. Simply email Main Street and let us know your plans. We'll get you set up with everything else.



Executive Director Search

The Main Street Delaware board of directors is continuing its work to find the organization's next Executive Director. The job was posted on the MSD website and applications closed on August 26.

Since that time, the MSD search committee has narrowed the field of more than 30 applicants to a smaller group of qualified candidates for first and second-round interviews.

The final group of candidates will have an opportunity to meet the MSD board of directors in a final interview meet & greet.

It is the board's hope that an offer can be extended by the beginning of October and a new executive director will be in place within the month.

We value the input and recommendations we have received from the community. It is good to know that there are so many individuals in

vested in the continued success of Main Street Delaware. We can assure you that it is the board's primary concern, as well.

As the new executive director gets settled, please expect to set aside some time to meet with us and make introductions.

We are working to make the transition process as smooth as possible and we appreciate your patience.



OPERATIONS COMMITTEE

PARTNERSHIP

Selling the mission

Appropriate price points

Preparing campaign

Selling to the community

**WE ARE A LOCAL 501c3
NONPROFIT ORGANIZATION**

We're focused solely on revitalizing downtown Marietta, OH through community and economic development strategies.

OPERATIONS COMMITTEE

📍 EARNED INCOME

Sponsorship

Ticketed events

Fundraisers

Merchandise

We would love your support.

Fine Art, Food & Wine

E

ntertain your palette with food from downtown restaurants & wines from area vendors! Entertain your eyes and see the "Bra Creations" from area artists!

August 20, 2009

6:00 - 9:00 p

Ohio Wesleyan University's
Richard M. Ross Art Museum
60 S. Sandusky St.

\$50 per couple /30 per person

Call 740 816-3859 for more
information or email us at main-streetdelaware@yahoo.com



You know this event will be off the 'hook'!

OPERATIONS COMMITTEE

MANAGE DONATIONS

Track in-kind donations

Lower expenses/ utilize partnerships

Give recognition

Say thank you and say it often



ECONOMIC VITALITY





ECONOMIC VITALITY COMMITTEE

- Who should be on your committee?
 - Business Leaders
 - Community/Economic Development Professionals
 - Downtown Property Owners
 - Realtors
 - Bankers
 - University Representatives



ECONOMIC VITALITY OVERVIEW

- Understand the Downtown District
- Cultivate Entrepreneurship
- Strengthen Businesses
- Promote Economic Development
- Reuse Assets & Infrastructure

ECONOMIC VITALITY: UNDERSTANDING THE DOWNTOWN DISTRICT

WHY BUY LOCAL?

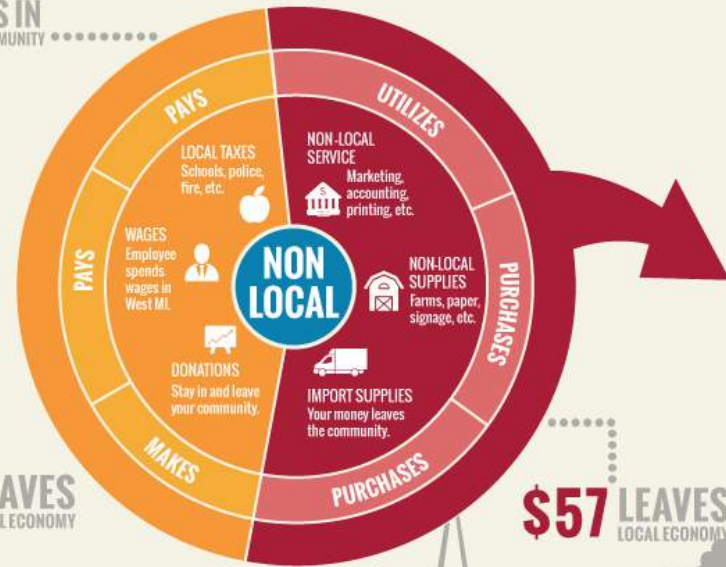
SPEND \$100 AT A LOCAL BUSINESS

\$68 STAYS IN
YOUR COMMUNITY



SPEND \$100 AT A NON-LOCAL BUSINESS

\$43 STAYS IN
YOUR COMMUNITY



\$32 LEAVES
LOCAL ECONOMY

\$57 LEAVES
LOCAL ECONOMY

Stats from Local First's 2008
"Local Works!" study by Civic Economics



ECONOMIC VITALITY: UNDERSTANDING THE DOWNTOWN DISTRICT

What do you have in your downtown?

Who is visiting your downtown?

What can you do to improve your downtown?



ECONOMIC VITALITY: UNDERSTANDING THE DOWNTOWN DISTRICT

Toolbox:

- Business Inventory
- Building Inventory
- Market Analysis
- Visitor Surveys
- Business Wish List
- Recruitment Plan
- Development Plan

ECONOMIC VITALITY: CULTIVATE ENTREPRENEURSHIP





ECONOMIC VITALITY: CULTIVATE ENTREPRENEURSHIP

- Use Your Wish List
- Utilize Professional Services/Partnerships
- Connect Property Owners With Business Owners
- Consider Local Investment Pools
- Links with Ed. Institutions



Small Business
Development Centers



HERITAGE
OHIO



ECONOMIC VITALITY: CULTIVATE ENTREPRENEURSHIP

- Utilize Incubators
- Promote Non-traditional Business Solutions
- Use Your Recruitment Package
- Host a Work Party
- Welcome New Businesses & Residents



Small Business
Development Centers



HERITAGE
OHIO

ECONOMIC VITALITY: STRENGTHEN BUSINESSES

Existing Businesses:

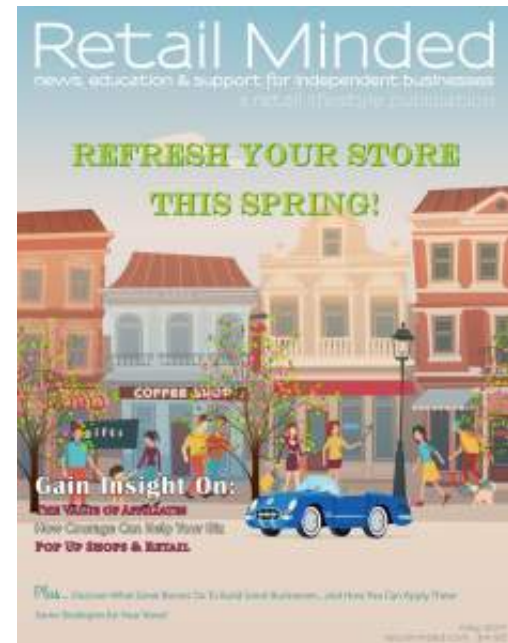
- Offer Business Education Opportunities
- Foster Collaboration
- Connect to Events
- Ask Them What They Need



ECONOMIC VITALITY: STRENGTHEN BUSINESSES

Toolbox:

- Business Visits
- *Retail Minded* Magazine
- Downtown Networking
- Customized Services





ECONOMIC VITALITY: PROMOTE ECONOMIC DEVELOPMENT

Recruitment & Businesses Expansion

- Search for Good Matches
- Develop a Guide to Doing Business in your community
- Build Your Recruitment Team
- Utilize Your Recruitment Package

ECONOMIC VITALITY: THE COST OF A VACANT BUILDING

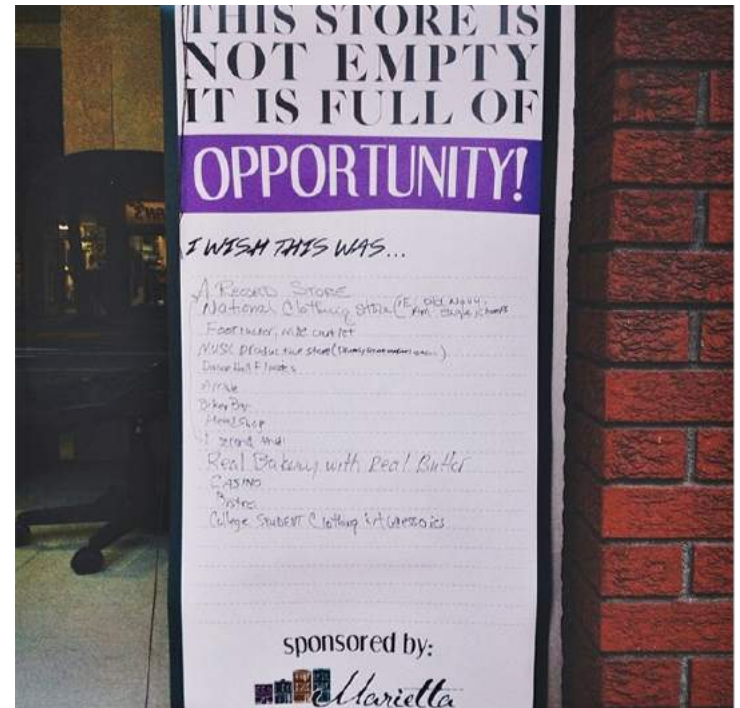


Rent	8,400
Utilities	4,700
State Sales Tax	15,000
Local Government	
Property Tax	100
Sales Tax	5,000
Banks	
Loans	39,500
Fees and Interest	2,200
Deposits	17,000
Professional Services	
Insurance premiums	2,700
Legal and Accounting	900
Property Management	500
Suppliers	
Maintenance and Repair	1,300
Copy Shop	500
Supplies	900
Media	
Advertising	6,300
Salaries	57,000
Owner Profits	31,500
other workers	24,100
TOTAL	\$217,600

ECONOMIC VITALITY: REUSE ASSETS & INFRASTRUCTURE

Toolbox:

- Ohio & Federal Historic Tax Credits
- Educate Local Building Owners
- Partner with Realtors for Available Properties
- Vacant Property Registry



PROMOTIONS



PROMOTIONS

📍 CREATE A FEELING

📍 MARKETING

📍 EVENTS

Mission:
Bring people
downtown.
Effect:
Create a sense of
belonging & pride.



PROMOTIONS

Recognize Your Assets

Historic Character - Building stock, atmosphere, center of community for hundreds of years

Heritage - People, sites, cultural values

Gathering Places - walkable downtown, riverfronts, parks, plazas, recreation facilities, pedestrian friendly streets, etc.

Government & Civic Facilities - City hall, County Court, Post office, Library, etc.

People, Products, & Services - Personable, unique niches, experiences, common market place



PROMOTIONS

CREATE A FEELING

- A place of belonging, your third place
- A place you are proud of, passionate about
- A sense of community, togetherness
- #LoveWhereYouLive



PROMOTIONS

Helping guests form a positive image of your downtown:





PROMOTIONS

MARKETING

Consistent branding throughout:

- Online Tools/Social Media
- Print Materials/Advertising
- Media Outlets
- Events

Words are powerful:

- What are your goals, values, and vision
- Mission statements influence the future in your community





PROMOTIONS

EVENTS

- Promote Downtown's position as a center of activity
- Create regular, recurring, routine activities
- Safe, free and fun family atmosphere

Events bring people together, those people create relationships, which strengthens the community, and fosters a better place to live.



PROMOTIONS

Event Management Strategy

- Create reasons for people to come back - if the event will not cause them to shop how can you convince them to come back
- Use attendance numbers, testimonials, economic impact data, etc. in recruitment activities
- Keeps money and resources local
- Creates backdrop for ongoing economic development






DESIGN

DESIGN supports a community's transformation by enhancing the physical and visual elements of downtown while capitalizing on the unique assets that set the commercial district apart.

It's the overall look of downtown.



**What do we mean
when we say
DESIGN?**



What do we mean when we say DESIGN?

- Can it be measured and by whom?
- Does it fulfil a need or needs?
- Does it build community?
- Does it spur economic development?
- Is it memorable?



What is the value of design on Main Street?

- Respecting our cities' legacy
- Creating an authentic sense of place
- Activating a thriving economy
- Cultivating the evolution of places

RESPECTING OUR CITIES LEGACY



RESPECTING OUR CITIES LEGACY



CREATING AN AUTHENTIC SENSE OF PLACE



CREATING AN AUTHENTIC SENSE OF PLACE



ACTIVATING A THRIVING ECONOMY



Delaware,
Ohio



Cambridge,
Ohio



Wadsworth,
Ohio



Wadsworth,
Ohio

ACTIVATING A THRIVING ECONOMY



Small Business Classes

Join the Appalachian Center for Economic Networks (ACEnet) at the Glouster Public Library in August
All classes are 10:30 am - 12:00 pm

Free and open to the public.

Glouster Public Library
20 Toledo St. • 740-767-3670
MyACPL.org



Register today! Contact:
Sarahe@acenetworks.org
740-592-3854 ext. 120
www.acenetworks.org



You are a Business!
Be your own Boss.
Choose the class you need,
or take them all!

Class Titles & Dates
Becoming a Business: Aug. 7th
Products & Services: Aug. 9th
Marketing & Social Media: Aug. 14th
Money & Finance: Aug. 16th
Types of Businesses: Aug. 21st
Writing a Business Plan: Aug. 23rd



U.S. Small Business Administration
This program is funded in part through a Cooperative Agreement with the U.S. Small Business Administration

DOING BUSINESS IN PAINESVILLE

Downtown Painesville attracts the makers - it's a place where young entrepreneurs and generations-old business owners find support, community and opportunities for success. A vital downtown attracts residents, builds jobs and retains talent. The result is a strong city with a healthy economy. You can learn more from the City of Painesville Economic Development by clicking here.



Supporting Your Success

Because of our established business community, Painesville enjoys some of the lowest property tax rates in the Northeast Ohio region and affords residents a high quality of life. That is why we are one of the fastest growing



Main Streets Build Business

Downtown Painesville Organization subscribes to the Main Street approach to revitalization, developed by the National Trust for Historic Preservation. Our focus is to preserve a sense of community, restore historic architecture, and



Start a Business in Painesville

Find out more about starting a business in Downtown Painesville, and tap into many resources we can offer to support your venture. Whether you're an upstart venture or a longtime owner, we want to help. Contact us at

CULTIVATING THE EVOLUTION OF PLACES

Gateway District
E. 4th Street (Sherriff Street)
Euclid Avenue Opera House - 1875



CULTIVATING THE EVOLUTION OF PLACES



Gateway District
E. 4th Street (Sherriff Street)
Turn of the Century

CULTIVATING THE EVOLUTION OF PLACES



Gateway District
E. 4th Street (Sherriff Street)
1930s

CULTIVATING THE EVOLUTION OF PLACES



Gateway District
E. 4th Street (Sherriff Street)
1980s

CULTIVATING THE EVOLUTION OF PLACES



Gateway District
E. 4th Street (Sherriff Street)
Today

APPLYING DESIGN



Building Renovation & Adaptive Reuse

APPLYING DESIGN



Sensitive Infill Buildings

APPLYING DESIGN



streetscape



EXAMPLE STREETScape



Street Name Sign Enhancements



Bike Rack



Trash Containers



Kiosks



Metal bench



Landscape Fencing



Stone bench

FLEET AVENUE
STREETSCAPE DESIGN
PROJECT



Streetscape

APPLYING DESIGN



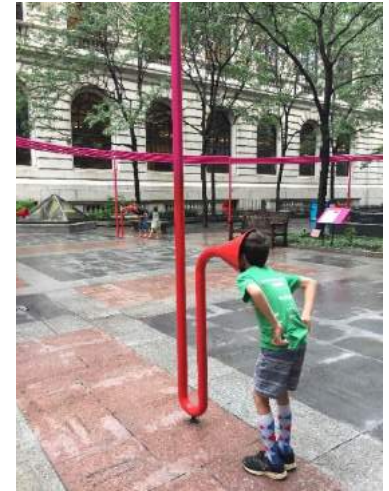
Storefronts – signage and display

APPLYING DESIGN



District Identity

APPLYING DESIGN



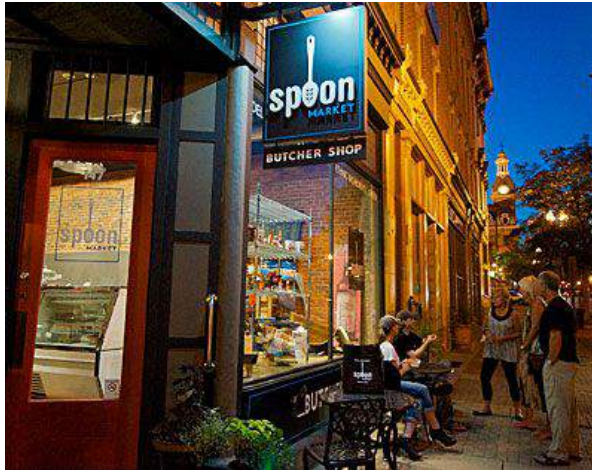
Public Spaces

APPLYING DESIGN



Connectivity

APPLYING DESIGN



Overall Experience

DESIGN AND MAIN STREET ORGANIZATIONS



Community

DESIGN AND MAIN STREET ORGANIZATIONS



Education

DESIGN AND MAIN STREET ORGANIZATIONS



Implementation

DESIGN AND MAIN STREET ORGANIZATIONS



Celebration

DESIGN AND MAIN STREET ORGANIZATIONS



Leadership

WHAT STORIES DOES YOUR CITY TELL?





DOWNTOWN AFFILIATE PROGRAM

PROGRAM BENEFITS

- One complimentary registration to each of the Quarterly Revitalization Trainings and the Heritage Ohio Annual Conference. Additional registrations at member rate.
- Monthly Webinar Series
- Executive director orientation
- Email/phone consultation
- Community visit/presentation
- Retail Minded magazine
- Revitalize Ohio magazine