



Setting a Strong Foundation for a Main Street Program

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National Main Street Center



Today's Workshop Outline



- Short history of Main Street
- Key ingredients of a Successful Main Street Programs
- Leadership (volunteer and staff)
- Organization Formation
 - Tax status
 - Bylaws
- Organization Point
 - Public Relations
 - Fundraising
 - Volunteer Development
 - Strategic Action Plans

Questions You May Have

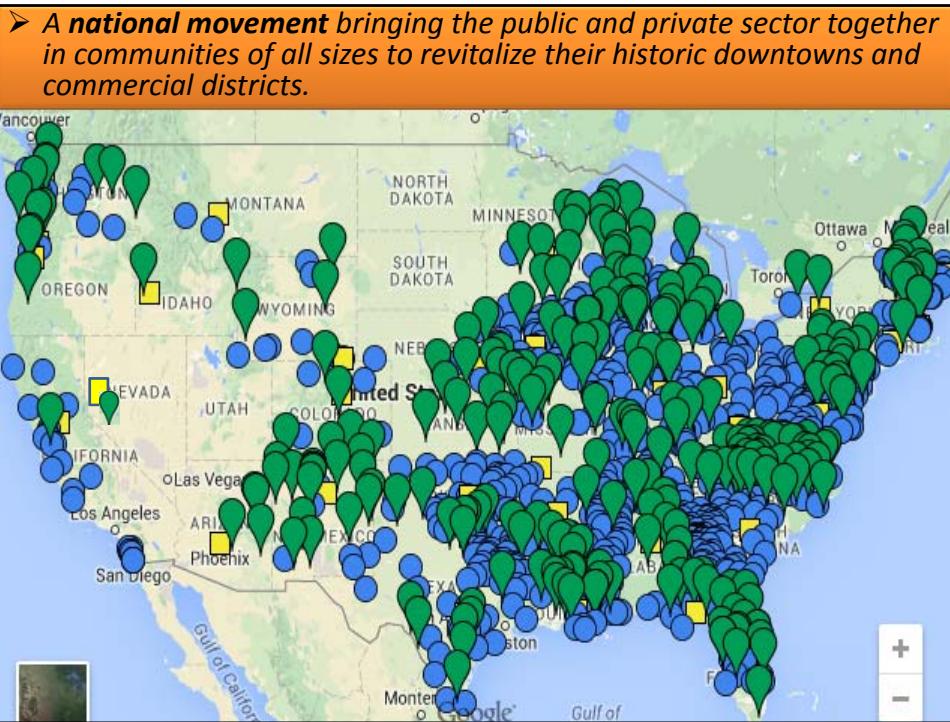
- What tax status is right?
- How will our program be funded?
- Who will lead the program?
- How do we find a good executive director?
- What other questions do you want answered today?

History of Main Street America

Main Street was founded in 1980 as a program of the National Trust for Historic Preservation, when communities dealt vacant and neglected historic buildings, after businesses moved to strip centers and malls.

Everyone deserves access to a vibrant downtown or neighborhood commercial districts – a place that provides for broad economic opportunity, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong. Our collective mission as Main Street America is to make that happen.





Why Are Downtowns and Important?



They are symbols of:

- Community economic health
- Community pride & history
- The heart of the community - provides people with social gathering spaces
- Affordable homes for independent businesses
- Increasing residential demand

Downtowns support local independent businesses that in turn support: local families, community projects and keep more profits in the community

Ground Rules for Main Street Revitalization Efforts

- **Main Street** is historic preservation. Saving the places that make the community unique.
- **Main Street** is economic development and doing work on behalf of the municipality.
- **Main Street** drives overall community improvement and is not just for the benefit of downtown businesses and property owners. **Main Street is NOT a merchant's association**
- **Main Street** is community-driven, and will only be successful if local resources (funding and volunteers) are secured
- **Main Street is not a Project**, rather a long-term program that is needed to bring about lasting revitalization to downtown and neighborhood districts.



Main Street®

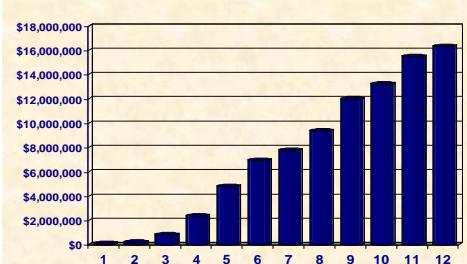


“There is simply no more cost effective economic development program of any type, on any scale, anywhere in the country than Main Street...”

-Donovan Rypkema
Author of "The Economics of Historic Preservation"

Reinvestment on Main Street

\$79.12 Billion	Reinvestment in physical improvements
143,613	Net new businesses created
640,017	Net new jobs created
284,936	Buildings rehabilitated
2,150,702	Volunteer Hours (2018)
\$30.00+	Dollars invested in physical improvements for every dollar invested in program administration



- (1) reflects investment in communities:
- recently begun commercial district revitalization programs
- have been actively involved in Main Street for more than a decade.
- of a wide variety of sizes and in all parts of the country.
- For these reasons, communities should be cautious about using this figure as a benchmark for local performance.

The Main Street Approach

Works Because of a Comprehensive Approach



Design - getting the commercial district in top physical shape, creating attractive places and destinations



Organization - getting the community working together with a shared vision for downtown



Promotion - marketing the district's unique characteristics, assets and businesses



Economic Vitality - diversifying the district's economic base and strengthening businesses



Elements of a Thriving Downtown



Organization

- Sense of unity, investments being made
- Promoting efforts

Design

- Welcoming environment
- Attractive district – buildings, public spaces, pedestrian amenities, etc.
- Managed parking

Economic Restructuring/Vitality

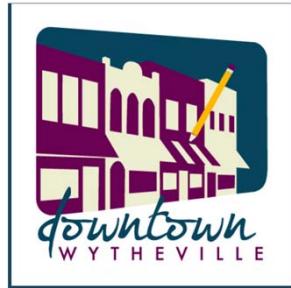
- Desired businesses
- Housing

Promotion

- Activities and Attractions
- People on the street
- Nightlife

Guiding Principles

- Comprehensive
- Incremental
- Community-Driven
- Public/Private Partnerships
- Capitalizing on Existing Assets
- Quality
- Change
- Implementation-oriented



Build a Strong Sense of Ownership

Together We're Better!

THIS PLACE MATTERS

Community Engagement And Volunteerism

Benefits of Main Street

Main Street Benefits the Entire Community

- For Property Owners
- For Local Residents & Consumers
- For Retail Business Owners
- For Service Business Owners
- For Financial Institutions
- For Utilities
- For Municipal Government
- For County Government
- For Preservationists

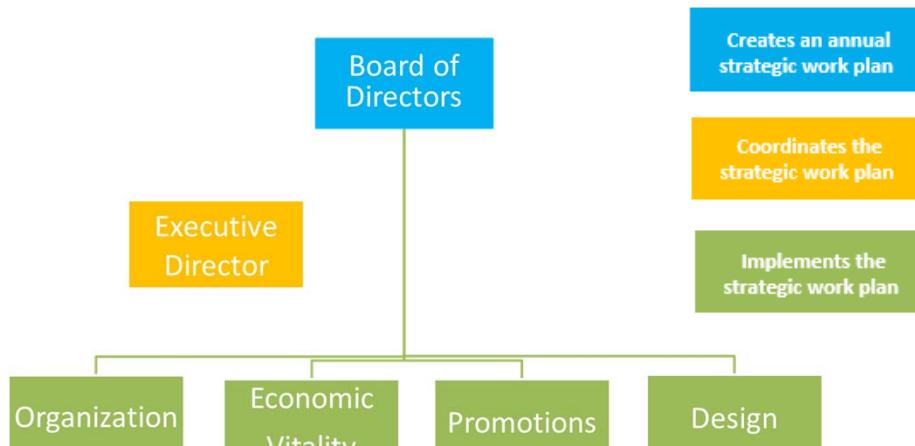


Board Member Leaders

The success of a commercial district revitalization effort depends largely on the board's ability to identify and mobilize resources, build volunteer support, develop new leadership, and maintain clear focus on the district's needs and opportunities.



Building Main Street Organizations



Board of Directors

- Broad-based
- A *working* board
- Usually 9-13 members
- Individuals give 5-10 hrs./month
- Contains the Four W's
 - **Workers**
 - **Wisdom**
 - **At least one Worrier**
 - **Wealth**
 - **Gender and Race Balance**



Positive Leadership Characteristics Board Members can Bring to Downtown

- Inspires others – does not need to be in the limelight
- Follows the rules
- Provides guidance to others
- Shows the way – leads by example
- Dedicated/Committed
- Mediates Puts aside personal agendas
- Does not use position for personal gain
- Visionary
- Remains objective
- Supportive to Staff
- Good communication – as well as listening
- Informed and follow the agenda
- Do what you say, say what you do
- Good meeting facilitator
- Cheerleader

Board Members Responsibilities (as a group)

- **Planning** for the long and short-terms...Mission, Vision, Work Plans!
- **Fundraising** and collecting the funds needed to operate the program. This is not the program manager's responsibility.
- **Advocacy and advocating** for the local program; if not you, who?
- **Accountability** to the community for the success of the local program and for the wise use of its resources, both human and financial, in the best interests of the commercial district.
- **Volunteer Recruitment** to carry out projects and activities.



Responsibilities of the Board

Governance

- Adopting, following, and updating bylaws or governing principles
- Setting policy
- Adopting, following, and updating the Main Street program's mission and activities
- Ensuring adherence to ethical norms – conflict of interest

Program Evaluation

- Evaluating the program's operations and maintaining standards of performance.



Responsibilities of the Board

Personnel

- Supporting executive training and professional development
- Employee supervising
- Not making special requests
- Providing annual review and appropriate salary adjustment



Public Relations

- Serving as spokespersons for the program
- Attending downtown events
- Understanding and promoting the program's mission and work
- Giving prestige to the program and inspiring confidence in its activities

Board Commitment to Raising Funds

It's not all about making cold calls, nor staff doing it all

- Identifying contacts (businesses and individuals)
- Going on calls with others
- Developing materials
- Developing ideas and working at fundraising events
- Giving – establish a give or get policy
- Nurturing funders (invite to annual meeting, ask for opinions)

7 Ways that YOU can Support Downtown Waterville AND Build Community

#1 Shop Downtown and Shop Local

Waterville's wide array of locally owned businesses. These businesses are owned by your friends and neighbors. They are a great place to shop, volunteer, teams, sponsor community arts events, and serve on the boards of local nonprofits. They also provide services to you and your family, including: daycares, your likes and dislikes, your children's birth lists, year what's favorite grocery store, and more! Individual business owners, those spend their money locally!

#2 Attend a Downtown Event

Downtown Waterville hosts a year-round calendar of events designed to appeal to all ages. These include the Winterfest, the Fall Festival, and the Main Street Milestones 3-on-3 Basketball Tournament.

These events are a great way to support local businesses, such as The Purple Pig, Purple Pig Eatery,

Brew Restaurant & Tavern, Sunday Jazz Branches at Main Street Milestones, the Purple Pig Eatery, The Purple Pig, Purple Pig Eatery, and many other locations. All the without even mentioning the Holiday Parade, the 4th of July, and the Fall Festival.

When you attend a downtown event, you are guaranteed to find lots of great things to do and see.

Learn more about our events at www.visitwaterville.org.

#3 Dine at one of our Downtown Restaurants

Downtown Waterville is PACKED with 11 dining options for lunch, dinner, or a late-night bite.

Waterville's dining scene is growing and growing.

And, guess what? Because they are locally

fed at the Downtown Waterville Market, just

and support local farmers and businesses.

#4 Go on a Downtown Art Walk!

On the second Thursday of every month, around

11:00 AM (Main Street), highlight the amazing talent of our local artists and offer

something for everyone! The next Downtown Art Walk is Thursday,

October 10th, 2019. Learn more about the Downtown Art Walk at www.visitwaterville.org.

#5 Shop at the Farmers' Market!

The Downtown Waterville Farmers' Market features a variety

of fresh produce, meat, baked goods, and more.

Vegetables under the sun! How does shopping at the Farmers' Market help

the community? Shoppers not only shop with the people who grow their food,

but also their neighbors who shop there, and in the big scheme of things, it helps people to realize the

importance of supporting local business.

And, guess what? Because it is too

late to support the market this year, we have good news! The Farmers' Market is now YEAR-ROUND, with the

next Market scheduled for December 20, 2019. Visit www.visitwaterville.org for more information.

#6 Volunteer!

Waterville is home to a number of nonprofit

organizations working to create positive change

in our community. These include the Waterville

Public Library, RMW, the Mid-Maine Chamber of

Commerce, Waterville Opera House, and of course, Waterville

Main Street! If you are interested in getting involved or volunteering for a specific event, like a

Downtown Art Walk, or helping a specific organization for downtown and the greater community,

#7 Get Connected!

Try to do what's happening in your

downTown. The best way to do that is to let

the people in the community know what's

happening. Check out the www.visitwaterville.org

Facebook page, which highlights upcoming events, special sales, new businesses, and

much more! Like us www.visitwaterville.org. Don't

forget to tell your friends, family, and colleagues too!

The Legal Stuff

- Articles of Incorporation
- Organization by-laws
- IRS FEIN (form SS-4)
- IRS non-profit tax status (form 1023)
- State/City business license
- Insurance for program
- Annual tax returns (990), taxes (if applicable)
- Corporation Records

Legal Responsibilities of Boards

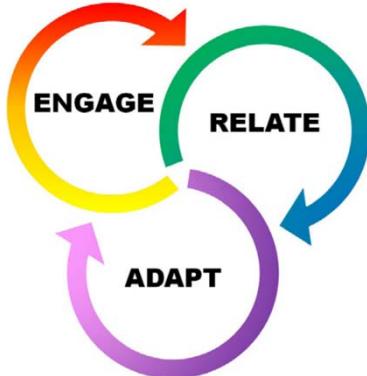
- **Duty of Care**
Must be active and informed. Not showing up is not ok!
- **Duty of Loyalty**
No-self dealing, keep confidentiality!
- **Duty of Obedience**
Know your Bylaws and insure compliance!



Duty of Dissent
Speak up when issues concern you

Building Inclusive Organizations

- Diversity
- Equity
- Inclusion
- Unconscious bias



...be welcoming to all

Responsibilities of Individual Board Members:

- Attend all board and committee meetings and functions, such as special events
- Be informed about the organization's mission, services, policies, and programs
- Review agenda and supporting materials prior to board and committee meetings
- Serve on committees or task forces and offer to take special assignments
- Inform others about the organization – keep in mind that you are a spokesperson for the organization – face-to-face, thru social media, etc.



Schedule
Monthly meetings held the fourth Thursday of the month at 7:00 p.m. at the Shelby Township Downtown Development Authority, 1000 Dyke Avenue. Meetings generally last approximately 90 minutes. Special meetings may be called at the discretion of the Board or required by a majority of board members. Committee meetings are held as needed and approved. Board members must attend at least one regularly scheduled meeting each month and may have only three (3) unexcused absences in a year, after which, or for automatic removal. Board members should commit to 3-4 hours per month, including board meetings for participating in board and committee assignments.

Term Length
Board members are appointed to a four-year term on a rotating basis to ensure continuity as board members change.

Board Responsibilities
Mission
Collectively, the DDA Board carries legal and fiduciary responsibility for all its actions. To do this, the DDA board

establishes DDA policy, maintains control over its finances, publicly promotes and generally oversees what the DDA does to maintain the performance and enhance personal assets.

Skills & Talents
Board members will provide leadership in the areas of downtown DDA programs designed to enhance and promote the DDA district, as well as the experience in or knowledge of downtown DDA program development, advertising, public relations, downtown marketing, communications, design, or economic development.

Continuing Education
Board members are encouraged to improve their understanding of downtown development by attending in training opportunities as provided by the DDA, such as

as encouraged to attend at least one out-of-town conference or seminar relating to downtown development, such as the quarterly Michigan Downtown Association meetings, the National Main Street Center annual conference or other similar training sessions.

Responsibilities of Individual Board Members:

- Suggest possible nominees to the board
- Keep up-to-date on developments in the organization's field
- Follow conflict of interest and confidentiality policies
- Refrain from making special requests of staff
- Assist the board in carrying out its fiduciary responsibilities



Identifying Potential Board Members

Nominating Committee Duties – Mentoring from Existing Board

- Name an employee from one of your events major sponsors _____
- Name a former officer of another civic organization (Rotary, United Way, PTA, etc.) _____
- Name a local philanthropist _____
- Name a church leader _____
- Name the most active person on the committee you serve on. _____
- Name a former city councilperson _____
- Name a well-respected media rep _____
- Name an executive from a local industry _____
- Name a dean, school principal, etc. _____
- Name a retired business owner _____
- Name a young entrepreneur _____

Leadership and Transition

- **Cultivation** – through projects and diversification – year round
- **Officers** – willingness to lead
- **Rotation** – term limits
- **Keeping Involved** even after their term ends
- **Wearing** their “Main Street” Hats



Annual Orientation Sessions

- Before their first official board meeting
- Board Chair presents overview
- ED provides MS Introduction of the 4 points
- Treasurer goes through budget explain income and expenses in detail
- Committee chairs explain their work plans.



Gardnerville includes: Attend one National Main Street Conference during your three-year term.

Making Training a Priority

- Board Member job description that include attending statewide trainings
 - ✓ Criteria for National Accreditation
 - ✓ Networking
 - ✓ Attend at least one per year
 - ✓ Learning the latest trends and successes of others
 - ✓ Leadership development



Hiring an Executive Director What do you get when you combine:

- An Economic Development Coordinator or Business Specialist
- A Chamber President
- A CVB Director
- An Event Organizer
- A Volunteer Manager
- A Marketing Genius
- An Architect or Designer
- A Real Estate Broker
- A not for profit manager
- Dedicated Volunteer
- and more?



Summary of ABILITIES required in the World of a Main Street Executive Director:

- To be able to **MANAGE** volunteers, resources, needs, assets...
- To be able to **SHARE** opportunities, tasks, control, credit...
- To be able to **ENVISION** the process, the change, the results...
- To be able to **BUILD** the vision, the value, the trust...
- To be able to **MOTIVATE** and **INSPIRE** by example, and
- To be able to **PRODUCE RESULTS!**



Materials to Help Hire

- Search committee job description
- Job descriptions
- Advertising
- Interview questions
- Grading sheets
- Reference checking



Committee Oversight by Board

- Making sure that committees develop work plans
- Checking that committee projects fit the program's mission and vision
- Monitoring committee activities and ensuring progress
- Providing committees with adequate resources
- Helping recruit effective committee chairs
- Evaluating success



Committee/Project Responsibilities



- Commit to one year of service
- Commit to monthly meetings
- Give 3-5 hours monthly
- Attend trainings
- Learn the MS Approach
- Recruit people
- Prepare for meetings and activities
- Develop a work plan and implement
- Take responsibility
- Report to the Board
- + Represent Main Street

Who Serves on the Organization Committee?

Communicators <ul style="list-style-type: none">•Salespeople•Media Representatives•People w/Communication Skills; writers•Teachers	Money Managers <ul style="list-style-type: none">•Accountants•Bankers•Financial Investors•Business/Property Owners•Individuals with fund-raising or grant-writing experience
Organizers <ul style="list-style-type: none">•Managers•Librarians•Perfectionists•Attorneys	Givers of Time and Money <ul style="list-style-type: none">•Reps from other civic organizations•Residents/Newcomers•Seniors•Students

Who Serves on the Promotion Committee?

Businesses and Retail <ul style="list-style-type: none">•Business owners•Retailers•Service Businesses•Employees	Marketing <ul style="list-style-type: none">•Chamber•Media•Tourism•Red Cross, United Way, Banks
Special Events <ul style="list-style-type: none">•Excellent Organizers•Creative People•Civic Organization and Arts Groups	Others <ul style="list-style-type: none">•Graphics/Designers•New Residents•Students•People who want to have fun!

Who Serves on the Design Committee?

Designers <ul style="list-style-type: none">•Architects•Interior Designers•Contractors•University students•Graphics Artists•Sign Makers	Preservationists <ul style="list-style-type: none">•Property Owners•Local Historical Society•Historic District Commission•Historic Building Owners•Seniors
Public Space/Arts/Green <ul style="list-style-type: none">•City Planner•Arts Organizations•Garden Clubs•Civic Organizations	Others <ul style="list-style-type: none">•Attorneys (tax credit specialists)•Developers•VDOT

Who Serves on the Economic Vitality Committee?

People Who Like Numbers <ul style="list-style-type: none">•Accountants•Elected Officials•Academic Staff	Professionals <ul style="list-style-type: none">•Real Estate•Developers
Business Assistance/Money <ul style="list-style-type: none">•S.C.O.R.E.•Bankers•SBA•USDA	Community Partners <ul style="list-style-type: none">•Economic Development Professionals•University Students•Chamber of Commerce•City Staff•Enthusiastic Business Owners

ORGANIZATION

Main Street programs helps communities build broad-based support for their commercial district. Main Street brings the community together to reach consensus, lead revitalization, develop partnerships and assemble resources.



Organization

- Partnership Building (public and private)
- Public Relations and Outreach / Communications
- Fund-Raising (projects & operations)
- Volunteer development



Reach out and involve the Community

Public Relations Plan

- Build community participation
- Main Street/Downtown brochure
- Newspaper articles
- Annual reports
- Newsletters
- Posters
- Social Media
- Hosting community events



What Will You Need Money For?



How Much Money Do You Need?

- Enough to cover the expenses
- As much as a town of our size can afford to raise
- As much as we can get
- About the same as we had last year
- Enough to cover the projects we want to do



How to Raise as Much as Possible

Good case statement

- Projects that excite
- Projects that meet a need
- Your track record of success
- Your superior skills in managing funds given to the organization

Identifying Sources

- Who has the money
 - Individuals
 - Businesses
 - Government sources
- What are their giving priorities
- Look internally
 - Expanding sources



Friend-Raising and Fundraising

Before you ask for money...reach into people's ---

Minds



Hearts



then Wallets



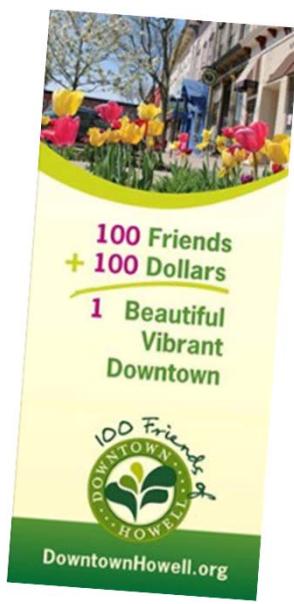
Goals for Fundraising

- Small (under 5,000)
- Medium(5,000-50,000)
- Large (50,000-100,000)
- Urban
- \$50,000-\$60,000
- \$75,000-\$125,000
- \$200,00+
- \$300,000+



Partners, Supporters or Investors

- Most Main Street Programs are 501(c)(3) tax exempt nonprofits, not (c)(6) membership organizations
- Some in city government
- Membership organizations typically serve only their members.
- Main Street organizations work for the benefit of all
- Main Street Programs are not Merchants' Associations
- Membership programs can limit your fund raising abilities



The Fundraising Plan

Components of the Plan

- Municipal contribution
- Annual Pledge Drive
- Friends of Main Street/Residents
- Grants
- Merchandise Sales
- Sponsorships
- Special Event and Special Project income
- BID, DDA, TIF, EID (other assessment districts)

With nonprofits every board member should make a contribution. Professionally and personally.

How can you ask others for money if the board hasn't given ?

Greater Meredith Program 3 Water Street, P.O. Box 1417 • Meredith, NH 03333 • 603.279.9015 • jlf@worldpath.net An Affiliate of the New Hampshire Main Street Center – Outstanding Main Street Community 2005		
2007 Fundraising Strategy		
Town Contribution + Director/Board President submits request in September 2006	\$12,500	
Annual Campaign Business & Corporate Contributors: (\$11k) + Organization Committee send out reminder letter in February + Solicitation letter in March + Followup calls by Board in June 3-Year Pledges: (\$25k) + Board President and Director solicit return of 3-year pledges – Feb/Mar Meredith Village Savings Bank, \$10k Laconia Savings Bank, \$5k Sanderson Consulting Group, \$1k Meredith Harley Davidson, \$1k Inns & Spa at Mill Falls, \$5k Prestige Auto Sales, \$1k NHCC (\$1k) Common Man Family of Restaurants (\$1k) Christopher P. Williams Architects (\$3k) Meredith Bay Village (\$3k) Christopher P. Williams Architects (\$1k) Vutek (\$1k)	\$36,000	
Individual (Resident) Contributors + Organization Committee to send out solicitation letter in May/June to residents	\$1,000	
Event Fundraisers Auction – July 16 Roast – November 16 Ice Out Auction – November – February	\$18,000	
Retail Sales Christmas Cards (October)	\$1,000	
TOTAL FUNDS	\$68,500	
THINK LOCAL	BUY LOCAL	BE LOCAL
Local Business Partners		
Town of Meredith • Meredith Village Savings Bank • Inn at Mill Falls • Common Man Family of Restaurants Laconia Savings Bank • New Hampshire Electric Co-op • Wickes Lumber Company • Christopher P. Williams Architects Vutek • Landers Enterprises, Inc. • Prestige Auto Sales • Kather Studios • Socast Broadcasting • Meredith Bay Village		

Starting a Pledge Campaign

- **Assign a Campaign Chair**
 - Organization Chair
 - Board Chair (early organizer)
 - Local Celebrity/Wealth
- **Ask every board member to make a personal contribution**
- **Set a Fundraising Goal**
- **Identify potential supporters, investors, members**
- **Figure split among categories**
- **Ask people to pledge for 3 years**
- **Establish the timeline – ideally 4-8 weeks**
- **Assign Board Member teams**



Pledge Campaign Steps Continued

- Prepare support materials
- Assign Askers and Train
- Get two or three (board members or investors) to pledge significant gifts/challenge others
- Publicity and Kickoff
- Contact and Ask
- Thank and Celebrate
- Record, remind, renew
- Maintain database



A systemic problem that stops organizations from successful fundraising is they are unable to state the obvious - ***What difference do we make?***

On-line Pledging (Memberships)

Membership Level	Description	Annual Contribution
Renaissance Benefactor	Helps to support HDR's mission and vision	\$5,000+
Renaissance Patron	Helps to support HDR's mission and vision	\$1,000-\$4,999
Revitalization Sponsor	Helps to support HDR's mission and vision	\$500-\$999
Revitalization Partner	Helps to support HDR's mission and vision	\$100-\$499
Downtown Supporter	Helps to support HDR's mission and vision	\$50-\$499
Downtown Friend	Helps to support HDR's mission and vision	\$25-\$49
Associate Member	Helps to support HDR's mission and vision	\$15-\$24

Contribute an extra \$3 to offset on-line payment costs

Using Social Media to Reach Out

Make an Annual Fund Donation by June 30, 2014

All Main Street programs, like the Heart of Biddeford, are funded by a combination of sources which includes a municipal contribution, grants, sponsorships, and donations from the business and residential community.

Contribute Now



Our goal is to raise \$3,500 before June 30, 2014 in order to meet our operating needs for the year. Your gift of \$25, \$50, or \$100 will ensure that we have staff, computers, and supplies needed to run our office, it will help cover the cost of the bands for Music in the Park, provide pizza for the 35 volunteers who help with Day of Caring, and contribute toward the Biddeford + Saco Arts and Culture brochure we put in the Visitor Center on the Turnpike (and more). Click the "Contribute Now" button above to contribute online, or



Solicit Businesses doing business in the District

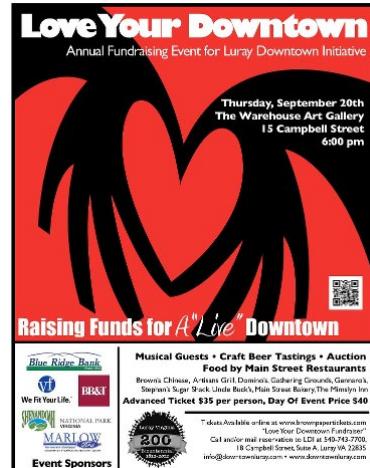
- Ask businesses in the district to make a list of businesses they use and community organizations (**trash haulers, uniform and carpet supplies, restaurant and beverage suppliers, contractors, planners, etc.**)
- Have those businesses hand letters to those vendors, or mail with invoice payment....or go higher up.
- Explain the benefits for them to support your downtown organization
- Follow up with a reminder



Sample Letter in Resource Center

Special Events and New Funding

- **Break even or not?**
- **Sources of Event Funding:**
 - admissions
 - activity fees
 - booth fees
 - retail “package”
 - merchandise sales
 - raffles
 - sponsorships
 - donations
 - tying into others events



Sponsorship Packages

- One for each event / project
- One package for all events
 - Outlined calendar of activities
 - One ask for the whole year (preferred by corporations)
 - Opportunity to be a main sponsor for all events
- Personalized “deals”



Beaufort Beauties

Beaufort, SC



- \$30 tickets
- Beauty Pageant
- Raised \$18,000
- Main Street partners with other three other non-profits to recruit "beauties" and provide volunteers.
- Main Street keeps 1/2



Fortune City Raffle

Population 54, 215



- The Shenandoah Valley's largest raffle is back for a third year! HDR is giving away a total of \$250,000 in cash and prizes on July 4, 2019 – one prize is drawn every five minutes for four hours!
- Raffle proceeds support the vitality of downtown Harrisonburg through beautification projects, community-building initiatives, and business assistance programs.

DOWNTOWN
HARRISONBURG

Ticket Information:

- Ticket Price: \$100 per ticket
Each ticket receives two 4-digit numbers.
Only 5000 tickets are available.
Ticket Special: Buy 9 Get 1 Free: Go all in!

Fortune City Raffle

The biggest raffle in the Valley is back! \$250,000 of raffle prizes, only \$100 a ticket, AND only 5,000 tickets sold. Plus, all proceeds benefit Harrisonburg Downtown Renaissance's mission to build downtown Harrisonburg as a destination where independent businesses thrive and people enjoy memorable experiences. **It's a win-win!**

The raffle drawing will be held on July 4th during Harrisonburg's [Friendly City Fourth](#) celebration, from 5-9pm at the Ice House building in Downtown Harrisonburg.

A winner will be drawn every five minutes for four hours!

You do not have to be present to win. You must be 18+ to purchase a ticket. Winners will be contacted directly and announced online.

2019 Prize List

2019 Fiat 500 POP

⌚ 5:00 pm



\$1000 Cash

⌚ 5:05 pm



\$1000 Cash

⌚ 5:10 pm



10 x16 Helmuth Outdoor Shed

⌚ 5:15 pm



Fortune City Raffle

- Raffle proceeds support the vitality of downtown Harrisonburg through beautification projects, community-building initiatives, and business assistance programs.



DOWNTOWN PROMOTIONS

HDR works with local businesses to bring visitors into the heart of the city. Promotional events, print publications, and advertising are just a few of the ways we promote downtown and create a destination.

[LEARN MORE](#)

Special Events

Intended to raise money for DT



Scale it for the size of your community

Special Projects Fundraising

Identify projects that could raise new funds

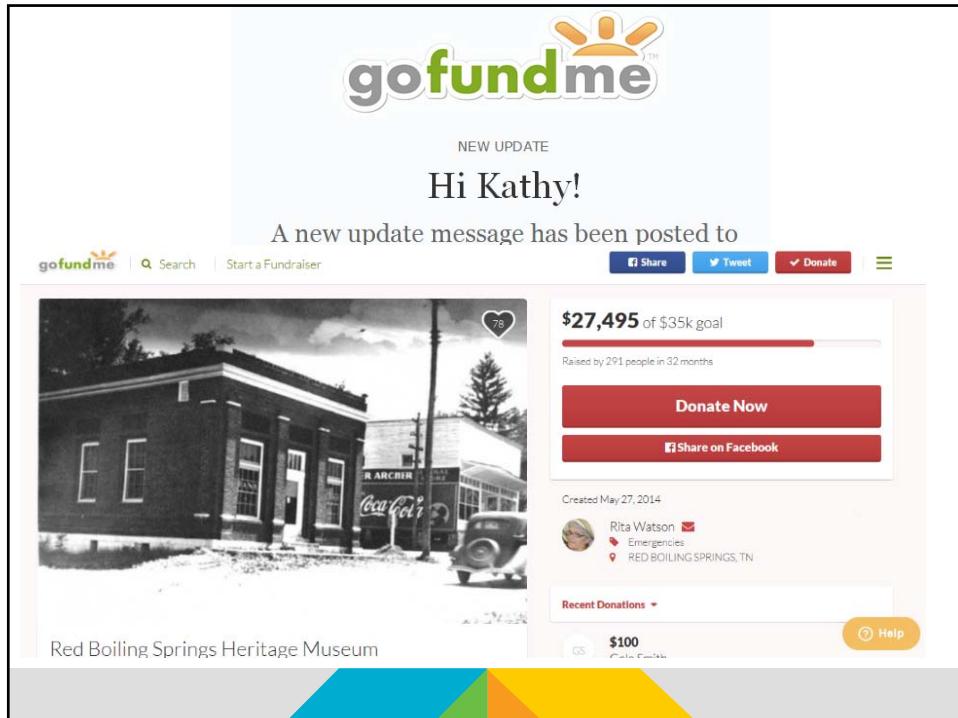


BANNER PROGRAM

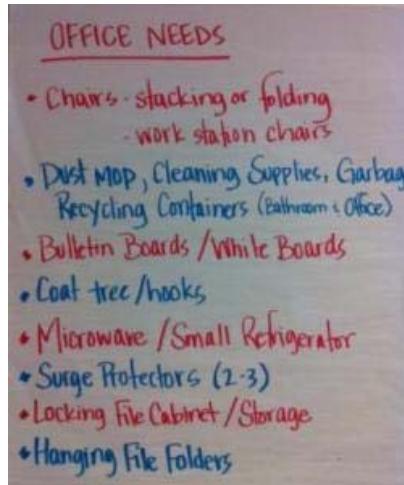


Sponsorship opportunities for our 2017-2018 Street Banner Program are now available! Your sponsorship will help assure the success of keeping the central business district clean, graffiti free, and decorated all year round.





In-Kind Contributions



- Sometimes as valuable as cash.
- Including in-kind shows the true cost of operations.
 - Legal
 - Accounting
 - Office Space
 - Office Supplies and Equipment

Posted on a Main Street Facebook Page – within a week all items were donated!



Main Street Fundraising Resources

 **GETTING STARTED:** Funding your revitalization effort is no small task. Success starts with a strong understanding of the basics and a strategic plan. Begin building your knowledge base with this collection of articles and guides that explain the fundamentals of fundraising and provide vital Main Street-specific advice straight from the experts >

 **HOW TO:** Get your fundraising effort off the ground with practical "how to" tips for every step of the way. Discover how to create a sustainable fundraising plan, get help with how to involve your board members, and learn to write a successful fundraising letter >

 **CASE STUDIES:** We've gathered examples of effective and creative fundraising pieces from Main Street organizations and experts throughout the Network. Take a look at success stories and sample documents from your peers and get inspired to tackle your next fundraising campaign >

Volunteer Development

**How Do We “Build” a Sense of Ownership
To Avoid the Same 10 People Syndrome**

“WITH” versus “FOR”



Engaging the community...

- Business & property owners
- Residents / consumers
- Government (local, county, state)
- Civic organizations / Social service agencies
- Preservationists / Professionals
- Economic/community development corp./planners
- Financial institutions / utilities
- Schools / Religious institutions
- Media
- Everyone!

- *The Leaders*
- *The workers*
- *The Investors*
- *The Beneficiaries!*



Volunteer Development to Leadership Path

Getting Beyond the Same 10 People Syndrome

Board President

Board Officer

Help with a task

Committee Member

Committee Chair

Board Member



Before We Recruit Volunteers.... *Everything you do helps!*



Your main objective is to build a sense of ownership in Downtown from each member of the community with a commitment to revitalize it and sustain it as a vital part of their identity – past, present, and future.

From forming partnerships to building leaders...



Whether you are recruiting a corporation to sponsor your activities or hosting a downtown festival engaging volunteers is critical for success.

The Language We Use

- Involve, not use volunteers
- Us, not me



Volunteers are Essential!

- Gain community support and provide community outreach
- Gain more expertise
- Accomplish more with limited funds
- Demonstrate community support for the program
- Help prevent manager/director burnout!



What Volunteers Add

- Raw muscle
- Local “buy-in”
- Political clout
- Staying power
- Different perspectives

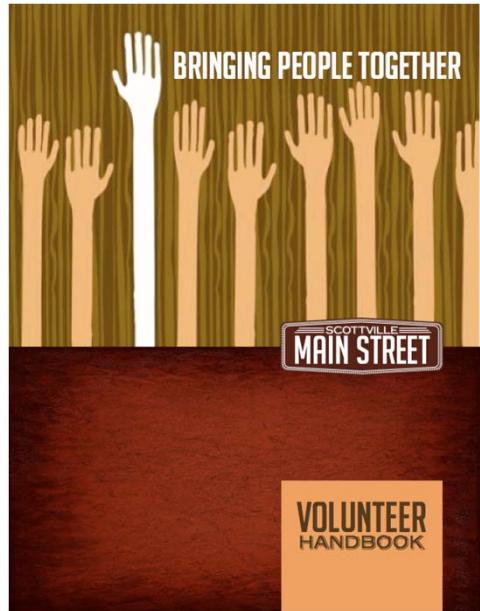


Start Recruiting Volunteer Young



Developing a volunteer handbook

- Information on Four Points
- Job descriptions
- Expectations
- Work Plans



Volunteer Recruitment Event

Volunteer Picnic

Thursday, October 14, 2010
11:30am - 1pm 16 S. Brown Street (formerly Jerry's Music)

Free picnic lunch!

Help create the future of our downtown!
And have fun doing it!
Learn about the committees and activities
and how you can get involved!



Orientation and Training



- Formal orientation
- Virginia Main Street training session
- Notebooks
- Publications
- Job specific Instructions
- On-the-job training with supervision
- Conferences (Destination Downtown scholarships)
- NMSC Resources (webinars)

Strategic Planning: Setting Priorities for Action/Work Plans





Key Benefits of Refreshed Approach

- Puts *focus on economic impact*, creating potential for more significant change on Main Street.
- Stresses *broad community engagement* to secure support for Main Street's vision and make sure transformation reflects diverse perspectives.
- Encourages focus on *tangible outcomes* that help communicate impact (more to come on this from the Center).
- Offers *greater organizational flexibility*, allowing Main Streets to choose how to organize themselves based on local needs.



Brush! Colorado



Homegrown Happiness!

Agricultural Strategy

- WHO ARE THE CUSTOMERS FOR THIS STRATEGY?
- In districts that serve agricultural communities, the primary customers are the people who live in and near the community. They represent a captive market for basic goods and services, as well as a market interested in specialized agriculture-related goods and services.



Business Development

Potential products, services, and business types that support an Agricultural Economy strategy may include:

- Livestock feed
- Seed (both for farming and for home gardens)
- Canning and preserving equipment and supplies
- A commercial kitchen, for processing and packaging farm products
- Natural and chemical fertilizers, insecticides, and herbicides
- Work clothes, shoes, boots, and accessories
- Insect-resistant, UV-protective, and cooling clothing, hats, and scarves
- Agricultural hardware
- Equipment repair services
- Farm insurance
- Extension service office
- A community-owned or co-op variety store
- Family restaurants
- Specialized food incubators
- Brewery or distillery



Potential Organization Activities

- Explore potential grant opportunities to support food production, distribution, and marketing (e.g., from the US Department of Agriculture's Rural Development Programs interested in improving access to healthy food).
- Invite ranchers and farmers to serve on the board, committees
- Assure publicity on what your doing in downtown reaches ranchers and farmers
- Get kids from FFA or 4H involved



Sample Promotion activities:

- Organize a farmers market or annual local food festival
- Host a Farm to Table dinner on Main Street
- Incorporate sugar beet bowling (or other local products) into special events
- Ugly pickup contest or antique tractor show
- Farm Art Contests
- Special business promotion for farm/ranch families

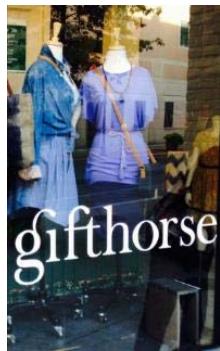


Potential Design Activities

- Design and install an urban orchard in a vacant parcel between storefront buildings.
- Add fresh herbs to planter boxes throughout the district and encourage shoppers to take home a handful.
- Historic walking tour with hoof prints on the sidewalk
- In vacant storefront windows showing ag related displays (equipment, photos, etc.)
- Ag related mural featuring local farm and people



Sample Economic Vitality activities:



- Conduct a survey of area households to find out what products and services they would shop for locally, if they were available.
- Launch a community-owned variety store or small department store.
- Develop or recruit a restaurant that grows some or all of its produce on-site (on an adjacent or nearby district lot)
- Encourage more restaurants to buy more local produce to serve



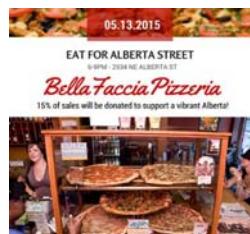
Case Study Our Vision By 2030.....

Only on
ALBERTA... 

Alberta Main Street created a network of committed and invested community members (business, commercial property & residential property owners) who worked together to:

- Create the most sustainable (social, economic, and environmental) business district in Portland, the nation, the world....
- Foster the development of Alberta Street as a world class arts/creative district and;
- Solidified the local, non-corporate small business base on the street.

Organization



On-line Contributions

From: Sara Wittenberg [mailto:sara@littlegreenlight.com]
To: Kathy LaPlante
Cc:
Subject: Thank you!
Sent: Thu 11/13/2014 7:22

Dear Kathy,

You score phenomenally high in the kind-o-meter. Seriously, I checked!!

All of the great things happening on Alberta Street don't just happen; **you** make them happen. Your generous support is critical in helping to make Alberta Street the best neighborhood commercial corridor ever.

Thank you for your gift of \$50.00.

Sara

Sara Wittenberg
Executive Director
Alberta Main Street
1722 NE Alberta Street
Portland, OR 97211
saraw@albertastreet.org

Alberta Main Street is a nonprofit 501(c)3 organization. Your donation is tax deductible as allowed by law. (EIN: 27-3399695) This email contribution and that no goods or services were provided in exchange for your contribution.

Alberta's fundraising is all done online



Design Sustainability and the Arts



MAIN STREET AMERICA

Design



Design Elements



Façade Grants:

- Low VOC (Volatile organic compounds) paints
- Reuse

Design – Bike Paths & Car Charging



NE/SE 20s Bikeway Project North Section

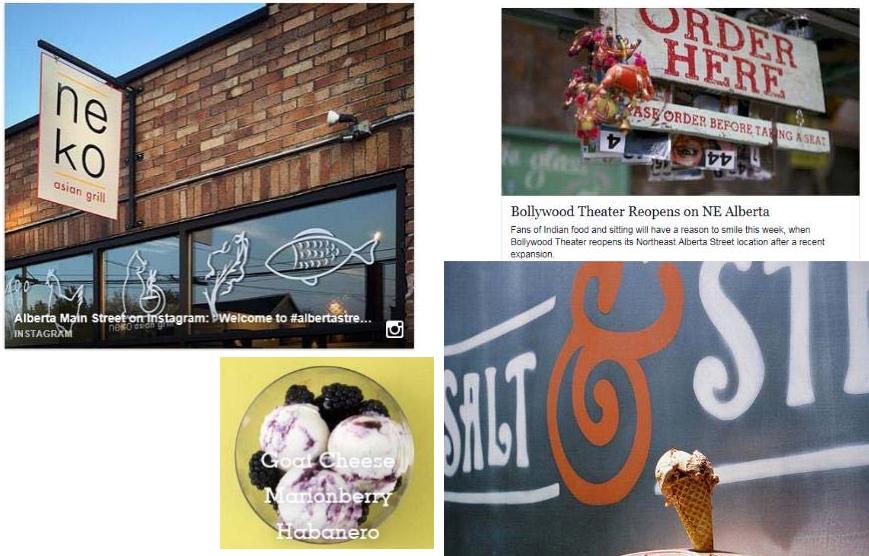
Design Options

- 20s Bikeway: Bike Master Plan Route
- Route Options
- Existing Improved Bikeways
- Surface Condition: Concrete
- Transit Route
- Slope Topography
- Neighborhood Greenway
- Bike Lanes
- Buffered Bike Lanes
- Enhanced Pavement Markings
- Bike Corridor 1: 1-way bike lane + 2-way Neighborhood Greenway
- Bike Corridor 2: 2-way bike lane + 2-way Neighborhood Greenway
- Bike Corridor 2: Enhanced Pavement Markings + 2-way Greenway
- Requires Parking Removal
- Curb extensions w/crosswalk
- Median Island w/crosswalk
- Beacon w/ crosswalk
- Rapid flash or HAWK
- Other

Crossing Improvements

Photo: A group of people at a ribbon-cutting ceremony for a new bike lane.

Economic Development



Bollywood Theater Reopens on NE Alberta
Fans of Indian food and sitting will have a reason to smile this week, when Bollywood Theater reopens its Northeast Alberta Street location after a recent expansion.

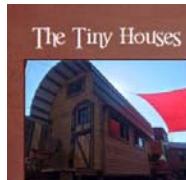
Sustainability/Green Businesses



Tiny Hotels and Tiny Retailers



Wanderlust Men's and Women's Apparel store



Roly Poly



Kangablue

Welcome to Caravan: The Tiny House Hotel!



Caravan is a one-of-a-kind, boutique hotel located in the heart of the popular and funky Alberta Arts District in Portland, Oregon. Caravan is an urban oasis where travelers from around the world can experience what it's like to stay in a beautiful, custom-built tiny house.

Caravan is the first Tiny House Hotel in the United States. These tiny houses are built on trailers with wheels and range in size from 100-300 square feet. All of the

All that Alberta Does is About Getting to their Shared Vision



Establishing Long and Short-Term Strategies

- Board Responsibility
- Retreat or planning meeting (with the board committees, and key stakeholders)
- Annually establish the overarching goals (transformation strategies) for downtown
- Establish goals for the the organization
- Identify the strategies and overall goals for the downtown and organization
- Provide as a guide to committees



Why We Do Work Plans

- Project management tool – 12-18 month “to-do” list
 - Improves success rate of projects
 - Reduces confusion and conflict
- Volunteer management tool
 - Motivates volunteers to achieve a goal
 - Spreads out the workload
 - Doesn’t waste volunteer’s time
 - manages their time
- Evaluation Tool
 - Provides benchmarks for success
- Fundraising Tool
 - Attracts donations for specific projects
- Record-keeping tool
- Required for National Accreditation



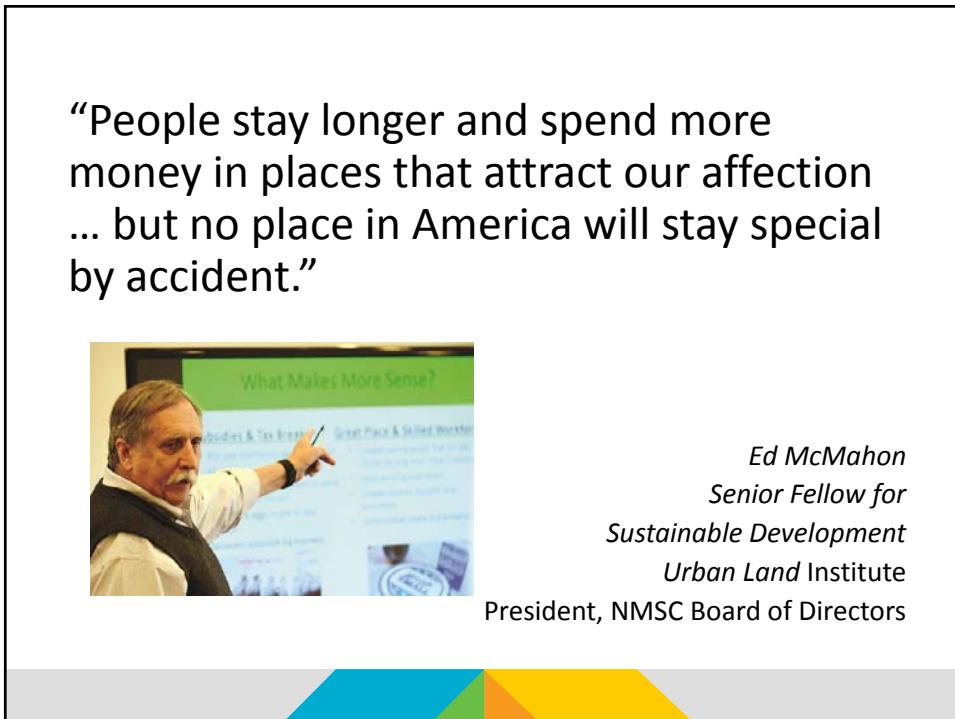
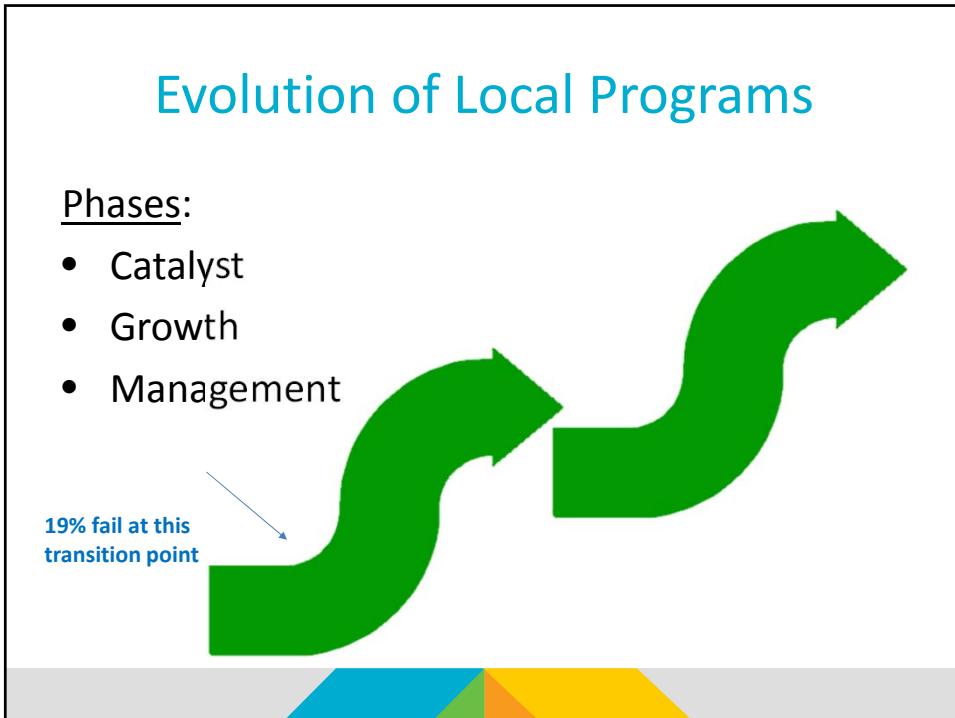
Outlining Priorities, Goals, and Project

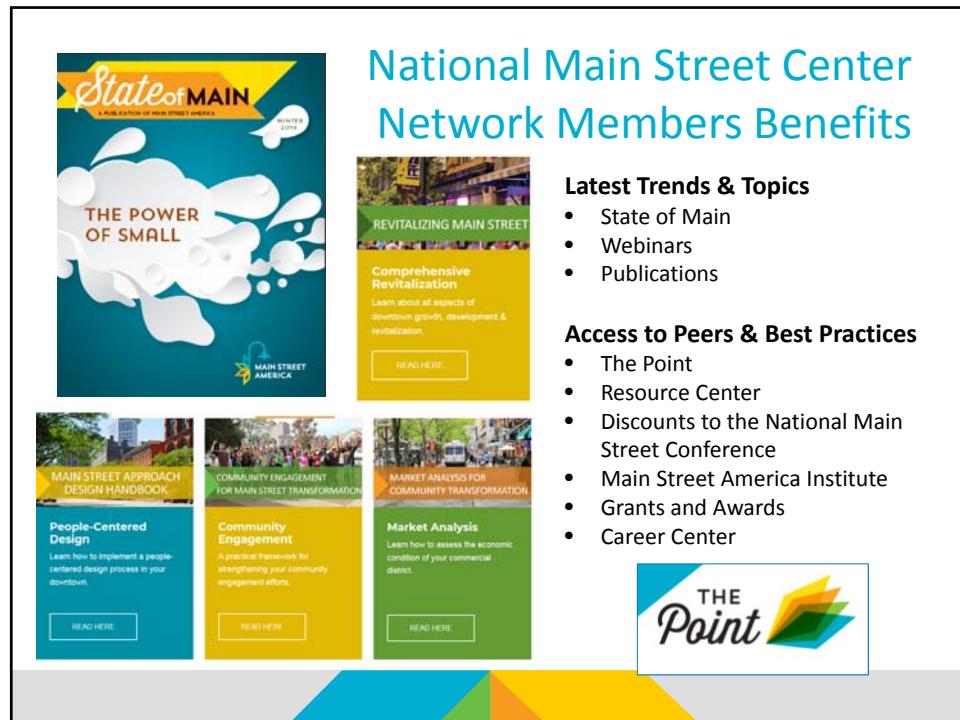
POINT	FOCUS	LEVEL OF PRIORITY	MAIN GOAL (S)	POTENTIAL PROJECT (S)
ORGANIZATION	VOLUNTEERS (3-Rs)			
	PARTNERS			
	FUNDRAISING			
	COMMUNICATION & PR			
PROMOTION	BRANDING / IMAGE			
	BUSINESS PROMOTIONS			
	SPECIAL EVENTS			
ECONOMIC RESTRUCTURING	EXISTING BUSINESSES			
	BUSINESS RECRUITMENT			
	ENTREPRENEURSHIP			
	USE OF SPACE			
DESIGN	BUILDINGS			
	PUBLIC AREAS			
	DESIGN ASSISTANCE			
	STRATEGIC PLANNING			

Work/Action Plan Development

- Board establishes Committee Goals & Objectives
- Committees brainstorm potential activities to meet objectives
- Committees develop detailed Work Plans for each activity
- Board reviews and approves Work Plans
- Committees implement Work Plans as approved by the Board
- “Working” documents at Committee meetings

2019 Work Plan Committee





National Main Street Center Network Members Benefits

State of Main
A publication of Main Street America

THE POWER OF SMALL

REVITALIZING MAIN STREET
Comprehensive Revitalization
Learn about all aspects of downtown growth, development, & revitalization.
[READ HERE](#)

MAIN STREET APPROACH DESIGN HANDBOOK
People-Centred Design
Learn how to implement a people-centered design process in your downtown.
[READ HERE](#)

COMMUNITY ENGAGEMENT FOR MAIN STREET TRANSFORMATION
Community Engagement
A practical framework for strengthening your community engagement efforts.
[READ HERE](#)

MARKET ANALYSIS FOR COMMUNITY TRANSFORMATION
Market Analysis
Learn how to assess the economic condition of your commercial district.
[READ HERE](#)

Latest Trends & Topics

- State of Main
- Webinars
- Publications

Access to Peers & Best Practices

- The Point
- Resource Center
- Discounts to the National Main Street Conference
- Main Street America Institute
- Grants and Awards
- Career Center

THE Point



Start-Up Membership Special - \$150

Be a part of the national movement.

Join our exclusive Start-up Membership Program to gain access to valuable tools and resources at a significantly discounted rate of only \$150!

Benefits include:

- **The Point**
Access to our online member networking platform where you can connect and share resources with other revitalization professionals
- **Main Street News**
A weekly e-newsletter containing trends, stories from the field, and need-to-know information
- **Discounts**
Exclusive low rates to the annual Main Street Now Conference and the Main Street America Institute
- **State of Main**
Our annual printed publication that serves as an annual report and industry journal
- **Resource Center**
A digital library of must-read revitalization publications, exclusive training materials, and topic-based toolkits
- **Free Webinars**
Convenient, accessible professional development and online training opportunities
- **Job Postings**
Access to the Main Street and preservation-specific Career Center
- **Insurance**
Tailored insurance products from the National Trust Insurance Services, LLC
- **Preservation Resources**
Complimentary membership with the National Trust for Historic Preservation

Valued at \$350, this special discounted rate is available to new members for two consecutive years. This rate is based on the number of members in your community in accordance with their Accreditation status. This exclusive offer is a benefit of your participation with your statewide Coordinating Program.

[Visit mainstreet.org to learn more.](#)

I want to become a Start-up Member!

Access valuable resources for your revitalization effort at a special discount of \$150 per year! This rate is available for two consecutive years. Members will automatically be transitioned to a new tier in year three.

Contact Information:

Coordinating Program: _____
Organization Name: _____
Contact Name & Title: _____
Mailing Address: _____
Phone: _____
Email: _____
Website: _____

Payment Information:

My check is enclosed, made payable to: National Main Street Center, Inc.
 Charge my credit card

Type (circle one): Visa MasterCard American Express
Credit Card Number: _____
Exp. Date: _____
Name on Card: _____

Complete this form and send with payment to:

National Main Street Center
Attention: Main Street Membership
85 W. Jackson Blvd., Suite 1000
Chicago, IL 60604

Closing Thoughts

- There is not ONE way to Main Street success – find the path that will work for your community
- Focus on building a strong foundation
- The more, the merrier
- Set high expectations
- Celebrate every success
- Keep learning and stay connected.
- Use Virginia Main Street to help!
- Never, ever ever ever give up!

Q & A



www.mainstreet.org

Kathy La Plante

Senior Program Officer &
Director of Coordinating Program Services
National Main Street Center
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KLaPlante@savingplaces.org