



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**

Partners for Better Communities

DHCD is committed to creating safe, affordable and prosperous communities to live, work and do business in Virginia.





Economic Vitality Essentials

Knight Soul of the Community

Why People Love Where They Live and Why It Matters: A National Perspective



Physical Beauty



Socializing Opportunities



Openness

What is Main Street?

- Asset-based economic development
- Powered by a shared vision and grassroots initiatives
- A network of people and tools to nurture economic potential
- Implemented within the context of historic preservation
- Embraces and builds upon the existing economy



The Main Street Approach®



The Main Street Approach®

Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

**ECONOMIC
VITALITY**

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces

DESIGN

**COMMUNITY
TRANSFORMATION**

ORGANIZATION

PROMOTION

Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience

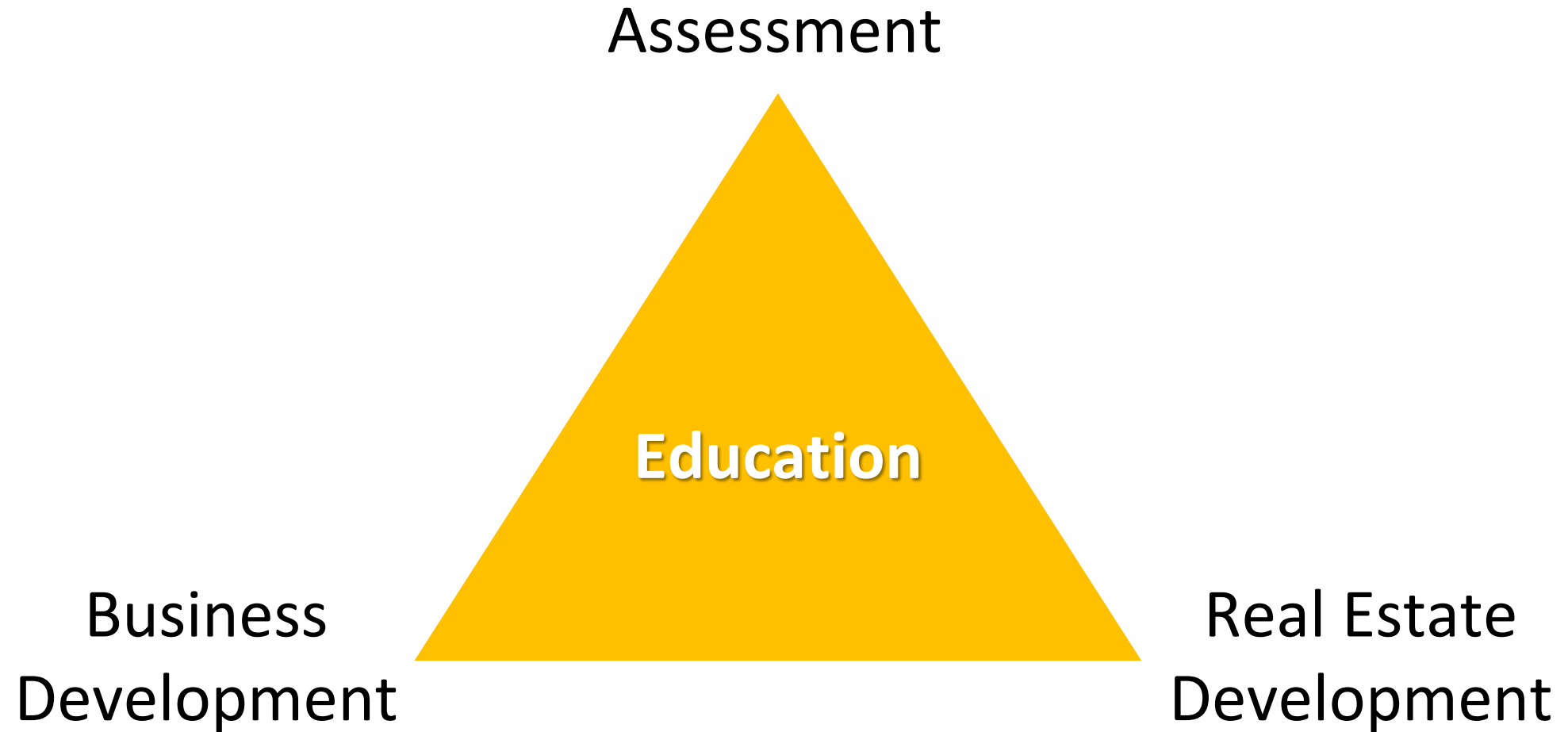


Why Economic Vitality?

To improve economic performance of the district by:

- Learning about the district's current economic condition and opportunities for market growth
- Strengthening existing businesses and recruiting new ones
- Working with property owners and partners to promote the strategic use of space and development
- Forging economic development partnerships to assemble training and mentoring, financial incentives, and access to capital.

Areas of Focus



Who powers Economic Vitality?

Team members could include:

- Merchants
- Property owners
- Realtors
- Mortgage bankers
- Consumers
- Marketing professionals
- Developers
- Stock brokers
- Business students
- SBDC representatives



Assessment

You need to know...

...your History

...your Downtown District

...your Customer Base

Determine & Understand
your market position



FARMVILLE
DOWNTOWN
the beat of the heartland

Gather what information exists

- Gather census information, sales tax data, and any market studies
- Create and maintain an inventory of properties and businesses
- Identify gaps in information and research that needs to be done



esri™

United States™
Census
Bureau



Discover the District's Economic Strengths

Survey...

- Businesses for highest revenue days, business barriers and needs, and customer buying patterns
- Customers for favorite businesses, shopping hours, and new business desired

What 3 things bring you to Onancock most often?



Know the Market Demand

- Conduct a retail sales gap analysis
- List businesses the district may be able to support

Retail Stores	20% of PTA Outflow	10% Of STA Outflow	Potential Capture	Sales per Square Foot	Calculated Capture
Selected Retail Categories Below	10,316,222	3,460,148	13,776,370		100,174
Furniture Stores	531,279	68,840	600,119	141.84	4,231
Home Furnishing Stores	389,431	55,913	445,344	167.75	2,655
Household Appliances Stores	118,198	21,387	139,585	245.44	569
Radio, Television, Electronics Stores	308,469	65,969	374,438	207.17	1,807
Computer and Software Stores	139,355	20,335	159,690	207.17	771
Camera and Photographic Equipment Stores	18,107	4,010	22,117	542.63	41
Building Material and Supply Dealers	3,818,381	589,463	4,407,844	142.38	30,958
Hardware Stores	331,932	44,837	376,770	121.08	3,112
Grocery Stores	852,294	638,056	1,490,350	371.79	4,009
Health and Personal Care Stores	(2,432,126)	324,542		247.29	
Clothing and Clothing Accessories Stores	690,841	211,476	902,317	164.60	5,482
Women's Accessory & Specialty	(456,960)	36,877		164.60	
Shoe Stores	151,703	31,317	183,021	158.81	1,152
Jewelry Stores	86,212	20,844	107,056	263.92	406
Luggage and Leather Goods Stores	16,679	2,065	18,744	198.82	94
Sporting Goods Stores	172,116	24,796	196,912	153.46	1,283
Hobby, Toys and Games Stores	136,935	17,840	154,775	146.28	1,058
Sew/Needlework/Piece Goods Stores	39,506	5,233	44,739	74.91	597
Book Stores	121,513	15,018	136,532	161.16	847
General Merchandise Stores	2,166,218	670,335	2,836,552	133.90	21,184
Florists	(716)	9,618	8,902	149.82	59
Gift, Novelty and Souvenir Stores	92,702	23,293	115,995	168.55	688
Foodservice and Drinking Places	2,829,692	533,015	3,362,707	201.63	16,678
Drinking Places -Alcoholic Beverages	194,462	25,069	219,531	88.07	2,493

Develop Market Positioning

Example: “Downtown specializes in rejuvenating the mind, body, and spirit; offering pensive arts, refined entertainment, rural exercise, and elegant relaxation within a revitalized historic setting. Downtown caters to sophisticated women and their families through the region.”

SPOTLIGHT

TRANSFORMATION STRATEGY EXAMPLES

Elder-Friendly & Aging-In-Place

Districts that help people continue living independently for as long as possible by providing goods, medical and social services, and a safe, accommodating, environment.



Food

Districts that aim to expand the role of food sales and food service by supporting the development of restaurants, cafes, caterers, farmers' markets, and food production spaces.



Facilitate Advocacy & Assistance

High-touch Techniques

- Face to face conversations
- Block captains or business visitation programs
- Conversations with local economic development partners to provide updates and identify ways to collaborate.

High-tech Techniques

- Electronic communications to connect – website
- Social media
- Email blasts and updates





Staunton's Ambassador Task Force



South Boston's Keep Entrepreneurs Program



Farmville's Facebook Merchant Group



Danville's Small Business Networking Event

BUSINESS RESOURCES

[Develop a Business Plan](#)

[Conduct a SWOT Analysis](#)

[Estimate Costs & Expenses](#)

[Funding Sources](#)

[Choose A Business Structure](#)

[Choose a Business Name](#)

Contacts

[Onancock Main Street](#)

[Town of Onancock](#)

[Accomack County](#)

[ESVA Chamber of Commerce](#)

Promotion

[Ideas for your website](#)

[Facebook and your business](#)

[Instagram and your business](#)

[Google AdSense to advertise](#)

Cost of an Empty Building

Donovan Rypkema, PlaceEconomics

[Calculate the Cost >>](#)



Receipt for Cost of An Empty Building	
Bill to:	Receipt # 1010
The Community	Due: 1/1/21
101 Main Street, NC	
DESCRIPTION	COST
Sales not made.....	
Rent not collected.....	\$365,000
Dessert purchases from local bakery not made.....	\$21,875
Wages not paid.....	\$18,100
Legal, Accounting, and Professional Services not used.....	\$96,800
Insurance premiums not paid.....	\$1,820
Advertising not purchased.....	\$3,450
Business fees and licenses not secured.....	\$2,300
Interest and bank charges not paid.....	\$264
Office supplies not bought.....	\$1,150
Motor Vehicle expenses not incurred.....	\$460
Telephone and Internet services not used.....	\$2,825
Utilities not paid.....	\$1,725
Sales tax not collected.....	\$3,450
	\$25,500

Promote Opportunities

- Simply market properties, buildings and spaces
- Strategies to maximize space should consider:



Adaptive Reuse



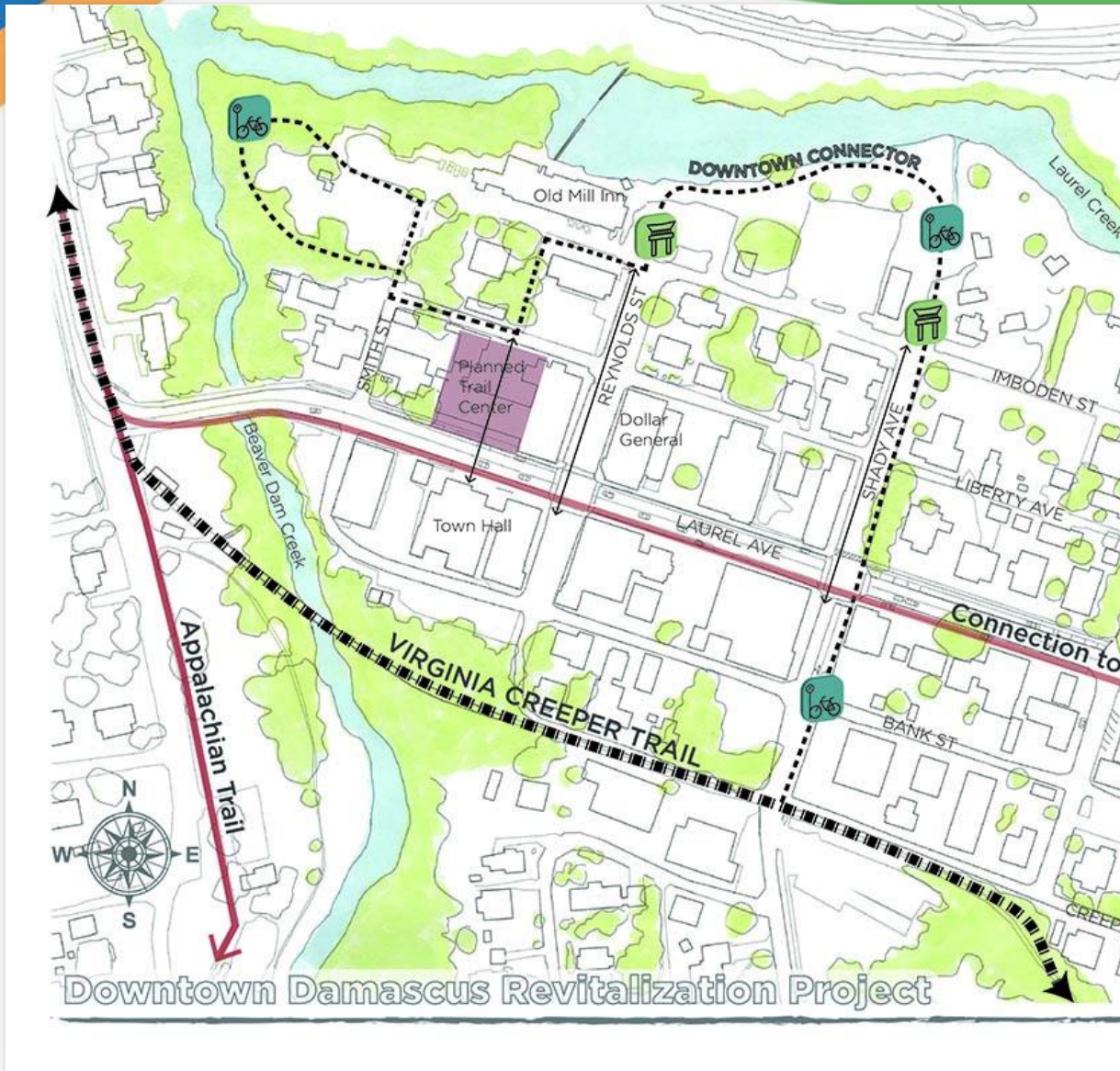
Micro-retail



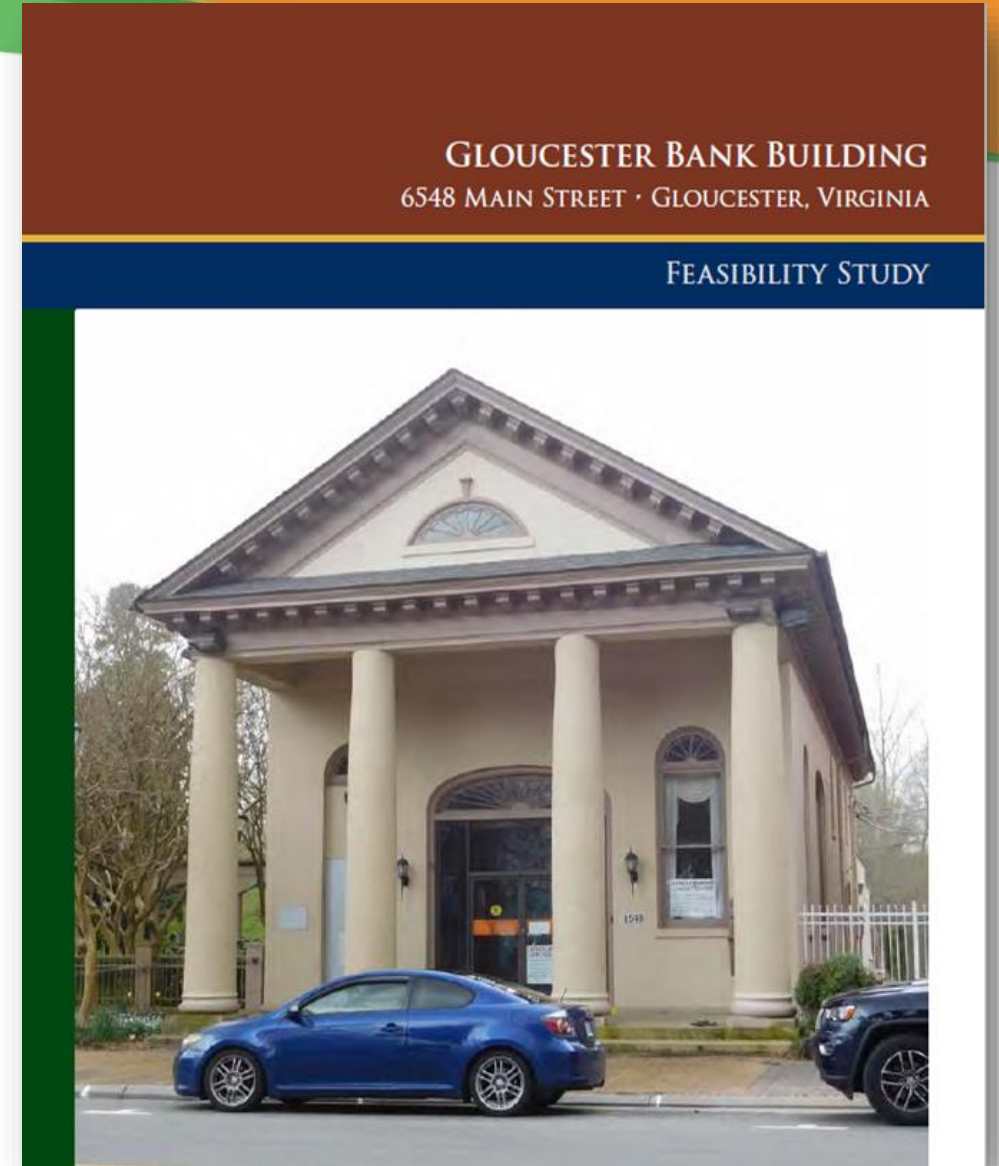
Pop-up Spaces



Shared Spaces



Downtown Damascus Revitalization Plan



Gloucester's Feasibility Study



Harrisonburg's Agora Downtown Market



Eagle River's (WI) Window Treatment



est. 1810

THIS IS MSM

OUR DOWNTOWN

SIGHTSEEING

HAPPENINGS

INVEST IN DOWNTOWN

Downtown Properties - Available Now!

Check out downtown rentals and contact the agent or owner for more information!



Excellent two-story corner building

All brick corner building with great curb appeal and window frontage. A mixed-use opportunity waiting to happen. With over ten-thousand square feet to play with there is no limits on potential and creative reuse. Restaurant/retail on first floor and residential on second. 115 E. Murford St, McMinnville, TN 37110
Zoning: C-1

More information & pricing, call 931-273-2636



Great opportunity on Main Street

Brick building with excellent window frontage great for commercial displays At twenty one hundred square feet to play with the possibilities are endless. Located at 215 E. Main

McMinnville (TN) Downtown Property Listings



Bristol's Loft Tour

GRAPEVINETEXAS THINGS TO DO EVENTS HOTELS SHOP WINE & DINE PLAN TICKET

MEETINGS & GROUPS

- Meet the Team
- Submit an RFP
- Hotels
- Services
- Meeting Facilities & Venues
- Group Tours
- FAM Tours**
- Grapevine Group Itineraries
- Regional Group Itineraries
- Sports
- Transportation
- Weddings

FAM Tours

Come see why so many meeting planners, group tour operators, and leisure travelers love coming to Grapevine. The Grapevine Convention & Visitors Bureau offers several familiarization tours, better known as FAM tours, throughout the year. Whether you are a tour operator, travel agent or meeting planner, we can plan a FAM tour that will introduce you to the sites and attractions of Grapevine, before you need to sell the city to your clients. The CVB also hosts a variety of FAM tours for members of the media, offering many opportunities to tell the stories of Grapevine, from winery tasting rooms and the Texas Wine Industry to family-friendly travel to outstanding meeting and convention destination and much more. Allow us to customize a one-on-one tour for you, or join others on a group FAM tour.

If you are a group tour operator or travel agent and interested in attending a Leisure Sales FAM, contact Heather Egan, Director of Leisure and International Sales at +1.817.410.3561 or HEgan@GrapevineTexasUSA.com.

If you are a member of the media and interested in attending a Media FAM, contact:

Kimber Foster
Director of Marketing & Brand Management
+1.817.410.3578

PRESENTATION FOR

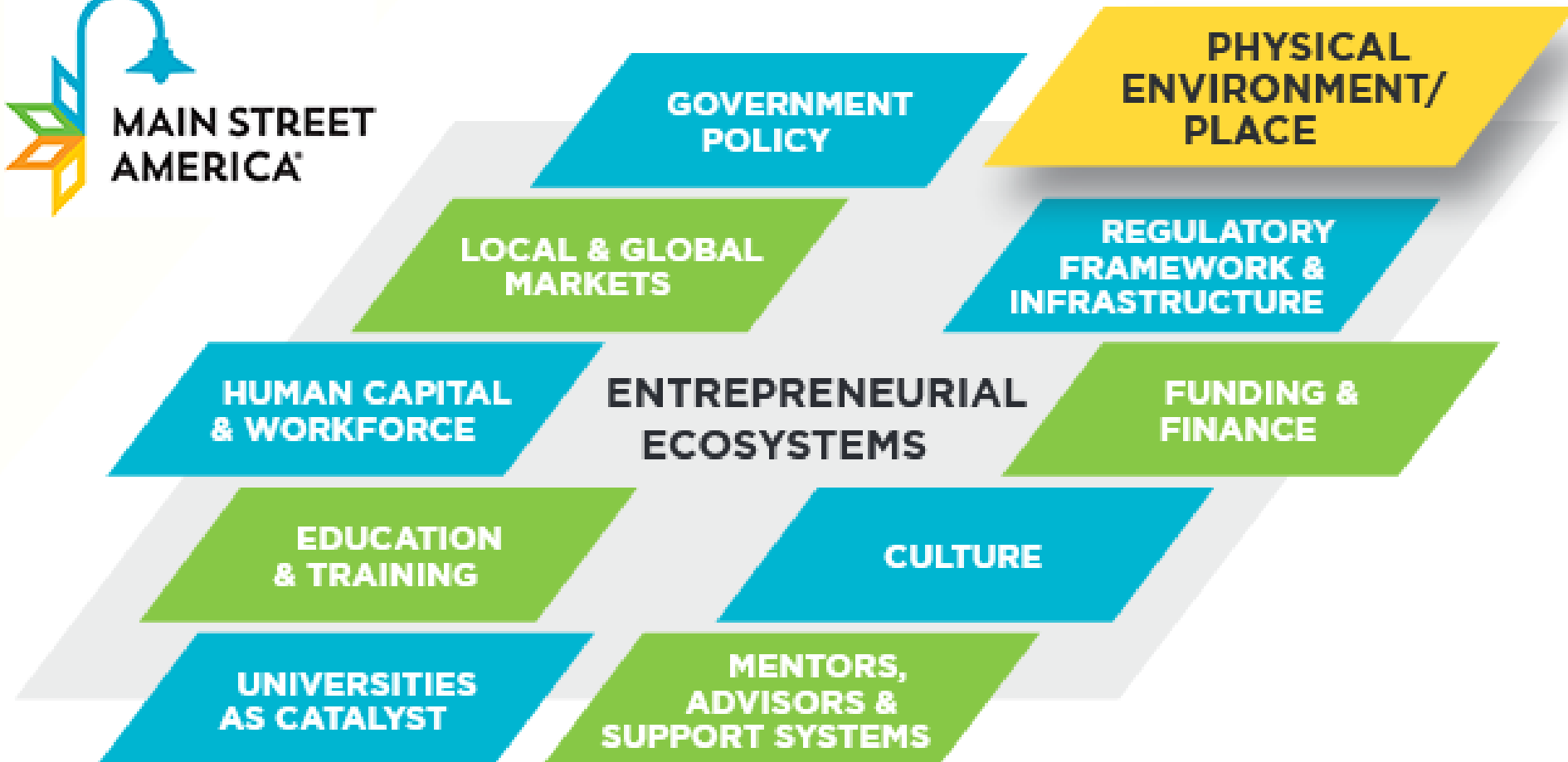
Grapevine (TX) Familiarization Tour

Leverage Expertise of Partners

- Local Government
- Chambers of Commerce
- Area Economic Development Organizations
- Foundations
- Universities and Extension Offices
- Small Business Development Centers
- Utility Providers
- Financial Institutions
- Brokers and Real Estate Firms
- Marketing and Media Organizations



Explore Your Entrepreneurial Ecosystem



Develop Incentive & Financing Options

- Enterprise Zone
- Opportunity Zone
- Tourism Development Zone
- Technology Zone
- HUBzone
- Revolving Loan Fund
- Facade Grant
- Historic Tax Credits
- Small Business Development Center
- Virginia Small Business Financing





SCHEMATIC DESIGN ONLY NOT FOR CONSTRUCTION	SHEET 3 OF 3	06/09/2021 86002.00.02	40-42 Market Street Onancock, Virginia	Onancock Main Street Initiative	VIRGINIA MAIN Street VIRGINIA BUSINESS OF PROGRESS AND COMMUNITY DEVELOPMENT	FRAZIER ASSOCIATES ARCHITECTURE • COMMUNITY DESIGN • INTERIOR 215 NORTH ADAMS STREET, SPANGLER, VA 22441 PHONE: 540.438.4871 • www.frazierassociates.com
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Onancock's Chandler Building Potential

Blackstone's Community Business Launch



Emporia (KS) Business Investment Guide



Waynesboro's Entrepreneur's Guide

Results

What measures will tell us we are on track to achieve success:

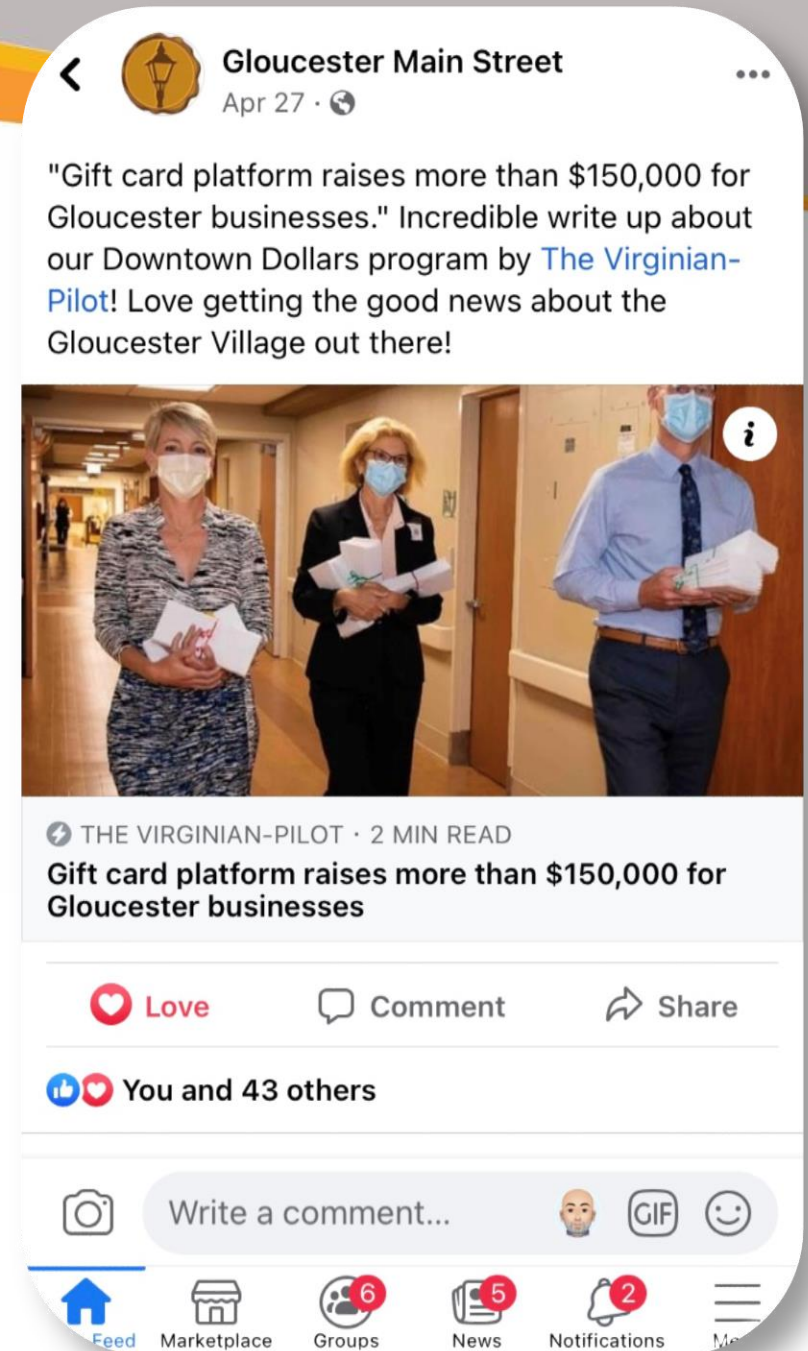
- Private investment
- Public Investment
- New businesses + jobs
- Closed businesses + jobs
- Downtown housing units
- Number of commercial spaces
- Number of vacant spaces
- Average rental rate/ft²
- Jobs census for the district
- Real property assessment
- Local sales tax
- Restaurant food tax
- Lodging tax



Communicate Excitement & Progress

Use your marketing channels to:

- Highlight achievements
- Recognize support
- Create the backdrop for on going economic development



Key Steps

1. Invest time to build relationships and trust
2. Create and maintain a current inventory, market information, and statistics tracking progress
3. Build on assets in a way that offers opportunities for existing businesses to grow, and for new businesses and uses to join the mix
4. Engage stakeholders in planning processes to help build ownership and to mobilize community's collective talent
5. Highlight accomplishments and showcase progress to create an air of excitement surrounding the district

Additional Resources

Main Street Resource Center | www.mainstreet.org

- MSA handbooks + guides
- Webinar series
- The Point

Virginia Main Street (VMS) | www.virginiamainstreet.com

- Blog
- Training resources
- Annual training calendar

Center for Nonprofit Excellence (CNE) | www.thecne.org

- Learning partner and advisor to Virginia nonprofits



Questions / Contact:



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