

Switch to Six Training Series

Broad-based Community Commitment to Revitalization

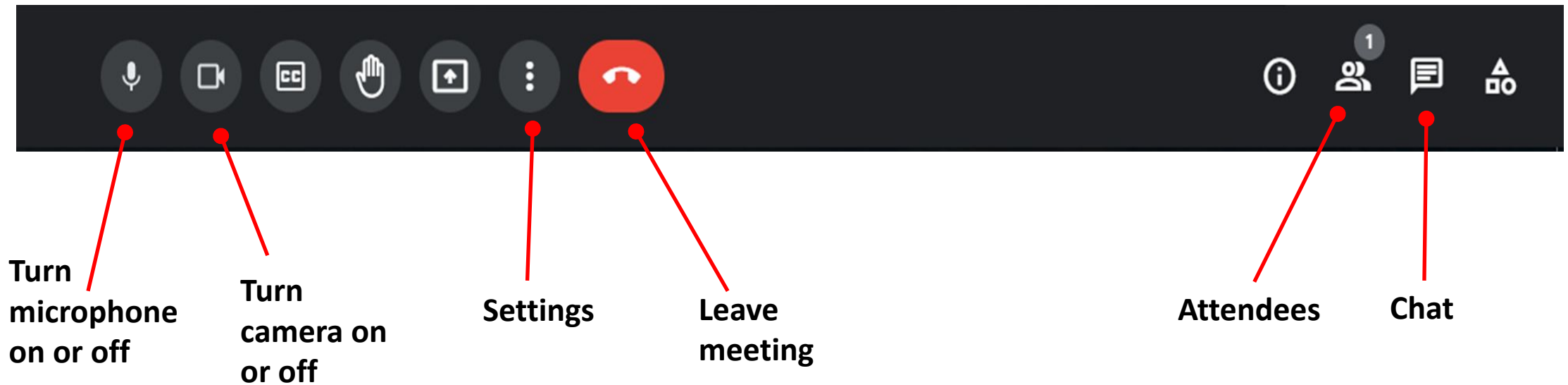
January 19, 2023

11 a.m. - 12:15 p.m.



WELCOME!

- Please mute yourself
- This webinar is being recorded
- Use the Chat feature for questions



The background features a large, light blue logo for the Department of Housing and Community Development (DHCD) of the Commonwealth of Virginia. The logo consists of a stylized house icon on the left, with the word "VIRGINIA" in a serif font above the word "DHCD" in a bold, sans-serif font.

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

As a Main Street America™ Coordinating Program, Virginia Main Street helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



Switch to Six Training Series

**Broad-based
Community
Commitment to
Revitalization**

[Mini-Video Explanation](#)

**Inclusive
Leadership and
Organizational
Capacity**

[Mini-Video Explanation](#)

**Diverse Funding
and Sustainable
Program Operations**

[Mini-Video Explanation](#)

**Strategy-Driven
Programming**

[Mini-Video Explanation](#)

**Preservation-Based
Economic
Development**

[Mini-Video Explanation](#)

**Demonstrated
Impact and
Results**

[Mini-Video Explanation](#)

2023 VMS Event Calendar

Jan 19	Webinar: Broad-based Community Commitment to Revitalization
March 16	Webinar: Inclusive Leadership & Organizational Capacity
May 15-19	Rev Ups: Diverse Funding & Sustainable Program Operations
July 15	Webinar: Demonstrated Impact & Results
Sept 11-15	Rev Ups: Preservation-based Economic Development
Nov 9	Webinar: Strategy-driven Programming

[Event Calendar &
DHCD Workshop Registration](#)

Standard 1:

Broad-Based Community Commitment to Revitalization

Reflects that the successful and sustainable revitalization effort is the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in the downtown

Key Areas of Focus

1. Partnerships & Collaborations
2. District & Community Outreach
3. Communication & Public Relations

Today's Speaker



Amanda Elliott

Senior Program Officer and Director of California Programs



Amanda is responsible for delivering comprehensive commercial district revitalization technical services to partner communities and coordinating programs across the country.



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™

A photograph of a vibrant main street scene. The street is lined with historic brick buildings, some with storefronts like 'CARSON' and 'WE BELIEVE'. Street lamps and small trees are planted along the sidewalk. In the foreground, a market stall with a yellow tablecloth is visible, and people are walking along the street. The scene is bright and sunny, with trees and a clear blue sky in the background.

BROAD BASED COMMUNITY COMMITMENT TO REVITALIZATION

JANUARY 19, 2023

AMANDA ELLIOTT

SENIOR PROGRAM OFFICER &
DIRECTOR OF CALIFORNIA MAIN STREET

BROAD BASED COMMUNITY COMMITMENT TO REVITALIZATION

❖ Where We Started

- ☐ Why Standards are Important
- ☐ Accreditation Framework

❖ Partnerships & Collaboration

- ☐ Building Partnerships
- ☐ Funding
- ☐ Volunteers

❖ District & Community Outreach

- ☐ Stakeholder engagement
- ☐ Working with city staff & elected official

❖ Communication & Public Relations

- ☐ Telling Your Story
- ☐ Assessing PR efforts & Impact

❖ Q&A

WHY THE NEW STANDARDS ARE IMPORTANT

- A very important tool for local Main Street programs *to review the progress made towards building a comprehensive revitalization program.*
- A more holistic framework **bringing together foundational elements for success.**
- An important opportunity to **elevate our focus...** from routine, task-oriented, project-based programming to **Strategy-driven.**
- A **mark of distinction** that reflects a commitment and dedicated efforts to building, growing, and sustaining successful district revitalization.



WHY IS ACCREDITATION IMPORTANT

- + Requirements help programs with fundraising, volunteer development, and overall sustainability
- + Challenges the board to organize and grow
- + Illustrates accountability and credibility to your partners, community, and volunteers
- + Eligibility to apply for the Great American Main Street Award



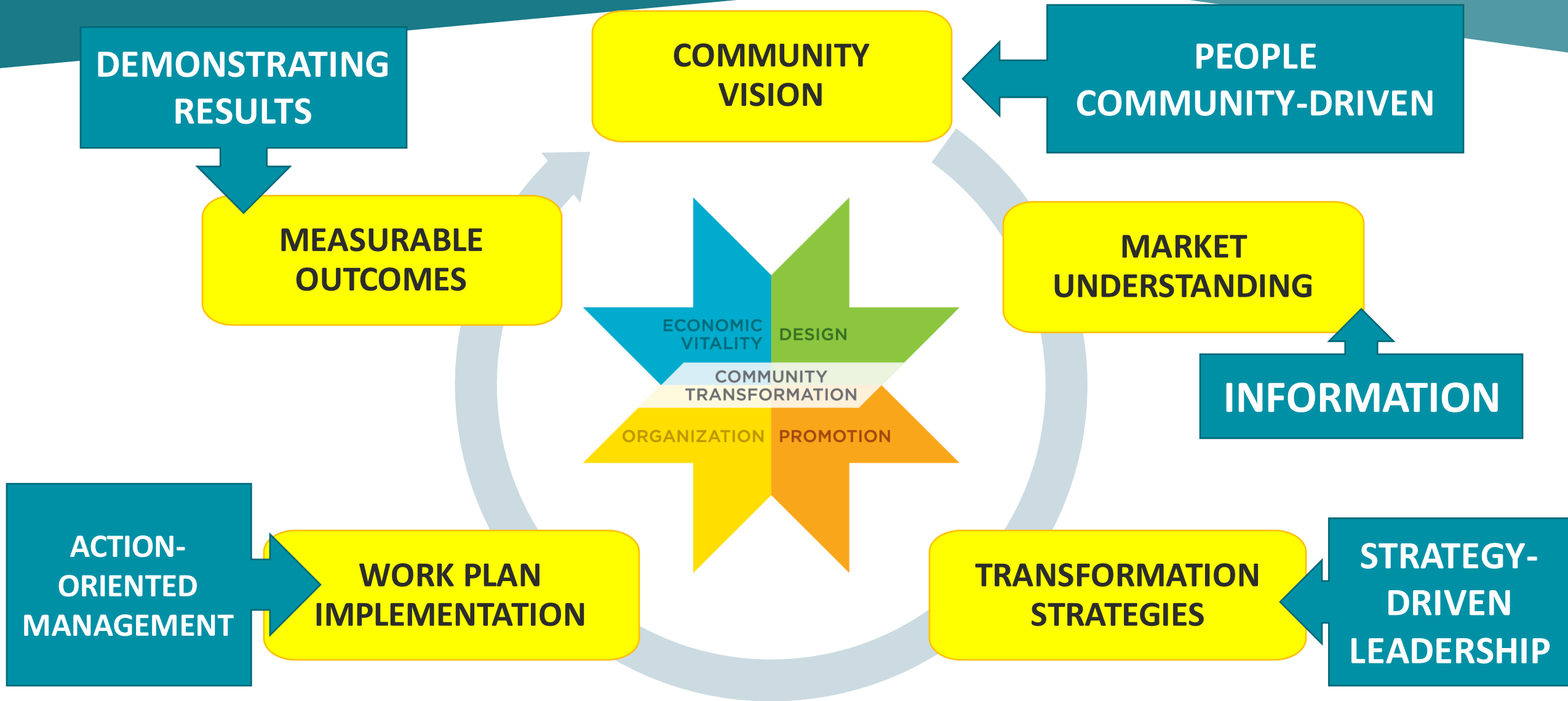


New MSA Community Accreditation Framework

OBJECTIVES

- *Meet communities where they are and guide their revitalization efforts*
- *Offer a more holistic set of Main Street America Community Accreditation Standards*
- *Provide an empowering model of collaboration for local revitalization*
- *Elevate the value of the recognition as a “Nationally Accredited” Community or Commercial District*

LEADING THE REVITALIZATION JOURNEY



FOSTERING OUR COMMUNITY'S SENSE OF OWNERSHIP IN ITS DOWNTOWN

**Broad-based
Community
Commitment to
Revitalization**

- 1. Partnerships and collaborations***
- 2. District & community outreach***
- 3. Communication & public relations***



STANDARD I – BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

Broad-based Community Commitment to Revitalization

Key areas of focus:

1. Partnership and Collaboration
2. Community Outreach
3. Communication & Public Relations

Sample Metrics

I. PARTNERSHIPS AND COLLABORATIONS

INDICATOR I: Main Street has developed partnerships and collaborations with local governments that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include:

- a. Participation in strategy development and planning.
- b. Collaborations in the implementation of programming or work plans.
- c. Monetary and non-monetary resources for the Main Street program.
- d. Engagement of elected officials and/or staff in the Main Street program Board and committees.
- e. Promoting the district revitalization and their partnership with Main Street.

Score 1 - 5: _____

TYPICAL MAIN STREET PARTNERS

- + Property Owners
- + Retail & Restaurant Business Owners
- + Service Business Owners
- + Financial Institutions
- + Utilities
- + Preservationists
- + Residents
- + Corporations and Industry
- + City and County



PARTNERSHIPS & COLLABORATIONS



- Connect with leaders at partner organizations to promote engagement.
- Define and prioritize goals.
- Build new partner relationships and strengthen long-standing ones.
- Ensure screening and referral protocols are seamless.

PARTNERSHIPS & COLLABORATIONS



- Reach out and build relationships with key stakeholders. Listen to their concerns, work hard to foster their understanding of the revitalization agenda, and gain their trust, commitment, and participation.
- Develop strong partnerships that expand the program by making the resources of other organizations available to help get projects done.

PARTNERSHIPS & COLLABORATIONS - FUNDING



- Devote time to building relationships with potential funding sources and learning how the Main Street program can address their funding goals.
- MS revitalization should be a priority for both the private and public sectors. Any organization, business, or individual who might benefit from the district's revitalization should invest in the program.

PARTNERSHIPS & COLLABORATIONS - FUNDING



- MSA recommends that all local programs have an assorted and diversified revenue stream. Having a variety of funding streams helps support the financial stability of the program and ensures that any change in funding from a primary source will not negatively impact the progress efforts in the community.

PARTNERSHIPS & COLLABORATIONS - FUNDING



- + Find your strategic partners
- + Diversify sources
- + Communicate

Funding for Downtown

PARTNERSHIPS & COLLABORATIONS - VOLUNTEERS



- Volunteers help to gain community support and provide community outreach
- Volunteers also provide special expertise and help to accomplish more with limited funds
- Engaging with volunteers demonstrates community support for the program
- Volunteers help prevent manager/director burnout by providing extra help for projects, programs and events.
- Volunteer engagement also creates opportunities for youth involvement.

PARTNERSHIPS & COLLABORATIONS IN ACTION

RICHMOND MAIN STREET PROPERTY BUSINESS IMPROVEMENT DISTRICT 2012- 2017 2017-2022 2022- 2027



**Small
Business
Training**



**Spirit & Soul
Festival**



**Rich City
Rides**

PARTNERSHIP & COLLABORATIONS QUESTIONS?



DISTRICT & COMMUNITY OUTREACH



- District & community outreach that connects district stakeholders and all sectors of the community with revitalization, fostering engagement and investment in the Main Street program.
- Builds a strong foundation and develops strong partnerships that expand the program by making the resources of other organizations available to help projects get done.
- And builds structure for the board and staff of the Main Street organization.

DISTRICT & COMMUNITY OUTREACH



Brings the community together to build consensus, a common vision, develop partnerships, add resources, and lead revitalization

Community outreach

- strengthens key existing economic enterprises,
- improves district marketing
- Requires one to one contact to build trusting relationships
- Outreach in multiple languages when possible

DISTRICT & COMMUNITY OUTREACH

Community Engagement /Partnership Building

- Property Owners/ Developers
- Business/Property owners
- City Agency leadership and line staff
- City Council members and other elected officials
- Residents and civic associations
- Nonprofit organization

DISTRICT & COMMUNITY OUTREACH

Residents and civic

organizations: Provide volunteers, expertise, and political support to make the Main Street agenda happen

keep in mind...

- residents are human capital
- neighborhoods fulfill connectivity needs
- resident roles & participation levels will vary



DISTRICT & COMMUNITY OUTREACH



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

residents wear many hats...

- staffer
- patron
- participator
- contributor
- issue advocate & supporter
- manager
- Information distributor

DISTRICT & COMMUNITY OUTREACH

Nonprofits and City Agencies: Expand the Main Street's ability to advance its revitalization goals. Collaborations are valuable to all Main Street programs, but they are especially important in neighborhood commercial districts where community-based entities have a strong presence.

- Business Associations
- Community Development Corporation (CDC)
- Neighborhood Association and Civic Organization
- Faith-based organizations
- Nonprofit organization



DISTRICT & COMMUNITY OUTREACH IN ACTION



Richmond Main Street worked with developer and other corporate sponsors to improve empty BART shell retail space. Added 3 new businesses creating 10 new jobs. Represents an investment of about \$6M of public and private funds.

DISTRICT & COMMUNITY OUTREACH QUESTIONS?



COMMUNICATION & PUBLIC RELATIONS



Chehalis, WA – 7,600+ population

<https://www.youtube.com/watch?v=vRIVJkCHovk&t=253s>

HOW DO WE TELL OUR STORY ABOUT THE LOVE WE HAVE FOR OUR DOWNTOWNS?



Why do you want/need to gain greater support, awareness and participation for downtown or your program?

What are your issues you've advocated for or will be advocating for in the future?

DEVELOPING SUPPORT MEANS TELLING YOUR STORY – HOW DO YOU TELL YOURS?

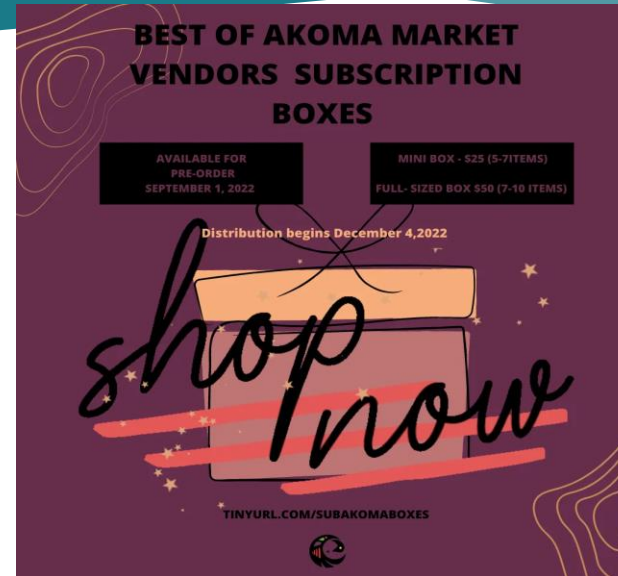


DOWNTOWN ARTESIA
WHERE LIFE, BUSINESS, ART & FUN THRIVE

Artesia MainStreet is proud to foster the economic development of historic downtown while supporting our very active and vibrant MainStreet community.

Downtown Artesia is made up of a very diverse set of businesses, groups, and organizations. The diversity of our MainStreet District is the heartbeat of our city, driving the economic, civic and creative landscape that our community is proud to display.

We are proud of our contribution and commitment to the long-term success of our district.



HOW ARE YOU TELLING YOUR STORY?

1. What are you doing well to tell your story?
2. What are the talking points you use when advocating for your program?

WHY IS PR IMPORTANT? IT HELPS BUILD A STRONG SENSE OF OWNERSHIP

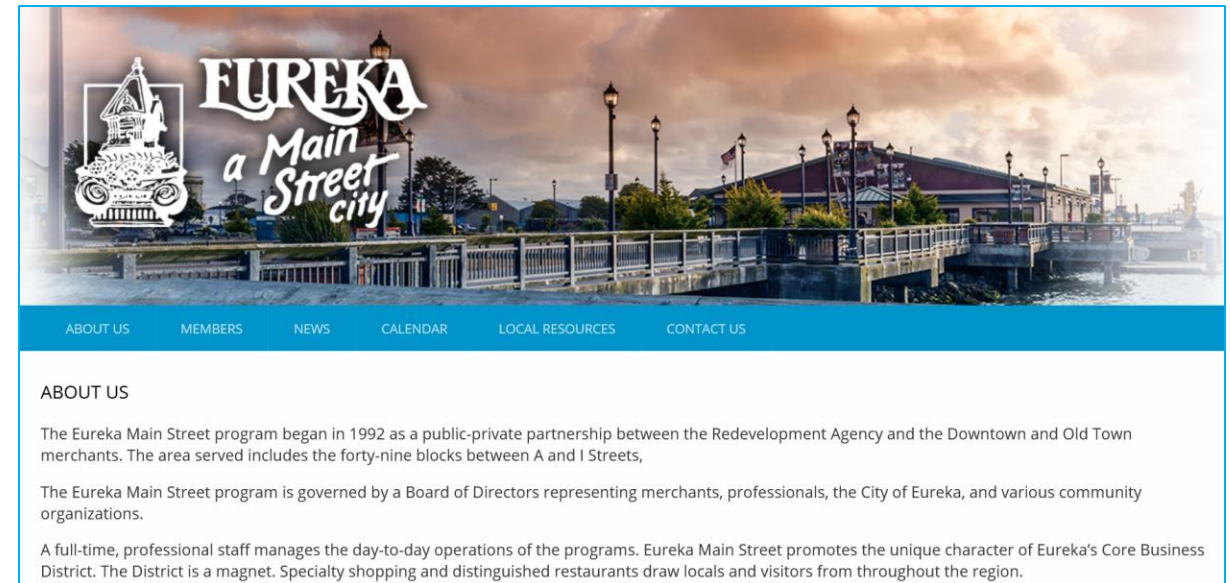


*that Results In Proactive
**Community Engagement
And Volunteerism***

Reach Out and Involve the Community

Public Relations Plan

- Websites
- Branding
- Main Street/Downtown brochure
- Newspaper articles
- Annual reports
- Newsletters
- Booths at events
- Social Media
- Hosting community events
- Partnerships



DOES YOUR WEBSITE INFORM AND ENGAGE?

WINE

DINE

SHOP

STAY

KNOW

EXPERIENCE

MERCHANTS



PASO ROBLES DOWNTOWN

Main Street Association

WHERE EVERYONE COMES TOGETHER!

SHOP

Gifts, clothing, antiques, boutiques, art

DINE

Restaurants, sidewalk cafes, tapas, delis

WINE

Wine tasting rooms, wineries, tours

STAY

Inn, hotel, B&B, vacation rentals

KNOW

Historical library, museums, architecture

EXPERIENCE

Events, culture, entertainment, community



ASSESSING YOUR PROGRAM'S PR EFFORTS



PUBLIC RELATIONS PLAN

+ Everything you do downtown is part of PR



WORK/ACTION PLAN DETAILS REQUIRED

2023 Work Plan _____ Committee

Economic Strategy:

Project:

Event date or Project Completion date:

Anticipated Results/Measures of Success:

Chair/Person Responsible:

Phone:

E-mail:

Project Team Members:

[illegible]

TOTAL: \$ _____ \$ _____

A list of projects will not be acceptable

Programming must show details such as expected outcomes and identify volunteers taking on leadership and tasks

GRASSROOTS + COMMUNITY DRIVEN

Share National Messaging

- Main Street is community-led, community-owned; it is not a top-down approach.
- Main Street is funded locally and depends on support from the community to sustain itself.
- Main Street empowers communities to set their own goals, leverage local leadership, and achieve results that are meaningful to them.
- Main Street builds leaders from within communities. It relies on the expertise and commitment from community members and helps activate local citizens in their own community transformation. These are passionate people who work day-in, day-out to improve the quality of life in their communities.



The Tangible and Intangible VALUE of Main Street

Civic (Organization)

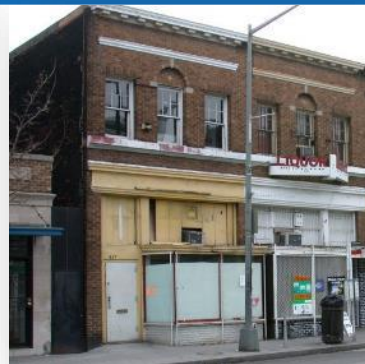
- Bring the community together to build consensus, volunteer, invest, partner, and add resources to the revitalization efforts



Sense of Ownership

Physical (Design)

- Work with property and business owners and partners to enhance downtown's physical appearance while preserving the community historic identity and character



Sense of Place

Economic (Econ/Vitality)

- Work with existing and potential businesses, property owners, and partners to strengthen and grow the local economic base



Sense of Vitality

Social (Promotion)

- Work with partners and community to position downtown as a center of community activity, promote its positive image, and market its unique assets



Sense of Activity

SHARING THE VALUE OF MAIN STREET WITH ELECTED OFFICIALS

- **Public & Private Partnerships**
 - The Main Street Approach Premise and Expectations
- **Packaging the VALUE of Main Street**
 - Tangibles & Intangibles
 - Qualitative & Quantitative
- **Sharing with Elected Officials**
 - Steps to connecting, building relationship of trust, education, continued communication
 - Confirming our position



WHO DO YOU KNOW? WHO CAN YOU REACH?

- + Mayor and Elected Officials
- + Director of Economic Development
- + Business Owners
- + Property Owners
- + Neighbors
- + Business Associations (e.g., Chambers of Commerce, CVB, etc.)
- + Committees and Commissions (Planning HDC, etc.)



WHAT DO YOU KNOW?

Information to Share:

- + The specifics about my Main Street
- + Why Downtown is Important
- + What's needed to revitalize my City
- + How you help small businesses thrive
- + Statistics (e.g., number of new businesses, etc.)

Messaging should be constant

Areas of Focus



Preservation

We are focused on preserving the cultural heritage of this community. We are in the streets making things happen.



Promotion

We work hard to promote downtown as the center of commerce, culture, and community life for residents and visitors alike.



Revitalization

Our efforts focus attention on ensuring that Red Wing remains a relevant & exciting place to live and work for locals.



ENGAGE THE PUBLIC

Promote Milestones

- Million-dollar investment levels
 - Longevity of staff and/or board members
 - Anniversary of the program
 - Annual reinvestment numbers
-
- Invite them to take ownership by giving opinions



PHOTO COURTESY PUBLIC ART SAINT PAUL

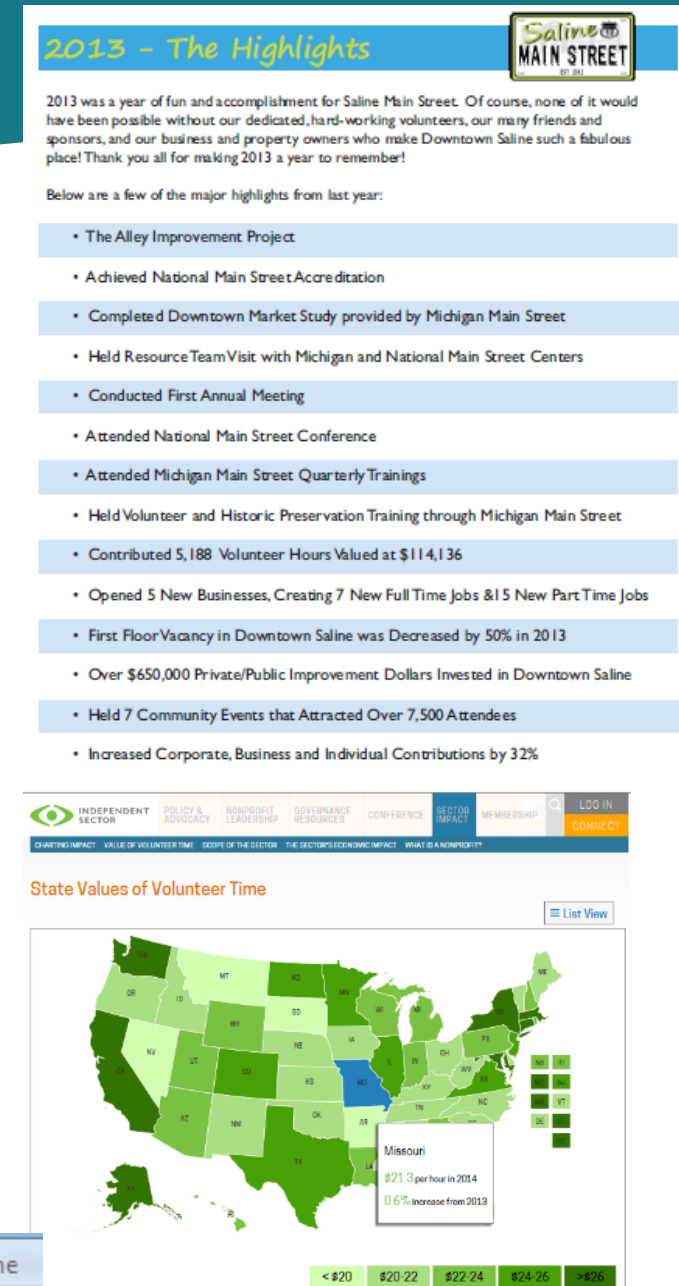
Amanda Lovelee (left) of Public Art Saint Paul, takes community engagement to the streets with her "Pop Up Meeting" van and mobile ice pop cooler.

Qualifying and Quantifying the VALUE of Main Street

- Programs developed/completed with community involvement
- # of people involved in the program
 - collectively (leadership base, projects, gatherings, activities and events)
- # of hours they provide to the efforts
 - In-kind support = \$ ____ value



http://independentsector.org/volunteer_time



IMPACT MEASUREMENTS FOR EVENTS

Measurable metrics:

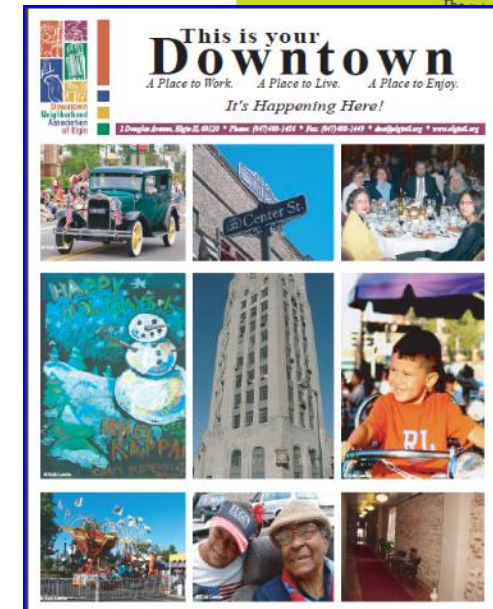
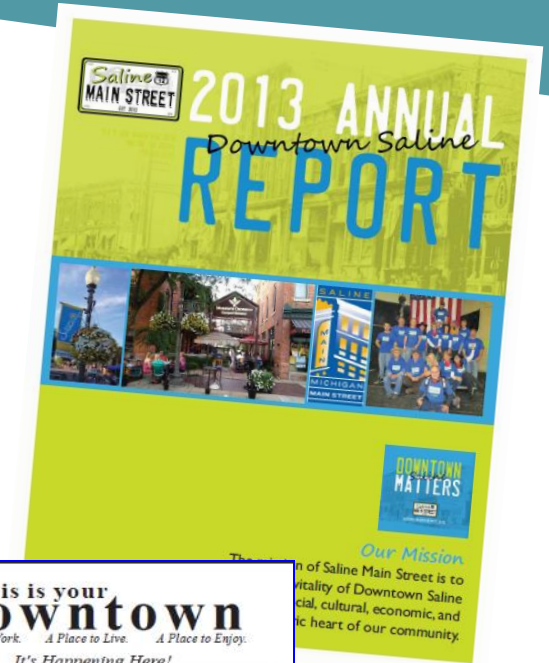
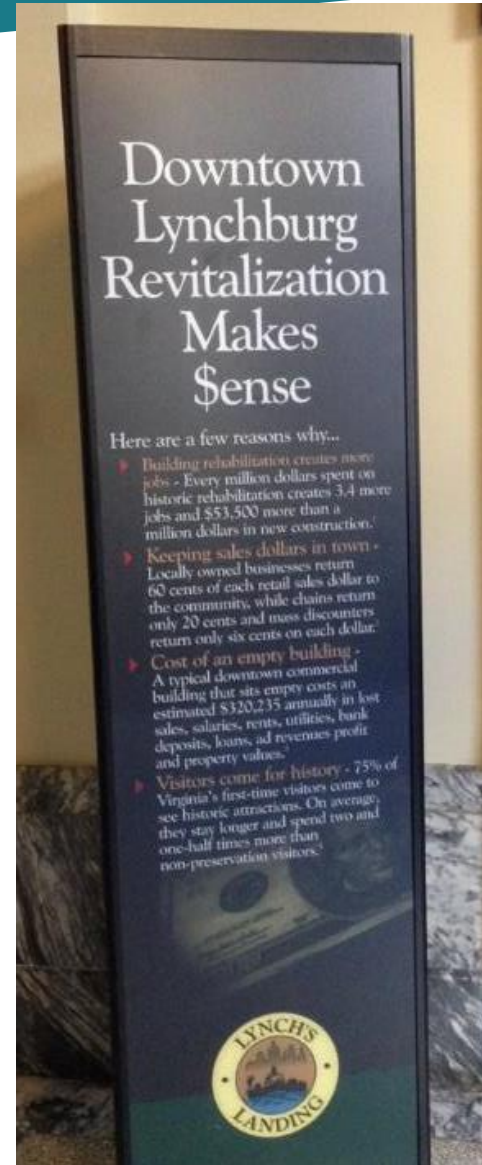
- ✓ Audience reached
- ✓ New partnerships
- ✓ Volunteers engaged
- ✓ Increased sales
- ✓ Foot traffic
- ✓ Media attention
- ✓ Business exposure
- ✓ Cost + money generated into community



PACKAGING & SHARING THE VALUE OF YOUR EFFORTS!

(CUSTOMIZED TO YOUR AUDIENCES – GENERAL/SPECIFICS)

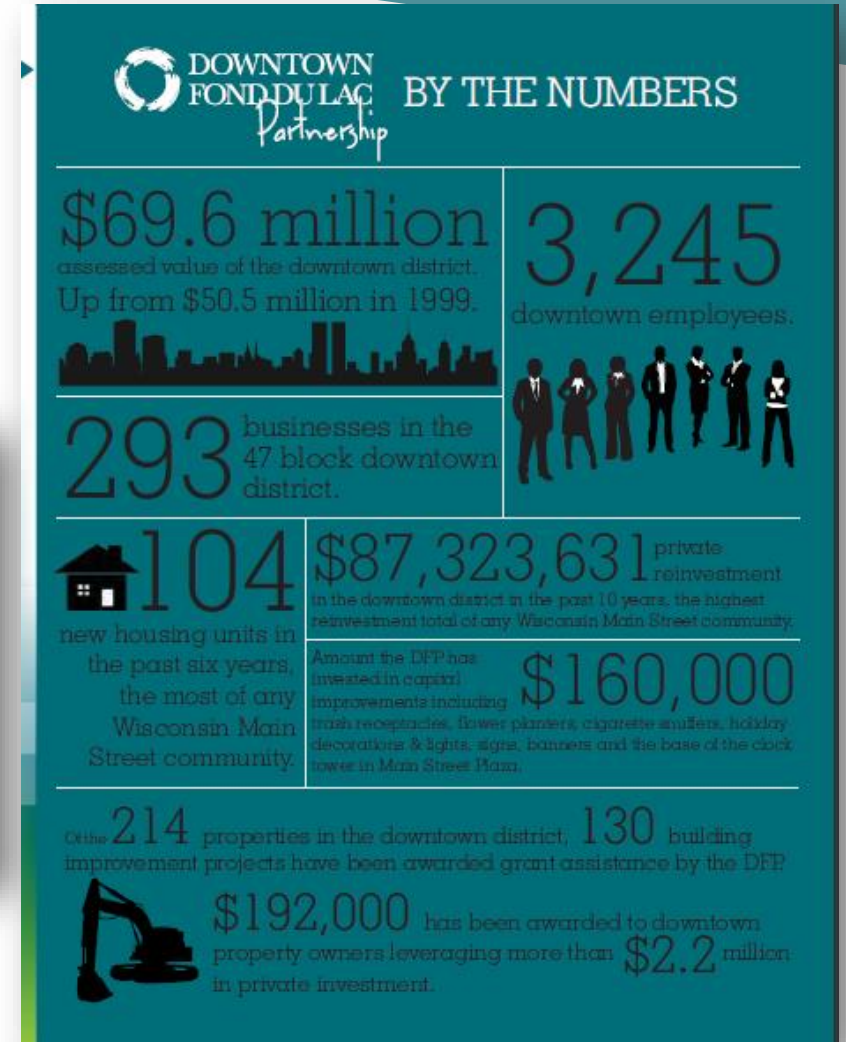
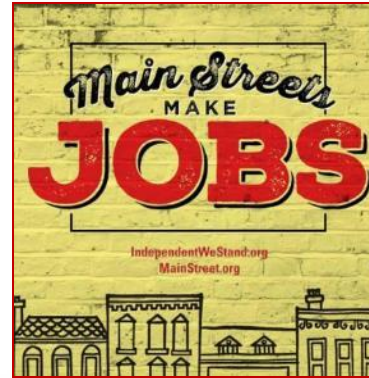
- Direct Communication
 - Presentations and City / County
 - Tour(s) with Elected Officials, Media
 - Stakeholders Meetings
 - Other organizations
- Printed Materials
 - Annual Reports
 - Newsletters
 - Newspapers
- Online
 - Social Media, Website, Email blast



Packaging the Impact of the Revitalization

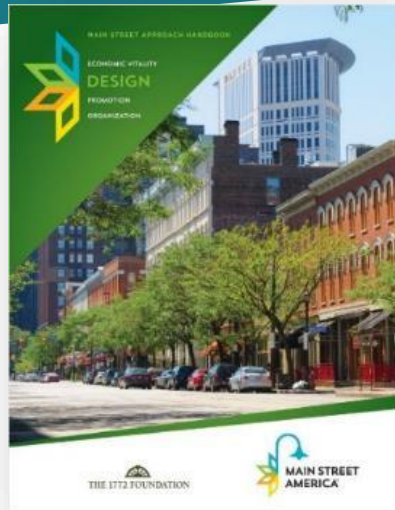
Qualitative & Quantitative Outcome Measurements

1. Defining benchmarks, tools
2. Monitoring progress
3. Packaging Impact
4. Promoting Value



MEMBERSHIP RESOURCES

From the National Main Street Center



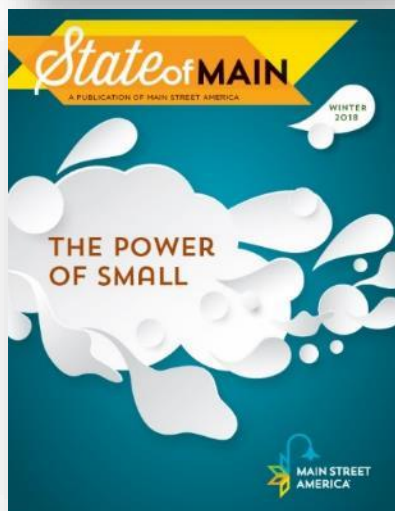
Congratulations to the 2018 cohort of graduates who earned the **Main Street America Revitalization Professional** credential >

MAIN STREET AMERICA
Revitalization Professional



NAVIGATING MAIN STREETS AS PLACES

A PEOPLE-FIRST TRANSPORTATION TOOLKIT



This publication was made possible through the generous support of the **Anne T. and Robert M. Bass Foundation**

NEXT STEPS

- + How will you take what we reviewed today back to your cities to improve your Partnerships, Collaboration and PR efforts?
- + Who will help? Anyone not currently involved?



Q & A

HOPE TO SEE YOU ALL IN BOSTON!



Amanda Elliott

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Main Street America

www.mainstreet.org



Thank You!

thank
you

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