



# Main Street Four Points

The Main Street Approach is an economic development strategy developed by the National Trust for Historic Preservation in 1980. It incorporates a **Four-Point Approach** to economic revitalization consisting of *Organization, Promotion, Design and Economic Vitality*.

## Organization

Organization focuses on building collaboration among a broad range of public and private sector groups, organizations, and constituencies. This point plays a key role in keeping the board, committees, and staff functioning by **attracting people and money** to the Main Street program. To succeed, this point must take responsibility for managing these financial and logistical aspects of the non-profit organization:

- Raising money for projects and administration from donations and sponsorships.
- Overseeing volunteer activities by recruiting and supervising people and rewarding good work.
- Promoting the program to stakeholders and the public.
- Managing finances by developing good accounting procedures.
- Create a mailing list that includes business and property owners, local interest groups, officials, and supporters.
- Create and regularly update job descriptions for both staff and volunteers.
- Develop a long-term fundraising plan.

## Promotion

Promotion deals with marketing the district's assets to residents, visitors, investors and others through special events, retail promotion, and activities that improve the way the district is perceived. The point has the job of **promoting the district as the center of commerce, culture, and community life** for residents and visitors alike. To be effective, this point must move beyond cookie-cutter historic commercial district promotion ideas.

Specifically:

- Understanding the changing market by identifying both potential shoppers and the competition.
- Identifying district assets, such as people, buildings, heritage and institutions.
- Defining Main Street's market niche and its unique position in the marketplace.
- Creating new image campaigns, retail promotions, and special events to bring people to the district.
- Evaluate promotional events including information on number of attendees and impact in reaching goals.
- Conduct outreach/media relations activities including press releases, print media columns, press liaison, feature articles, radio, and television segments.



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## Design

Design involves improving the physical environment by renovating buildings, constructing compatible new buildings, improving signs and merchandise displays, creating attractive and usable public spaces, and ensuring that planning and zoning regulations support revitalization. **Design plays a key role in shaping the physical image of Main Street as a place attractive to shoppers, investors, business owners, and visitors.** To succeed, this point must persuade business owners, building owners, and civic leaders to adopt a specific approach for physical improvements to buildings, businesses and public improvements.

- Educating others about good design, and enhancing the image of each business as well the district.
- Providing good design advice, and encouraging quality improvements to private properties and public spaces.
- Planning Main Street's development by guiding future growth and shaping regulations.
- Motivating others to make changes by creating incentives and targeting key projects.
- Working with State Historic Preservation Office to list the district on the National Register of Historic Places.
- Create a design review process with custom design guidelines.
- Develop district identification and way-finding signage.
- Photograph the district extensively - before, during, and after rehabilitation work.

## Economic Vitality

EV concentrates on strengthening the district's existing economic base while finding ways to expand its economy and introduce compatible new uses.

The EV point has the job of **identifying new market opportunities for the traditional commercial district, finding new uses for historic commercial buildings, and stimulating investment in property.** To succeed, this point must develop a thorough understanding of the community's economic condition and opportunities for incremental market growth by:

- Building entrepreneurial economies.
- Strengthening business including strengthening existing businesses and recruiting new ones.
- Infrastructure reuse by finding new economic uses for traditional Main Street buildings.
- Development of financial incentives and capital for business development and retail operations layout.
- Ascertaining progress by monitoring the economic performance of the district.
- Complete and maintain an inventory of buildings and businesses.
- Develop a small, local business recruitment packet and procedures.