



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™



ORGANIZATION 101

Main Street Approach Series



Presented by

Jackie Swihart, Program Officer
Main Street America

Offered by

Nancy Williams, Coordinator
Tennessee Main Street



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

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

**ECONOMIC
VITALITY**

DESIGN

**COMMUNITY
TRANSFORMATION**

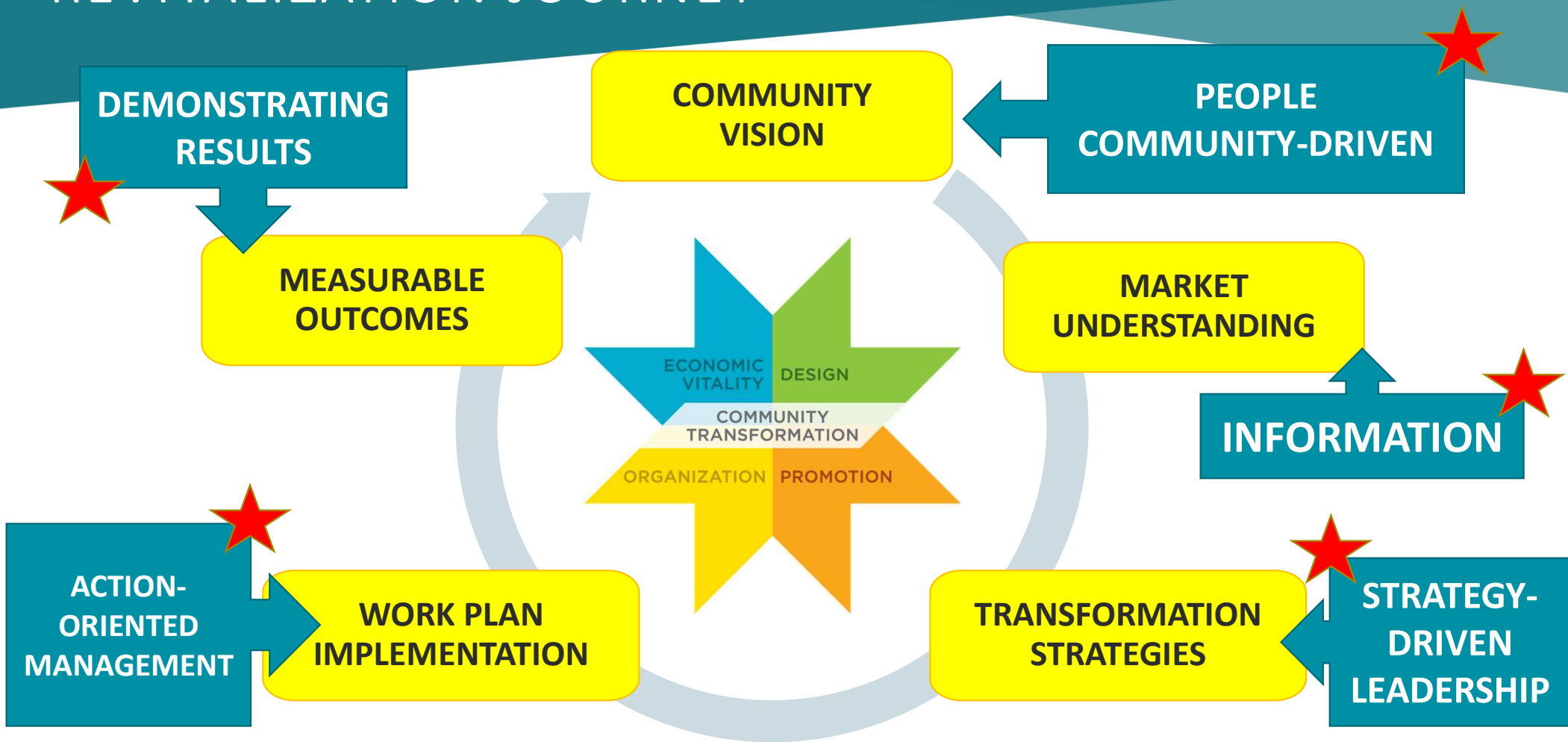
ORGANIZATION

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

ORGANIZATION'S ROLE IN LEADING THE REVITALIZATION JOURNEY



DEFINING A COMMUNITY-LED ORGANIZATIONAL STRUCTURE



✓ *Locally powered through
community-driven
revitalization*

**LOCAL
REVITALIZATION**

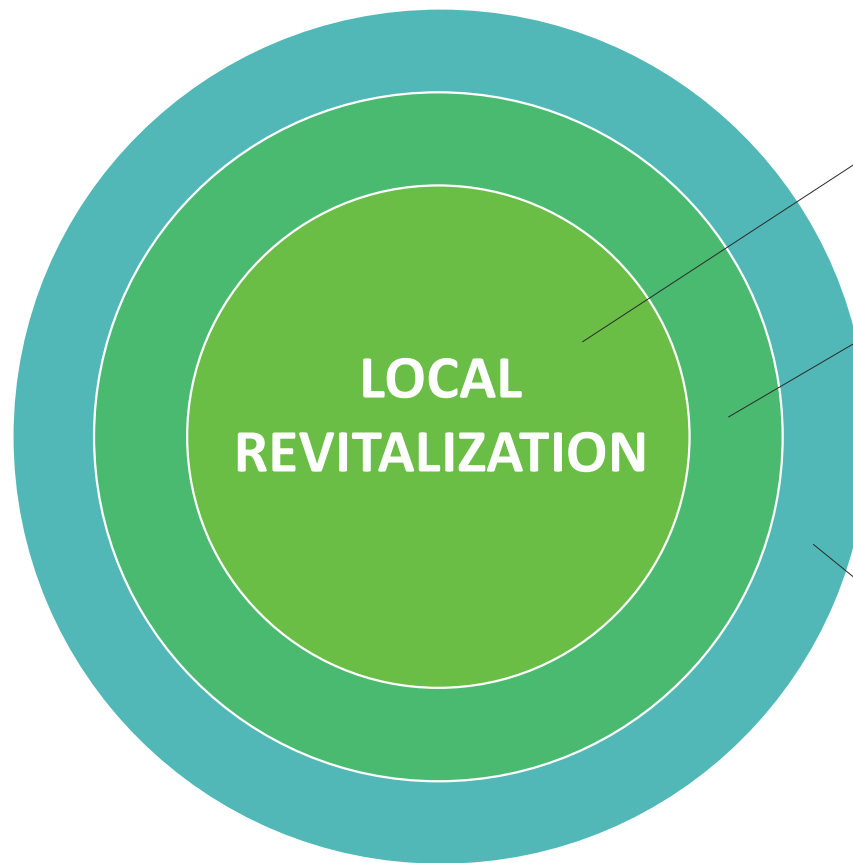
COMMUNITY

- **Main Street Program**
- **Local governments
(City, County)**
- **District stakeholders**
- **Local organizations**
- **Corporations**
- **Community members**

THE POWER OF MAIN STREET'S COLLABORATIVE MODEL FOR LOCAL REVITALIZATION

✓ *Locally powered through community-driven revitalization*

✓ *Supported by a collaborative model that guides, provides technical assistance, adds resources, and connects to a network & best practices in revitalization*



Community & Local Main Street Program

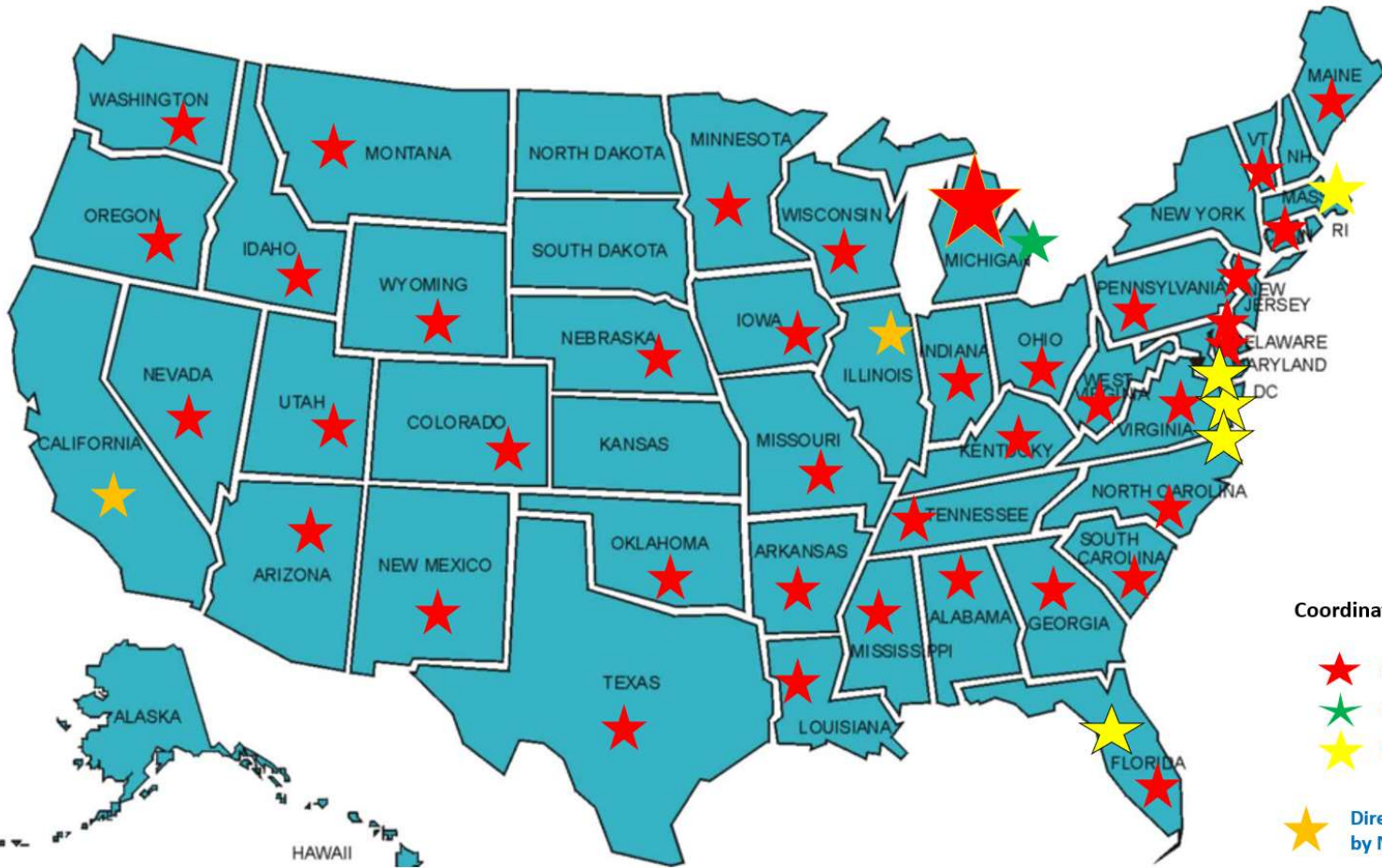
Coordinating Partner



Main Street America



THE ROLE OF COORDINATING PARTNERS TENNESSEE MAIN STREET



Coordinating Partners:

-  State-Wide
-  County-Wide
-  City-Wide
-  Direct Coordination by NMSC

Madison, Ind., is one of three cities picked for downtown restoration effort

By **JOE HOLWAGER**
Courier-Journal Staff Writer

MADISON, Ind. — Madison is one of three Midwestern communities chosen to participate in a Main Street restoration project.

The city was selected along with Galesburg, Ill., and Hot Springs, S. D., from a group of 10 semifinalists in a competition sponsored by the National Trust for Historic Preservation.

An official announcement of the three winning cities will be made in Chicago today at a two-day conference on main Street preservation.

Several Madison officials and community leaders, including Mayor Warren Rucker, are in Chicago representing the city.

The National Trust hopes that the model project will influence other communities to restore their downtown areas by demonstrating that a number of benefits, including increased sales, will result.

Robert B. Carter, Main Street project director for the National Trust, said Madison was the first choice for the project, although the competition was very close.

The other seven semifinalist cities were

Lafayette, Ind.; Marion, Iowa; Pipestone, Minn.; Marysville, Portsmouth and Tiffin, Ohio, and Ashland, Wis.

Carter, who visited each of the 10 communities, said he rated them for architectural character, economic capacity, organizational commitment and administrative ability.

He said a fifth factor, called "opportunity," then was considered in making the final selections. He said this factor assessed how effective the communities would be in demonstrating that the restoration of downtown business districts is profitable.

Carter said he expects a substantial increase in retail sales by businesses on Madison's Main Street. He said he also will be looking for improved housing in the downtown area.

"Physically, I'd like to see all the

garish signs come down on Main Street, and I'd like to see subtle changes in the painting of buildings," he said.

Carter said several consulting teams will concentrate on different projects in the cities, such as building facades, graphics, landscaping and improving business.

Some local organizations, such as Historic Madison, Inc., may be hired to do some of the consulting work.

Carter estimated that \$35,000 to \$40,000 will be spent by the National Trust on hiring consultants for the three cities. He estimated that the benefits will amount to "hundreds of thousands of dollars."

Carter said he hopes to have the consultants working within two months. He said physical changes in the cities probably projects are expected to be completed in two years.

curred in dealing with the abnormally cold winter. The city also may have to spend an additional \$363,080 on patching potholes.

The city also needs to appropriate an extra \$273,910 to pay for a 2 per cent raise that was given to many employees on Jan. 1, he said.

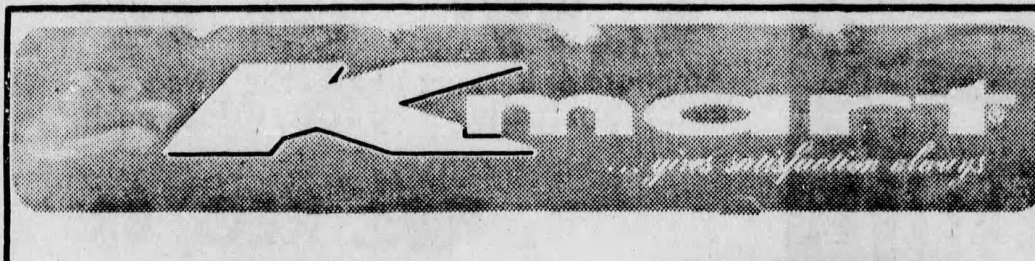
In addition, several city departments have overshot their budgets by nearly \$1.4 million. The Police Department is the largest of these with a projected deficit of \$872,000.

The committee decided to recommend to the full Board of Aldermen that money be appropriated to pay for the 2 per cent raises and the extra expenses due to cold weather.

But its chairman, 3rd Ward Alderman Jerry Abramson, said he would like to give further thought to the \$1.4 million in budget overruns.

According to Reeder's report, after the city adjusts its budget for the higher income and higher expenses, the aldermen will have about \$2.6 million left to spend for the rest of the fiscal year.

But he urged that as much as possible be saved for the new budget year starting July 1. He made a rough estimate that the city will have about \$68.8 million to spend next year and its expenses are likely to total \$68.6 million.



**OPEN DAILY 10-10
SUNDAY 12-7
THURSDAY, FRIDAY,
SATURDAY SALE.**

THE NATIONAL MAIN STREET CENTER

www.mainstreet.org



National Main Street Center

a subsidiary of the
National Trust for Historic Preservation



MAIN STREET AMERICA



Contact Us | About Us | Main Street America Programs

Main Street America | Our Work | History



HAVE A RESOURCE YOU WOULD LIKE TO SHARE OR DISCUSS?
VISIT THE POINT >

THE Point



Main Street Now Conference

The Main Street Now Conference is a one-of-a-kind event, providing attendees with an opportunity to convene and learn about the innovative methods and practices that make the Main Street Approach® one of the most powerful economic development tools in the nation.

Inclusive Backing
Services that Back Us



WITH



Presented by AMERIC EXPRESS

T Mobile
INVESTING BIG IN SMALL TOWNS
We are committing \$25 million in grants over the next five years to towns with 50,000 people or less.
[Find out more](#)

Together Again

Join us for the 2022 Main Street Now Conference in Richmond, Virginia, from May 16 – 18! We will celebrate community resilience and reinvestment championed by Main Street programs throughout the COVID-19 pandemic and begin showcasing strategic opportunities to strengthen and expand our commercial districts as we emerge into a new economic future.

Along with our partners at the Virginia Main Street Program, we look forward to providing attendees with engaging education sessions, engaging mobile tours, and opportunities to connect with peers that will leave you feeling inspired.

DISASTER PREPAREDNESS
Resilience-related resources >

MADE ON MAIN
Supporting innovative community transformation >

PLACEMAKING
Activating downtowns through placemaking >

ENTREPRENEURIAL ECOSYSTEMS
Leading and supporting innovative entrepreneurship >

FACADE IMPROVEMENTS
Improving older and historic community assets >

CROWDFUNDING
Building local fundraising capacity >

GREEN REHABS
Saving money and energy >



Main Street America Institute

The Main Street America Institute (MSAI) is our targeted professional development training program aimed to equip downtown and commercial district leaders with the tools they need to lead results-oriented and preservation-based community revitalization organizations.

New Community Accreditation Standards

A MORE HOLISTIC FRAMEWORK
FOR SUCCESSFUL & SUSTAINABLE REVITALIZATION

**Broad-based
Community
Commitment to
Revitalization**

**Inclusive
Leadership and
Organizational
Capacity**

**Diversified Funding
and Sustainable
Program Operations**

**Strategy-Driven
Programming**

**Preservation-Based
Economic
Development**

**Demonstrated
Impact and
Results**



8 MAIN STREET GUIDING PRINCIPLES...

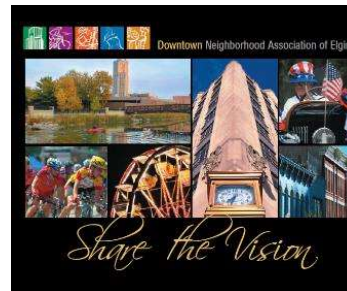
1. *Comprehensive*
2. *Incremental*
3. *Community-driven*
4. *Public & Private effort*
5. *Builds on existing assets*
6. *Quality*
7. *Change*
8. *Implementation-oriented*



MAIN STREET: A TWO-FOLD COMMITMENT

What we want to achieve

SUSTAINABLE DISTRICT TRANSFORMATION



EFFECTIVE REVITALIZATION PROGRAM



So how do we make it happen?



Be Involved.

Two hours of volunteering can create a street lined with flowers.



Be Invested.

A \$25.00 investment can provide a community event under the stars.



Be Together.

Together we can enhance appearances, strengthen the downtown economy, and pave the way to an exciting future.

Main Street Resource Center



How do you answer the question:



**"WAIT, SO...
WHAT DO
YOU DO?"**

WHAT IS ORGANIZATION?

Strong bones –
(drink your milk!)

Incentivizing creative
partnerships to build
sustainable capacity

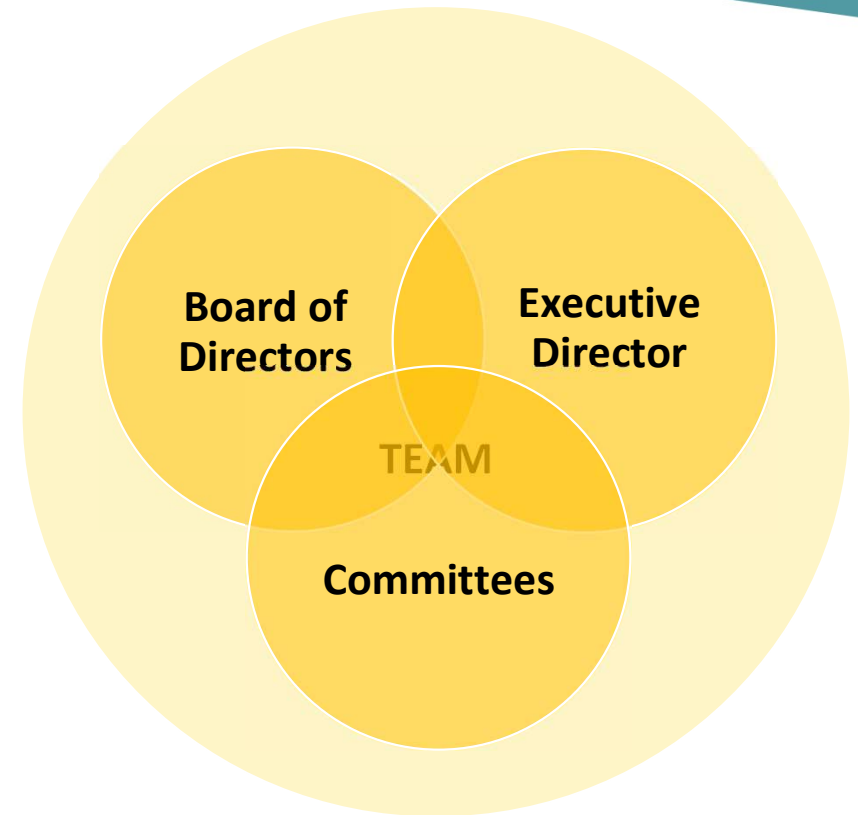
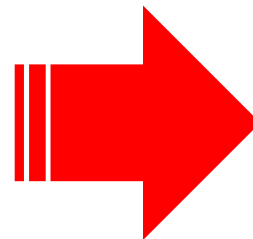
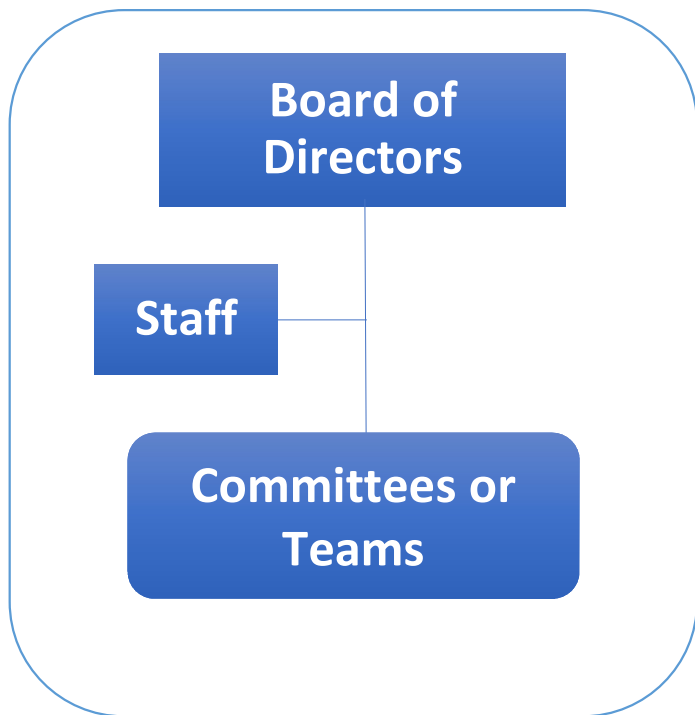
Listening to
understand people's
experience and the
current environment

Describes the
Dream *and* the
Results

Organization
Committee "sells"
the MS philosophy

Strengthening from
the ground up
(sometimes *less is more!*)

BUILDING A STRONG “TEAM” CULTURE WITHIN OUR ORGANIZATIONS...



BUILDING AN **INCLUSIVE - TEAM** CULTURE

FROM WITHIN...

- An empowering leadership structure –with defined leadership roles and accountability
- Active **on-boarding** and staff and leadership development / trainings
- Organizational flexibility

OUR LEADERSHIP BASE

STRENGTHS & OPPORTUNITIES FOR GROWTH

MAIN STREET VOLUNTEER LEADERSHIP (BOARD, COMMITTEES)	BACKGROUND				DOWNTOWN					COMMUNITY					CURRENT ROLE (s)				
	Age	Gender	Race / Ethnicity	Education / Skills / Talents / Experience	Prop	Bus	Org	Res	Emp	City / County	Prop	Bus	Org	Res	Emp	Board	Committee	Sub-Committee	Project

MAIN STREET BOARD COMPOSITION																			
Board member name	CURRENT BOARD MEMBERS										POTENTIAL BOARD MEMBERS								

Population	City / County	Prop	Bus	Org	Res	Emp
Population Estimates, July 1 2021, (V2021)						
Population estimates base, April 1, 2020, (V2021)						
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)						
Population, Census, April 1, 2020						
Population, Census, April 1, 2010						
Age and Sex						
Persons under 5 years, percent						
Persons under 18 years, percent						
Persons 65 years and over, percent						
Female persons, percent						
Race and Hispanic Origin						
White alone, percent						
Black or African American alone, percent (a)						
American Indian and Alaska Native alone, percent (a)						
Asian alone, percent (a)						
Native Hawaiian and Other Pacific Islander alone, percent (a)						
Two or More Races, percent						
Hispanic or Latino, percent (b)						
White alone, not Hispanic or Latino, percent						

Comparing our leadership base to our community and district's demographics

- Identify strengths
- Recognize gaps & opportunities
- Define the next steps
- Take actions

STANDING ON SOLID GROUND



*...must have the skills and foresight to build, maintain, and convey a **unified voice for the organization***

*...and **be clear** about what the program should be involved in and how best to advance the strategy for the district.*

ORGANIZATION

- ❖ *Communicates the value of Main Street*
- ❖ *Engage ALL sectors of your community*
- ❖ *Fosters community investment in the program*



Main Street Bristol

- *Where do district stakeholders go for help?*
- *What do district stakeholders and the community know about the Main Street program?*
- *How do they get engaged or invest in the program's efforts?*



Main Street Jonesborough

Why Should We Invest In Downtown?
Here are a few reasons why downtown Cleveland is an important and worthwhile investment in the economic health and quality of life in your community.

MainStreet Cleveland is a symbol of community economic health, local quality of life, pride, and community history. These are all factors in industrial, commercial and professional recruitment.

A vital downtown retains and creates jobs, which also means a stronger tax base. Long-term revitalization establishes capable businesses that use public services and provide tax revenues for the community. Downtown Cleveland is also a good incubator for new small businesses the building blocks of a healthy economy. Strip centers and malls are often too expensive for new entrepreneurs.

MainStreet Cleveland, along with a healthy and vibrant downtown, protects property values in surrounding residential neighborhoods. The traditional central business district is an ideal location for independent businesses, which in turn:

MainStreet Cleveland

ORGANIZATION

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

Sponsorship flier from Bolivar Main Street



LOCAL ROLES IN MAIN STREET



Executive Director



Board of Directors

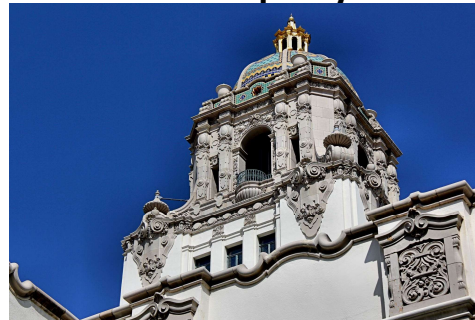


Committees

Volunteers



Municipality



Business Owners

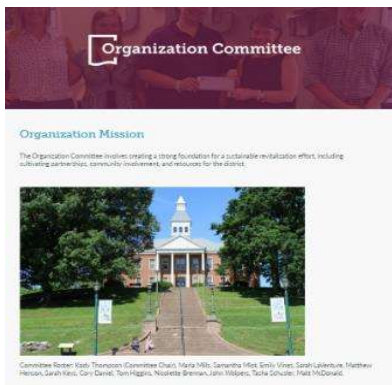


EMPOWER PEOPLE TO LEAD

Use the Main Street Approach to Identify & define leadership needs & opportunities within board & committees

ORGANIZATION

- Communications
- Public Relations
- Volunteer development
- Organizational branding
- Financial management
- Fund-development



Committee Roster: Bob Thompson, Christopher Clark, Tracy Hill, Samantha Hill, Emily Vines, Sarah Callender, Matthew Nelson, Sarah Sims, Cory Davis, Tom Higgins, Noellea Brennan, John Volpels, Tasha Schuler, Matt McDonald.

DESIGN



Committee Roster: Micca Pflaum (Committee Chair), Sarah LaFollette, Pam Davidson, Brock Davis, Don Greenwood, Alexa Karpis, Annie Grizzle, Lauren Clark, Britt Rippert.

- Historic Preservation
- Architecture / Engineering / Planning
- Construction / Landscaping / Gardening
- Arts / Design
- Education

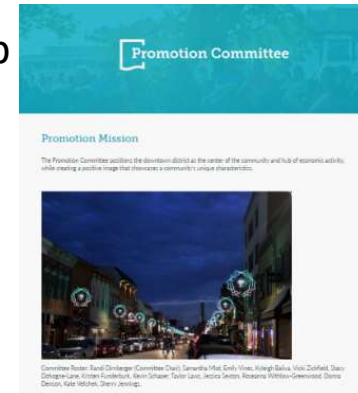
ECON/VITALITY

- Small Business / Entrepreneurship
- Business planning / financing
- Marketing / advertising
- Interior Design / Merchandising
- Real estate development



Committee Roster: Gary Howell (Committee Chair), Maria Hill, Chris Foster, Alex Hill, Devin Gordon, Goshwin, Brad Heavner, Kelli Salvo, Jeff Francis, and Rhone Royal-Holder, Blake Long, and Tegan Kuehner.

PROMOTION



Committee Roster: Rachel Chalinger (Committee Chair), Samantha Hill, Emily Vines, Kaleigh Salvo, Vicky Duffield, Dany Desjardins, Jane Kremen, Christopher Smith, Catherine Taylor Lane, Jessica Sanders, Rebecca Pittman-Greenwood, Dennis Denson, Kate Wilson, Sherry Jennings.

- Event coordination / logistical management
- Marketing / Advertising
- Branding

TYPICAL MAIN STREET PARTNERS

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



NEWSLETTER

Sign up for our newsletter to make sure you have the latest information about upcoming events in Downtown Lebanon!

SIGN UP



BUILDING STRONG RELATIONSHIPS

Within our District

- Spend time "on the street"
- Take time to learn
- Be a **CONNECTOR**
- Be an **ADVOCATE**
- Be a **RESOURCE**
- Be a **PARTNER**

Within our Organization

- "1-1" to understand their background, interests, perspectives, strengths, and needs / weaknesses
- Avoid silos - connect your leadership base with each other – at all levels!
 - Your Board with Committees
 - Committees with Committees
 - And with other organizations / groups

BUILDING STRONG RELATIONSHIPS

Within our Community (and surroundings)

- *Understand your community's
make up*
- *Identify connectors to your
district & organization*
- *Recognize challenges*



WORKING WITH BUSINESS OWNERS

Learn

- about their products and services, their needs, market reach

Educate

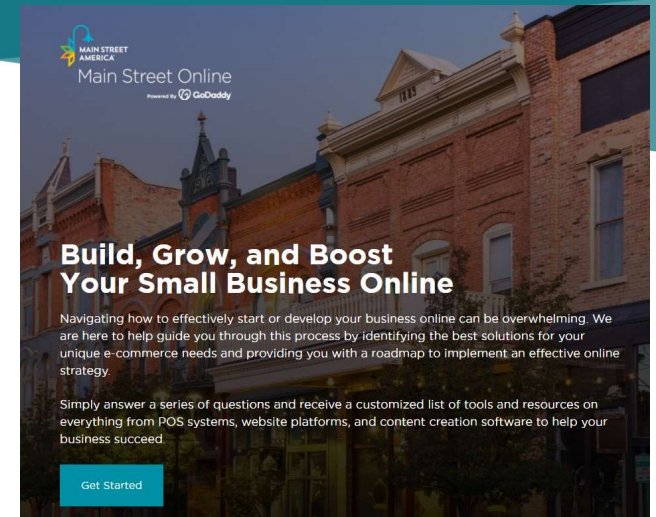
- share about market trends and opportunities

Advocate

- market presence (e-commerce)
- partnerships that offer resources & support

Bring together

- build collaborations, opportunities to work together



🏠 [EVENTS](#) [GET INVOLVED](#) [ABOUT US](#) [MEMBERS](#) [CONTACT MAIN STREET](#)

Main Street Members

Herman Jenkins Motors

Historic Ann's

JD Distributors, Inc.

Jerry and Ann Cheatham

Jerry Ward Autoplex

Jiffy Steamer

Jim Douglas

JoAnn's

Jordan & Bondurant, Optometrist

Judy Barker, Attorney at Law

Kevin & Candy Whipple

Rotary Club

Scooter's

Searcy Builder – Contractor Inc.

Security Bank

Simmons Bank

Snappy Tomato Pizza

Southern Suite Salon

Sullivan Dentistry

The Etheridge House/Arbors

Tommy & Glenda Chrisp

Tri-State International

Historic Downtown Union City [^] ©2022 National Main Street Center

WORKING WITH PROPERTY OWNERS

DOWNTOWN
FRANKLIN
ASSOCIATION

➤ Learn

- about their vision for their property, space
- commitment & limitations about investment

➤ Educate

- about market trends and strategic opportunities for use of space and business recruitment
- perceived versus real value of their space

➤ Advocate

- maintenance, repairs, investment
- partnerships that offer resources & support

➤ Bring together

- build collaborations, work together



Building Owners Mastermind
with Eric Elmquist



Building Owners Mastermind
with Marla Albert



Join the Rising Tide!

DFA Masterminds are round table gatherings to discuss common interests, collaborate, and grow together in a small group setting. Enjoy thought-provoking discussion around strategic questions, build relationships, and collaborate while learning from the collective genius of the group!

WORKING WITH ECONOMIC DEVELOPMENT PARTNERS

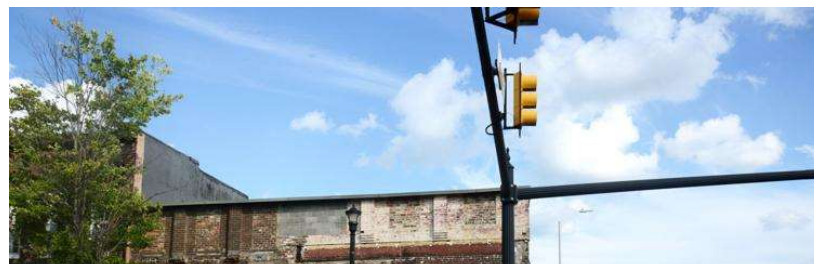
“We must stop allowing absentee / neglectful property owners from holding our downtowns hostage...” (Don Rypkema, Place Economics)

Addressing the absentee property owners challenge...

- Vacancy tax
 - Actively marketing it
 - Building habitable
 - For sale for not more than 25% of the appraised value
- Transparency – no boarded windows
- Health Safe Codes enforced
- Fully insured

What's going on in downtown Maryville? Developers have plans for vacant buildings, lots

By Ashley Depew ashleydepew@thedailytimes.com Sep 6, 2022 0



The Maryville Downtown Association has also fronted efforts to brand downtown, which is supposed to help usher new businesses into the area. MDA Chair Christy McDonald Slavick said the association has spent nearly a year collaborating and strategizing.

“The City of Maryville and the MDA will plan an event to preview the new brand identity for the downtown very soon,” Slavick said. “The collaborations amongst the city, downtown businesses, investors, the college, community members and the MDA has been remarkable and we’ve only just begun.”



WORKING WITH PUBLIC SECTOR PARTNERS (CITY/COUNTY)

- To improve & maintain public space
- To assemble resources
- Educate and instill historic preservation ethics and best design practices
- Promote sense of pride, community spirit



Main Street Athens

WORKING WITH THE COMMUNITY

- To foster a strong sense of ownership and pride in the heart of their community
- Promote positive perceptions
- Foster support to “local”, small businesses



PARTNERING WITH SCHOOLS

DOWNTOWN CHARLEVOIX

live - life - local

The volunteers at Charlevoix Main Street work to build partnerships that will enhance local development and create a more vibrant year-round downtown community.

JUNIOR MAIN STREET COMMITTEE



MAKE AN IMPACT IN DOWNTOWN CHARLEVOIX.

Join Junior Main Street to have your voice heard and earn volunteer hours making a positive impact on your community. Email Lindsey Dotson if you're interested!

MONTHLY MEETINGS DURING AIM HOUR

LINDSEY DOTSON, MAIN STREET ODA DIRECTOR
(231) 547-3257 | lindseyd@charlevoixmi.gov



'Junic
Sophia Sheets Sp

Lonnie Allen/Chu
(right), from Ann
on April 24.

MORP INFORA

Laramie Main Street Alliance (LMSA) Honors Internship - Fall 2021 \$2,000 Award Stipend Provided in Partnership with the UW Honors College

Work with a dynamic, community Write Your Own Job Description

Laramie Main Street Alliance (LMSA) desires to provide an intern a customized experience based on the professional career goals of the student. Opportunities will align with the mission of LMSA; as a 501(c) 3 non-profit, we strive to preserve historic Downtown Laramie while enhancing its economic and social vitality.

LMSA serves as the voice for Downtown Laramie. We assist the businesses, residents and consumers who believe the heart of our great community lies in a vibrant downtown. We are a high energy, passionate group of volunteers working with a fearless executive director striving to make a difference in our community.

For more information, visit www.laramiemainstreet.org

The intern can choose to work within one or more areas of interest:

1. Economic Development, Entrepreneurship, and/or Business Outreach
2. Non-Profit Management, Fundraising, Community Building and/or Volunteer Coordination
3. Design, Public Art, and/or Historical Preservation

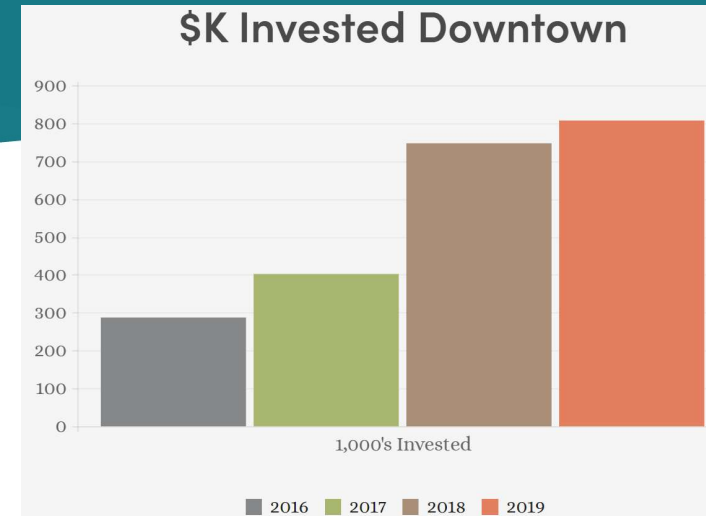
COMMUNITY OUTREACH

Group Meetings

- Specific stakeholders- businesses and property owners
- Civic, city and corporate

Public Relations

- Social Media
- Main Street brochure
- Newspaper articles/columns
- Annual reports
- Newsletters
- Posters



Historic Downtown Pulaski ^

[About](#) [Events](#)



[Shop & See](#) [Eat & Drink](#) [Stay & Do](#)

Get in Touch

Are you a business owner looking to connect? Or a potential visitor looking for cool things happening Downtown? We'd love to help you find what you're looking for just fill out the form below and we'll get back to you ASAP!

Name *

[Downtown Jackson](#) →

BOARD OF DIRECTORS & EXECUTIVE DIRECTORS

- **Confirm expectations early-on**
 - Communicate preferences, priorities, meeting schedules
 - Confirm roles and accountability
- **Meet with purpose**
 - Confirm agenda in advance
 - Highlight strategy, focus on alignment
 - Avoid routine / rubber-stamping projects
- **Regular communication – crucial!**
 - With the entire Board – monthly if possible
 - Board Chair with ED – more often



BUILDING A SOLID **FUNDING STRUCTURE** FOR REVITALIZATION

Public Sector

Private Sector

BALANCE

- *Diversified funding sources*
- *BUDGET for operations and programming, aligned with WORK PLANS*
- *Strategic fund-development plan / activities*
- *Appropriate financial management / practices*



Public Sector

FUNDING DOWNTOWN REVITALIZATION & ITS PROGRAM

Public Sector Partnership

Organization

Design

Economic Vitality

Promotion

❖ Programming for Downtown

- Downtown plans for physical, economic, and promotional improvements
- Small business/entrepreneurship development/job creation initiatives
- Downtown branding and marketing
- Events for the community

❖ Resources for implementation

- Contract Agreements – purchase of service, sponsorships
- Incentive programs for physical improvements, econ/bus development
- Tax-based mechanisms, tools
- Access to grants, resources

❖ Philosophical and financial commitment to downtown

❖ Philosophical and financial commitment to the downtown revitalization program

Public Sector

Specific Benefits of Successful Downtown Revitalization

Organization

Design

Economic Vitality

Promotion

- Organization focused on downtown management
- Increased and direct access to district stakeholders
- Increased community engagement, communication
- Partnership with other organizations
- Private sector investment
- Access to resources – state, national

- Private sector investment in downtown improvements – buildings and public space
- Increased property values, tax base
- Active preservation of heritage, authentic fabric

- Private sector investment in downtown business and real estate development
- Expansion of market reach
- More jobs, increased tax base
- Viable downtown draw interest in other areas – larger industry/employment

- Increased level of community activity
- Increased tourism
- A hub for arts

Private Sector

FUNDING DOWNTOWN REVITALIZATION & ITS PROGRAM

- ***Partnerships – Foundations, corporations***
- ***Memberships / Investors Programs***
- ***Fundraising Events / Activities***
- ***Capital / Special Campaigns***
- ***Sponsorship Packages***
- ***Special Events Revenue***
- ***Product Revenue***
- ***Grants***

Support Main Street Collierville

By supporting Main Street Collierville, you become a part of a nationally proven program for historic downtown preservation and promotion. Main Street Collierville joins more than 1,600 Main Street communities across the United States that rely on their citizens, businesses, industries and local governments for support. Main Street members appreciate the landmarks of the past which give us a sense of stability and belonging. We are concerned with our community's heritage and all that is worth preserving from our past as a living part of the present.





**Giving
USA™**

A public service initiative
of The Giving Institute

\$471.44 billion

In 2020, Americans gave \$471.44 billion to charity, a 5.1% increase over 2019.

Where did the generosity come from? Contributions by source

By percentage of the total

**Giving by
Individuals**
\$324.10 billion **69%**
↑ increased 2.2 percent over 2019

**Giving by
Foundations**
\$88.55 billion **19%**
↑ increased 17.0 over 2019.

**Giving by
Bequest**
\$41.91 billion **9%**
↑ increased 10.3 percent over 2019.

**Giving by
Corporations**
\$16.88 billion **4%**
↓ declined 6.1 percent from 2019.



<https://givingusa.org/trends-that-will-shape-philanthropy-in-2022/>

*All figures on this infographic are reported in current dollars unless otherwise noted.

FOSTERING BROAD COMMUNITY INVESTMENT

	A	B	C	D	E	F	G	H	I	J	K	L
1	Fundraising Plan for Jeffersonville Main Street, Inc. - DRAFT											
2												
3	REVENUE SOURCE		Goal for 2020			Goal for 2021			Goal for 2022			
4			Est. Month		Estimated							
5	GRANTS AND FOUNDATION SUPPORT											
6	Jeffersonville Urban Enterprise Assoc.											
7	Project Grants TBD											
8	Total	\$	000		\$130,000		\$125,000		\$95,000			
9	GOVERNMENT SUPPORT											
10	City of Jeffersonville for Operations											
11	City of Jeffersonville for Concerts											
12	Business Improvement District											
13	Total	\$	0 n/a		\$45,000		\$50,000		\$85,000			
14	PROPERTY RENTAL INCOME											
15	Pearl Street Properties											
16	Preservation Station											
17	Total	\$	000		\$12,000							
18	EVENT INCOME											
19	Chili & Brew Bonanza											
20	Wine Walk - Spring											
21	Chocolate Stroll											
22	Farmers Market	\$	000	June	\$1,000							
23	Wine Walk - Summer	\$	5,000	July	\$3,000							
24	Farm to Table Dinner	\$	9,000	August	\$9,000							
25	Fall Event TBA	\$	1,500	October	\$1,500							
26	DASH 5K & Veterans Tribute	\$	2,000	November	\$2,000							
27	Cookie Stroll	\$	1,000	December	\$1,000							
28	Total	\$	41,500		\$26,500							

	A	B	C	D	E	F	G	H	I	J	K	L
29	DONATIONS FROM BUSINESSES											
30	Corporate Donations											
31	Friends of Main Street at the Concerts											
32	Total	\$	5,800		\$0		\$5,800		\$6,500			
33	DONATIONS FROM INDIVIDUALS											
34	Board Giving											
35	Give For Good											
36	Year-End Appeal											
37	New Investor Solicitations	\$	1,000	December	\$0		\$1,000		\$1,000			
38	Total	\$	6,000		\$0		\$7,500		\$9,000			
39												
40												

- + **Budget** Multi-year if possible
 - Programming – all 4-Points
 - Operations

FOSTERING BROAD COMMUNITY INVESTMENT

- Before going after money... understand funding needs, partnership alignments, and most appropriate fund-development tools!



TRANSFORMATION BENEFITS ALL STAKEHOLDERS

For Property Owners

Increased occupancy rates
Rent stabilization or increase
Increased property values
Increased stability
Reduced vandalism/crime deterrent
Assistance with tax credits, grants, loan programs, design and cooperative maintenance
Communication medium with other property owners
Better image
New uses on upper floors

For Local Residents and Consumers

Enhanced marketplace (better shopping and the benefits of shopping locally)
Sense of pride in Downtown
Social/cultural activities
Opportunities to keep kids in town
Sense of hometown community
Opportunity to participate/volunteer
Better communication
Political advocate
Home values increase

For Retail Business Owners

- Better business mix
- New market groups Downtown
- Community pride
- Have needs/issues addressed

For Service Business Owners

- Image building/improvement
- New/renewed/repeated exposure
- Increased variety of services
- Healthier economy generates new/more businesses
- Increased competition means more aggressive business styles
- Tapping leakage
- Increased population, new customers
- Improved image, creates new market

For Financial Institutions

- Community Reinvestment Act compliance
- Potential growth for loans, deposits, and other services (bank cards, financial services)
- Improved image and good will
- Survival of community, critical to bank success and economic stability
- Central location more cost effective

For Municipal Government

- Increased tax base
- More tourism
- Increased property values
- Increased number of jobs
- Better goals and vision
- Healthy economy
- Better services available
- Positive perception of Downtown and community
- Better relations between local government and private sector
- Increased volunteer base for city
- Takes political heat, develops consensus for political requests
- Industrial recruitment
- Impetus for public improvements
- Grant solicitation
- Information resource for city leaders

For County Government

- Increased public relations for county
- Viable Downtown increases tax base
- Multiplier effect
- Viable Downtown is a draw for industry
- Develops partnerships with city hall
- Builds pride Heritage preservation
- Alternative to redevelopment district
- Quality of life issues
- Help with parking issue

REMEMBER...

+ Partnerships / Investment / Membership Programs

- Within Downtown (businesses and property owners)
- Community-wide (corporations, utilities, businesses outside of downtown making money in downtown and Friends of MS)

+ Key Partnerships

- Community Foundations
- Local, State, Fed Grants

+ Other Tools

- Hospitality Tax Share
- Special Tax Assessments
- Fund-raising Campaigns, events
- Special Events sponsorship, fees
- Property Ownership



1891 FEHN'S
HOUSE (2010)
\$25.00



BRYAN COLLEGE
(2012)
\$25.00



CEDAR HILL
HOSPITAL (2018)
\$25.00



FIRST UNITED
METHODIST
CHURCH (2013)
\$25.00

Main Street Dayton

VOLUNTEERS ARE ESSENTIAL!

- + Gain community support and provide community outreach
- + Community members take ownership
- + Gain more expertise
- + Accomplish more with limited funds
- + Demonstrate community support for the program
- + Help prevent manager/director burnout!
- + Develop tomorrows' leaders
- + Respect and train them



Fayetteville Main Street



Main Street Murfreesboro

ENGAGE PEOPLE & BUILD LEADERSHIP

- *Engagement is about connecting **WITH** people's interest, skills, experience through clearly defined opportunities*

Areas of Interest for Main Street Volunteer:



Rogersville Historic District VOLUNTEER APPLICATION

Our volunteers are the backbone of our organization, providing the necessary activities and quality events on track. Volunteers are asked to donate a minimum amount of time to a project and/or event. If you are unable to make a commitment at this time, we will contact you as a volunteer when your schedule allows. We look forward to working with you in our hometown!

Name _____
 Address _____
 Town/State/Zip _____
 Home Phone _____ Work Phone _____ Email _____
 Occupation _____

Do you receive our newsletter, The Dispatch? ___ Yes ___ No

Events
<input type="checkbox"/> Rogersville in Bloom (April-May)
<input type="checkbox"/> Taste Of Rogersville (May 17)
<input type="checkbox"/> Cruise-In on the Square (May 23)
<input type="checkbox"/> Cruise-In on the Square (June 13)
<input type="checkbox"/> Cruise-In on the Square (July 4)
<input type="checkbox"/> Cruise-In on the Square (August 8)
<input type="checkbox"/> Cruise-In on the Square (September 12)
<input type="checkbox"/> Cruise-In on the Square (October 10)
<input type="checkbox"/> Trunk or Treat (October 31)
<input type="checkbox"/> Rogersville Christmas Parade (Always first Saturday in December)

Special Areas
<input type="checkbox"/> Marketing Com./Economic Dev.
<input type="checkbox"/> Preservation/Design Committee
<input type="checkbox"/> Special Fund Raising Projects
<input type="checkbox"/> Promotion/Community Relations
<input type="checkbox"/> Membership
<input type="checkbox"/> Office/Clerical
<input type="checkbox"/> Heritage Tourism
<input type="checkbox"/> Historic District Merchant
<input type="checkbox"/> Volunteer Outreach
<input type="checkbox"/> Marker Committee
<input type="checkbox"/> Mural and Brick Committee
<input type="checkbox"/> Real Estate Committee

VOLUNTEER TRENDS



6 More Volunteer Trends to Watch in 2022

Back in 2019, we predicted [six volunteer trends](#) that would make waves in 2020 and beyond. While those trends are still accurate, we see some new and exciting innovations on the horizon. Volunteerism has taken a hard hit coming out of this global pandemic, but there's hope! Here are six more volunteer trends that we see for 2022 and ahead.

#1 People Are Ready To Get Back To Ordinary

It's time. Screen fatigue is a real thing. People are sick and tired of lockdown. They're ready to get back into the routine of daily life. [Some researchers](#) argue that normal is actually a good thing as having daily habits can ease cognitive energy and provide feelings of safety.

Organizations can trigger that feeling of "ordinary" by offering volunteering opportunities. Be it through virtual or in-person experiences, giving people the chance to serve allows them to feel the routine of normalcy. Plus, [participating in rewarding activities](#) like volunteering has been proven to lift your mood naturally and help remove negative emotions like stress.

#2 Training is VITAL

There's plenty of research to back up why training is so critical for organizations. From [increased productivity](#) to [lower turnover](#), the [best-performing organizations](#) train their teams. And don't get us started on the [benefits](#) of a happier staff, with better product knowledge, higher self-confidence, and essential skills for the job.

<https://volunteeru.org/6-more-volunteer-trends-to-watch-in-2022/>

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VOLUNTEER TRENDS



6 More Volunteer Trends to Watch in 2022

#3 Volunteers want something new

Coming out of lockdown has shifted people's perspectives. We've reimagined what it means to connect, thought more deeply about life and loss, and evaluated our most fundamental priorities.

One of the biggest trends we've experienced with volunteers recently is the craving for "something new." Whether that is a different task, new team, or fresh opportunity, volunteers are looking for novel ways to use their giftings and skills, particularly in a way that seems valuable to them after the perspective shift of the pandemic.

Something new may look different to each volunteer. It's up to volunteer managers to think outside the box and give volunteers the chance to redefine what serving looks like to them. Take this time to have in-depth conversations with your team to see where they would best fit in your organization during this season of their life. Asking questions or giving the team surveys are easy ways to get an idea of where to place them.

<https://volunteeru.org/6-more-volunteer-trends-to-watch-in-2022/>

VOLUNTEER TRENDS



6 More Volunteer Trends to Watch in 2022

#4 Volunteers are waiting for a personal invitation

One of the biggest pitfalls to recruiting is people thinking, “They don’t need me. I’m sure someone else will do it.” Again and again, we hear new volunteers telling us that they didn’t apply earlier because they assumed someone else would fill the role.

People are waiting for a personal invitation from you. [Research shows](#) that a face-to-face request is 34 times more successful than an email. As each trend in this list proves, people are looking for a more personal connection than ever before. In-person recruiting will be a massive trend in the coming years. Organizational leaders should prepare to make personal appeals in the future.

#5 Virtual volunteering is here to stay

If we’ve learned anything over the pandemic, it’s that remote work, well, works. Volunteers can now serve their favorite organizations across time zones and continents with ease. Programs like [Zoom](#), [WhatsApp](#), [Dropbox](#), and [Trello](#) help global workforces tackle projects as a team from any location in the world.

Graphic designers, photographers, writers, accountants, web designers, engineers, lawyers, and social media gurus (to name just a few) are taking to the web to serve by donating their unique skill sets. And this is just the beginning.

But beware of burnout. While virtual work may be here to stay, [high productivity can be masking exhaustion](#). Without the normalcy of leaving the office, it’s easy to work 24/7 without stop. Leaders need to pay attention to virtual volunteers. Not only to keep them connected to the rest of the team but to ensure they observe healthy work boundaries.

VOLUNTEER TRENDS



6 More Volunteer Trends to Watch in 2022

#6 Authentic connection is crucial

If there were one word to describe the year 2020, it would be “disconnected.” People are over the impersonal and artificial connections that have been the norm since the pandemic. Volunteer leaders need to take the initiative to create a real bond with their team members.

One study found that texts and messages just don’t cut it. We crave the *sound* of connection. A research group had girls solve math problems in front of a stranger (a stressful situation). They then asked participants to text their mothers and others to call their mothers or talk in person. The girls who texted their moms had no change in stress levels. However, the girls who heard their mom’s voice experienced a clear reduction in stress levels.

The moral of the story? Volunteers need to experience REAL connections. A text, email, or letter won’t do the job. Phone calls, in-person conversations, and, yes, high-fives or hugs are what we need. Those little connection points make us human. Let’s get back to the basics.

<https://volunteeru.org/6-more-volunteer-trends-to-watch-in-2022/>

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INVEST IN VOLUNTEER RECRUITMENT TOOLS



COMMUNICATION



SCHEDULING



VOLUNTEER
MATCHING



TRACK
VOLUNTEER DATA

<https://www.galaxydigital.com/blog/volunteer-retention>

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BALANCING OUR FOCUS AND ATTENTION



NECESSARY INGREDIENTS FOR A SUSTAINABLE DOWNTOWN REVITALIZATION PROGRAM

- 1. Building a Sense of Ownership** that results in a culture of engagement from everyone in the community.
- 2. Building an Organizational Culture** that fosters and rewards community engagement.
- 3. Building a Program Worth Giving** (time, money, and other resources) for – offer **value**.





**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™

www.mainstreet.org

Questions?

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