



National Main Street Refresh

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NATIONAL MAIN STREET CENTER

National Main Street Center

Refresh

- What is staying the same with the Main Street Approach?
- What is Changing with the Refresh?
- How communities will use the New Brand

Economic Vitality Strategies

- What are Transformation Strategies?
- How to Identify TS in my downtown/district?
- How will they be incorporated with the Four Points?



History of Main Street



Founded in 1980 as a program of the National Trust for Historic Preservation, Main Street works to encourage downtown and community revitalization within the context of historic preservation. Main Street was a program of the Trust for 33 years before becoming a subsidiary of the Trust in July 2013 and moving it's HQ to Chicago.

Photo Credit: VEDP



Four Point Approach

- Four Points provide strong, framework
- Serve as excellent internal check-points to ensure holistic, comprehensive approach




Major Findings + Opportunities in the Four Point Analysis

- New landscape in community revitalization field – Main Street needs to be at the forefront of conversations about transportation, land-use, sustainability, housing, equity, and more.
- The Four Points are a solid framework, but should not be the primary focus of the work.
- National conversation around place, and demographic trends, i.e. “return to downtown,” working in Main Streets’ favor




Four-Point Review Major Findings



- The Four Points provide **solid framework**, excellent internal check-points to ensure holistic, comprehensive approach.
- **Challenge in building/maintaining programming balance** -too much attention to Promotions, too little/undefined attention to ER.
- Main Street Approach viewed as a tactic, **over-emphasizes process and organizational structure** – committees / silos
- **Need more rigorous outcome measurement** / Challenge in “packaging” and promoting value.
- Main Street organizations not viewed as serious economic development organizations. Need to **strengthen position**.

The Four-Point Refresh

1. Organizational flexibility
2. Emphasis is on the STRATEGY (not MS “point”)



DESIGN	ORG	PROMO	ECONOMIC VITALITY
<p><i>Examples:</i> Facade improvements Street banners Plantings</p>	<p><i>Examples:</i> Newsletter Volunteer mgmt. Annual fundraiser</p>	<p><i>Examples:</i> Spring festival Shop local campaign First Fridays</p>	<p><i>Examples:</i> Business recruitment Business assistance Market analysis</p>

THE MAIN STREET APPROACH

Key Opportunities

- *New landscape in community revitalization field – Main Street needs to be at the forefront of conversations about transportation, land-use, sustainability, housing, equity, and more.*
- *National conversation around place, and demographic trends, i.e. “return to downtown,” working in Main Streets’ favor*



Main Street Four-Point Approach®

- **Promotion** - marketing the district's unique characteristics and assets
- **Design** - getting the commercial district in top physical shape
- **Economic Restructuring** – (now **Economic Vitality**) diversifying the district's economic base
- **Organization** - getting the community working toward consensus




Main Street's Guiding Principles

No Longer Called the Eight Guiding Principles



- Comprehensive
- Incremental
- Community-driven
- Public-Private effort
- Builds on existing assets
- Quality
- Change
- Implementation-oriented

National Main Street Accreditation



- Broad-based public and private support
- Vision and mission statements
- Comprehensive work plan
- Historic preservation ethic
- Active board and committees (or Four Point work)
- Adequate operating budget
- Paid, professional program director (annual review)
- On-going training for staff & volunteers
- Reporting of key statistics
- Current member of National Main Street Network

Other Changes




- Main Street Now the news journal is now the name of the conference.
- An annual MS Trends issue
- Flexibility in the programs organizational structure

Goals for New Brand

- Provides legal protection
- Increase awareness of Main Street
- Deliver consistent message, inspire confidence, and update look
- Create a 'brand promise' that National, Coordinators, and local programs deliver on: What does Main Street represent, why does it matter, and what difference does it make?



What does the new Brand Represent?

Main Street America is a network of well over 1,000 community based organizations and 46 city, state, and regional Coordinating Programs working together to create vibrant, people-centered places to live, work, and play. United by a commitment to revitalizing historic downtowns and commercial districts, Main Street America communities represent the great diversity this country has to offer, from small rural towns to busy urban corridors, and everything in between.

The new name and look of Main Street America builds on 35+ years of Main Street success. Since 1980, over 2,000 communities have been part of Main Street, bringing renewed energy and activity to America's downtowns and commercial districts.

The status that comes with being a part of this network also sends a strong message to local stakeholders, as well as city, state, and national funders. It signifies that you are part of a greater movement that has a proven track record for generating impressive economic returns, preserving community character, and celebrating local history.



Position Statement

- **Main Street America™ is a movement.** Main Street America has been helping revitalize older and historic commercial districts for more than 35 years. It is the leading voice for preservation-based economic development and community revitalization across the country. Made up of small towns, mid-sized communities, and urban commercial districts, Main Street America represents the broad diversity that makes this country so unique. Working together, the programs that make up the Main Street America network help to breathe new life into the places people call home.

Two other versions are on a handout

A NEW LOOK for AMERICA'S MAIN STREETS



Organizational brand
For the National Main Street Center

Program brand
For the Main Street Network of coordinating programs and communities





Demonstration Projects

- ✓ Milledgeville Main Street - Milledgeville, GA*
- ✓ Biloxi Main Street – Biloxi, MS*
- ✓ Lexington DDA – Lexington, KY
- ✓ Jefferson Chalmers, Inc - Detroit, MI
- ✓ Tacony CDC - Philadelphia, PA
- ✓ Little Haiti – Miami, FL
- ✓ City of Gary – Gary, IN
- ✓ Colorado – Lake City, Steamboat Springs and Brush*

*Existing Main Street Programs

Four Point Refresh Key Integrated Components

- **Inputs:**
 - ✓ community vision – engagement
 - ✓ market understanding
- **Community Transformation Strategies:**
 - ✓ implemented through the Four-Point Framework
- **Outputs:**
 - ✓ qualitative and quantitative outcomes to measure impact

Community Visioning

- Community-driven process that brings stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process.
- Provides a foundation for outlining the community's own identity, expectations, and ideals while confirming real and perceived perceptions, needs and opportunities.

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.

Implement and Measure

- To succeed, Main Streets must show visible results that can only come from completing projects – both shorter and longer-term activities that add up to meaningful change.
- Main Streets must be able to demonstrate wise use of resources, which translates to real change on the ground: new jobs added to a Main Street, new businesses open, buildings redeveloped, and numerous other metrics of success.



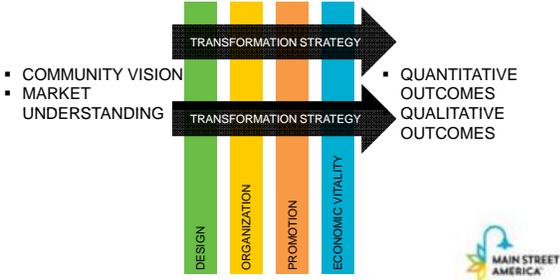

What are Transformation Strategies?

Transformation Strategies:

- guide the direction of the revitalization initiative
- bring about substantive transformation
- reflective of community vision
- based on an understanding of the district's economic performance and opportunities
- implemented through all Four Points
- measurable
- re-evaluated every 2-5 years



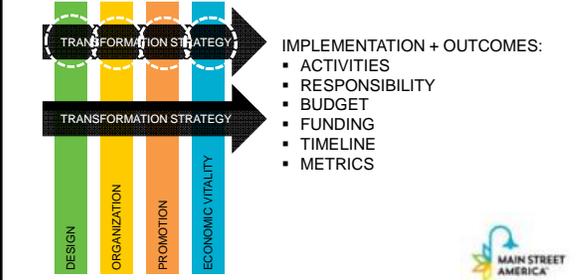

THE MAIN STREET APPROACH



- COMMUNITY VISION
- MARKET UNDERSTANDING
- QUANTITATIVE OUTCOMES
- QUALITATIVE OUTCOMES



THE MAIN STREET APPROACH



IMPLEMENTATION + OUTCOMES:

- ACTIVITIES
- RESPONSIBILITY
- BUDGET
- FUNDING
- TIMELINE
- METRICS



Selecting Transformation Strategies

The process of selecting and using Transformation Strategies consists of three steps:

1. Inputs:
 - a. Community vision: What do people want?
 - b. Market research: What can the market support?
2. Implementation: Putting the Transformation Strategies to work
3. Outputs:
 - a. Quantitative outcomes
 - b. Qualitative outcomes




THE MAIN STREET APPROACH: A focus on strategy



There are two types of Transformation Strategies

- Catalyst Strategies
 - Help organizations without recent (or with limited) market information *get started*
 - Build on the presence of a customer group (i.e.: workers), OR
 - Build on the presence of a concentration of a type of product, service, or business (i.e.: arts district)
- Customized Strategies
 - Based on more substantive market information
 - Can help an organization tackle more complex or challenging transformations



“Catalyst” Strategies

- Ready to use
- Can apply to different kinds of places
- Refine over time
- A place to *start*

- *Customer-based* and *product-based* strategies



Customer-Based Strategies

- Downtown workers and/or residents
- College students
- Tourists
- Military installations
- Family-friendly, family-serving
- Millennials
- Elderly



Product-Based Strategies

- | | |
|---------------------------|------------------|
| • Arts | • Apparel |
| • Entertainment/nightlife | • Agriculture |
| • Furniture/furnishings | • Education |
| • Professional services | • Green products |
| • Health + wellness | • Convenience |
| • Sports + recreation | • Manufacturing |
| • Ethnic specialties | • Food |



CONVENIENCE GOODS + SERVICES



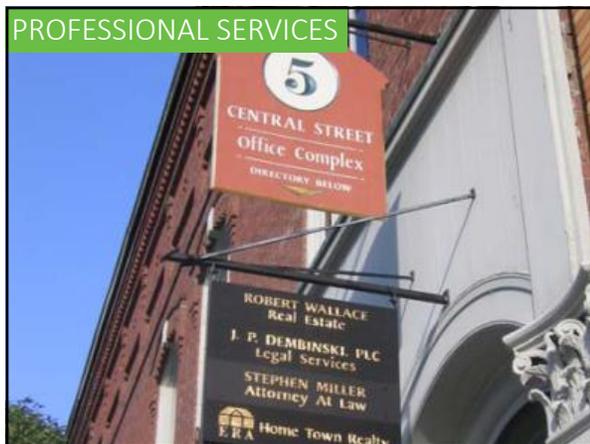
DOWNTOWN WORKERS



FAMILY-FRIENDLY, FAMILY-SERVING









Examples of Customized Strategy

- Haitian Arts, Entertainment and Culinary District
- Start-up/Entrepreneurship Hub
- Highlighting legacy of a famous person or company – eg Michael Jackson in Gary, IN; John Deere in Moline, IL



An example





Who are the **customers**?

- People who work in the district
- People who live in or near the district



What are the **benefits**?

- A “full-service neighborhood” or “downtown”
- Workers and residents can buy day-to-day needs close to where they work or live
- Minimizes parking demands – since they are already here



What are the **trade-offs**?

- Competitive sector
- Not differentiated
- Small trade area



Some **special considerations**

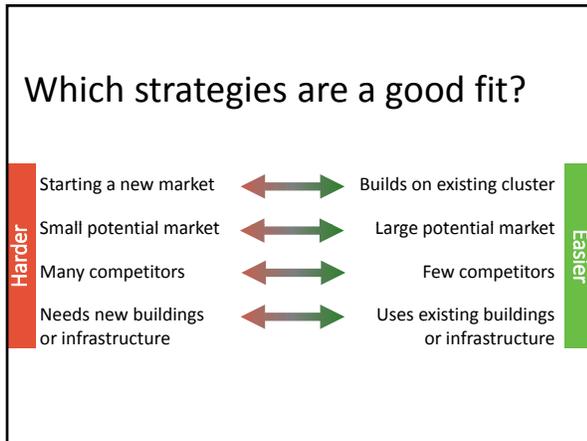
- Most workers visit these businesses from 9-5
- Most residents visit these businesses in the evening and weekends
- Promotional events might need to be scheduled at lunchtime and around 5pm in order to meet workers’ needs – but at different times for residents
- Workers generally need faster service than residents

Potential products/services

Auto repair	Hardware
Banks and credit unions	Laundromats
Barbers and hair salons	Office supplies stores
Bars	Pharmacies
Convenience store	Phone stores
Daycare	Pizza
Dollar stores	Printing and shipping
Dry cleaners	Sit-down restaurants
Fast food and "fast casual"	Supermarket/grocery store
Gas stations	Tailors
Hair care	Take-out restaurants

Sales void analysis

NAICS	Store category	Sales	Demand	Void
441	Motor vehicles + parts dealers	\$ 122,619,000	\$ 126,252,000	\$ 3,633,000
442	Furniture + home furnishings stores	2,301,000	14,607,000	12,306,000
443	Electronics + appliance stores	8,201,000	28,960,000	20,759,000
444	Bldg materials, garden equip., supply stores	29,557,000	23,938,000	5,619,000
445	Food + beverage stores	83,608,000	104,975,000	21,367,000
446	Health + personal care stores	43,071,000	40,359,000	2,712,000
447	Gasoline stations	232,276,000	43,803,000	188,473,000
448	Clothing + clothing accessories stores	15,830,000	21,784,000	5,954,000
451	Sporting goods, hobby, book, music stores	27,592,000	16,337,000	11,255,000
452	General merchandise stores	18,226,000	117,075,000	98,849,000
453	Miscellaneous store retailers	6,279,000	29,262,000	22,983,000
454	Nonstore retailers	14,067,000	6,595,000	7,472,000
722	Food services + drinking places	49,434,000	55,582,000	6,148,000
TOTAL		653,061,000	629,529,000	23,532,000



A Vision is a Cohesive Set of Aspirational Goals

- A vision without a strategy is just a daydream.
- A plan without a strategy is just an activity list.

Revitalization and sustainability success stories usually feature:

- A shared *vision* of the desired future;
- A *strategy* to achieve that vision; and
- An *understanding* of relevant trends, and how similar places achieved similar goals.

Storm Cunningham, Publisher, Revitalization News




Vision Statement

Where You're Going...

- Vision Statements should be based on **community consensus!**
- Consensus, developed by a broad cross-section of the community
- Inspiring!
- Comprehensive
- Uses, significant improvements based on market opportunities
- Specific, sensory language
- Reality check for annual activities
- Many ideas generated for projects over many years





Back to the Community Vision

- Community-driven process that brings stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process.
- Provides a foundation for outlining the community's own identity, expectations, and ideals while confirming real and perceived perceptions, needs and opportunities.

Example:
Community decides it wants to become regional arts and culture hub.



Community Transformation Strategies

- A short-term strategy could be to develop a public mural program, engaging local students as artists.
- A longer-term strategy could be to develop form-based planning codes to promote housing for arts and culture workers – providing for live/work space without requiring special permits.
- Work on these strategies would align with the four points.



Case Study

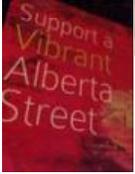
Our Vision By 2030.....

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






Organization








Merchandise











Online Fundraising

The Kaito:

A couple of weeks ago we sent you a request to support your support for Alberta Main Street. We are very thankful for your past support and hope you will again choose to support our efforts as we begin our 20th year and our 2014 Annual Pledge Drive. While we have accomplished a great deal, there is still work to be done and we can't do it without you.

If you see this email, it means that Alberta Street continues to develop in a unique place to live, shop and eat. To help us define our mission, please create your commitment of \$50 or support us in a way that is realistic and meaningful to you. It truly takes a community to do what we do. You can make an actual contribution or signed your contribution on one the issues of the day.

[CLICK HERE](#) to contribute today!

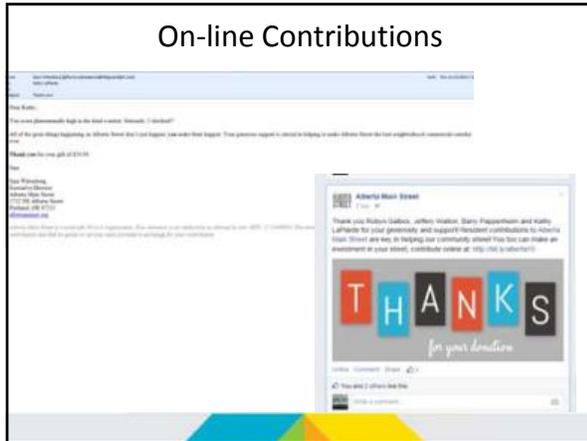
Since 2010, Alberta Main Street has been working to develop Alberta Street as a vibrant, organic, equitable, and sustainable commercial district. We work to support and encourage independent, local businesses that reflect the needs of the community. We've been able to do this with support from the City, residents, business and commercial property owners. If Alberta Main Street is to continue, we need your continued commitment and support.

Sincerely,



Gene Armstrong





Design Elements






Façade Grants:

- Low VOC (Volatile organic compounds) paints
- Reuse

Design – Bike Paths & Car Charging



NE/SE 20th Bikeway Project
North Section

Design Options

- Neighborhood Streets
- City Center
- Suburban/Urban
- Highway/Expressway
- Major Arterial
- Major Freeway

Design Options

- One-way Street
- Two-way Street

Design Options

- One-way Street
- Two-way Street



Economic Development




Bollywood Theater Expands on NE Alberta
Part of the theater's expansion plan is to create a new, multi-screen, theater complex in the heart of the city's theater district.




Walkability of the District







Sustainability/Green Businesses








Tiny Hotels



The Tiny Houses

Roly Poly



Kangaroo

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 home.

Caravan is the first Tiny House Hotel in the United States. These tiny homes are built on trailers with wheels and range in size from 100 to 200 sq. ft.

Homes as Vacation Rentals Businesses in Trailers on Small Lots

Promotion

Business Promotions

Happy Hour is a social event; customers understand the concept and know there will be deals. They can expect the same at Retail Happy Hour but the deals are on retail items.

ANGIE HEINEY
De owner, Track
AMS Profession Committee Chair
#retailhappyhour

Last Thursdays

Last Thursday is for creatives, artists, musicians and performers.
Last Thursday is not for re-sales, imported goods, corporate promotions or retail.

Parking can get difficult so please ride your bike or use public transportation to let down on the congestion and we'll see you out there!

All that Alberta Does is About their Vision

Market-based strategies

Design	Boost purchases by district workers	Change window displays every week Improve parking lot lighting Reverse one-way street by courthouse
Organization	Boost purchases by district workers	Create district workers' advisory board Add major employers to board Quarterly updates to businesses
Promotion/ marketing	Boost purchases by district workers	Launch lunchtime promotional series Launch "Fridays at Five" events Create "Main Street Insiders" program
Economic restructuring	Boost purchases by district workers	Businesses – stay open until 7.00 pm Survey district workers annually Offer free deliveries to district workers

Stretch Break



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.



PROMOTION

Main Street Programs provide communities with the tools to bring people back to the community center by positioning the downtown as a center of activity, marketing the district's unique characteristics, and fostering its positive image.



DESIGN



Main Street programs provide communities with tools they need to improve the appearance of the commercial district, while preserving its character.

ECONOMIC VITALITY

Main Street programs help communities reposition their district's economy through market-driven business retention & development strategies.



Main Street Program - Implementation Plan: January 2016-December 2016				
TRANSFORMATION STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
Strategic	Current Activities %	Current Activities %	Current Activities %	Current Activities %
Goals	Potential Activities %	Potential Activities %	Potential Activities %	Potential Activities %
Objectives				
Strategic	Current Activities %	Current Activities %	Current Activities %	Current Activities %
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Goals	Potential Activities %	Potential Activities %	Potential Activities %	Potential Activities %
Objectives				

Main Street Program - Implementation Plan June 2017 - December 2017				
TRANSFORMATION STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<p>Strategy: Home Furnishings and Antiques</p> <p>Goal: Strengthen historical downtown as the place for all four home apartment needs</p> <p>OBJECTIVE-MEASURABLE GOALS</p> <ol style="list-style-type: none"> 1. branding of Blockstone as a destination 2. increased traffic and revenue from event 3. increased tax base 4. Survey business for lease increases and foot traffic 5. 	<p>Current Activities</p> <ol style="list-style-type: none"> 1. Trade and Blockstone Emporium open on the Board Committee <p>Potential Activities</p> <ol style="list-style-type: none"> 1. Gather form antique mall on vendors - 12 ways for engagements 2. Planned Chairs - meeting chairs (money for grants) 3. Antique Road Show (one vendors to be signed) 4. Apply for VA - downtown investment grant to fund recycling loan fund 5. Partnership with Farmville and Create an regional connections 6. Get vendors on the planning committee for event 7. Involve community (info to artists, what do they want) 8. Designer (business like restaurants, etc) 9. Plan around the Garden Tour week 10. Just do a program - more popular 11. Develop County-wide relationships (to get county funding, perhaps one program or another one) 	<p>Current Activities</p> <ol style="list-style-type: none"> 1. Some areas promotion - show all Trade and sell all discount Center Kitchen <p>Potential Activities</p> <ol style="list-style-type: none"> 1. Holiday Open House 2. Spring home event - Refresh - cleaning carpets, in discounter (nurseries) 3. Business plan to get every business in. The in Shopper (downtown event) 4. Vendors in the antique mall invited. 5. Adding to the message on the sidewalk 6. Home show attendance 7. NYC website to promote niche 8. The Virginia Magazine, Richmond Magazine, Southern Factory Magazine, Chesterfield Living, Brantford, Hampshire, Red Bank Guide, Southern Magazine, Partnership one reason for the sign (house etc) 	<p>Current Activities</p> <ol style="list-style-type: none"> 1. Clean up Blockstone with Rotary <p>Potential Activities</p> <ol style="list-style-type: none"> 1. Visual storefronts illustrated like a room 2. Kick up downtown window 3. Research public toilets for areas (USDA funds) 4. Establish grant fund from fundraiser 5. Partner on how to use historic tax credits for home owners (Disorganized C&D) 6. LOVE sign - original secondary came from Blockstone. 	<p>Current Activities</p> <ol style="list-style-type: none"> 1. Lease pool of 40,000 (job creation) <p>Potential Activities</p> <ol style="list-style-type: none"> 1. 10 all the business that fit in the category (booker maker, accents, computer, clothing, hardware, furniture, etc.) 2. 10 what's missing in the category 3. Work with inventors, someone of the development or subsidized from property owners. (To get to the big category)

Group Exercise

- Gather in groups of 4-6 people.
- Use your worksheet
- Chose a scribe and a team presenter

Complete your worksheet

- Transformation strategy
- Goal
- Work under the Four Points
- What will be your measures of success?



Ideas for the Four Points

Complete your worksheet

- Transformation strategy
- Goal
- Work under the Four Points
- What will be your measures of success?

- **Organization** - How will you fundraising, target volunteers, implement PR?
- **Promotion** - how will business promotions, special events and image building incorporate your chosen strategy
- **Design** - what design elements will be included?
- **Economic Vitality** - what business development activities will be planned, what businesses will you recruit?

Main Street Program - Implementation Plan January 2016 - December 2016				
TRANSFORMATION STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<p>Strategy:</p> <p>Goal:</p> <p>OBJECTIVE-MEASURABLE GOALS</p>				
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<p>Strategy:</p> <p>Goal:</p> <p>OBJECTIVE-MEASURABLE GOALS</p>				

First Exercise: Use this sheet

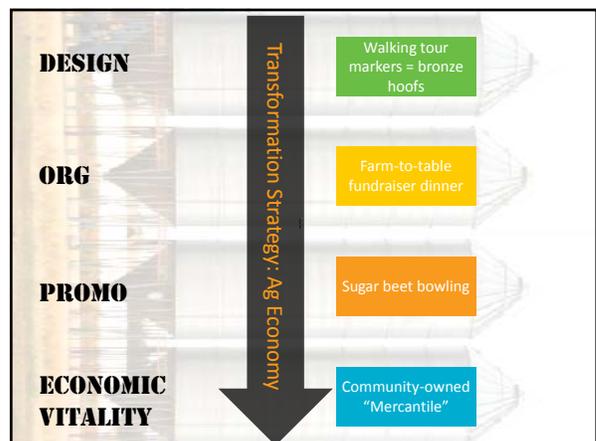
Each Group Will be Assigned a Transformation Strategy

Types of Customers

1. Downtown Workers and Residents
2. College Students, Faculty, parents and alumni
3. Elder-Friendly, Aging in Place
4. Family-friendly, family serving
5. Tourists
6. Military Installation

Types of Products and Services

1. Ethnic Specialties
2. Health and Wellness
3. Home Furnishings
4. Environmental Friendly
5. Food
6. Entertainment and nightlife



Second Exercise – homework assignment

- Use the second worksheet
- Choose a transformation strategy for your community
- Identify all the projects underway that fit with your strategy
- Brainstorm ways to improve other projects to better fit your transformation strategy



Market overview



Some demographic characteristics

- Population size
- Population trends
- Number of households
- Household trends (e.g., smaller or larger)
- Median HH income and benchmarks
- Median age and benchmarks
- Median age trends
- Households with children at home
- Homeownership rates
- Educational attainment
- Race and ethnicity and trends
- Psychographic segmentation ("Community Tapestry")



Downtown business characteristics

- Business inventory
- Number of businesses
- Business clusters
 - Retail (by category)
 - Restaurant
 - Lodging
 - Professional
 - Manufacturing
- Number of downtown workers



Measurements and Outcomes

Applying the Concepts of the Refresh

- Set aside time at your next board meeting to talk about the Main Street Refresh and transformation strategies.
- Review your Vision Statement and if needed conduct a visioning session. Focus this on market opportunities for downtown. You may need to update your market data.
- Identify your transformation strategies (using what was learned at the visioning session and based on market opportunities).
- Bring your board and committees together to discuss project development
- Committees develop work plans and propose budgets. Use the vision and transformation strategies to select projects. Set SMART (Specific, Measurable, Achievable, Realistic and Time-related) goals
- Board approves work plans and budgets (with any stipulations needed based on reach fundraising goals).
- Measure your Outcomes.

• **Stay tuned – we're still learning!**

Discussion and Q & A

Main Street Membership Benefits

Latest Trends & Topics

- Main Street Weekly (e-newsletter every Friday)
- Main Street Now (journal online only)
- Webinars

Access to Peers & Best Practices

- Board and Committee handbooks digital
- Main Street Listserv
- Online "Solution Center"
... hundreds of samples, case studies, guidelines and resources.
- Discounts to the National Main Street Conference
- Certification Institute

If you don't
Get MS Weekly
Email Tali at
Tjamir@savingplaces.org

Emailed every Friday

NOVEMBER 14, 2015

Tips for Writing a Successful One-Page Fundraising Letter

Senior Program Officer Kathy La Plante has seen many successful fundraising letters that non-profits have used over the years, but she recently received one from a Wisconsin nonprofit that she was particularly impressed with. What made...

MS Weekly Content

New Report on Downtown Housing

Check out a new report from the Connecticut Main Street Center that frames the obstacles and opportunities for developing downtown housing above commercial spaces. The report examines the 800-year-old Canal Street in Downtown, a pilot program (CMSC) created to facilitate mixed-use, interlocking housing opportunities while revitalizing downtown neighborhoods. The Connecticut Chapter of the American Planning Association (CNA) is currently piloting CMSC as the recipient of the 2015 Education & Culture Award for this initiative.

Shine in Our Solution Centers

At the Main Street Center in New Orleans recently presented a guide to the neighborhood's vibrant arts and culture scene called the Saint Claude Shake. The program created 800 copies of the guidebook, which are currently being distributed in New Orleans and nationally to the New Orleans Tourism and Marketing Corporation. You can view the digital version of the Saint Claude Shake in our Solution Center. Thank you to Ray Jordan, Director of Louisiana Main Street, for making us aware of this extremely well-done guidebook!

Around the Network

- **West Union, Iowa.** Our thoughts are with those affected by the fire in West Union, Iowa that destroyed two buildings on Tuesday, November 10.
- **Women Taking Lead in Business.** Officials in Georgetown, Texas, said they have noticed an increasing number of women-owned businesses in the city's downtown area, which helps in downtown revitalization efforts.
- **San Augustine, Texas.** Historic preservation recently discovered the founding document, dated 1833, for the City of San Augustine, Texas, at an estate sale. Funds will be used to raise money for the newly established San Augustine Main Street Program. Read more.
- **Flomenc, Ariz.** Phoenix will host the Smithsonian Institution's Museum on Main Street exhibition, Journey Stories. The Florence Main Street Program is coordinating the exhibition in partnership with the Arizona Humanities Council and the Florence Community Library. Learn more.
- **Danville, Va.** Main Street Illustrated: A Collaborative Exhibit by Catherine Ansel is a collection of works that portray the businesses and architecture of Danville Main Street in various artistic mediums as seen through the eyes of many different local artists. Learn more.

Word on the Web

- **Benefits of Downtown Investment.** Here is an interesting excerpt from an economic book that looks at the economic impacts of downtown.

Main Street America Institute

- ✓ **Flexible** - ability to begin certification process at any time and complete at own speed (within 2 years)
- ✓ **Engaging** - interactive online and onsite courses will be offered in a variety of formats
- ✓ **Relevant** - coursework will cover the latest commercial district revitalization issues and trends
- ✓ **Comprehensive** - coursework will cover a wide variety of subject matter



Main Street America Institute Framework

Leadership Development Certificate Program

- Leadership Development Skills
Online Learning
Launched February 2016
- Leadership Development Workshop
Two Day In-Person Workshop
Launched Spring 2016 at Main Street Now Conference

Community Transformation Certificate Program

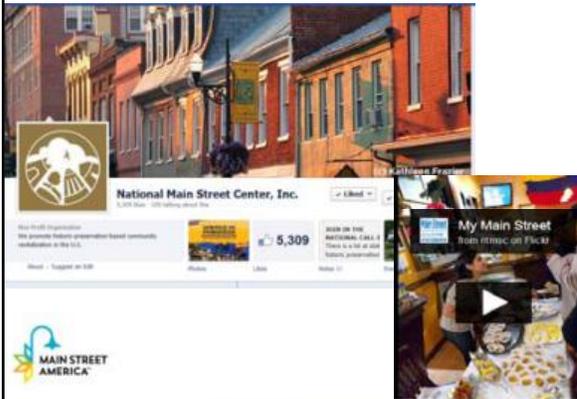
- Community Transformation Skills
Online Learning
Launched January 2016
- Community Transformation Workshop
Three Day In-Person Workshop
Launched Fall 2016 in Chicago



Allied Services Directory



Welcome to your new Main Street.




National Trust Funding Opps



Q & A

MAIN STREET Now

A CONFERENCE OF THE NATIONAL MAIN STREET CENTER
MILWAUKEE, WI // MAY 23-25, 2016
<http://www.preservationnation.org/msconference>



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