



FOUR-POINT APPROACH® *REFRESH* **Four Online Seminars**

Organization: Getting Started and Staying Engaged **Thursday, April 27 | 12:00 - 1:15**

A strong organizational foundation is key for a sustainable Main Street revitalization effort. Learn how to identify, attract, engage and retain stakeholders, volunteers and resources. Discover the values of developing your mission, vision, goals and strategic plan to launch or strengthen your downtown efforts and build civic relationships.

Design: Saving Places and Looking Great **Thursday, May 18 | 12:00 - 1:15**

Downtowns enhance their appeal with attention to public space through rehabilitated older and historic buildings, visual merchandising, the creation of pedestrian friendly streets, inclusion of public art in unexpected areas, more efficiently-designed buildings, transit oriented development, and much more. Learn how easily accomplished, incremental improvements add value, build community pride and enhance your distinctive sense of place.

Promotion: Building the Buzz and Bringing Downtown to Life **Thursday, May 25 | 12:00 - 1:15**

Attracting people to your downtown begins by creating a positive image that showcases your downtown as the center of your community. Learn how to celebrate and promote cultural traditions and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales, aimed at changing perceptions of the district and communicating to residents, investors, businesses, and property-owners that this place is special.

Economic Vitality: Strengthening Businesses and Attracting Investment **Thursday, June 1 | 12:00 - 1:15**

Rebuilding the economic vitality of traditional commercial districts is the focus of the economic restructuring component of the Main Street Four-Point Approach and is the ultimate goal of all downtown revitalization programs. Learn how to gather the economic essentials (downtown building and business inventory, demographic profile of the market area, retail sales information, consumer surveys), provide meaningful assistance to business and downtown property owners, and track economic performance.