



Department of Virginia Housing and Community Development

Virginia Main Street: Partnering
for Success



VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT
Partners for Better Communities



Activity #1

One Sheet of Paper - Three Post it Notes

“Our Downtown Is...”

On the post it, pass paper to your right

Three Times – until your paper does not have your handwriting

Put a Star on the most important one



VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT
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**A Tool for Recruiting Jobs,
Talent, and Residents**

The Heart of the Community

Where You Want to Be

An Advertisement for our Quality of Life

A Reflection of the Community

**Where Public and Private
Investment Occur**

**A Base Camp for Exploring
Recreational Opportunities**

An Incubator for Small Businesses

Home

The Highest Concentration of Tax Generation



Soul of the Community Study – Knight Foundation

- Basic services – community infrastructure
- Local Economy
- Safety
- Leadership and elected officials
- Aesthetics – physical beauty and green spaces
- Education systems
- Social offerings – opportunities for social interaction and citizen caring
- Openness/welcomeness – how welcoming the community is to different people
- Civic involvement – residents' commitment to their community through voting or volunteerism
- Social capital – social networks between residents

Soul of the Community Study – Knight Foundation



AESTHETICS



SOCIAL OFFERINGS



OPENNESS/INCLUSIVE

cities with the highest levels of [place] attachment had the highest rate of GDP growth

ORGANIZATION

Bring all sectors of the community together to build consensus & common vision, assemble resources, and lead revitalization



Sense of Ownership

DESIGN

Improve physical elements while preserving & enhancing the community's authentic fabric



Sense of Place

ECONOMIC VITALITY

Strengthen & diversify the local economy by supporting existing base and encouraging strategic use of space and entrepreneurship development



Sense of Vitality

PROMOTION

Position district as the center of activity, culture, commerce, and community life, market its assets, and promote its positive image



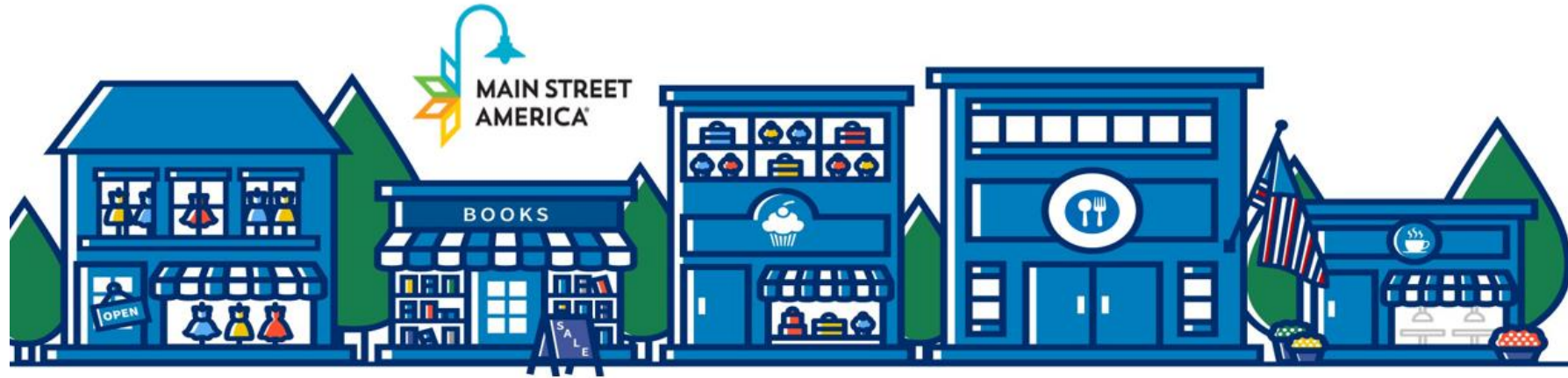
Sense of Activity





Main Street is...

- Reinvigorating your traditional downtown neighborhood / commercial district
- Economic development through leveraging your place-based assets, i.e. historic buildings
- Grassroots revitalization strategy, i.e. responsive to the *community* (bottom up approach)





Activity #2

One Sheet of Paper - Three Post it Notes

“Our Downtown Needs...”

On the post it, pass paper to your right

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Put a Star on the most important one



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Businesses

Street Trees and Planters

Housing

Customers

Public Improvements – sidewalks, benches, etc

Public Art – Murals, Sculptures, etc.

Investment

Jobs

Parking

Private Improvements – Facades, Signage, Awnings

Activity

Residents

Restaurants

Wayfinding Signage

Access to Capital

A Brewery

Marketing and Promotions



The Main Street Approach – Transformation Strategies



College Town

Small-Scale Manufacturing

Outdoor Recreation

Family-Friendly

Military Installation

Home Furnishings

Arts



Main Street - Partnerships

All three play a role

- Shared Goals
- Shared Responsibilities
- Shared Vision
- Collaboration and Coordination –
not Competition and Confrontation





Benefits to Key Stakeholders



Business Owners

- Increased Sales
- Educational Opportunities
- District Marketing
- Grant Opportunities
- Other Needs Addressed



Residents

- Enhance Marketplace
- Sense of Community
- Opportunity to Participate
- Preservation of Heritage



Property Owners

- Increased Occupancy Rates
- Increased Property Values
- Design Assistance
- Grant Opportunities
- New Uses



Local Government

- Increased Tax Base
- Job Growth
- New Development
- Coordinated Vision / Goals
- Improved Relations
(Town and Private Sector)



Nonprofit Organization

- ❑ Board of Directors
- ❑ Fundraising/Fund Development/Resource Development
- ❑ Work Plan
- ❑ Grants
- ❑ Events
- ❑ Promotions
- ❑ Branding
- ❑ Small Business Support/Development
- ❑ Façade/Sign Grants
- ❑ Place Making Projects
- ❑ Communications

Nonprofit
Organization
/Local
Coordinating
Program





Stakeholders and Community

- Volunteers
- Committee Members
- Board Members
- Donors/Investors
- Engagement
- Vision
- Participation
- Support and Promote
- Customers
- Advocates



Stakeholders
and
Community



Unit of Local Government

- ❑ Board Seat – voting or nonvoting?
- ❑ Support of Organization – in-kind and/or financial
- ❑ Memorandum of Understanding with Org
- ❑ Communication
- ❑ Inclusion and Coordination
- ❑ Commitment
- ❑ Policies

Unit of Local
Government





The Main Street Approach – Transformation Strategies



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Small-Scale Manufacturing

Outdoor Recreation

Family-Friendly

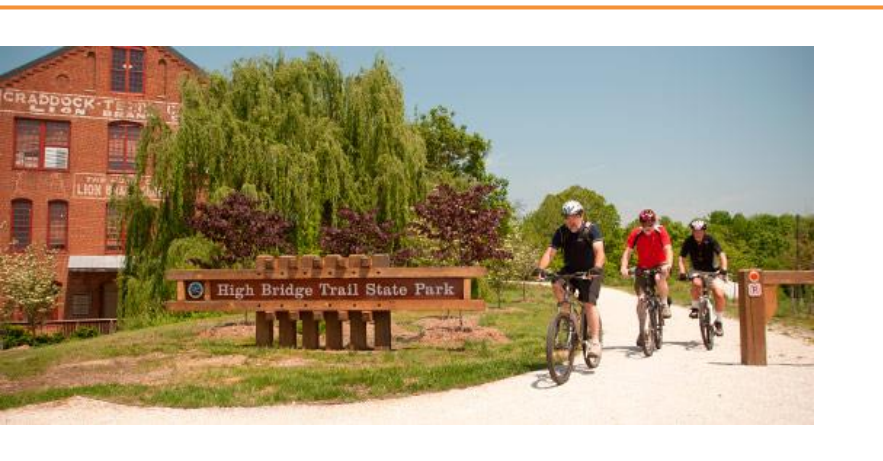
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Outdoor Recreation



Design – Wayfinding Signage between the district and local recreation opportunities

Organization – representatives from Outdoor Rec venues and businesses on Board and Committees

Economic Vitality – identify Outdoor Rec related businesses in the district, identify needs

Promotion – activity related event, brochure or app listing related businesses and site



Outdoor Recreation



- Bike Lanes
- Local Incentives for Outdoor Rec related businesses
- Bike Racks
- Parking appropriate for RV's, boats, etc.
- Develop connective trail systems
- Develop boat launches
- Active Parks and Rec Department
- Clean and Attractive Public Restrooms/Wash House



Small Scale Manufacturing

Design – create a “Made In...” logo for participating entrepreneurs and businesses

Economic Vitality – connect with SBDCs and CDFIs for targeted training and access to capital

Organization – hold regular meet ups for Small Scale Producers

Promotion – hold a “Made In...” day to celebrate Producers





Small Scale Manufacturing

- Zoning
- Incentives
- Procurement





Activity #3

Memorandum of Understanding Madlib

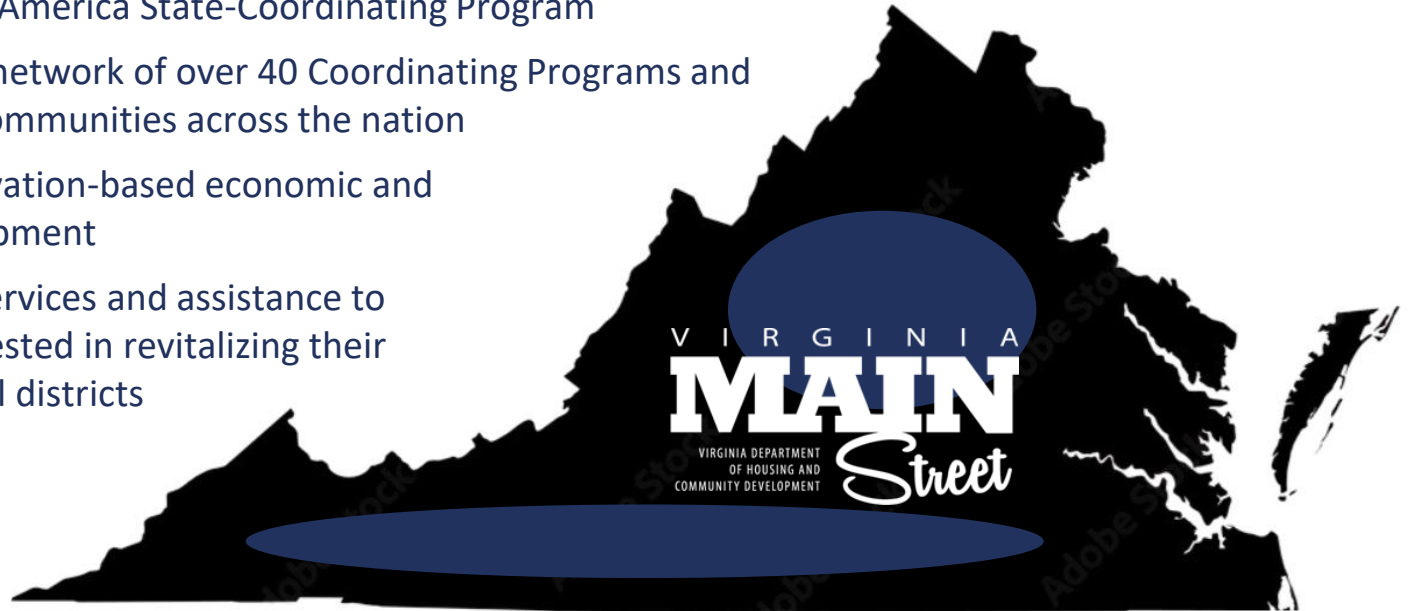
Complete the Madlib as a start to preparing an MOU with your local Main Street organization!



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Virginia Main Street

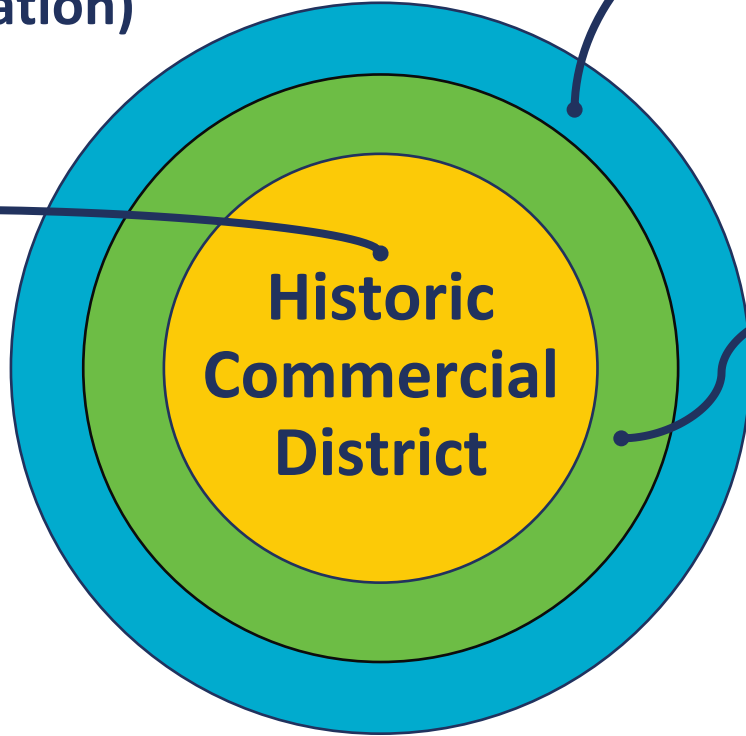
- Established in 1985 (38 years)
- Housed in Virginia Department of Housing & Community Development
- Active Main Street America State-Coordinating Program
- Part of Grassroots network of over 40 Coordinating Programs and more than 1,600 communities across the nation
- Focused on preservation-based economic and community development
- Offers a range of services and assistance to communities interested in revitalizing their historic commercial districts



Program Structure

(Model of Collaboration)

Locally Powered



Nationally Recognized



State Coordinated



VMS Tier Levels of Participation



Local Program



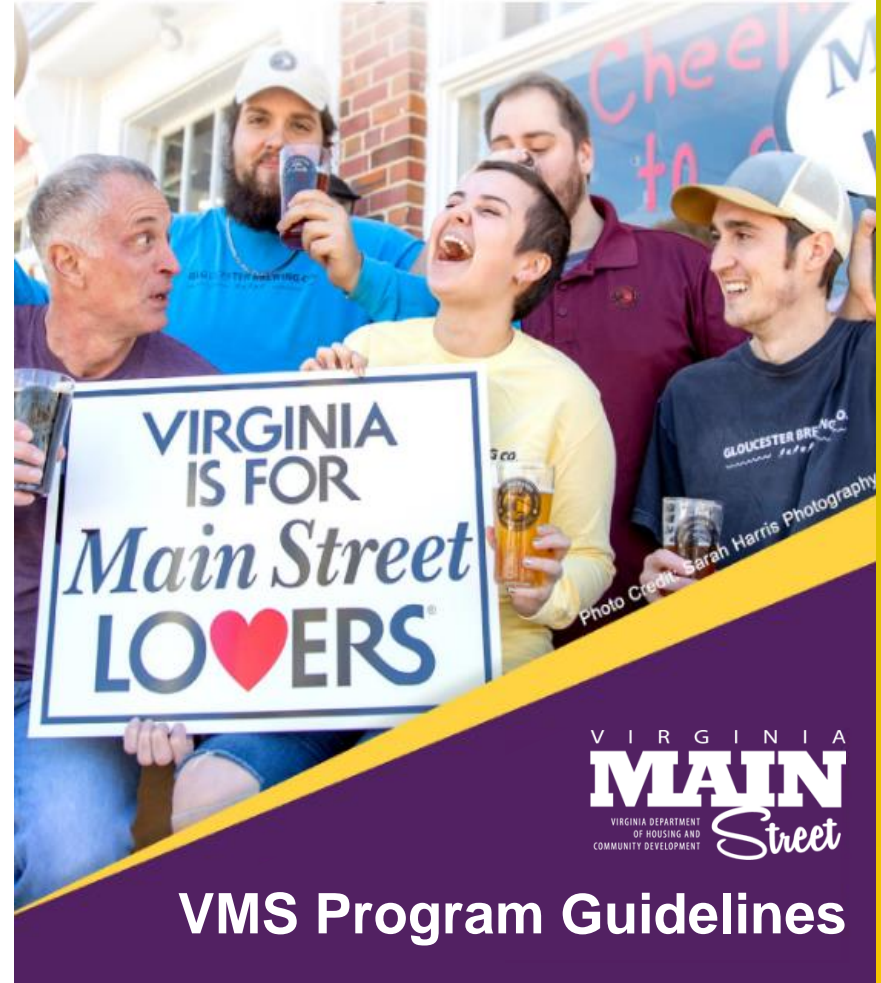
Stay Connected

- Subscribe to Virginia Main Street (VMS) Blog
 - www.virginiamainstreet.com
- Subscribe to Community Vitality Office (CVO) Newsletter
 - Notify VMS representative
- Closed Facebook Groups
 - VMS Program Managers + VMS Network
- The Point
 - Online networking platform for MSA members
- Main Street America Mailing List
 - Get announcements / news based on your interests
- Monthly or Bi-Weekly Check-In Call
 - Speak with VMS representative



Want to Learn More?

- ✓ Who We Are
- ✓ Tiers of Participation
- ✓ Services
- ✓ Grant Opportunities
- ✓ AVMS Eligibility Criteria
- ✓ Main Street Districts



Meet the Team!



Courtney Mailey
Program Manager



Zachary Whitlow
South



Kyle Meyer
East



Blaire Buergler
North



Ellie Dudding-McFadden
Central / Shenandoah