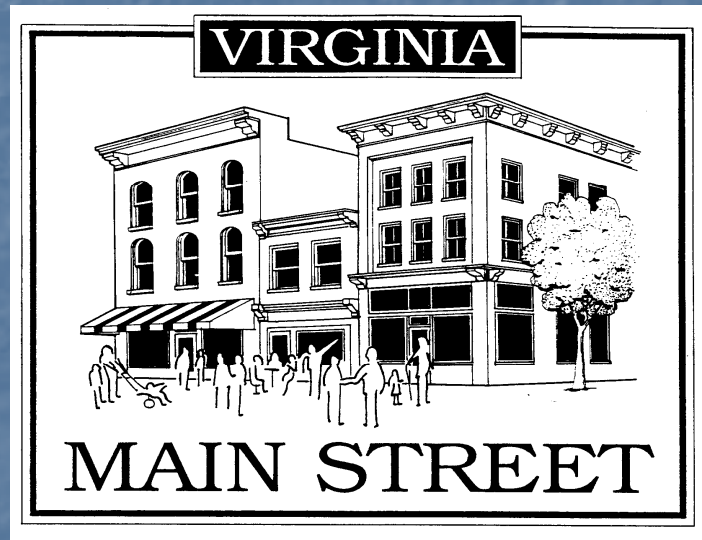
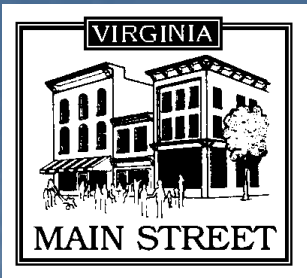


Virginia Main Street

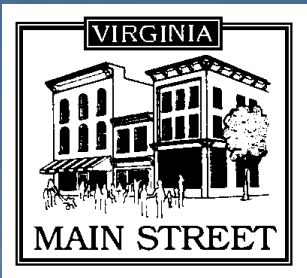


Building Economic Vitality Downtown



Why is Downtown Important?

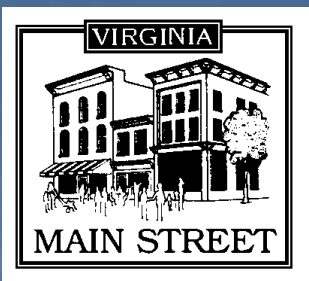
- Prominent center of employment
- Predominant image of the community
- Significant part of tax base
- Ideal location for independent businesses
- Historic core of the community
- Represents a huge public and private investment



Why isn't every downtown revitalized

- Long-term process
- Hard work
- Previous attempts have failed
- Competing interests
- Old ideas, perceptions

The Good News is that the Main Street Approach works despite these challenges



Stakeholders



- Business Owners
- Property Owners
- Local Government
- Residents
- Downtown Employees
- Utilities
- Financial Institutions
- Chamber of Commerce
- Historic Preservationists
- Service Organizations
- Arts & Cultural Institutions
- Local Media
- Youth & Schools
- Churches
- Surrounding Communities
- Visitor's Bureau



What is Main Street?

Methodology Combining:

Historic preservation

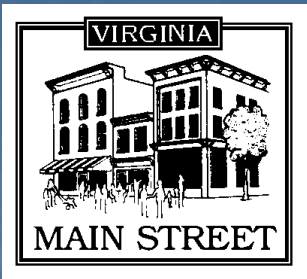
+

Economic development

=

Restored Prosperity & Vitality Downtown

- National Trust for Historic Preservation
- Demonstration projects in late 1970s and early 1980s

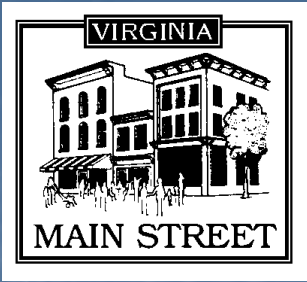


Virginia Main Street

21 Virginia Main Street Communities

- Berryville smallest at 2,800
- Lynchburg largest at 65,000
- 30 programs since 1985
- Abingdon, Altavista, & Blackstone new in 2007

75 + DHCD Commercial District
Affiliates



The Main Street Approach

Use downtown's traditional assets as a catalyst and basis for revitalization





The Main Street Approach

Downtown's assets:

- Community
- Personal Service
- Cultural Heritage
- Rich Architecture





Outcomes of a Main Street Effort

- Entrepreneurship
- Pride
- Stronger public/private partnerships
- Vibrancy
- **"Sense of Place"**



Main Street Facts of Life

- No "handouts"
- Local resources
- Everyone has an agenda
- Not everyone will agree
- There is no formula
- It takes longer than you think



The Four Points

Why
MS
Works

- DESIGN
- PROMOTION
- ECONOMIC
RESTRUCTURING
- ORGANIZATION





Design

Make it Attractive!

- Façade improvements
- Streetscape projects
- Rehab incentives
- Wayfinding
- Walking tours, education, etc.



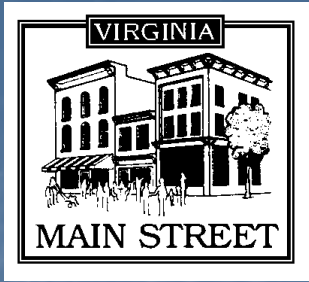


Promotion

Bring Them Downtown Again!

Market downtown's opportunities to investors, residents, customers and visitors through events, ads, publications and other activities.



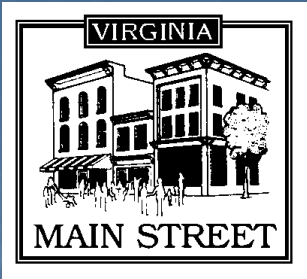


Promotion

Bring Them Downtown Again!

Drives Business

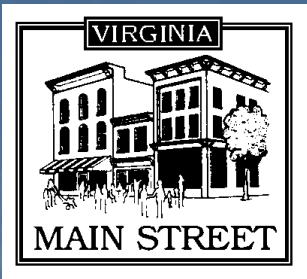




Economic Restructuring

Recruit & Assist
Viable Businesses!





Organization

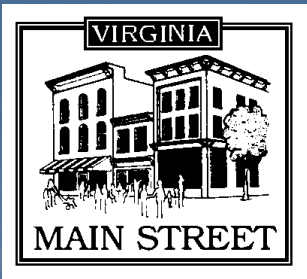
- Officer and committee structure
- Set vision/mission/goals/priority activities
- Legal/financial/human management
- Membership development
- Fundraising
- Stakeholder and public education
- **Build Partnerships!**





The Main Street Organization

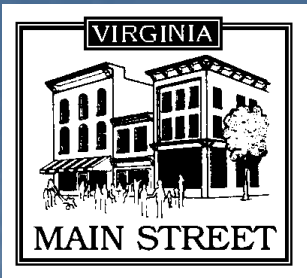
- Separate and independent
- Formally organized
- Made up of stakeholders
- Board of directors & committee structure



What Works

- Aggressive management
- An independent organization of stakeholders
- Comprehensive incremental approach using all the Four (interrelated) Points

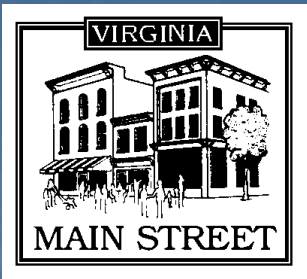




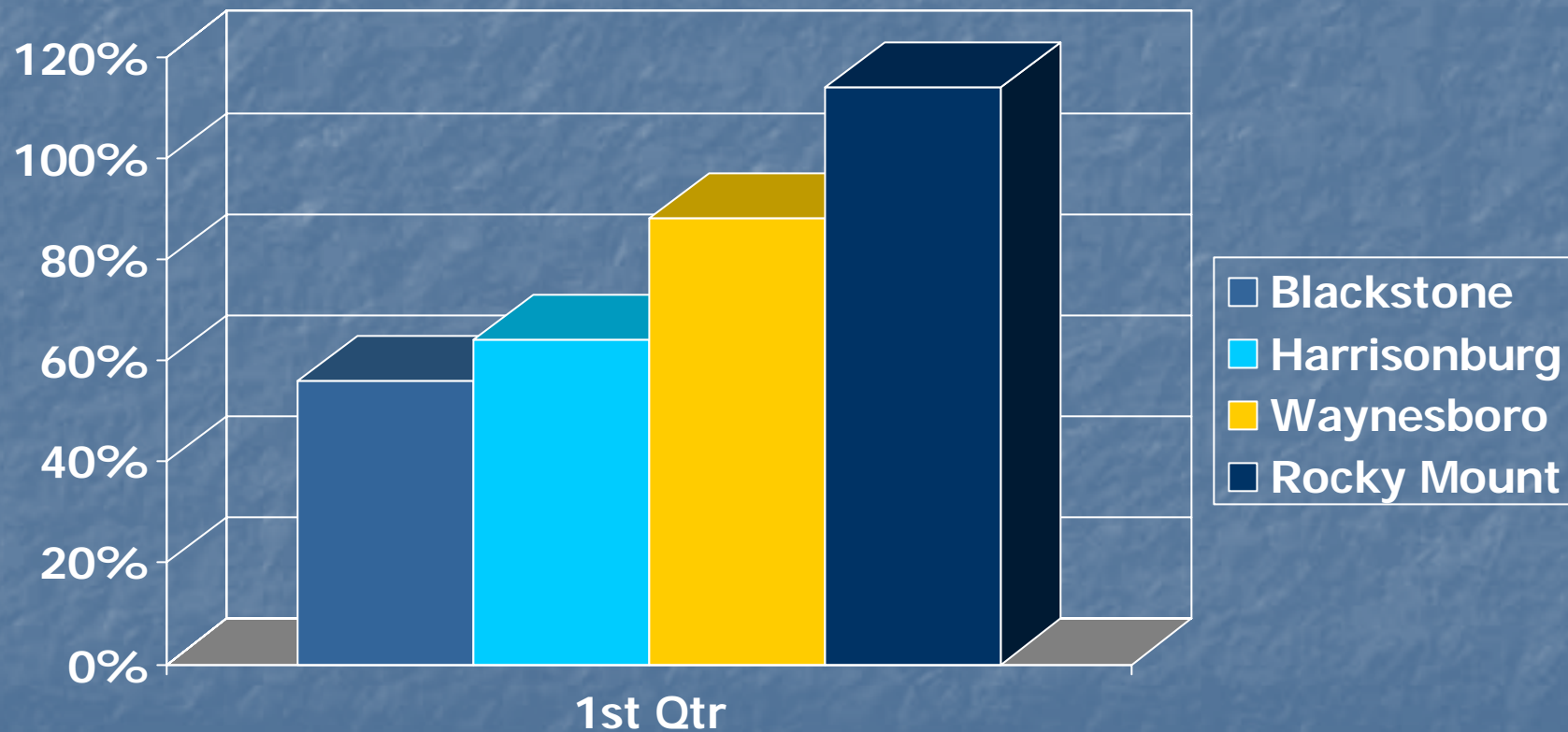
What Works – The Eight Principles

- 1) Comprehensive
- 2) Incremental
- 3) Public-private partnerships
- 4) Action-oriented
- 5) Builds on existing assets
- 6) Emphasizes quality
- 7) Changing attitudes
- 8) Self-help

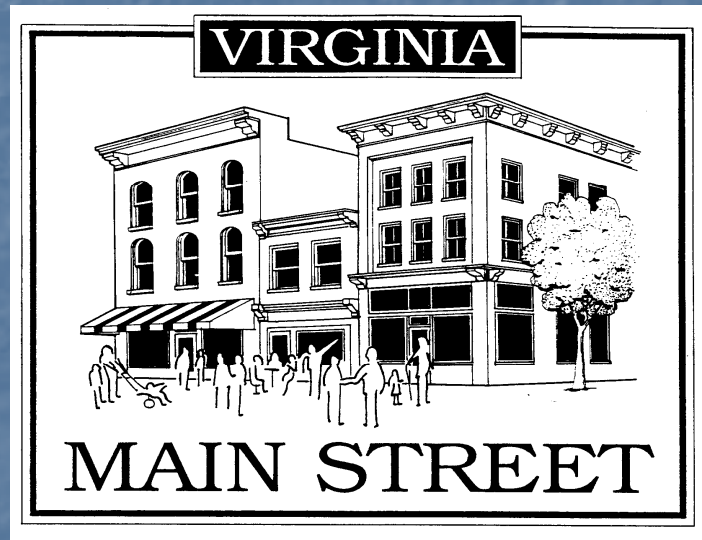




Value of Main Street – Property Value Comparison



Virginia Main Street



Building Economic Vitality Downtown



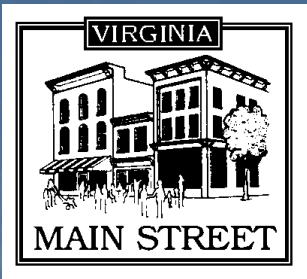
Ashland's Assets

- What are Ashland's Assets?
- What makes Ashland Special?
- Are These Assets Being Utilized?
- How Can Ashland Better Employ Its Assets?



Things To Think About

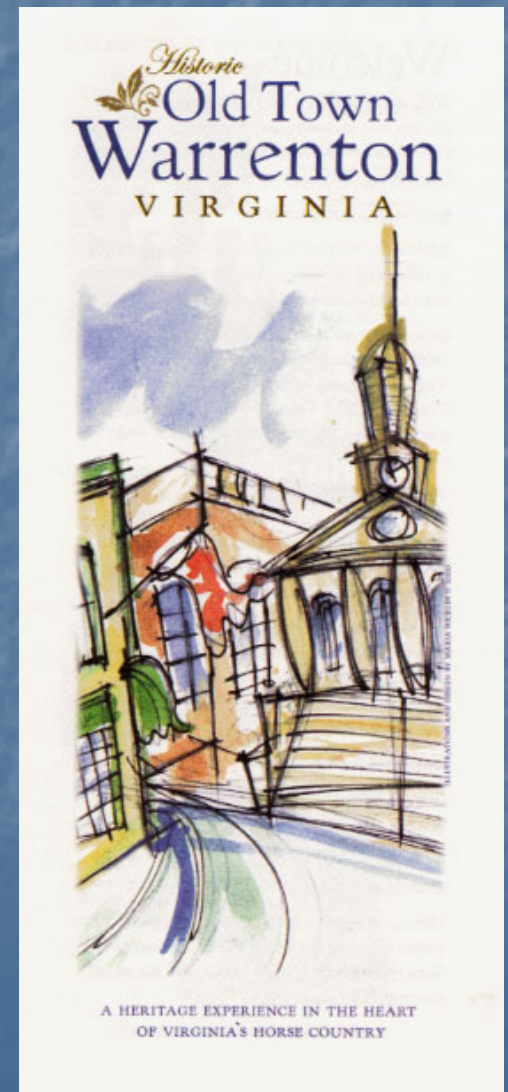
- What is Ashland's Identity?
- What Does "Center of the Universe" Mean?
- Why Isn't Ashland "Better?"

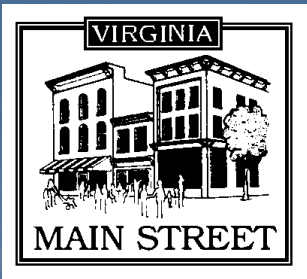


Promotion

Typical activities:

- Put on festivals and events
 - Image Building
 - Retail focused
 - Fundraising
- Create marketing strategies and materials
- Create and execute public relations campaign





Program Resources

Available to **ALL** Main Street Communities

■ Technical Assistance

- Design Assistance
- Staff Assistance
- Phone Consultation

■ Resource Material

- Web site
- Virginia Main Street publications and research
- Salary Survey
- Statistics / Benchmarks
- VMS Library

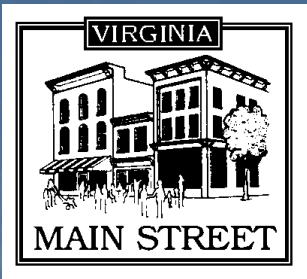
■ Training

- Training
- Managers' Retreat
- Scholarships

■ Public Relations

- Public Appearances at community events,
- VMS Annual Report, Driving Tour, Annual Milestone Awards, Press Releases

Estimated
annual
value of
\$20,000



Program Resources

Available to New Main Street Communities

- Reconnaissance Visits
- Resource Team Visit
- Design Assistance
 - 12 façade renderings and site visit
- Year End Assessment
- One-Day Tech Visit
- VMS Staff Site Visits/Presentations
- NMSC Membership
- Virginia Main Street Signs

Estimated
value of
\$105,000 over
3 years



Economic Impacts

Virginia Main Street

- More than \$488 million of private investment since 1985
- More than 4,400 new businesses and 12,600 new jobs
- More than 470,000 volunteer hours invested since 1997
- Over 5,500 building projects





Contacts . . .



Virginia Main Street (804) 371-7030

www.dhcd.virginia.gov/MainStreet

Main Street Essentials & other topical trainings

National Main Street Center

(202) 588-6219 or www.mainstreet.org

Conference March 1 – 4, 2009, Chicago, IL

Virginia Downtown Development Association

(434) 238-0986 or www.downtownvirginia.org