

STRENGTHENING OUR ORGANIZATIONS' SUSTAINABILITY

Offered by Oklahoma Main Street – Wednesday, Jun 24, 2020

Presented by Norma Ramirez de Miess, National Main Street Center



MAIN STREET AMERICA
Nationally recognized.
Locally powered™



URBAN MAIN™





OKLAHOMA MAIN STREET


“STRENGTHENING OUR ORGANIZATIONS’ SUSTAINABILITY”

OKLAHOMA MAIN STREET
THE BIG PICTURE OF RECOVERY
Virtual Training Series
Wednesday, June 24, 2020

Norma Ramirez de Miess
Senior Program Officer and
Director of Leadership Development
NATIONAL MAIN STREET CENTER

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LOOKING BACK AT OUR CONVERSATIONS...



IMPORTANT POINTS THAT STAYED WITH ME:

- _____
- _____
- _____

I WOULD LIKE TO LEARN MORE ABOUT:

- _____

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STRENGTHENING OUR ORGANIZATIONS' SUSTAINABILITY

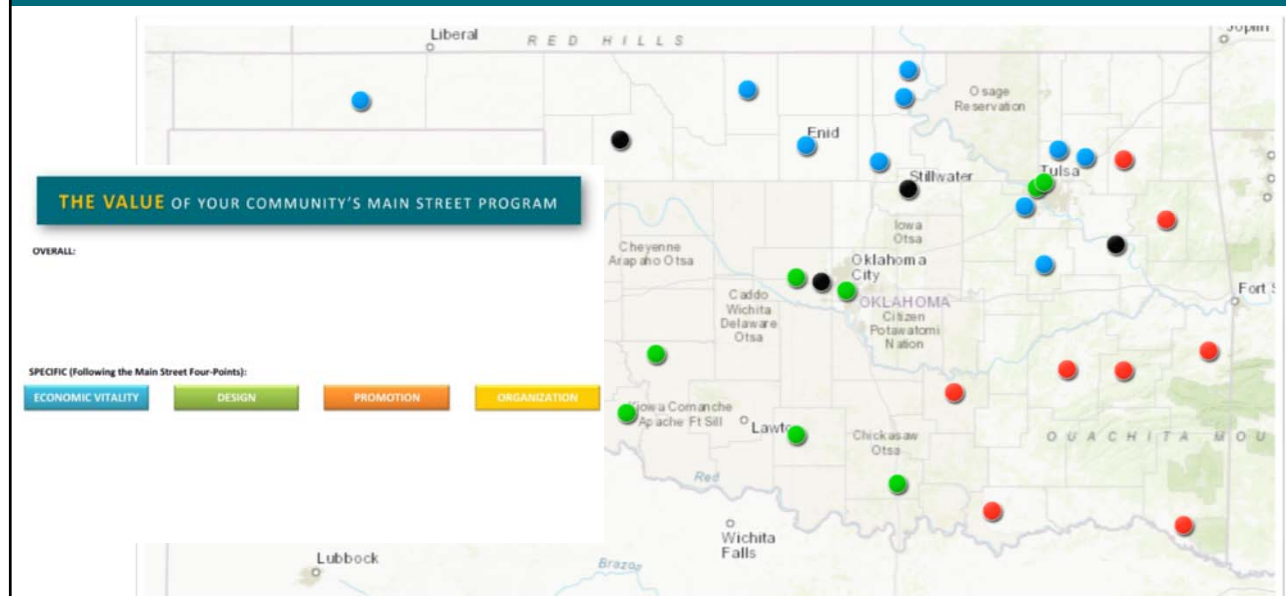
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ORGANIZATIONAL SUSTAINABILITY



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THE VALUE OF YOUR COMMUNITY'S MAIN STREET PROGRAM



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THE VALUE OF YOUR COMMUNITY'S MAIN STREET PROGRAM

ECONOMIC VITALITY



STRONG LOCAL ECONOMY

DESIGN



AUTHENTIC SENSE OF PLACE

PROMOTION



CONNECTIVITY ACTIVITY

ORGANIZATION



COMMUNITY OWNERSHIP

SUSTAINABLE DISTRICT TRANSFORMATION

EFFECTIVE REVITALIZATION PROGRAM

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OUR MESSAGE: A TWO-FOLD RESPONSIBILITY

What we want to achieve

DISTRICT

PROGRAM



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OUR MESSAGE: A TWO-FOLD RESPONSIBILITY

DISTRICT **PROGRAM**

So how do we make it happen?

WITH not just **FOR**

Main Street Resource Center

GET INVOLVED

Forward Together

"I love being a part of the cool vibe we are creating downtown."
- Olivia Jones

Blissfield Main Street is making a real difference.
With enthusiastic volunteers, hard work and inspiration, we will preserve the structures of yesterday, support our labors of today, and build our dreams of tomorrow. This will establish and maintain a prosperous and welcoming community for stakeholders, visitors and surrounding communities.

BE A PART of the next 20
OLD TOWN CAPE
20th ANNIVERSARY

"Blissfield Main Street supported us from farmers' market, to brick and mortar, and beyond. There is a great community spirit fueled by the Main Street program—and it's fun!"
- Gilda Berrou, Owner, Boyne City Bakery

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OUR MESSAGE: A TWO-FOLD RESPONSIBILITY

DISTRICT **PROGRAM**

So how do we make it happen?

What we want to achieve

Blissfield Main Street is making a real difference.
With enthusiastic volunteers, hard work and inspiration, we will preserve the structures of yesterday, support our labors of today, and build our dreams of tomorrow. This will establish and maintain a prosperous and welcoming community for stakeholders, visitors and surrounding communities.

GET INVOLVED

Support Local Businesses

Main Street Resource Center

Downtown

Spending Local Safely

Support Local Businesses

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OUR MESSAGE... OUR ORGANIZATIONAL CULTURE

WHAT'S INSIDE

Strategies & Success Stories





WHO WE ARE
We Believe in the Power of Place

VISION FOR COLLECTIVE ACTION
We Believe that Change is Collaborative

IMPACT STRATEGIES

- DESIGN** • grow local businesses & professional talent
- EVENTS** • attract visitors with urban spaces that connect and uplift
- STORY** • illustrate the heart and soul of Downtown Harrisonburg


LOOKING FORWARD: DOWNTOWN AS REGIONAL DESTINATION



SPARKING A RENAISSANCE

<https://downtownharrisonburg.org/friends/>

WE BELIEVE IN THE POWER OF PLACE




WE ARE DOWNTOWN

WE BELIEVE THAT CHANGE IS COLLABORATIVE

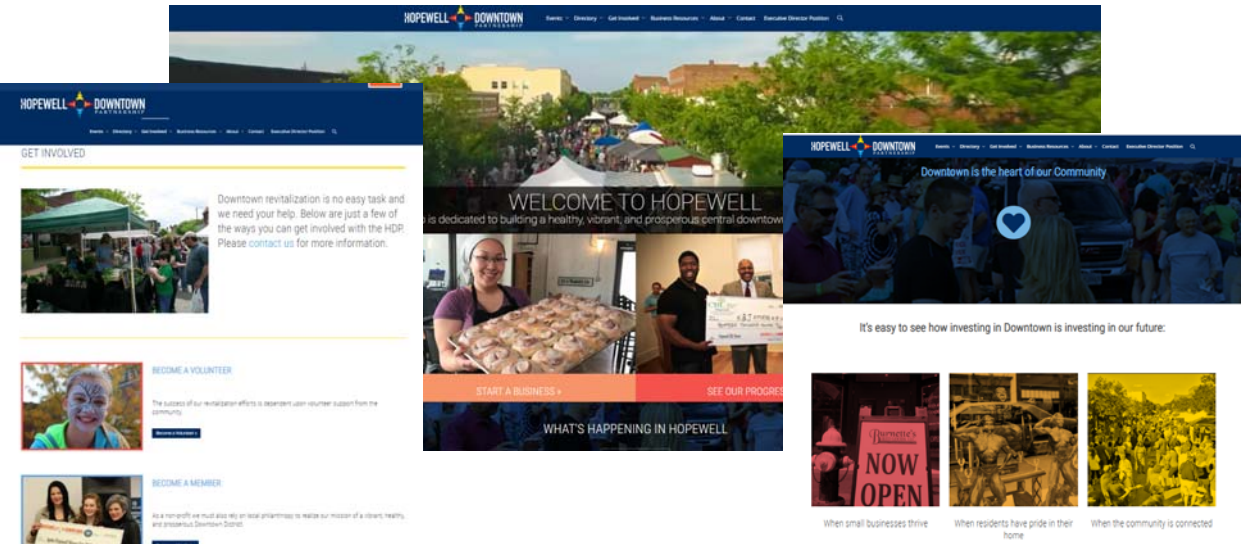
Cooperation is our style. Partnerships amplify our impact.

A renaissance is a cultural movement, defined by its flourishing of possibilities. Driven by artists, creatives, entrepreneurs, and inventors, it is a blossoming of imagination. Convening and uplifting their voices is at the heart of HDR's role.



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OUR MESSAGE... MAIN STREET AS AN/THE EFFECTIVE INSTRUMENT FOR COMMUNITY ENGAGEMENT & INVESTMENT IN DOWNTOWN REVITALIZATION



<https://hopewelldowntown.com/>


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BEYOND SHARING ABOUT WHAT WE DO... SHARING WHAT THE COMMUNITY CAN DO THROUGH MAIN STREET




We ♥ Our Volunteers
Celebrating 35 Years of Main Street Volunteers!




MAIN STREET FRANKLIN
35 YEARS




MEET OUR BOARD
Danny Essner, Board President




"When you volunteer, everyone wins! A volunteer acts as a catalyst, building momentum and attracting other volunteers, with a cause and a solution as the goal. The most amazing thing about volunteering is that while your efforts benefit what you are working on, it also benefits you personally. In what you learn and the new relationships you develop."
—Michelle Cortright, Owner



Downtown LYNCHBURG
VOLUNTEER



VOLUNTEER WITH US
Do you wonder who sets up at Barretts Lending to get ready for We Be Jammin' or who keeps the rose bushes looking great, who coordinates the Farmers Market, who sets up for the Fall Festival? All of these events are made possible because of volunteers!
[BECOME A VOLUNTEER!](#)



"I've stayed with the program (Mainstreet) as a volunteer because I truly want to be involved with showcasing our neat little town. My passion has always been chairing special events—events that bring people together in celebration. I want to help improve and/or grow these events so that my family can enjoy them in years to come. It's my way of investing in Blissfield, both now and for the future!"
—Dr. Ashley Bailey, Owner

VOLUNTEERS ARE THE BACKBONE OF OUR MAIN STREET ORGANIZATION.

ECON/VITALITY

DESIGN


PROMOTION


ORGANIZATION


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COMMUNICATING OUR MESSAGE...


Five Generations of 2020


 Gen Z


 Baby Boomers


 Millennials


 Gen X

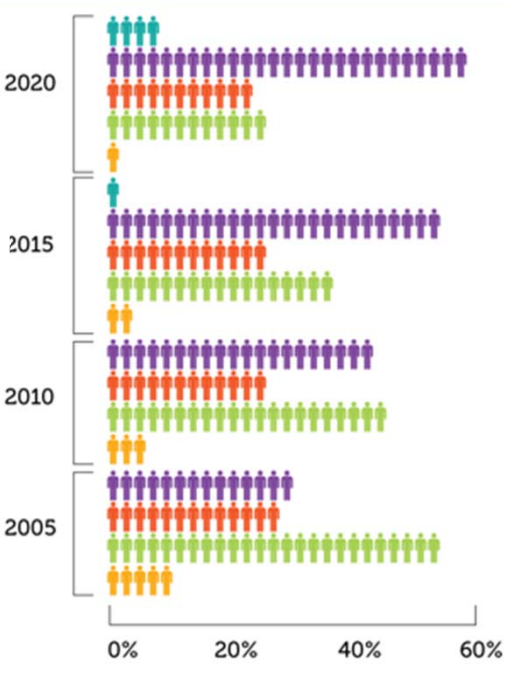
 Traditionalists

 Write me
Seniors
b. 1920-1945

 Call me
Baby Boomers
b. 1946-1965

 Email me
Gen Xers
b. 1966-1979

 Text me
Gen Yers
b. 1980-2000



Bureau of Labor Statistics Employment Projections

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THINKING ABOUT THE FUTURE...
PREPARING THE LEADERS OF TOMORROW...

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 Lindsay Dotson if you're interested!

MONTHLY MEETINGS DURING AIM HOUR
LINDSEY DOTSON, MAIN STREET ODA DIRECTOR
(231) 547-3257 | lindseyd@charlevoixmi.gov

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BUILDING EFFICIENCIES IN WHAT AND HOW WE **"DO"** MAIN STREET...
FROM PLANNING TO IMPLEMENTATION

Planned Coordination

- Work Plan states - Who does what?
- Work Plan states - When & How?

Accidental Work

- New ideas, projects not in WP take the time and priorities of our efforts

"Retention is our best recruitment tool."

This doesn't only apply when we are talking about business development. It also rings true for Main Street organizations, and the people — both staff and volunteers — that make it all possible.

HELLO I AM...
HERE TO STAY!

"The key is not to prioritize what's on your schedule, but to schedule your priorities."
- Dr. Stephen R. Covey

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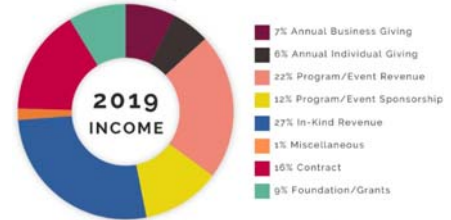
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FINANCIAL SUSTAINABILITY: BUILDING A CULTURE OF CONTINUED **INVESTMENT** IN REVITALIZATION

❖ **Comprehensive funding structure**

- Diverse funding sources
- Adequate **budget** for operations and programming
- Budget & work plans – **aligned**
- Appropriate financial management practices



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Public Sector

PARTNERSHIP FOR DOWNTOWN REVITALIZATION & ITS PROGRAM

- *identify common grounds*
- *Recognize distinctive missions*
- *Define specific partnership opportunities*

Public Sector Partnership

Organization	Design	Economic Vitality	Promotion
<ul style="list-style-type: none"> ❖ Philosophical and financial commitment to downtown ❖ Philosophical and financial commitment to the downtown revitalization program 	<ul style="list-style-type: none"> ❖ Programming for Downtown <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Contract Agreements – purchase of service, sponsorships • Incentive programs for physical improvements, econ/bus development • Tax-based mechanisms, tools • Access to grants, resources 		

Public Sector

Specific Benefits of Successful Downtown Revitalization

Organization	Design	Economic Vitality	Promotion
<ul style="list-style-type: none"> ➤ 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 	<ul style="list-style-type: none"> ➤ Private sector investment in downtown improvements – buildings and public space ➤ Increased property values, tax base ➤ Active preservation of heritage, authentic fabric 	<ul style="list-style-type: none"> ➤ 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 	<ul style="list-style-type: none"> ➤ Increased level of community activity ➤ Increased tourism ➤ A hub for arts

- General funds**
- Purchase of Service Agreements**
- Sponsorship Agreements**
- Special Initiatives / Projects**

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Private Sector

PARTNERSHIP FOR DOWNTOWN REVITALIZATION & ITS PROGRAM

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

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THE NEED FOR ENTREPRENEURSHIP TO ENSURE SUSTAINABILITY OF OUR ORGANIZATIONS

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Locally powered.SM
www.mainstreet.org

Main Street FORWARD

Planning for Recovery > Reopening Guidelines Advocacy >

Research > Webinar Series

OKLAHOMA MAIN STREET

NORMA RAMIREZ DE MIESS
Senior Program Officer and
Director of Leadership Development
NATIONAL MAIN STREET CENTER
Nmiess@savingplaces.org

THANKS!

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