





# STRENGTHENING OUR ORGANIZATIONS' SUSTAINABILITY

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

Presented by Norma Ramirez de Miess, National Main Street Center



## "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:**

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- \_\_\_\_\_
- \_\_\_\_\_

**I WOULD LIKE TO LEARN MORE ABOUT:**

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### ORGANIZATIONAL SUSTAINABILITY



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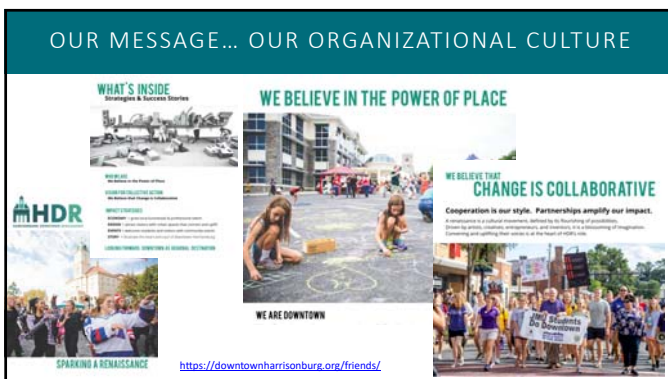
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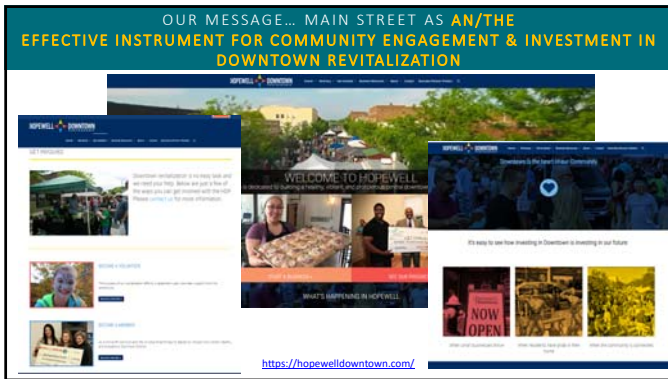
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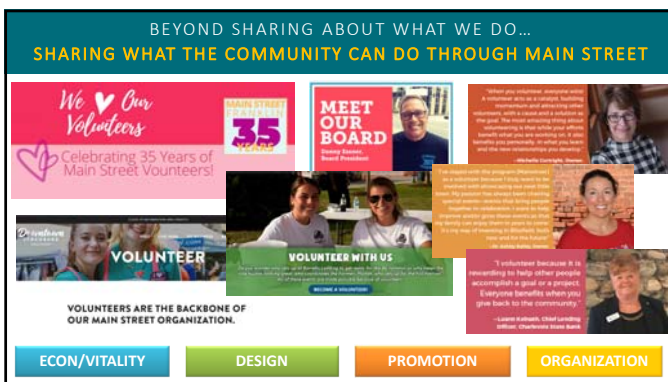
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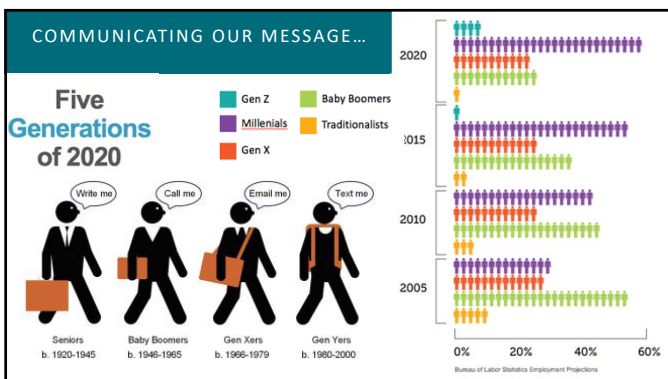
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THINKING ABOUT THE FUTURE...  
**PREPARING THE LEADERS OF TOMORROW...**

**JUNIOR MAIN STREET COMMITTEE**

**MAKE AN IMPACT IN DOWNTOWN CHARLEVOIX.**

**MONTHLY MEETINGS DURING AIN HOUR**

LEADERSHIP MEETING: JUNIOR MAIN STREET AND CHARLEVOIX  
2020.06.03 | 10:00AM-11:00AM

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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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**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

**Public Sector**      **Private Sector**

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## Public Sector PARTNERSHIP FOR DOWNTOWN REVITALIZATION & ITS PROGRAM

**Public Sector Partnership**

➤ identify common grounds  
➤ Recognize distinctive missions  
➤ Define specific partnership opportunities

**Public Sector**  
Specific Benefits of Successful Downtown Revitalization

Organization	Design	Economic Vitality	Promotion
<ul style="list-style-type: none"><li>Organization focused on downtown management</li><li>Increased and direct access to district stakeholders</li><li>Increased community engagement, communication</li><li>Partnership with other organizations</li><li>Private sector investment</li><li>Access to resources - staff, material</li></ul>	<ul style="list-style-type: none"><li>Private sector investment in downtown improvements - buildings and public space</li><li>Increased property values, tax base</li><li>Active preservation of heritage, authentic fabric</li></ul>	<ul style="list-style-type: none"><li>Private sector investment in downtown business and real estate development</li><li>Expansion of market reach</li><li>New jobs, increased tax base</li><li>Viable downtowns draw talent in other areas - larger industry/employment</li></ul>	<ul style="list-style-type: none"><li>Increased level of community activity</li><li>Increased tourism</li><li>A hub for arts</li></ul>

**Public Sector Partnership**

Organization	Design	Economic Vitality	Promotion
<ul style="list-style-type: none"><li>Philosophical and financial commitment to downtown</li><li>Philosophical and financial commitment to the downtown revitalization program</li></ul>	<ul style="list-style-type: none"><li><b>Programming for Downtowns</b><ul style="list-style-type: none"><li>Downtown plans for physical, economic, and promotional improvements</li><li>Small business/entrepreneurship development/job creation initiatives</li><li>Downtown branding and marketing</li><li>Events for the community</li></ul></li><li><b>Resources for Implementation</b><ul style="list-style-type: none"><li>Contract Agreements - purchase of services, sponsorships</li><li>Incentive programs for physical improvements, event/food development</li><li>Tax based mechanisms, tools</li><li>Access to grants, resources</li></ul></li></ul>	<ul style="list-style-type: none"><li><b>General funds</b></li><li><b>Purchase of Service Agreements</b></li><li><b>Sponsorship Agreements</b></li><li><b>Special Initiatives / Projects</b></li></ul>	

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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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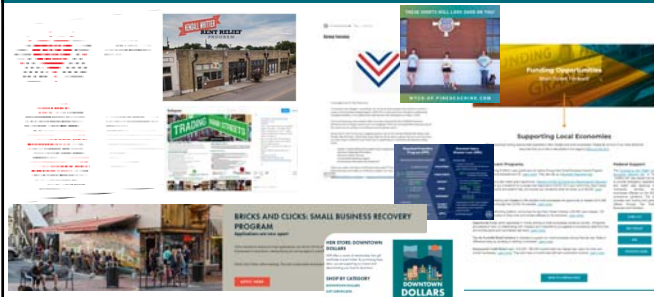
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## THE NEED FOR ENTREPRENEURSHIP TO ENSURE SUSTAINABILITY OF OUR ORGANIZATIONS



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**Main Street FORWARD**

Planning for Recovery > Reopening Guidelines > Advocacy >

Research > Webinar Series

**MAIN STREET AMERICA**  
Nationally recognized. Locally powered.  
[www.mainstreet.org](http://www.mainstreet.org)

**OKLAHOMA MAIN STREET**

**NORMA RAMIREZ DE MIESS**  
Senior Program Officer and Director of Leadership Development  
**NATIONAL MAIN STREET CENTER**  
[Nmiess@savingplaces.org](mailto:Nmiess@savingplaces.org)

**THANKS!**

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