

PACKAGING YOUR VALUE
OKLAHOMA MAIN STREET DIRECTORS & VOLUNTEERS TRAINING
Facilitated by Norma Ramirez de Miess, National Main Street Center

**Strengthening Our Local
Economic Vitality**

Build a diverse economic
base | Catalyze smart new
investment | Cultivate a strong
entrepreneurship ecosystem

**Preserving & Enhancing
Authentic Sense of Place**


Create an inviting, inclusive
atmosphere | Celebrate historic
character | Foster accessible,
people-centered public spaces

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Promoting District as Destination, Heart of Community Activity

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience



Building a Strong Sense of Ownership

Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors