





BUILDING AN INCLUSIVE LEADERSHIP BASE
Oklahoma Main Street New Directors Training



MAIN STREET AMERICA
Nationally recognized.
Locally powered™

BUILDING AN INCLUSIVE LEADERSHIP BASE

Offered by:
Oklahoma Main Street
October 20, 2020


Facilitated by:
Norma Ramirez de Miess
Director of Leadership Development
National Main Street Center

BUILDING AN INCLUSIVE REVITALIZATION PROGRAM...
WHAT DOES IT MEAN FOR MAIN STREET?

We Believe that

Main Streets Are for Everyone

*At the core of our approach to revitalization is a commitment to creating places of **shared prosperity, equal access to opportunity, and inclusive engagement...***



ECONOMIC VITALITY **DESIGN** **PROMOTION** **ORGANIZATION**

Facilitated by Norma Ramirez de Miess, National Main Street Center
Tuesday, October 20, 2020

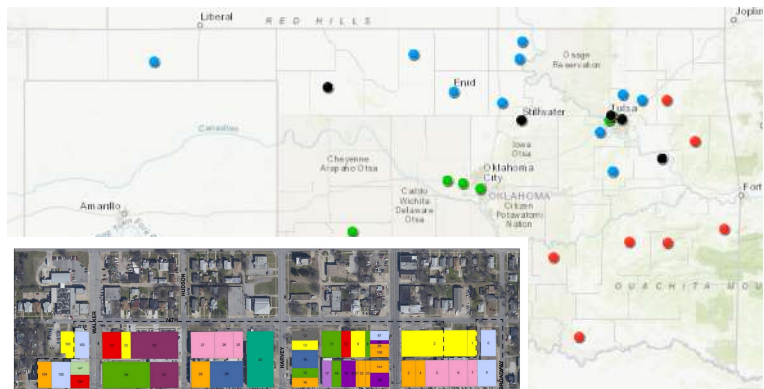
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HOW DO WE KNOW IF WE'RE AN INCLUSIVE MAIN STREET?

- *We reflect it through our leadership base*
- *We reflect it through our organizational culture*
- *We reflect it through our communication*
- *We reflect it through our programming*

UNDERSTANDING...

1. *our community's demographics*
2. *our district's make up*
3. *our leadership base*



Habit 5:
Seek First to Understand,
Then to be Understood
Stephen R. Covey

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UNDERSTANDING OUR COMMUNITY'S DEMOGRAPHICS

<https://www.census.gov/quickfacts/OK>

Google search: US census quick facts for your community

All Topics	United States	Oklahoma	Your Town
Population estimates, July 1, 2019, (V2019)	328,239,523	3,956,971	
PEOPLE			
Population			
Population estimates, July 1, 2019, (V2019)	328,239,523	3,956,971	
Population estimates base, April 1, 2010, (V2019)	308,758,105	3,751,582	
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	6.3%	5.5%	
Population, Census, April 1, 2010	308,745,538	3,751,351	
Age and Sex			
Persons under 5 years, percent	△ 6.0%	△ 6.5%	
Persons under 18 years, percent	△ 22.3%	△ 24.1%	
Persons 65 years and over, percent	△ 16.5%	△ 16.1%	
Female persons, percent	△ 50.8%	△ 50.5%	
Race and Hispanic Origin			
White alone, percent	△ 76.3%	△ 74.0%	
Black or African American alone, percent (a)	△ 13.4%	△ 7.8%	
American Indian and Alaska Native alone, percent (a)	△ 1.3%	△ 9.4%	
Asian alone, percent (a)	△ 5.9%	△ 2.4%	
Native Hawaiian and Other Pacific Islander alone, percent (a)	△ 0.2%	△ 0.2%	
Two or More Races, percent	△ 2.8%	△ 6.3%	
Hispanic or Latino, percent (b)	△ 18.5%	△ 11.1%	
White alone, not Hispanic or Latino, percent	△ 60.1%	△ 65.0%	
Population Characteristics			
Veterans, 2014-2018	18,611,432	273,677	
Foreign born persons, percent, 2014-2018	13.5%	6.0%	

UNDERSTANDING OUR DISTRICT'S MAKE-UP...

Total number and types of businesses in your district

- Number of businesses owned by people over 65
- Number of businesses owned by people under 40
- Number of businesses minority-owned
- Type of minority-owned businesses

- AUTOMOTIVE and MOTORCYCLE SALES & SERVICE
- BARBER SHOP/BEAUTY SALON
- CHURCHES
- HEALTH AND FAMILY FITNESS
- ENTERTAINMENT
- GROCERY/CONVENIENCE STORES
- GENERAL OFFICE
- SERVICES
- RETAIL
- RESTAURANTS AND BARS
- SOCIAL SERVICES AND EDUCATION



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BUILDING AN INCLUSIVE ORGANIZATIONAL CULTURE / STRUCTURE

FROM WITHIN...

- On-boarding
- Defined leadership structure
- Empowerment through defined leadership roles
- Organizational flexibility



ORGANIZATION	DESIGN	ECON/VITALITY	PROMOTION
<ul style="list-style-type: none"> <input type="checkbox"/> Communications <input type="checkbox"/> Public Relations <input type="checkbox"/> Volunteer development <input type="checkbox"/> Organizational branding <input type="checkbox"/> Financial management <input type="checkbox"/> Fund-development 	<ul style="list-style-type: none"> <input type="checkbox"/> Historic Preservation <input type="checkbox"/> Architecture / Engineering / Planning <input type="checkbox"/> Construction / Landscaping / Gardening <input type="checkbox"/> Arts / Design <input type="checkbox"/> Education 	<ul style="list-style-type: none"> <input type="checkbox"/> Small Business / Entrepreneurship <input type="checkbox"/> Business planning / financing <input type="checkbox"/> Marketing / advertising <input type="checkbox"/> Interior Design / Merchandising <input type="checkbox"/> Real estate development 	<ul style="list-style-type: none"> <input type="checkbox"/> Event coordination / logistical management <input type="checkbox"/> Marketing / Advertising <ul style="list-style-type: none"> <input type="checkbox"/> Branding

BUILDING AN INCLUSIVE ORGANIZATIONAL CULTURE / STRUCTURE

- Our Intention – labor or leadership?
- Our Messaging –
 - A. General or defined?
- Our Tools & Activities

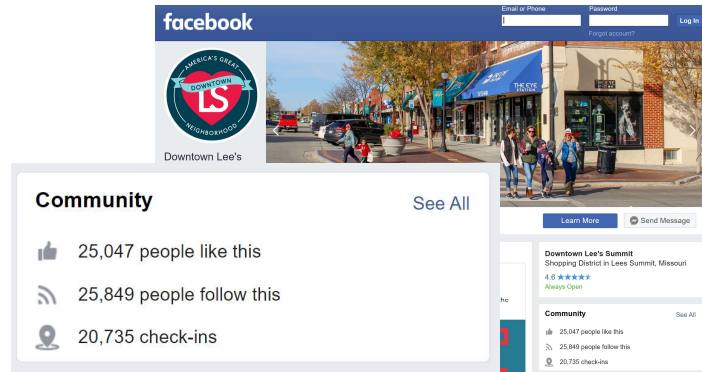


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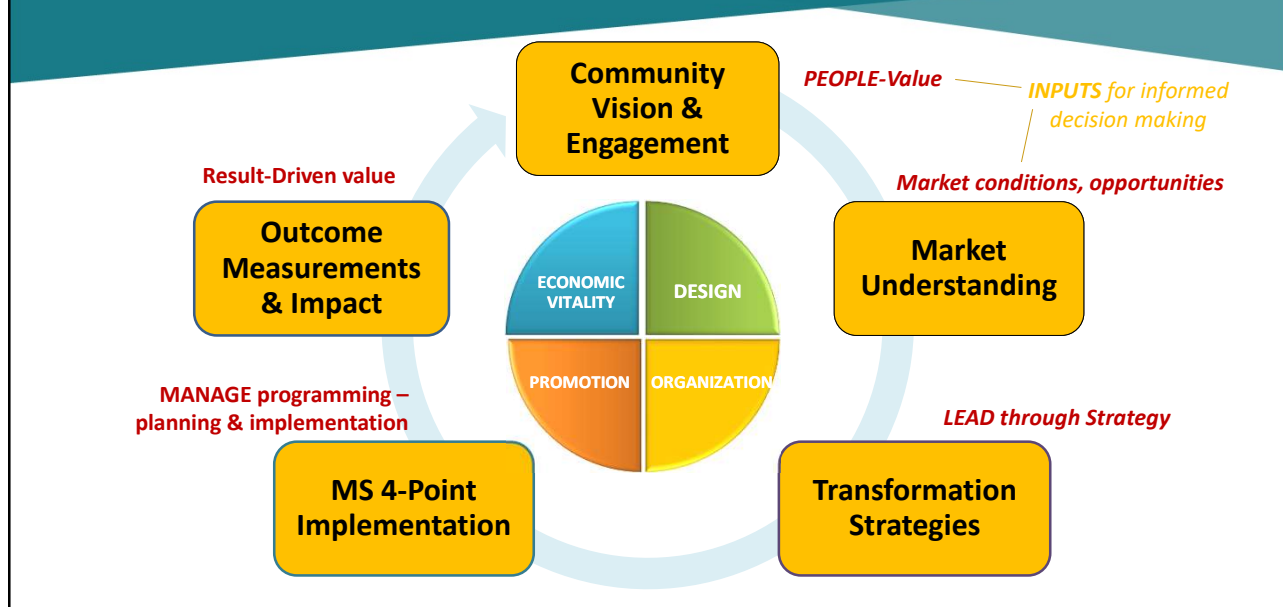
EXERCISE:

- + Look at your program’s facebook page number of followers (FF)
- + Look back at your community’s total population (CP)
- + Figure out your potential reach

Potential Reach = (FF/CP) * 100



LEADING THE REVITALIZATION JOURNEY



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THE MAIN STREET DIRECTOR'S MULTIFACETED ROLES

- A. Elevating our roles to **LEAD**
- B. Project versus **PROGRAM MANAGER**
- C. When to take the “**DO**er” role?
- D. Establishing a strong position
 - i. Self
 - ii. Within my organization
 - iii. District
 - iv. Community





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Preparing for Thursday's Session:

*List **three professional values** you believe are a “must” for Main Street Directors/staff to be effective in Main Street.*





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Thank You