



SERVICES DIRECTORY



405.815.6552



MainStreet@okcommerce.gov



www.okcommerce.gov





SERVICES DIRECTORY

THINKING ABOUT MAIN STREET

The Main Street Four-Point Approach is the foundation on which Oklahoma Main Street operates. This approach fosters community involvement as economic development with historic preservation ethics to capitalize on those assets that make each historic commercial area unique.

Main Street 101 (2 hours)

Overview of the Oklahoma Main Street Center, National Main Street Center (Main Street America), and the overall approach to downtown revitalization.

Community Visioning (3 hours)

Creating community buy-in is vital to the success of the revitalization process. The Oklahoma Main Street Center will facilitate a community visioning session to educate the community on the importance of a vibrant historic commercial district while also brainstorming and prioritizing ideas for your local district.

Forming a Non-Profit (phone consultation)

Do you need help with the process and paperwork to form your Main Street 501c(3) organization? The Oklahoma Main Street Center can help you with the process and steps necessary for success.

MAIN STREET SUPPORT SERVICES

Main Street Boot Camp (6 or 12 hours)

A one or two day learning event that teaches the basics of the Main Street Four-Point Approach to new board members, staff, stakeholders, city officials and other volunteers.

Community Visioning (4 hours)

It is advised that a community conduct a visioning every few years to facilitate the buy-in between the Main Street program and the community. This is also the first step in the Transformation Strategy process.

Strategic Planning (3 hours)

This service brings together the Main Street board of directors, committee chairs, volunteers, and community partners for a strategic planning session to set the Transformation Strategy(s) for the next 2-3 years. Pair this service with Action Plan Facilitation or look for Transformation Strategy Development service for the entire process from start to finish.

Action Plan Facilitation (2 hours)

Do How do we implement the great ideas generated within a Main Street organization? Action planning is the secret weapon for success. Learn the process for creating action-oriented plans that energizes volunteers and partners to get things done.

Transformation Strategy Development (1.5 days)

Do Pair community visioning, strategic planning and action plan facilitation for the whole package in creating your plan for successful historic commercial district revitalization using the Main Street Four-Point Approach.

Board of Director Training (3 hours)

Do The leadership of the organization sets the stage for success of the Main Street program. Learn about assessment, recruitment, training and orienting these leaders as we bring them onto the board. Board roles and responsibilities will be taught along with ethics and regulatory obligations.

ORGANIZATION SERVICES

Organization Committee Refresher (2 hours)

Committees sometimes need a refresher on the purpose, mission and fundamentals of their work in Main Street. This service provides 2 hours of in-depth information on the Organization point from resources and partnerships to funding and communications.

Fundraising (2 hours)

Learn about the various sources and tactics for reaching out to stakeholders, crafting the message for investors, selling your Main Street program, and leveraging the organization's past successes.

Basic Management & Operations for a Main Street Program (phone consultation)

Board handbooks, employee manuals and financial checks-and-balances are all tools that a successful Main Street program needs in their operations toolkit.

Communications Toolkit (2 hours)

Examine all the tools available for communicating the importance of downtown and the Main Street program. Compile an annual communications schedule that corresponds with your events and activities along with examining online fundraising efforts. Compose an annual report to demonstrate the value and impact of your program.

Volunteer Development (2 hours)

Volunteers are the life blood of the organization, so you need a plan to utilize and support these great people. This service will also include looking at leadership development with the organization and involving youth in the local efforts.

Succession Planning (2 hours)

It is crucial for a program to plan for succession of not only your program director but board members. Long term viability depends on a successful transfer of information, processes and people.

DESIGN SERVICES

Design Committee Refresher (2 hours)

Committees sometimes need a refresher on the purpose, mission and fundamentals of their work in Main Street. This service provides 2 hours of in-depth information on the Design point from resources and partnerships to funding.

Historic Preservation Basic or Advanced Training (3 hours)

We all know that the historic fabric of our historic commercial districts is what makes us unique, but how do we educate the public, property owners, and developers on the principles and value of historic preservation? OMSC can provide either basic or more advanced historic preservation training.

Facade, Alley, Placemaking, Gateway Signage or Streetscape Renderings (varies)

A rendering can help property owners, developers, committees, city officials and the community visual the projects in your historic commercial district. OMSC has an architect on retainer that can work with you to provide the visual inspiration for a project.

Asset Mapping (3 hours)

Assistance in identifying the current assets in your historic commercial district that includes a physical inventory of the current assets and the creation of a map identifying the current mix of business and location of assets. This service is done in conjunction with the Design and the Economic Vitality Committee so you can update the map in the future as conditions change from year to year.

Design Guidelines/Standards Creation or Review (varies)

OMSC has consultants to assist your historic commercial district in the creation or review of design guidelines or standards. These documents are critical to good design in the district and help property owners understand the process and expectations of good design.



ECONOMIC VITALITY SERVICES

Economic Vitality Committee Refresher (2 hours)

Committees sometimes need a refresher on the purpose, mission and fundamentals of their work in Main Street. This service provides 2 hours of in-depth information on the Economic Vitality point from resources and partnerships to funding.

Market Analysis Training (3 hours)

Transformation Strategies are based upon the community's vision and market information. What does that mean? OMSC can teach you how to conduct your own market analysis as well as provide the demographic information (ESRI data) you need to make those critical decisions on the direction of the revitalization efforts.

Asset Mapping (2 hours)

Assistance in identifying the current assets in your historic commercial district that includes a physical inventory of the current assets and the creation of a map identifying the current mix of businesses and location of assets. This service is done in conjunction with the Design and Economic Vitality Committees so you can update the map in the future as conditions change from year to year.

Business Recruitment Packaging (3 hours)

What are the current tools to assist in business recruitment? What are other programs doing to recruit new businesses? How are other programs selling their districts? What should be included in a recruitment piece? How we package these items is important so everyone is on the same page when speaking to potential business owners and entrepreneurs. OMSC will assist in creating this package to help in recruiting business to the district.

PROMOTION SERVICES

Promotion Committee Refresher (2 hours)

Committees sometimes need a refresher on the purpose, mission and fundamentals of their work in Main Street. This service provides 2 hours of in-depth information on the Promotion point from resources and partnerships to funding and communications.

Website and Promotional Materials Review (2 hours)

It can be beneficial for someone outside of your organization and community to review your promotional materials and website for functionality and effectiveness. OMSC can do that review for you and provide advice and examples that may assist you in improving your online and visual presence.

Measuring Economic Impact of Events (2 hours)

Are your events doing what you expect? How do you measure success? Learn the various ways to measure "return on investment" for your current events. This can be helpful for soliciting sponsors or partnerships but also when evaluating if you have the resources to successfully continue the event.



OKLAHOMA
MAIN STREET