

Four Points: Organization

- Planning Main Street's Work
- Running a Community-Driven Program
- Financing Main Street Revitalization
- Funding Mechanisms for Main Street
- Promoting the Main Street Program





What is Organization Point?

- **The Organization Point** makes sure the Main Street program lasts, grows, and has the backing it needs to succeed.
- **The goal of the Organization Committee:**
 - Creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district that ensures the Main Street program is sustainable and effective over the long term.



Organization: Running a Community-Driven Program



Developing Your Vision

Tells where you want to go

- Step 1: Understand What a Vision Statement Is
- Step 2: Reflect on Core Values & Mission
- Step 3: Picture the Desired Future
- Step 4: Keep It Clear & Concise
- Step 5: Inspire Emotion & Action
- Step 6: Involve Stakeholders
- Step 7: Test & Refine
- Step 8: Align with Mission Statement



Facilitate Discussion

- Why is Main Street special to you personally?
- How do you wish Main Street were better?
- What will revitalization success look like?
- What do you want Main Street to be viewed in 10 years?
- What activities and businesses do you hope to enjoy on Main Street in 5 years?
- **SWOT** – Strengths, Weaknesses, Opportunities and Threats



A workplan should include:

1. Goals for the standing committee:

- Goals: Board members create the goals for each committee. The board is responsible for the organization's direction and thus is accountable for its activities.

2. Specific objectives necessary to accomplish each goal:

- Objectives: The objective for each goal should be developed by the standing committee, in conjunction with the board.

3. A list of activities with an appropriate time frame for accomplishing each objective:

- Committee members brainstorm ideas for activities that will meet their workplan objectives. Once activities for the year are decided, the committee will need to build workplans for each activity.



Organization: Workplans with a Purpose

- To manage the wide range of activities that must take place for revitalization efforts to succeed.
- To develop a budget for activities.
- To explain the organization's purpose and activities to the public.
- To show measurable results.



Organization: Workplans with a Purpose

TRANSFORMATION STRATEGY WORK PLAN FY25

Organization Name: <i>Tulsa Global District</i> Town, State: <i>Tulsa, Oklahoma</i>		Date: <i>01/06/2026</i> Completed by: <i>Executive Director</i>	
Vision: Tulsa Global District is a vibrant, inclusive commercial corridor where small businesses, culture, and public space work together to support residents, attract visitors, and celebrate the district's diverse communities.			
Transformation Strategy #1: <i>Community Serving</i>		Transformation Strategy #2: <i>Placemaking</i>	
Goal 1	Goal 2	Goal 1	Goal 2
Strengthen and retain locally owned small businesses by providing economic development tools, visibility, and direct support.	Ensure the district offers services, retail, and programs that meet the daily needs of residents and entrepreneurs.	Enhance the identity and sense of place of the Global District through public art, gateways, and culturally rooted design.	Activate spaces through cultural events, arts programming, and experiences that invite residents and visitors to engage with the district.
Lead: Executive Director / Economic Development Committee	Lead: Executive Director / Economic Development Committee	Lead: Executive Director / Promotion & Design Committees	Lead: Executive Director / Promotion & Design Committees
Annual Responsibilities Cultural Events & Festivals: Asian American Night Market, La Fiesta de Tulsa Festival & Parade, and other cultural celebrations that activate public space and support local businesses. Public Art & Placemaking Projects: Gateway installations <i>Façade Grant: Award 3 grants during the fiscal year.</i> <i>Connect Local: Award 6 businesses with the Marketing support during the fiscal year.</i> <i>Newsletter: A monthly publication released on the 1st of every month.</i> <i>Social Media: Weekly content highlighting local businesses, public art, cultural events, and district initiatives to increase audience engagement and grow social media following by at least 300 new followers annually, while educating the community about Tulsa Global District programs and impact.</i>			



Organization: Workplans with a Purpose


Transformation Strategy #1: Community Serving					
Goal 1: Strengthen and retain locally owned small businesses by providing economic development tools, visibility, and direct support.		Define Success: At least 8 locally owned businesses and entrepreneurs receive direct support through programs such as Connect Local, façade grants, marketing assistance, or district-led initiatives. Increased business participation in district events, promotions, and public art projects. Improved business readiness and visibility for participating entrepreneurs.			
Partners: City of Tulsa, Property owners, Local lenders and financial institutions, Small business service providers, Community-based organizations					
Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Maintain and update inventory of small businesses and entrepreneurs in the district	Roland Barraza	Alejandro Garcia	October	In Progress	\$0
2. Implement Connect Local business support program (intake, assessment, referrals)	Program Committee	Alejandro Garcia	November	In Progress	\$10,000
3. Provide marketing, branding, and visibility support to local businesses in the district and for the District.	Program Committee	Alejandro Garcia	December	In Progress	\$3,500
4. Identify and promote funding opportunities (grants, façade program, micro-investments)	Jimmy Rodriguez	Alejandro Garcia	January	In Progress	\$0
5. Conduct a walking audit of the district to assess opportunities.	Program Committee	Alejandro Garcia	March	In Progress	\$500
6. Facilitate business participation in cultural events and district activations	Anna Tran	Alejandro Garcia	November	In Progress	\$0
7. Coordinate façade improvement support and technical assistance	Program Committee	Alejandro Garcia	November	Not Started	\$30,000
Total					\$44,000

Transformation Strategy #2: Placemaking					
Goal 2: Activate spaces through cultural events, arts programming, and experiences that invite residents and visitors to engage with the district.		Define Success: Increased attendance at cultural and arts events throughout the district, Consistent activation of public and underutilized spaces year-round, Increased foot traffic and dwell time during events			
Partners: Local artists and musicians, Art House Tulsa, Cultural organizations and community groups, Local businesses and food vendors, Property owners, City of Tulsa (Parks, Special Events, and Public Works, as applicable), Media partners (Tulsa People, Tulsa Flyer, local TV and digital outlets)					
Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Develop an annual cultural events calendar that coordinates festivals, art activations, and pop-up experiences across the district.	Anna Tran	Alejandro Garcia	March	In Progress	\$0
2. Expand and strengthen signature cultural events such as Asian American Night Market, La Fiesta de Tulsa, and other heritage-based celebrations.	Anna Tran	Alejandro Garcia	September	In Progress	\$3,000
3. Integrate public art unveilings with live performances, food vendors, and community gatherings.	Anna Tran	Alejandro Garcia	September	Not Started	\$2,000
4. Coordinate events that align with business promotion efforts, encouraging visitors to dine and shop locally.	Design Committee	Alejandro Garcia	January	Not Started	\$0
5. Promote events through digital platforms and earned media to attract visitors from across Tulsa	Design Committee	Alejandro Garcia	December	In Progress	\$1,000
6. Track attendance, engagement, and business feedback to evaluate the impact of cultural activations.	Events Committee	Alejandro Garcia	September	Not Started	\$0
7. Document events through photography and video to build an archive for storytelling, marketing, and future funding.	Events Committee	Alejandro Garcia	September	Not Started	\$5,000
Total					\$11,000



Organization: Volunteer Recruitment

Don't wait for people to come to you, ask them!



Tulsa Route 66 Main Street - Volunteer Application

I understand that I am applying to volunteer with Tulsa Route 66 Main Street, which is a 501 (c) 3 nonprofit. This application does not guarantee my placement as a volunteer with the organization. By submitting this application I agree that, if necessary for my role, Tulsa Route 66 Main Street may perform a routine background check as part of the screening process. Please send questions about the application process to director@route66mainstreet.org

amsaspen@gmail.com [Switch account](#)

* Indicates required question

Email *
Your email _____

First Name *
Your answer _____

Last Name *
Your answer _____

Are you a student? *

No
 Yes, College
 Yes, High School
 Yes, Middle School
 Yes, Elementary School
 Yes, Other
 Other: _____

Volunteer Areas of Interest *

Earth Day Clean Up
 Beautification - Gardening, Lawn Care, Green Space Clean Up via Art Emporium (first full weekend of the month)
 Special Events
 Office Help
 Other: _____

Availability - Times *

Morning (7 a.m. - 10 a.m.)
 Midday (11 a.m. - 1 p.m.)
 Afternoon (1 p.m. - 4 p.m.)
 Evening (4 p.m. - 7 p.m.)
 Night (8 p.m. - 11 p.m.)
 Flexible
 Other: _____

Describe any special skills or areas of expertise:
Your answer _____

Additional Information You Would Like Us to Know:
Your answer _____

Availability - Days *

Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday
 Other: _____



Organization: Volunteer Recruitment

Don't wait for people to come to you, ask them!

Name someone who lives in your neighborhood who you think would enjoy working with Main Street.

Name the owner, or an employee of your favorite downtown store.

Name someone from the service or professional sector downtown that you do the most business with (bank, lawyer, dentist, etc.)

Name someone from your church or another organization that you are involved with who you think would enjoy working with Main Street.

Name someone who does not support Main Street who needs to be turned.

Name someone who has moved to the community in the past year.

Name a teenager in the community (neighbor, customer, friend of your kids, etc) who you admire and respect.

Name someone who you admire and respect who has recently retired.

Name the busiest person you know (not involved in Main Street already)

Name a former volunteer who hasn't been involved lately

Name someone who works at a nearby college or university

Name a teacher.

Name someone you ran into at one of Main Street's festivals.

Name someone that commutes out of town every day for work.

Thinking about what talents the Main Street program needs, who is the perfect volunteer to fit that need?



Organization: Financing Main Street Revitalization

Distributing Program Administrative Cost Among Individual Projects

1. A vision

2. Start-up Funding

3. Future Vision

+	Total Project Cost/Year: \$80,000
+	(Administrative expenses X percent of time to be spent on this project) (\$50,000 X 20%) = \$10,000
Fundraising Total:	\$90,000



Add an annual budget example

Organization: Funding Mechanisms for Main Street



- Okswagen Sponsorship Opportunities
- Ladies Night Out
- Cookie Stroll on Main
- Red Fern Festival
- Big Impact Grants
- Main Street Mobsters
- Merchant Connections
- Friend of Main Street
- Contact Information
- Payment and Submission of S

OKSWAGEN
Yuletown Live Music • Unique Vendors

TOP 3 NOMINEE FOR PREMIER VENDOR 1,000 2023 OKLAHOMA MAIN STREET AWARDS

Okswagen Festival is based in downtown Tahlequah each October and draws a crowd of over 10,000 people. The festival is centered around a Yuletown live music stage, hence the name Okswagen! The festival will feature over 75 cash, food trucks, and a craft market, live music, live action, and more!

DATE: October 26, 2024
AUDIENCE: Main Street, Small Business, Local Government, Community
2023 STATS: 1,370 Grants, 67% of Grants to Nonprofits, 33% of Grants to Governments

SPONSORSHIP LEVELS

	Level Breakdowns		
	Advocate	Support	Presenting
Board Media Showcase Sponsoring Event	Y	Y	Y
Logo and Business City on 100th Milestone	Y	Y	Y
Commemorative Booth Space at Event		Y	Y
Banner Space at Event		Y	Y
Ability to claim a specific component of the festival		Y	Y
<ul style="list-style-type: none"> • Live Music • The Live Booth • Add On Items 		Y	Y
Sponsorship included on Event materials			Y

Tahlequah

- Main Business Investor \$500**
All community business investor benefits
Listed as a sponsor on one monthly e-newsletter and one Facebook highlight
- Community Business Investor \$250**
PCMS window cling
Profile on PCMS website
Invitation to PCMS Networking Events
Free services from State Main Street staff including architectural design, interior design, marketing & promotional assistance (Central Business District Investors)
*This level of investment is designed for businesses with less than five employees two years or less.
- One time payment**
\$2,500 / year
\$2,500 due for period through Sep 23, 2026
- Annual Recurring**
\$2,500 / year
- Monthly Recurring**
\$208 / month
- Pay by check**
\$2,500 / year

Ponca City

Oklahoma Certified Main Street Incentive Program

The Oklahoma Main Street Incentive Program encourages investment, construction and development of Main Streets in Oklahoma, focusing on efforts to sustain or restore vibrancy in commercial districts. These developments will enhance the cultural, recreational, scenic and/or quality of life in participating Main Street communities, attracting more visitors and generating additional sales taxes for the state and local communities.

HARVEST ON MAIN
THURSDAY, SEPTEMBER 25 @ 6

UNDER THE LIGHTS ON SOUTH ADAIR

Pryor

AARP COMMUNITY CHALLENGE

PROGRAM TO MAKE COMMUNITIES MORE LIVABLE FOR PEOPLE OF ALL THINGS TANGIBLE IMPROVEMENTS THAT JUMP-START LONG-TERM CHANGE

1,370 GRANTS DELIVERED OVER SEVEN YEARS

67% OF GRANTS TO NONPROFITS / **33% OF GRANTS TO GOVERNMENTS**

GRANTS BY LOCATION: 40% URBAN, 40% RURAL, 20% SUBURBAN

APPLY FOR A 2024 GRANT TODAY!
Eligible applications will be accepted from January 10 - March 6 at 5:00 pm ET / 2:00 pm PT

Since 2017, grantees have installed **tons of thousands** of tangible permanent or temporary improvements in their communities, and created **thousands** of resources, activities or programs, including the ones below.



- Fundraising Types
- Raffles
- Partnerships
- Main Street Incentive
- Grant readiness checklist
- Policies every nonprofit needs



Multiple streams of income are necessary for survival and sustainability of your organization.

SPONSORS	PARTNERS	DONORS	FUNDRAISERS	CITY SUPPORT	GRANTS
<p>Those who are your signature sponsors for events. You place their logo on flyers, social media, posters, etc.</p> <p>These are the people who “get” something in exchange for their investment.</p>	<p>Those who serve alongside you but there is no money exchange. But likely MOU’s are in place to ensure everyone knows their roles and responsibilities.</p> <p>Example: Chamber, Tourism, EDA, etc.</p>	<p>Organizations, Businesses, Individuals that give to fulfill the mission.</p> <p>Those who donate to your cause don’t “get” anything. That is why we do not call them “MEMBERS”.</p>	<p>The efforts your board and committees execute with the goal of raising funds specially for your organization, grants, and business support.</p>	<p>The city is the direct beneficiary of your efforts. Their financial support is crucial to ensure the sustainability of your program and to see the transformation you both wish to have.</p>	<p>There are dollars that you go after to help you fulfill your organization mission. These are competitive.</p> <ul style="list-style-type: none"> Arts Music Streetscapes Walkability Wayfinding Education Business Improvement



FUNDRAISING

- Direct Donations
- Fundraising Events
- Online Campaigns
- Product Sales
- Grants & Sponsorships



Raffles:

- Numbered Tickets
- Voluntary Contributions
- Drawing
- Volunteers



Withholdings & Reporting Requirements:

- Withholding Tax on Raffle Prizes (Over \$5,000)
- Withholding Tax on Raffle Prizes (Under \$5,000)
- Reporting Raffle Prizes
 - **For more information:**
 - Call toll-free 1-800-TAX-FORM/1-800-
 - IRS Web site (www.irs.gov)



Organization: Sponsorships

VISIONARY \$5,000 /YR

- **Premier Presence for Main Street Enid Events**
 - All First Fridays | April - October
 - Enid Lights up the Plains
- **Sponsor of our Annual Awards Gala**
 - Logo on all Gala Signage & Graphics
 - Online & Print
 - Mentioned in day of Slideshow & Speech
 - 2 Free Tickets to Attend
- **Digital & Print Event Recognition**
 - Prominent Logo on all Signage & Graphics
 - Prominent Logo on Partner Page
 - Link to Your Website on Partner Page
- **Downtown Audio System**
 - Thank you to our Visionary Partners
 - Plays Year Round | Every 2 Hours

PILLAR \$3,500 /YR

- **Medium Logo on ALL First Friday Events**
 - April - October
- **Downtown Audio System During Events**
 - Thank you to our Pillar Sponsors
 - Played Hourly During First Fridays
- **Digital & Print Event Recognition**
 - Event Details Online & Day of Banners
 - Logo on Partner Page & Link to Your Website

CHAMPION \$2,000 /YR

- **Small Logo on ALL First Friday Events**
 - April through October
- **Digital & Print Recognition**
 - Event Details Online & Day of Banners
 - Logo on MSE Website Partner Page

PATRON \$750 /YR

- **Business Name on Special First Fridays**
 - First Friday Fiesta, Speakeasy September, & Oktoberfest
- **Digital & Print Recognition**
 - Event Details Online & Day of Banners
 - Business Name on Partner Page
- **Partner Window Cling**
 - Show your support!
- **Social Media Shoutouts**
 - Throughout the Year
- **Advertising Opportunities**
 - *Downtown Audio System
 - Set Up During Special Events
 - Job Postings on Website
 - Downtown Businesses

FRIEND \$365 /YR Only \$1 a Day!

- **Business Name on Four First Fridays**
 - April | June | July | August
- **Digital & Print Recognition**
 - Event Details Online & Day of Banners
 - Business Name on Partner Page

Partnership PERKS!

*\$ IN ADDITION TO PARTNERSHIP

Enid Main Street

- Know What You Need
- Offer Tiered Sponsorship Levels
- Celebrate and Promote Your Sponsors
- Measure and Report Impact



Organization– Promoting the Main Street Program

Organization promotes the program.



Whether you are just beginning your journey as a Main Street leader or are looking to refresh your skillset, our Main Street Foundations series and this guide all about Organization is for you!

Get Started Watch the [Organization video](#) to gain a baseline understanding of these principles, concepts, and approaches.

Keep Going Explore the next steps and resources below to support Organization considerations in your community.

3 SIMPLE NEXT STEPS



Engage Key Stakeholders

Establish and build relationships with your community. Listen to their concerns, nurture a collective understanding of the revitalization agenda, and gain their trust, commitment, and participation.



Create a Team

Recruit residents, business and property owners, municipal staff, and partners to support your staff in planning, funding, and executing projects, activities, and initiatives.



Secure Funding

Work with your board, senior staff, and experts to develop and oversee a sustainable fundraising strategy. Devote time to building relationships with potential funders for your program and projects.

A FEW HANDY RESOURCES

[Volunteer Toolkit](#)
[Fundraising Toolkit](#)
[Browse Organization Courses](#)

LEARN MORE >>>> www.mainstreet.org



Whether you are just beginning your journey as a Main Street leader or are looking to refresh your skillset, our Main Street Foundations series and this guide all about Promotion is for you!

Get Started Watch the [Promotion video](#) to gain a baseline understanding of these principles, concepts, and approaches.

Keep Going Explore the next steps and resources below to support Promotion considerations in your community.

3 SIMPLE NEXT STEPS



Create a Plan

Write down your marketing & promotions plan. Develop separate, but integrated, plans for your program/district and each event or activity. Track your efforts and refine these plans for future use.



Work SMART

Set SMART objectives and goals so you can track and measure the effectiveness of your plan and adjust as needed. Smart goals are specific, measurable, achievable, relevant, and timebound.



Get Feedback

Seek feedback through various channels. Survey your event attendees, shoppers, and business owners to evaluate and improve your marketing efforts.

A FEW HANDY RESOURCES

[Marketing Strategy Template](#)
[Market Your Main Street](#)
[Browse Promotion Courses](#)

LEARN MORE >>>> www.mainstreet.org



Promotion promotes the district.



Thank you for attending

Any Questions?