



Virginia Main Street

How to Apply Workshop

South Boston
May 16
Marion
May 17
Richmond
May 18

Workshop Agenda

- What is Main Street?
- Designation Benefits
- Program Eligibility
- How to Apply
- Q&A

What is Main Street?

- National Trust for Historic Preservation
 - National Trust Main Street Center
- Asset-based economic development
- Grassroots revitalization strategy
- Virginia Main Street
 - A state coordinated program
 - 21 Designated Communities
 - 80+ Affiliates

What is Main Street?



The map shows various communities across Virginia, including Winchester, Berryville, Luray, Manassas, Warrenton, Culpeper, Orange, Warynesboro, Harrisonburg, Staunton, Lynchburg, Bedford, Blackstone, Radford, Abingdon, Marion, Rocky Mount, Martinsville, South Boston, Franklin, and Berryville. Major highways like 64, 81, 95, 295, 77, and 85 are also marked.

What is Main Street?

- Outcomes
 - Entrepreneurship
 - Private/Public Partnerships
 - Pride
 - Vibrancy
 - Sense of Place

What is Main Street?

Main Street Four Point Approach®

<p>Organization</p> <ul style="list-style-type: none"> Volunteer Development Communication/Public Relations Fundraising <p>Economic Restructuring</p> <ul style="list-style-type: none"> Market Research Business Assistance Financial Assistance Property Development 	<p>Design</p> <ul style="list-style-type: none"> Public Spaces Building Improvements Education/Technical Assistance Regulation/Enforcement <p>Promotion</p> <ul style="list-style-type: none"> Marketing Strategy Image Development Retail/Business Promotions Festivals/Specials Events
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What is Main Street?

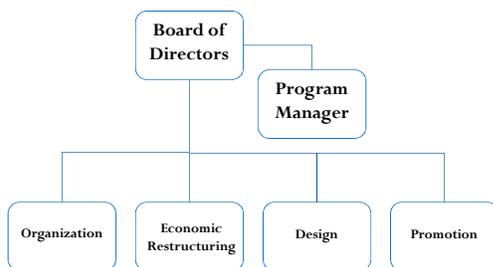
Eight Principles

1. Comprehensive
2. Incremental
3. Public-private partnerships
4. Action-oriented
5. Builds on existing assets
6. Emphasizes quality
7. Changing attitudes
8. Self-help

The Main Street Organization

- Separate and Independent
- Recommended 501 (c) 3 nonprofit
- Fundraising capability and donor deductions
- Charitable purpose
 - Public Education
 - Lessening burdens of government
 - Combating community deterioration
 - Historic preservation

The Main Street Organization



What are the benefits?

New community services

- Organizational support
- Technical assistance
 - Economic Restructuring consultation
 - Design services
 - Promotion resource visits
- Branding and image development
- Public Relations
- VMS Training Series

What are the benefits?

Mature community services

- Technical Assistance
- Training
- Resource Material
- Public Relations
- Downtown Improvement Grants

Who is eligible?

Communities with:

- Traditional commercial district
- Historic character
- Population of no more than 75,000

Who is eligible?

Communities with:

- Coordination of DHCD programs and other revitalization tools
- Economic distress
- Local government support
- Private sector support

The Application: *How to Apply*

Section I. Applicant Information

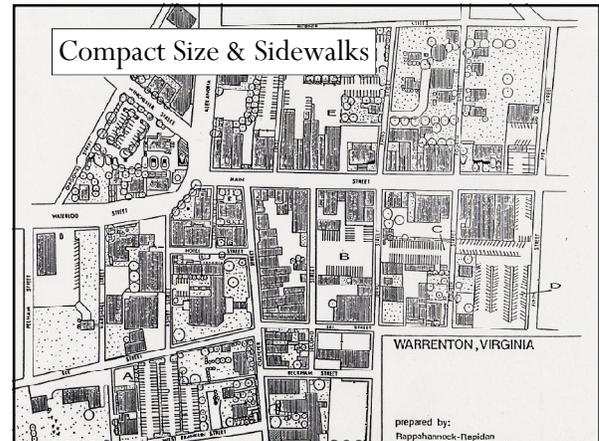
Section II. Local Assurances and Authorization

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Section III. Minimum Requirements for Designation

Part I. Historic Built Environment and Activities to Preserve and Enhance Downtown

- A minimum of 70 structures
- At least 2/3 of these structures are commercial buildings
- No more than 25% of the structures exceed a setback of 15 feet from the sidewalk
- A regular pattern of sidewalks encourages pedestrian activity



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Section III. Minimum Requirements for Designation

Part I. Historic Built Environment and Activities to Preserve and Enhance Downtown (Continued)

- A. District Map
- B. Proposed Main Street District Boundaries Narrative
- C. Historic/Architectural Character
 1. Historic summary
 2. Historic building inventory
 3. Local historic district ordinance
 4. Photographs



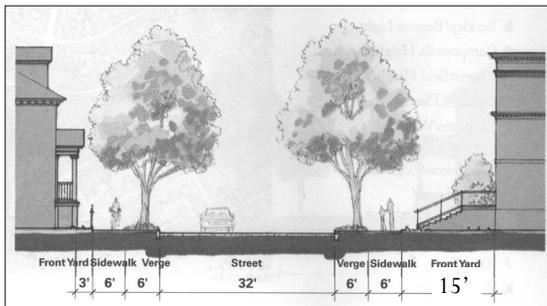
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Section IV. Community District Characteristics

Part I. Chart of Community and District Characteristics

- Coordination of DHCD programs and other community revitalization tools
- Community economic distress
- Setbacks
- About your community and district tables

Setback of 15' or less from the sidewalk



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Section IV. Community District Characteristics

Part 2. Need for Downtown Revitalization & Potential for Effecting Positive Change

A. Your Revitalization Story

- Community Development History
- Community Assets
- Community Liability
- Community Trends
- Community's Future

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Section V. Local Program Proposal Commitment and Analysis

Part 1. Desired Revitalization Outcomes

- A. Local and Regional Vision
- B. Desired Revitalization Outcomes
 - 1. Project Inventory
- C. First Year Budget

OBJECTIVE 1: To create a marketable visual quality and identity of downtown [Design]

PROJECTS:

1. Create financial incentive programs to encourage ten facade improvements.
2. Improve signage throughout the downtown area and improve signage at five businesses.
3. Develop merchant awareness of good window display by hosting window display seminar.
4. Conduct a survey of the urban design needs downtown.

OUTCOMES:

1. \$275,000 in new private investment downtown.
2. Increase cultural heritage tourism traffic by 10%.
3. Increase sense of safety, leading to increased time spent by each visitor by 15%.
4. Fill three retail vacancies.

Example

Budget Example

BUDGET Mid-Sized Community (Population 5,000 – 50,000) January 1, 2011 - December 31, 2011 (or fiscal year)			
	Cash	In-Kind	
Personnel			
A. Main Street Manager			
1) Salary	\$41,000	\$7,000	City
2) Benefits			
B. Other Staff:			
1) Salary/wages/benefits	\$18,500	\$1,400	City Secretary
Operating			
A. Space Costs			
1) Rent	\$3,600	\$600	Landlord
2) Utilities/Trash	\$1,200		
3) Telephone			
B. Equipment	\$2,500		
C. Consumable Supplies	\$2,500		
D. Printing/Copies/Posting	\$3,500	\$100	AY Printers
E. Insurance – fire & liability	\$500		

Budget Example

Other			
A. Travel	\$2,500		
B. Membership/subscriptions	\$500	\$200	Rotary Membership
Program Activities			
A. Organization			
1) Membership Drive	\$700		
B. Design			
1) Facade grant program	\$5,000		
C. Promotion			
1) Special Events & Advertising (Street Festival)	\$10,000	\$5,000	Chamber of Commerce
2) Cooperative Ad Campaign	\$3,000	\$3,000	Merchants Association
D. Economic Restructuring			
1) Specialist Contract/Marketing Analysis	\$5,000	\$20,000	City
Misc.			
A. Other – Decorations	\$350	\$500	Civic League
Subtotals	\$95,350	\$37,800	
GRAND TOTAL	\$138,150		

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Section V. Local Program Proposal Commitment and Analysis

Part 2: Public and Private Sector Understanding and Cooperation

- A. Public Enthusiasm for Revitalization and Main Street Designation
- B. Public Sector Financial Commitment
- C. Private Sector Financial Commitment

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Section V. Local Program Proposal Commitment and Analysis

Part 3. Local Revitalization Organization

- A. Downtown Development Organization
- B. Public Awareness and Support
- C. Fundraising
- D. Community Support

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Section VI. Understanding of Main Street Approach and Commitment

- Main Street Four Point Approach®
- Eight Principles
- Personal commitment and hands-on involvement
- Board structure
- Use of resources

Program Expansion Timeline

- Applications due – June 16
- Application review – End of the fiscal year
- Designation announcement – Aiming to coincide with the *Virginia Main Street Summer Toolkit: Sustainable Main Street*, July 20 & 21
- Begin service delivery – Early fall

Questions?

Virginia Main Street

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