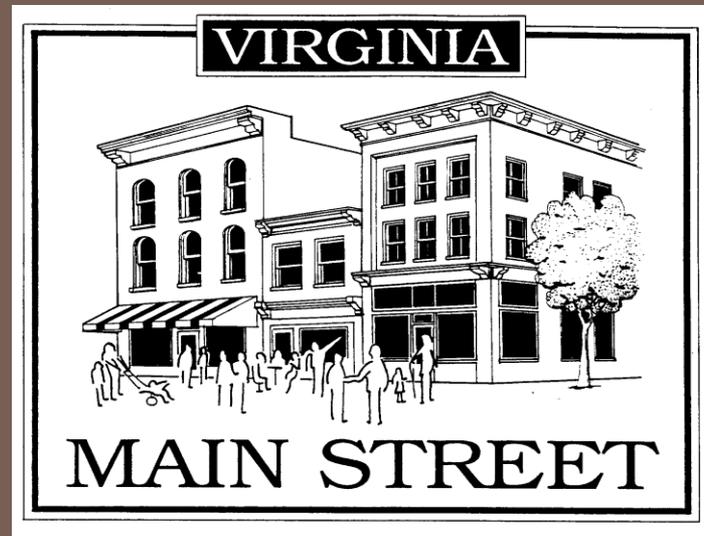


# VIRGINIA MAIN STREET



Building Economic Vitality Downtown



# Virginia Main Street

## 24 Virginia Main Street Communities

- St. Paul smallest at 1,000
- Lynchburg largest at 75,000

70+ DHCD Commercial District Affiliates



# Why is Downtown Important?

- Prominent center of employment
- Predominant image of the community
- Significant part of tax base
- Ideal location for independent businesses
- Historic core of the community
- Represents a huge public and private investment



# Why isn't every downtown revitalized?

- Long-term process
- Hard work
- Previous attempts have failed
- Competing interests
- Old ideas, perceptions

The Good News is that the Main Street Approach can work despite these challenges



# What is Main Street?

Methodology Combining:

**Historic preservation**

+

**Economic development**

=

**Restored Prosperity & Vitality Downtown**



# The Main Street Approach

Use downtown's traditional assets as a catalyst and basis for revitalization





# The Main Street Approach

Downtown's assets:

- Community
- Unique Business Environment
- Cultural Heritage
- Rich Architecture

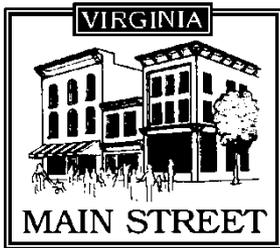




# Stakeholders



- Business Owners
- Property Owners
- Local Government
- Residents
- Downtown Employees
- Utilities
- Financial Institutions
- Chamber of Commerce
- Historic Preservationists
- Service Organizations
- Arts & Cultural Institutions
- Local Media
- Youth & Schools
- Churches
- Surrounding Communities
- Visitor's Bureau



# The Four Points

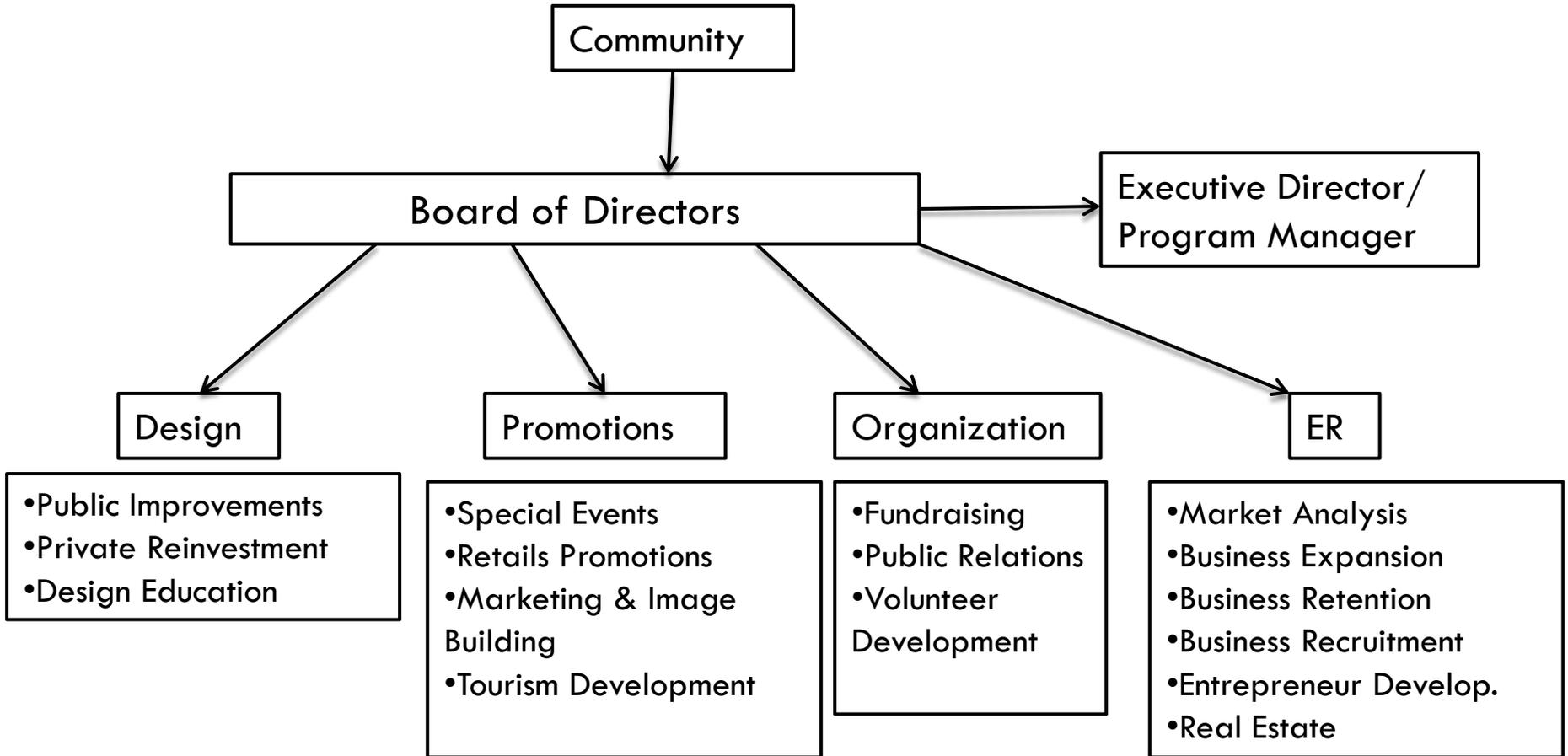
Why  
MS  
Works

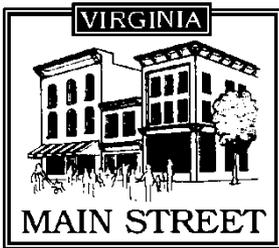
- Design
- Promotion
- Economic  
Restructuring
- Organization





# The Main Street Organization





# Main Street Four-Point Approach

## Programming Value

Organization

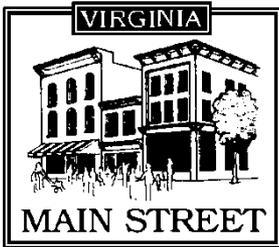
Promotion

Economic  
Restructuring

Design

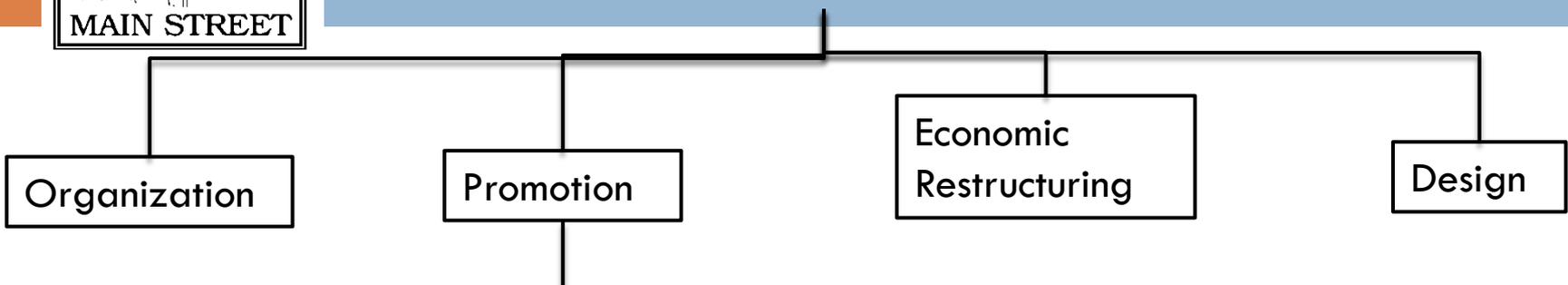
- Brings community together
- Builds sense of ownership
- Offers dedicated & unified focus for downtown
- Fosters public & private sector investment



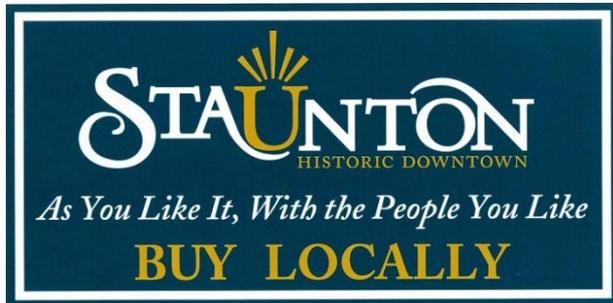


# Main Street Four-Point Approach

## Programming Value



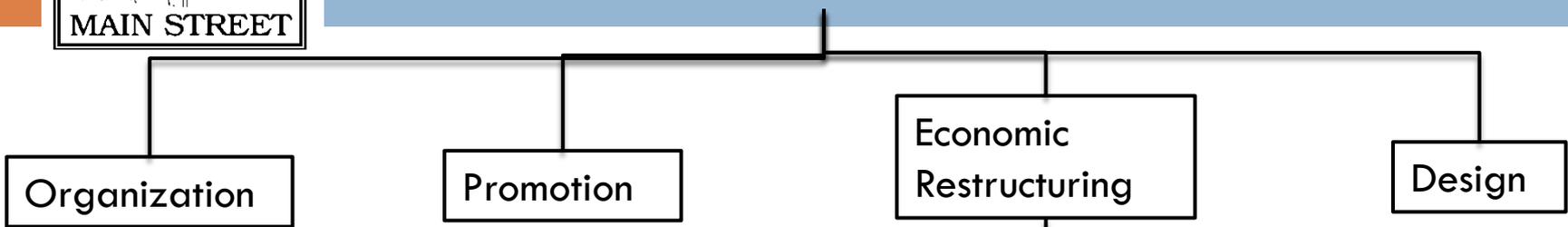
- Defines community identity
- Positions as center of community activity
- Fosters positive image
- Promotes downtown products, services





# Main Street Four-Point Approach

## Programming Value



- Strengthens economic base
- Focuses on entrepreneur development
- Focuses on business retention & recruitment
- Defines appropriate use of space

**ideaspace**  
A Believe in Bristol resource for business owners & startups

Believe in Bristol  
Official office & visitor's center

Color copier/printer  
Only .15 cents per page (bring paper)

ConferenceSpace  
Projector, table, chairs, closed room

TechSpace  
iMac, iPod 5, AppleTV

WorkSpace  
Configurable working area



# Main Street Four-Point Approach

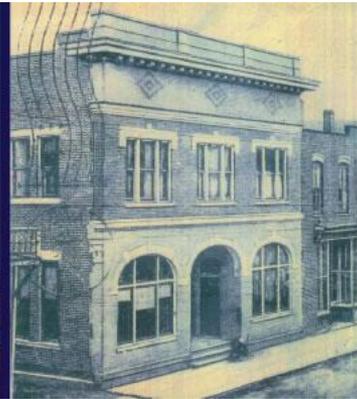
## Programming Value

Organization

Promotion

Economic  
Restructuring

Design



- Promotes physical enhancements for public spaces, buildings
- Fosters value of historic character & architecture
- Encourages a local preservation ethic





# What Works

- Aggressive management
- An independent organization of stakeholders
- Comprehensive incremental approach using all the Four (interrelated) Points

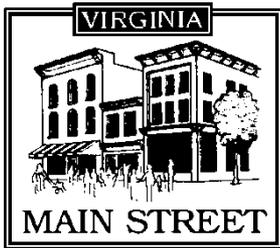




# Main Street Approach Works When...

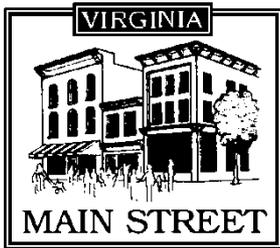
- 1) Comprehensive
- 2) Incremental
- 3) Public-private partnerships
- 4) Action-oriented
- 5) Builds on existing assets
- 6) Emphasizes quality
- 7) Changing attitudes
- 8) Self-help





# Outcomes of a Main Street Effort

- Entrepreneurship
- Pride
- Stronger public/private partnerships
- Vibrancy
- **“Sense of Place”**
- Allows citizens to be involved/have a say in what their community is like



# Economic Impacts

## Virginia Main Street

- More than \$723 million of private investment since 1985
- Almost 5,500 new businesses and 16,000 new jobs
- More than 750,000 volunteer hours invested since 1997
- Over 6,600 building projects

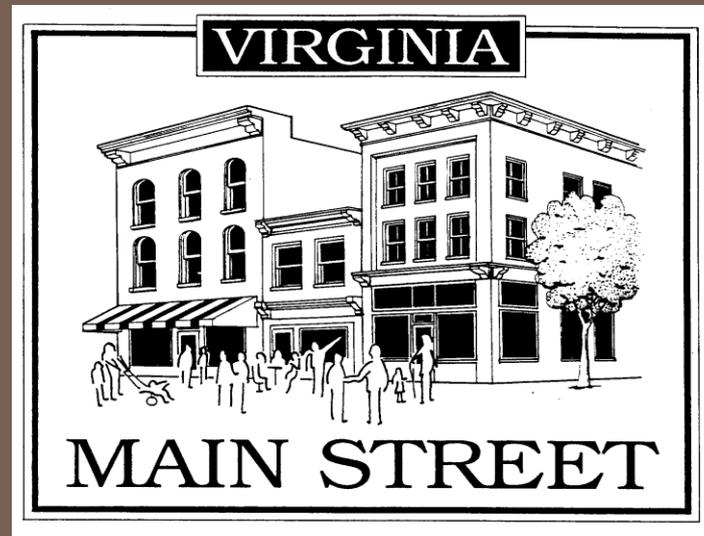




# Program Resources

- **Technical Assistance**
  - Design Assistance
  - Staff Assistance
  - Phone Consultation
- **Resource Material**
  - Web site
  - Virginia Main Street publications and research
  - Salary Survey
  - Statistics / Benchmarks
  - VMS Library
- **Training**
  - Training
  - Managers' Retreat
  - Scholarships
- **Public Relations**
  - Public Appearances at community events,
  - VMS Annual Report, Driving Tour, Annual Milestone Awards, Press Releases

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