



Washington State
MAIN STREET
PROGRAM

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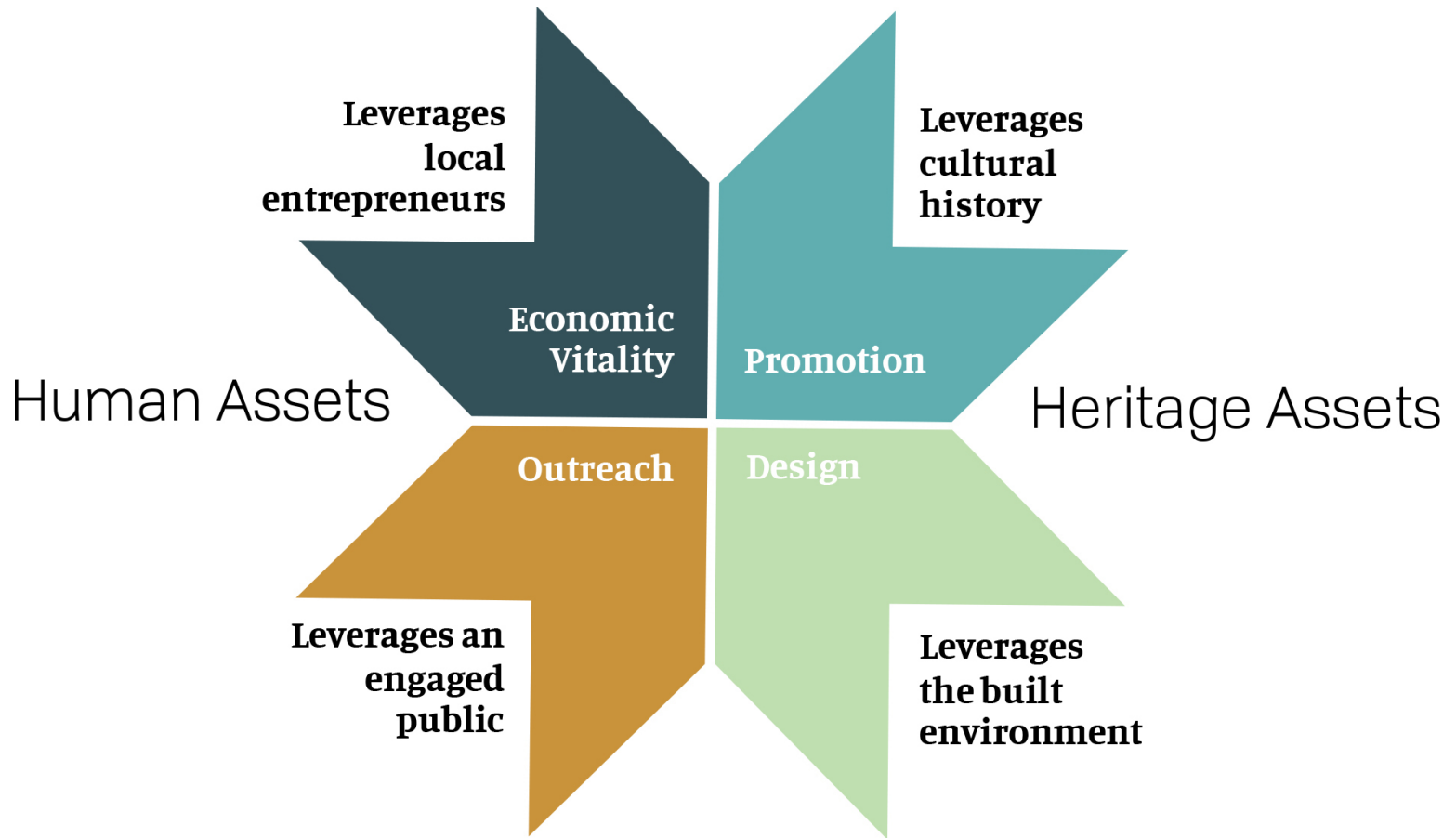
A movement and a framework for
historic downtown vitality

MAIN STREET PRINCIPLES

- Comprehensive
- Incremental
- Self-Help
- Public/Private Partnership
- Asset-Based
- Quality
- Change
- Action-Oriented



THE APPROACH



DESIGN



Improving the appearance of everything that is visual in the historic downtown core

OUTREACH



Answers the question of “why we do the work we do” in a way that inspires and invites

PROMOTION



Cultivator of downtown’s brand, positions historic assets as hubs of economic activity

ECONOMIC VITALITY



Economic development within the context of an evolving built environment, with the existing economy

DESIGN



Improving the appearance of everything that is visual in the district, creating places for people



EDUCATE THE PUBLIC

- Make it fun and engaging
- Financial incentives for private design updates



FORMULATE PLANS:


- Cast a bold vision, help the city engage in change
- Propose recommendations



EXECUTE PROJECTS:

- Convey care and character
- Comfort, flexibility, activity
- Small projects matter!

OUTREACH

 Answers the question of “why we do the work we do” in a way that inspires and invites



COMMUNICATION:
PROMOTING THE MAIN
STREET EFFORTS

- Establish an identity
- “Sells” the Main Street philosophy
- Describes the dream and the results!



ENGAGEMENT:
VOLUNTEERS &
PARTNERS

- Build coalitions and partners
- Culture of volunteerism
- Volunteer cycle, esp. recognition



**ENCOURAGE
INVESTMENT:**
PUBLIC & PRIVATE

- Tap into motivations for giving
- Create overall fundraising plan
- Helps board find role

PROMOTION



Positions the district as the center of the community and hub of economic activity; cultivator of community's brand



CULTIVATE A POSITIVE IMAGE: OF DOWNTOWN

- Know your audience(s) and help to tell the story of your district



SPECIAL EVENTS: GIFTS TO YOUR COMMUNITY

- Festivals, holiday promotions
- Creative and unique to your heritage



RETAIL PROMOTIONS:

- Immediate business impact
- Circulators (make multiple stops)
- Extended hours

ECONOMIC VITALITY



Economic development within the context of an evolving built environment, with the existing economy



SUPPORTING: SMALL BUSINESSES

- Build strong relationships with those who have already invested
- Provide targeted assistance



PROMOTING OPPORTUNITIES:

- Work with property owners and partners to promote strategic use of space and development



ASSEMBLE RESOURCES:

- WITH PARTNERS
- Entrepreneur and start-up
 - Business-friendly environment
 - Catalyze investment

Resources

About Main Street



Starting a Main Street



Executive Leadership



Board Leadership



Jonelle McCoy

Washington Main Street Specialist

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