

# THE MAIN STREET PROGRAM

COMMUNITY DRIVEN ECONOMIC DEVELOPMENT

2014



[heritageohio.org](http://heritageohio.org) ||



**Our Mission is to:**  
**Save the places that matter**  
**Build community**  
**Live better**





## THE GUIDING PRINCIPLES

Comprehensive Approach

Relies on quality

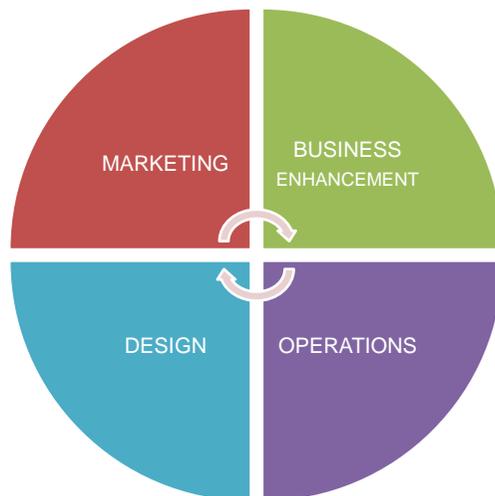
Meaningful public/private partnerships

Focuses on existing assets

A community initiated program

Implemented Incrementally

## FOUR POINT APPROACH



# BUSINESS ENHANCEMENT

## PHILOSOPHY

- ♥ Retention
- ♥ Expansion
- ♥ Recruitment
- ♥ Creation

BUSINESS ENHANCEMENT

- 📍 **KNOW THE MARKET**
- 📍 **STRENGTHEN EXISTING BUSINESSES**
- 📍 **FILL VACANCIES**

BUSINESS ENHANCEMENT

📍 **ECONOMIC GARDENING**

Develop local economy from within

Keeps money local

Big Box            10%-15%

Chains             30%-40%

Locally Owned    40%-55%





## REGULATION

### **IMPACT on a small town to have 1 empty building in a commercial district for 1 year:**

- \$250,000 in lost sales**
- \$ 12,500 in lost sales tax revenue to state & local government**
- \$ 15,000 in lost rents to the property owner**
- \$ 1,500 in lost property tax revenue to local government**
- \$ 51,000 in lost loan demand to local banks for the building**
- \$ 15,000 in lost loan demand to local banks for the business**
- \$ 750 in lost property management fees**
- \$ 24,750 in lost business profits and owner compensation**
- \$ 16,250 in lost employee payroll**

Donovan Rypkema, Place Economics, Washington, D.C.

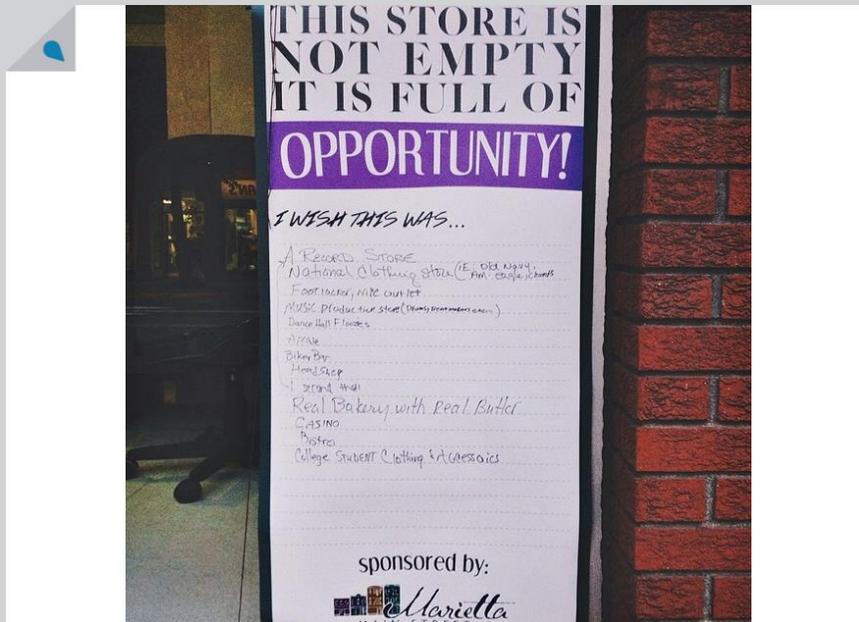
BUSINESS ENHANCEMENT

**FILL VACANCIES**

Expansion

Entrepreneurial Development

Recruitment





*Follow Your Dream...*

## **START YOUR OWN BUSINESS!**

*Have you always wanted to start your own business? Are you unsure of where to begin?*

**Join us for Van Wert County's Annual Entrepreneurship Fair!**

**SESSIONS**

*Hear From Local Entrepreneurs*

*The First Steps*

*Financing & Incentives*

*Ask the Experts*

*Door Prizes*

**COST: FREE**

**WHEN: SATURDAY, NOVEMBER 9, 2013**

**TIME: 8:00AM-12:00PM**

(REGISTRATION BEGINS AT 7:45AM/ REFRESHMENTS AVAILABLE)

**LOCATION:**

**VANTAGE CAREER CENTER  
THE COMMUNITY ROOM  
818 NORTH FRANKLIN STREET  
VAN WERT, OHIO 45891**

*Kickoff Event to Our Annual Bu\$ine\$\$ Plan Challenge  
Details will be announced.*

This event is co-hosted by the OSU Extension Van Wert County Economic Development Office, the Wright State University Lake Campus Business Enterprise Center, Main Street Van Wert, the Community Improvement Corporation and the Van Wert Area Chamber of Commerce. Contact the Economic Development Office with any questions: 419.238.2500 or email [mgers.688@osu.edu](mailto:mgers.688@osu.edu)

*Entrepreneurship for the 21st Century*

## BUSINESS ENHANCEMENT

### 📍 **STRENGTHENING BUSINESSES**

Building Relationships

Coaching & Counseling

Business Guidelines

Business Networking

Social Networking

## BUSINESS PLEDGE

- \_\_\_\_\_ pledges to join our business neighbors in opening no later than \_\_\_\_ and closing no later than\_\_
- We pledge to reserve or leave the best parking spaces for our customers and our neighbor's customers
- We pledge to refer customers to our neighbor businesses if we do not have the item sought
- We pledge to positively promote our progress toward achieving a shared vision for downtown
- We pledge to personally and graciously welcome any all potential customers including youth





## BUSINESS ENHANCEMENT

### **KNOW THE MARKET**



# MARKETING



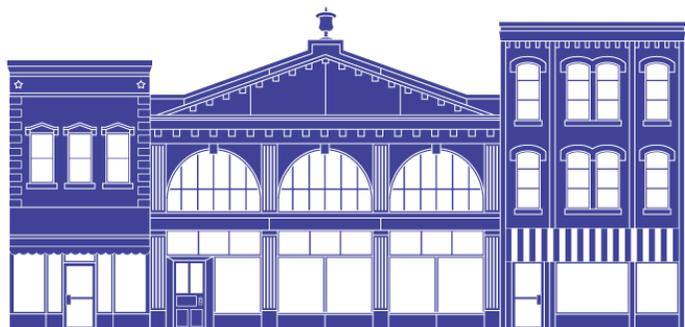


## MARKETING

- ◆ DISTRICT IMAGE
- ◆ ADVERTISING
- ◆ EVENTS



## MARKETING



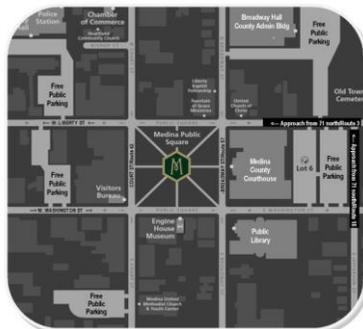
Main Street  
OTTUMWA



DowntownRaleigh



**Free Public Parking in Historic Medina**



**Great Places to Eat & Meet in Historic Medina**



Want to go shopping? Turn the page over for a complete list of Historic District shops and boutiques!

FREE parking in all marked lots, parking garage behind the Medina County Courthouse, and on-street parking throughout the District

Main Street Medina, 7 Public Square, Medina, OH 44226, 330-952-0900, info@mainstreetmedina.com, www.mainstreetmedina.com



# MARKETING



- home
- directory
- events
- maps
- blog

## BURLINGTON DOWNTOWN

### Resist Sameness

**where to park**

**directory**

Search our 400 member locations

- Beauty
- Dining
- Professionals
- Services
- Shopping

**news & updates**

Burlington Lakeside Festival of Lights

On from December 04, 2011 through to January 12, 2012! Location: Spenc...  
» Read more »

**follow us on:**



**Proud Member of:**



**The Next BDBA Event is...**

**ON NOW! Burlington Downtown Holiday Shopping Spree Contest...**

**Date:** October 28, 2011 to December 31, 2011  
» click for this event

**December 2011**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**the latest from our blog...**

From Billionaires to Backpacks

In any industry one often seeks out a like-minded business to compare successes and failures to, a part...

» Read More

**subscribe to our enews**

Email:

**question of the week**

I'm going to the Festival of Lights!

Yes  No

# MARKETING

## facebook

Sign Up Facebook helps you connect and share with the people in your life.



**Wall**

**Downtown Burlington, Ontario**

**THE RUNWAY @ THE RUDE**

**Downtown Burlington, Ontario**

28 trees for personalized gingerbread houses at Lakeview Pastry & Chocolate, 361 Brant St west. Fully decorated, and gingerbread houses through to very large, you can even have them personalized with a name! Largest ones have plug in lights embedded in the icing. Lakeview Pastry & Chocolate is the supplier to the Gingerbread Village event in Village Square annually! Lakeview Pastry & Chocolate 361 Brant St west. 905-639-0166 www.lakeviewpastry.com

**Welcome to Lakeview Pastry and Chocolates**  
www.lakeviewpastry.com

December 9 at 12:14pm · 16

December 9 at 12:14pm · 16

**Raydon Eatery likes this.**

**Downtown Burlington, Ontario**

Don't forget! Tomorrow at 1pm - The Runway @ The Rude. Enjoy a holiday lunch, drinks, gift bags, door prizes and the best women's fashion from three Downtown shops! All proceeds to The Carpenter Hospice.

Tickets \$25, available from Mirilla's Ladies Boutique, OH!! Beautiful Things & My Best Best Day, Orange Lines and Rude Nuts.



## twitter

**Downtown Burlington** @DTBurlingtonON Burlington, Ontario, Canada  
Beautiful downtown Burlington, Ontario! Find out what's going on and plan your next visit!  
<http://www.burlingtondowntown.ca>

**Tweets** Favorites Following Followers Lists

**mirillasbtg** Mirilla's Ladies Bty  
Look what your missing! #fashion in #Burlington @RudeNuts  
starts in 10 minutes! [yfrog.com/W45kqj](http://yfrog.com/W45kqj)  
10 Dec  
Retweeted by DTBurlingtonON

**DTBurlingtonON** Downtown Burlington  
Look what your missing! #fashion in #Burlington @RudeNuts starts in 10 minutes! [yfrog.com/W45kqj](http://yfrog.com/W45kqj)  
9 Dec

**DTBurlingtonON** Downtown Burlington  
Call time for personalized Gingerbread Houses at Lakeview Pastry & Chocolate, 361 Brant Street. Fully decorated... [fb.me/1WbeHFBD](http://fb.me/1WbeHFBD)  
9 Dec

**DTBurlingtonON** Downtown Burlington  
Don't forget! Tomorrow at 1pm - The Runway @ The Rude. Enjoy a holiday lunch, drinks, gift bags, door prizes and... [fb.me/1nAGN1Nk](http://fb.me/1nAGN1Nk)  
9 Dec

**alexrestaurant** The Alex Restaurant  
Sacon+MarshMallows+Chocolate=TrueLove  
9 Dec  
Retweeted by DTBurlingtonON

**Estalia** Estalia Ristorante  
It's getting Christmassy around here :) [fb.me/1mZNGvPy](http://fb.me/1mZNGvPy)  
9 Dec  
Retweeted by DTBurlingtonON



## MARKETING

### EVENTS

Cultivating downtown as the natural setting for **social** and **civic** life. Increase **Sales Tax** revenues.





## MARKETING

### EVENTS

Music

Food

Family Friendly

Free Activities



## MARKETING

### Scheduling Promotional Events



(c) National Trust for Historic Preservation

MARKETING

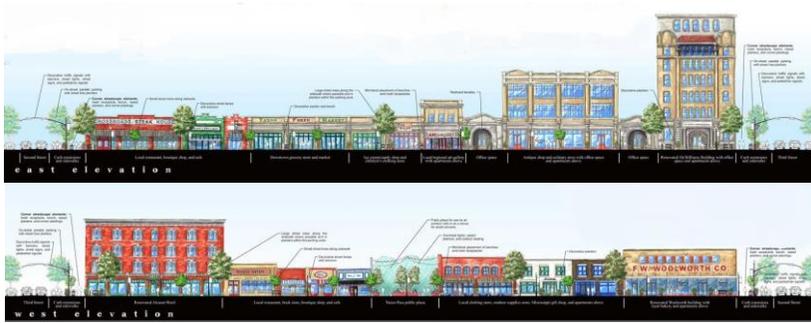


DESIGN



# DESIGN

- EDUCATION
- PRIVATE IMPROVEMENTS
- PUBLIC IMPROVEMENTS





DESIGN

 **EDUCATION**

Proper repair & construction methods





## DESIGN

### Incentives

20% Federal Historic Tax Credit

10% Federal Tax Credit - Built before 1936

25% Ohio Historic Tax Credit



## DESIGN

### PRIVATE IMPROVEMENTS



 EDUCATION**BUILDING CODE****Alternative Building Code Compliance**

Chapter 34 of the Ohio building code reads as follows:

"Portions of the existing building or structure not altered and not effected by the alteration are not required to comply with the code requirements for a new structure."

Fire Safety

Means of Egress

 DESIGN

Architectural Review

Certified Local Government (CLG) Status





## REAR ENTRANCES



## REGULATION

### CLEANLINESS OF LOCAL BUSINESSES





## REGULATION

### COMMERCIAL ZONING









## DESIGN

### 📍 PUBLIC IMPROVEMENTS



## STREETSCAPES





## SIGNAGE







## OUTDOOR CAFES



## Art



# Wayfinding





## Downtown Stillwater Has 1247 Parking Spaces

ONE IS WAITING FOR YOU

432

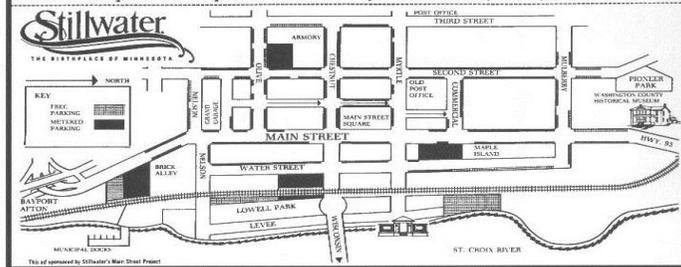
**FACT:** All spaces are within two blocks of Main Street - the majority within one block.

**FACT:** Six public parking lots.

**FACT:** 433 on-street parking sites.

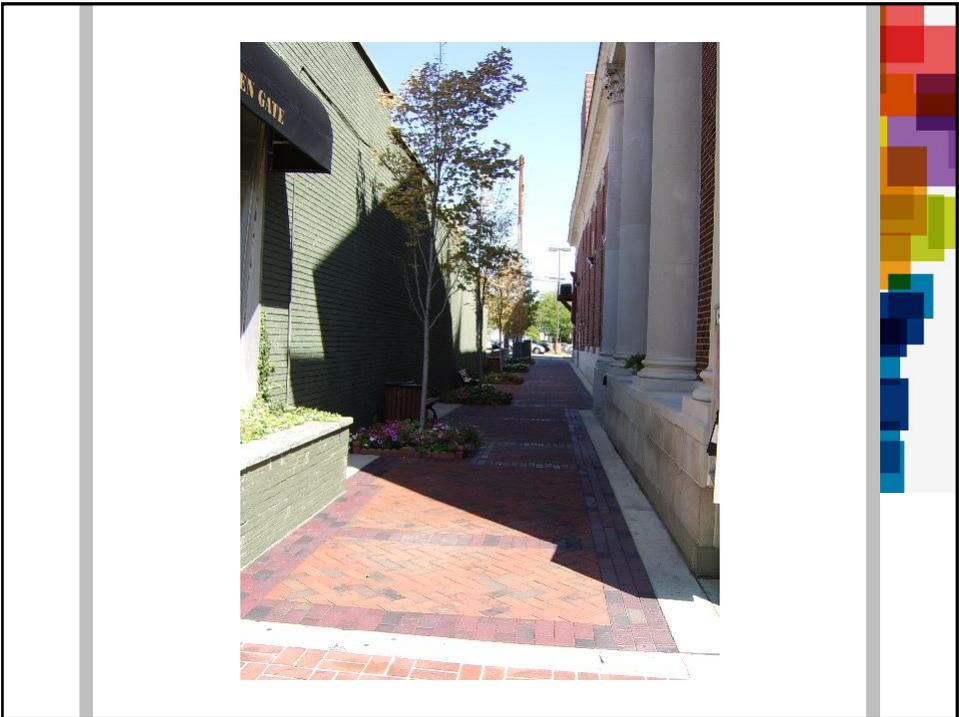
**FACT:** A parking space is waiting for you!

*Clip out the map below. Place it on your car's visor for easy access.*











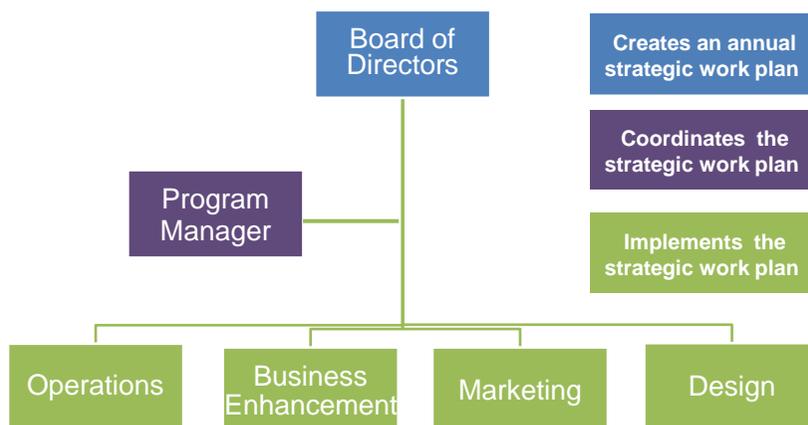
## PUBLIC SPACES

### DOWNTOWN ACTIVITIES



# MAIN STREET STRUCTURE

## BOARD DEVELOPMENT



**"A HOUSE BUILT TO EVERYONE'S ADVICE LEANS."**

# BOARD OF DIRECTORS

## BOARD OF DIRECTORS

- LEADERSHIP
- PLANNING
- FUNDING
- PERSONNEL

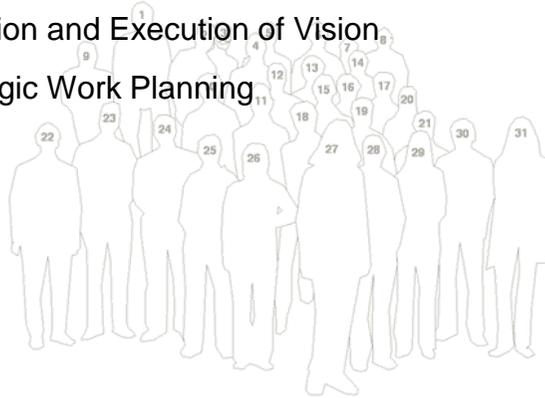


## BOARD OF DIRECTORS

### **PLANNING**

Direction and Execution of Vision

Strategic Work Planning



## BOARD OF DIRECTORS

### **FUNDING**

Distribution of Funding Sources

1/3 Public Funding “Board”

1/3 Stakeholder Support “Operations”

1/3 Earned Income “Board & Committees”



## BOARD OF DIRECTORS

### **FUNDING**

Public Sources

Township

City

County

State



## BOARD OF DIRECTORS

### **FUNDING**

Stakeholder support/sponsorship

Membership – Individual, Business

Sponsorship – Events, Campaigns



## BOARD OF DIRECTORS

### 📍 EARNED INCOME

Special Events

Merchandise Sales



# OPERATIONS COMMITTEE



## OPERATIONS COMMITTEE

- 📍 **VOLUNTEER DEVELOPMENT**
- 📍 **COMMUNICATION/PUBLIC RELATIONS**
- 📍 **MEMBERSHIP/SPONSORSHIP**
- 📍 **EARNED INCOME**
- 📍 **MANAGE DONATIONS**

## OPERATIONS COMMITTEE

### 📍 **VOLUNTEER DEVELOPMENT**

Recruitment

Motivation

Training

Recognition





## OPERATIONS COMMITTEE

### **COMMUNICATIONS & PUBLIC RELATIONS**

Media Campagins

Newsletter

Website

Social Media



## OPERATIONS COMMITTEE

### **MEMBERSHIP/SPONSORSHIP**

Selling the mission

Appropriate price points

Preparing campaign

Selling to the community

## WHY ARE WE DOING THIS?

- 📍 We want to live in a nice community
- 📍 We want to be able to attract new residents and businesses to expand the tax base.
- 📍 We need financial stability in the public sector through increasing income, sales, and property taxes.

## MAIN STREET REQUIRES

- 📍 **PAID PROFESSIONAL MANAGER**
- 📍 **WORK PLAN FOR BOARD AND COMMITTEES**
- 📍 **ON-GOING TRAINING FOR MANAGER AND VOLUNTEERS**
- 📍 **ACCOUNTABILITY AND ANNUAL EVALUATION**
- 📍 **GRASSROOTS COMMITMENT**

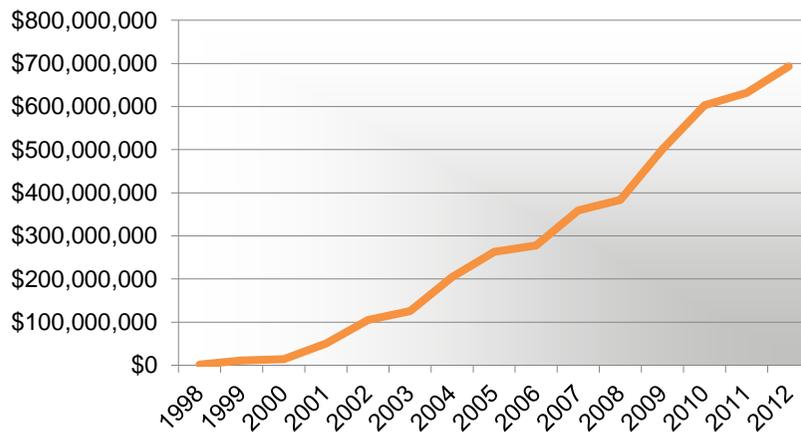


## MAIN STREET REINVESTMENT STATISTICS

Volunteer Hours Donated	84,536
Annual Budget (26 programs)	\$3.4 million
Façade Improvements (104)	\$4.5 million
Building Rehabilitations (80)	\$15.4 million
New Construction (19)	\$41.2 million
Public Improvements (44)	\$2.8 million
Net New Businesses	187
Business Expanded	21
Net New Fulltime Jobs	517
Net New Partime Jobs	566

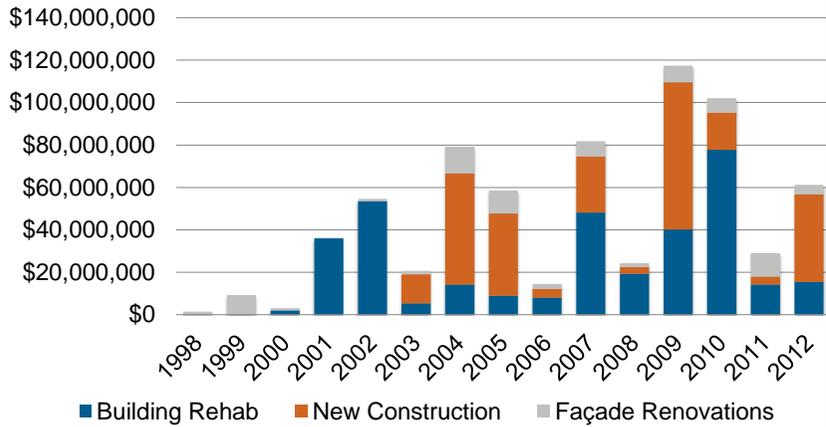
2012

## CUMULATIVE PRIVATE INVESTMENT



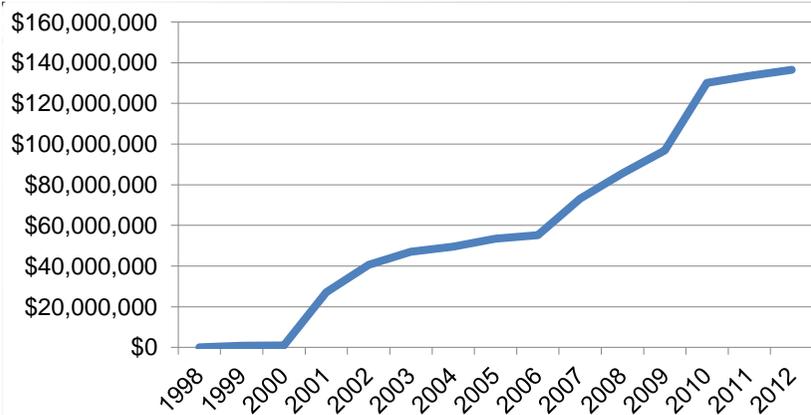
VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO

## BREAKDOWN OF PRIVATE INVESTMENT



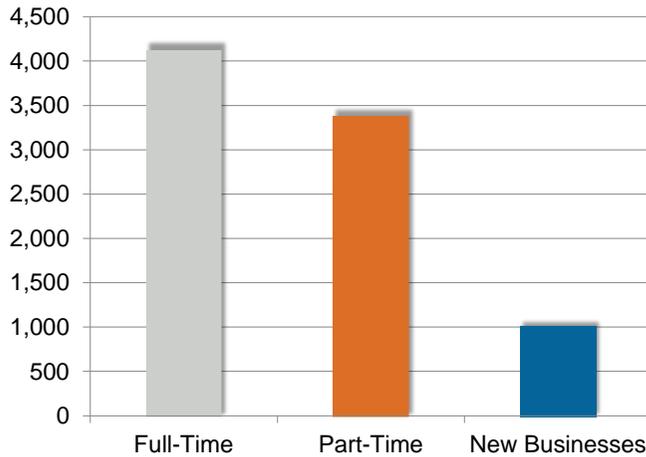
VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO

## CUMULATIVE PUBLIC INVESTMENT



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## NET JOB GROWTH



VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO

## COST OF JOB CREATION



\$8,502 / Per New Full-Time Job



\$7,197 / Per New Part-Time Job

\$34,688 / Per New Business

VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO

## THE AVERAGE MAIN STREET - 2012

Annual Budget = \$133,455

3,251 Volunteer Hours

8 New businesses

📍 40 New Employees

Total Investment of \$2,461,179.97

VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO

## KENT, OH EVERYONE'S DOWNTOWN

Population	<b>28,935</b>
Entered Main Street Program	<b>2007</b>
Private Investment	<b>\$32,029,500</b>
Public Investment	<b>\$821,435</b>
New Businesses	<b>60</b>
Cost per Full Time Job	<b>\$8381.69</b>
Cost per Part Time Job	<b>\$2323.34</b>
Value of Volunteer Hours	<b>\$98,485.20</b>
Reinvestment Ratio	<b>\$49.61</b>



VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO

**LAKWOOD, OH**  
 ASSURING LAKWOOD'S FUTURE. TOGETHER.

Map  
 of  
 Locati  
 on

Population	<b>51,724</b>
Entered Main Street Program	<b>2006</b>
Private Investment	<b>\$27,141,808</b>
Public Investment	<b>\$9,798,500</b>
New Businesses	<b>33</b>
Cost per Full Time Job	<b>\$7,606.06</b>
Cost per Part Time Job	<b>\$3,019.76</b>
Value of Volunteer Hours	<b>\$34,549</b>
Reinvestment Ratio	<b>\$33.885</b>



VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO

**WOOSTER**

Population	<b>26,139</b>
Entered Main Street Program	<b>2004</b>
Private Investment	<b>\$24,706,450</b>
Public Investment	<b>\$20,871,500</b>
New Businesses	<b>62</b>
Cost per Full Time Job	<b>\$10,359.18</b>
Cost per Part Time Job	<b>\$11,922.83</b>
Value of Volunteer Hours	<b>\$99,092</b>
Reinvestment Ratio	<b>\$36.06</b>



**MAIN STREET  
 WOOSTER INC.**

VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO

## MOUNT VERNON

Map  
of  
Locati  
on

Population	<b>17,087</b>
Entered Main Street Program	<b>2009</b>
Private Investment	<b>\$30,101,179</b>
Public Investment	<b>\$2,941,619</b>
New Businesses	<b>42</b>
Cost per Full Time Job	<b>\$8837.50</b>
Cost per Part Time Job	<b>\$2719.23</b>
Value of Volunteer Hours	<b>\$23,924</b>
Reinvestment Ratio	<b>\$106.72</b>



VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO

## ANNUAL EVALUATION CRITERIA

1. Broad based Community Support
2. Vision and Mission Statements
3. Comprehensive Work Plan
4. Historic Preservation Ethic
5. Active Board and Committees
6. Adequate Operating Budget
7. Paid Professional Staff
8. Program of on going Training
9. Reporting of Key Statistics
10. National Main Street Network Membership

## 2015 TRAINING

### Main Street Revitalization Series

February  
Marketing- Medina

June  
Business Enhancement  
Lakewood/Cleveland

September  
Design- Greenville

November  
Operations- Cambridge

### Conferences

March/April

National Main Street  
Conference –  
Atlanta

October

Heritage Ohio Annual  
Conference & Awards -  
Columbus, OH

November

National Trust for Historic  
Preservation –  
Washington, DC

## BECOMING A MAIN STREET COMMUNITY

- ♦ Create a public/private non-profit organization
- ♦ Join at the Downtown Affiliate level.
- ♦ Apply to become a Certified Main Street Program by filling out Ohio Main Street Application form
- ♦ Heritage Ohio will conduct an on-site interview to determine communities ability to succeed as a Main Street Program
- ♦ DART Downtown Assessment Resource Visit

# THE MAIN STREET PROGRAM

## OVERVIEW OF FOUR MAIN PRINCIPLES



JOYCE BARRETT  
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[heritageohio.org](http://heritageohio.org) ||

