

EQUIPPING MAIN STREETS FOR THE *New Economy*

By Matt Wagner, Ph.D. and Hannah White

The Main Street Approach™ was first developed nearly 40 years ago in response to a complex set of issues facing older and historic downtowns. Suburbanization, depopulation in rural communities, and the growth of shopping malls posed a serious threat to local Main Street economies and the historic structures that anchored their districts. Today, the economic and social forces impacting Main Streets are even more complex and challenging. New retail trends, an aging population, increasing income inequality, and a rapidly changing manufacturing landscape mean that Main Streets — now more than ever — must be prepared with a strategic framework for competing in the new economy.

The Main Street Approach has proven remarkably effective during the intervening years, equipping local communities with a roadmap to ride these seismic societal shifts. However, we recognize that competing in the global economy — and ensuring that Main Streets are seen as places of opportunity for residents, entrepreneurs, and investors — requires new ways of working. Our careful reexamination of the Main Street Approach's Four-Point framework, resulting in a refreshed Main Street Approach, accomplishes just that. It reinforces the value of community engagement and investment, fosters an increased understanding of existing market conditions, and promotes a strategy and results-driven focus for the successful transformation of downtowns and urban commercial districts.

After several years of planning, convening, and piloting, we are excited to see communities across the country embrace the changes to the Main Street Approach and incorporate it into their work. Take a look at the examples on the following pages for some early results of successful implementation.

SUPPORTING MAKERS ON MAIN IN LEXINGTON, VIRGINIA

Lexington, Va., is a scenic college town steeped with history and natural beauty. When Main Street Lexington, the local Main Street America program, looked to position their community for long-term economic opportunity, they decided to leverage their community's heritage of engineering and entrepreneurship to develop a "Small-Scale Artisanal Manufacturing" Transformation Strategy.

Facilitated through a pilot initiative with Virginia Main Street and Main Street America, their Transformation Strategy has already resulted in a number of early successes, the most visible being the 2017 launch of the Lexington Collaboratory, a makerspace and business incubator. The goal is for it to be a full-service platform for makers who have an idea — or who are already tinkering at home and selling wares online — but don't have the means to handle the production, scaling, and business development end of things. With a team of mentors at the ready, the Collaboratory is gearing up to provide legal, marketing, real estate, finance, and professional development assistance that start-up businesses inevitably need, but too often don't have easy access to. To support this venture, Main Street

MATT WAGNER has more than 20 years of non-profit management experience in downtown development, entrepreneurship and tech-based economic development. At the National Main Street Center, Matt leads the launch of the renewed and re-imagined Main Street Approach, as well as helps the Center reach new communities with this refreshed framework. Overseeing the Field Services team, Matt also leads the Center's efforts to expand technical service offerings, and offer preservation-based economic revitalization services directly to communities. Matt received his Ph.D. in Urban Affairs with a specialization in Urban Economic Development from the University of Wisconsin-Milwaukee. He is a Fulbright Scholar Specialist, recently completing work in the area of entrepreneurship and economic development at the University of Hyderabad, India.



As Director of Outreach and Engagement, **HANNAH WHITE** oversees the Membership and Marketing departments, and contributes to the fundraising and external relations functions. Working closely with the senior team and peers across the organization, Hannah develops and directs implementation of the Center's strategic vision for strengthening membership, building brand awareness, and broadening the organization's reach through external partnerships. Hannah graduated with a BA in History from Earlham College and has a Masters in Social Sciences from the University of Chicago.



TRANSFORMATION STRATEGIES AT A GLANCE

A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy. Grounded by both an understanding of the underlying drivers of the local and regional economy as well as community feedback and engagement, a Transformation Strategy should describe a market position that the commercial district can successfully fulfill. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.

In general, a revitalization organization should work with one or two Transformation Strategies at a time. Each Transformation Strategy should have the following key characteristics:

- :: It is rooted in the community's vision for the district.**
- :: It is measurable, making it possible to track progress.**
- :: It is based on a solid analysis and understanding of the district's economy and its best economic opportunities.**
- :: It provides guidance for program activities for a 2-5 year period, after which the revitalization program should examine progress and make adjustments, as needed.**
- :: It is comprehensive, in that it is implemented through a broad range of activities that span the four broad areas of work represented by the Four Points.**





Downtown Lexington, Va. Credit: Main Street Lexington

Lexington's Economic Vitality committee is currently working on mapping the inventory of available spaces that are suitable for small-scale production, and are planning an outreach campaign for those home-based businesses that are ready to scale up.

The Transformation Strategy focus has also resulted in additional resources for the organization. Last year, Main Street Lexington received three grants from the State of Virginia and Washington and Lee University to aid with makerspace operations, offer business and entrepreneurship technical assistance, and obtain a laser cutter for the makerspace.

Early successes have helped to showcase the value of the downtown's revitalization direction.

"The fact that we have successfully installed a makerspace and are holding regular workshops on various making, crafting, or imagining topics is creating a buzz. We are consistently drawing increasing numbers to those workshops, and when we roll out the new equipment that is being made possible by a state grant, we expect to see another jump in interest." — Main Street Lexington's Executive Director, Stephanie Wilkinson

Moving forward, Main Street Lexington's workplan for 2018 aims to provide all-around support for the artisanal manufacturing strategy. This could include a revolving loan fund for new or expanding ventures, creating and marketing a "Lexington-Made" regional brand for the products that come out of their community, working with local government entities to find and encourage their procurement arms to use locally produced products, reaching out to regional partners to market those products beyond the borders of Rockbridge County, and supporting and facilitating more retail outlets in the downtown for locally produced products.

FINDING NEW AUDIENCES IN OWOSSO, MICHIGAN

Owosso, Mich., has a lot going for it as a destination for regional travelers. It is home to the original Polar Express train, a historic park, a population of local artists, and a community theater that draws audiences from across the state. Owosso Main Street, in partnership with Main Street America and the Michigan Economic Development Corporation's Michigan Main Street, used a combination of community surveys, market data, and community asset identification to select a Transformation Strategy focused on "day-tripper" consumers.

Josh Adams, Executive Director of Owosso Main Street/DDA, explains that the program's shift to focusing on a market-based strategy has been valuable in two critical ways: 1) It helped confirm internally that they were on the right track; and 2) It was a strategy that didn't just apply to Main Street, but could engage



Glow Owosso Event 2017. Credit: Schutt Photography



Glow Owosso Tree Lighting Ceremony 2017. Credit: Schutt Photography

the entire community. In other words, it gave Owosso Main Street and its partner organizations a defined vision for how to use their collective assets to promote the community. It wasn't about forcing a new idea on unwilling audiences, but maximizing the community's existing strengths and giving structure to initiatives already in motion. And importantly, it helped internal stakeholders — the board, committees, and partners — unite around a common vision.

Since the development of the Day-Tripper Destination Transformation Strategy, Owosso Main Street has been able to take a close look at its current programming including their annual Glow Owosso event which attracts thousands to the community, and find ways to adjust and/or change tasks and events to better suit the vision. Efforts to collaborate with partner organizations have been strengthened and are now encouraged at the board level across the community's non-profits and civic organizations.

Programmatically, Owosso Main Street has created a marketing initiative to help promote all of downtown's assets, including a new holiday shopping video geared towards the day-tripper. Looking to the future, the organization will be exploring collaborative efforts to preserve and build on historic assets, support the arts and cultural community within the district, and promote the use and stewardship of the town's natural resources. This will involve activities such as continued facade grant implementation, collaborative park improvements, sculpture and mural projects, outdoor musical and theater presentations, and a comprehensive riverbank plan that promotes both use and conservation.

"The targeted direction has attracted new volunteers with new ideas and the community has almost immediately seen a change in the way our downtown is promoted, said Adams. "Together we are creating our own narrative, our own story."

We at the National Main Street Center are energized by the creativity and eagerness of the Main Street America Network to embrace the Main Street Approach's new focus on Transformation Strategies. District revitalization continues to be both complex and ever-evolving and we encourage communities to share with us how they are using, adapting, and implementing the Main Street Approach. Given the range of issues we know downtown and neighborhood commercial districts will be facing in the years to come — including advancing health outcomes, competing with big online retail, and fostering equitable development — we're confident this new Approach will equip Main Streets with the tools needed to thrive.

ADVANCING THE MOVEMENT *through UrbanMain*

By Dionne Baux

“In all cases, rebuilding neighborhood retail streets is a difficult, lengthy, and complicated process. It differs significantly from developing a suburban shopping center or reestablishing downtown shopping districts, so innovative strategies must be employed to restore the neighborhood’s vitality and competitiveness.” *Ten Principles for Rebuilding Neighborhood Retail*, Urban Land Institute

This summer, an exciting new chapter began here at the National Main Street Center: the launch of UrbanMain. Building on the National Main Street Center’s decades of leadership and success in community driven economic development in downtowns and commercial districts, we have developed a new set of economic development services to address challenges in revitalizing urban neighborhood commercial districts. Rebuilding the economies of under-resourced urban districts is challenging work. However, these are places with enormous opportunity, and with the right experience and thoughtfulness, big things are possible.

THE URBAN CONTEXT

In urban contexts, it is crucial to create innovative, flexible tools and resources that respond to years of disinvestment and high rates of vacancies. At the same time, there must be a focus on retaining existing businesses and attracting new ones, maintaining neighborhood character, and avoiding business displacement or gentrification—all while combatting

misperceptions about urban buying power and overcoming negative attitudes and perceptions. The Center’s new UrbanMain program aims to do just that with specialized services, networking, and advocacy to support the growing field of urban district revitalization practitioners.

The National Main Street Center has long known that its Approach, principles, and disciplines would translate well in urban neighborhood commercial districts. In fact, in the early 2000s, there were active Main Street programs in over 100 urban districts, representing nine percent of the entire Network. Many of these programs continue to thrive, with successful models in Boston, Baltimore, Orlando, and Washington, D.C. In these cities, the city government agency serves as Coordinating Program, supporting local district initiatives through funding, training, and convening opportunities.

As Director of Urban Programs, **DIONNE BAUX** leads the UrbanMain initiative to broaden the Center’s offerings and engagement in urban neighborhood commercial districts. Dionne has over a decade of experience in project coordination in the fields of urban economic development and commercial district revitalization. She has extensive expertise engaging community stakeholders, identifying and implementing projects in conjunction with community based organizations, government institutions, and real estate development, as well as supporting capacity building opportunities.



The background of the page is a composite image. On the left, there's a dark, abstract graphic with vertical and diagonal lines. On the right, there's a black and white photograph of a city street at night, showing buildings, streetlights, and a few cars. The 'URBANMAIN' logo is prominently displayed in the center-right, with 'URBAN' in white and 'MAIN' in white with an orange triangle behind the 'N'. A small 'TM' trademark symbol is to the right of 'MAIN'.

URBAN MAINTM

NEW SERVICES FOR URBAN DISTRICTS

UrbanMain seeks to continue to strengthen the work of urban citywide, county, and state Coordinating Program partners, while building out a network of practitioners charged with restoring economic vitality and promoting quality of life for residents in under-resourced older and historic commercial districts. UrbanMain is an entrée for locally based community development corporations, chambers of commerce, Business Improvement Districts (BID), Special Service Areas (SSA), Neighborhood Improvement Districts (NID), and city governments to take advantage of the tools and resources traditional Main Street programs have deployed, while offering a unique networking opportunity to individuals working in this field. The Center will work directly with local neighborhood districts to test the approach in urban corridors through a comprehensive multi-phased approach or through specific tactical services, best suited to meet the needs of the district.

URBANMAIN IN PRACTICE

So, what does this look like in practice? Our technical services team is already conducting UrbanMain work in several cities around the country. Together with stakeholders on the ground, we are developing district-specific Transformation Strategies and helping local leaders engage their communities around implementation.

URBANMAIN SERVICES INCLUDE:

Fast Track Assessment. Begins with an examination of the assets and liabilities of a neighborhood commercial district to understand the best path for a revitalization program. This phase focuses on community vision and market conditions.

Framework Development. Utilizes input and consensus gathered during the district's assessment phase. This phase focuses on building the capacity of local organizations, neighborhood districts, and cities to successfully carry them out.

Implementing Change. As districts shift work from planning to implementation, the Center provides on-going support and project-specific assistance to district leaders.



Salt Lake City, Utah. UrbanMain partnered with Salt Lake City's Department of Economic Development to implement services in two areas: the State Street and Granary commercial districts. Together with organizational leaders, we have developed a hybrid structure to implement the Approach and tailor execution-driven Transformation Strategies.

The Granary District is situated in an area that contains a mix of retail and warehouse/light production with a low density of residents. The City and key stakeholders were drawn to several strategies for the district, but decided to begin with an **Arts & Entertainment Transformation Strategy** to leverage the area's existing character. The strategy will also take advantage of a small but growing cadre of local maker businesses, micro-producers, and small manufacturers.

The State Street District, while more densely populated, has a different set of challenges. Previous efforts to revitalize this area have identified several barriers, including traffic safety, personal security, and a lack of unique sense of place. While there are obstacles to overcome, there are great opportunities to build on existing restaurants and local venues that currently serve as destinations for locals. The City and key stakeholders decided to begin work by focusing on a **Culinary and Dining Transformation Strategy**.

The National Main Street Center partnered with the Salt Lake City Department of Economic Development (left) and both Main Street Alabama and REV Birmingham (right) to implement UrbanMain services. Credit: Matt Wagner (left) Kathy LaPlante (right)

Birmingham, Alabama. In partnership with Main Street Alabama and the local Main Street America program REV Birmingham, UrbanMain is working to implement services in Birmingham's Woodlawn commercial district. Woodlawn is an under-resourced district struggling with issues common to many urban commercial districts across the US, including crime, lack of economic opportunity, and negative perceptions about growth opportunities for the district. Our technical services team visited with local stakeholders to gain their consensus and buy-in for appropriate strategies on which district leaders should focus. With our data, district leaders and Woodlawn community stakeholders decided to target their efforts on developing a robust **Equitable Entrepreneurship Transformation Strategy**. This strategy aims to create equity and sense of place by supporting local minority-owned businesses, advancing a local food economy, and helping youth interested in opening businesses.

In 2018, the Center will commence implementing additional UrbanMain initiatives with Coordinating Program partners, including in Milwaukee's Historic King Drive BID No. 8 with the Wisconsin Economic Development Corporation, and in Pontiac, Michigan, in partnership with Main Street Oakland County.

URBANMAIN NETWORK CONVENING

Thanks to the generous support of Anne T. and Robert M. Bass, we hosted the inaugural UrbanMain Network convening in Seattle, Washington, March 26-28, with 32 dynamic practitioners from across the country. The purpose of the convening was to build relationships, explore a vibrant corridor in action, begin discussions on how to best address challenges these leaders face in their work in real time, and—most importantly—successfully launch the UrbanMain Network to ensure its usefulness and sustainability to urban district leaders. **Thank you to the following individuals for lending their experience, time, and insights:**

LARRY ADAMS North Ave. Market-Place BID #32, Milwaukee, Wisc.

SHARON ADAMS North Ave. MarketPlace BID #32, Milwaukee, Wisc.

DESHEA AGEE Historic King Drive BID #8, Milwaukee, Wisc.

ELIZABETH BARBAREE-TASKER REV Birmingham, Birmingham, Ala.

SANDE BIVENS 51st Street Business Association, Chicago, Ill.

DIANE BURNHAM South East Chicago Commission, Chicago, Ill.

STEVEN BURY Urban Impact, Seattle, Wash.

LUIS COTTO Egleston Square Main Street, Boston, Mass.

LISA CUATT Thornton Park District, Orlando, Fla.

YEMISI DINKINS Westside Health Authority, Chicago, Ill.

AMARA ENYIA Austin Chamber of Commerce, Chicago, Ill.

CHRISTINA JAMES Greater Southwest Development Corp., Chicago, Ill.

LORI LENCHESKI City of Charlotte, Charlotte, N.C.

CHRIS LEVERSON Lake City Future First, Seattle, Wash.

PETER MAKOWSKI City of Salt Lake City, Salt Lake City, Utah

JENNIFER MARVEL Audubon Park Garden District, Orlando, Fla.

ALYSIA DAVIS OSBORNE Historic West End, Charlotte, N.C.

ALEXANDER PADRO Shaw Main Streets, Washington D.C.

LINDA POMPA Oretha Castle Haley Blvd. Main Street, New Orleans, La.

MARTHA POTERE Grandmont Rosedale Main Street, Detroit, Mich.

N. NICOLE PURVIS Four Corners Main Street, Boston, Mass.

ERIC REAVES South East Chicago Commission, Chicago, Ill.

ANDREA REED Greater Roseland Chamber of Commerce, Chicago, Ill.

GERALD ROBBINS Hyde Jackson Square Main Street, Boston, Mass.

ANWAR SALEEM H Street Main Street, Inc. Washington D.C.

JEFFREY SCHWARTZ Broad Community Connections, New Orleans, La.

PATRICE THOMAS Rainer Beach Coalition, Seattle, Wash.

JESSA TIMMER Chinatown - International District BID, Seattle, Wash.

LEJUANO VARNELL Sweet Auburn Historic District, Atlanta, Ga.

WENDY WALKER WILLIAMS South East Chicago Commission, Chicago, Ill.

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TRANSFORMING COMMUNITIES THROUGH *Partnerships and Innovation*

By Lindsey Wallace

Main Street is built on strong partnerships. At the National Main Street Center, we are focused on continuing to create new partnerships while strengthening existing relationships to share knowledge, broaden our reach, and transform communities. Over the past year, these partnerships have brought several new programs and opportunities to the Main Street America Network, as well as new resources and ideas that can be applied in communities large and small. Explore our current focus areas and discover how organizations, companies, and individuals are working together to advance our common cause of fostering and supporting vibrant economies.

FAÇADE IMPROVEMENT PILOT PROGRAM

For nearly forty years, Main Street America districts across the country have been revitalizing local economies by focusing energy, resources, and people-power on improving their older and historic commercial districts. Central to these efforts is the preservation and maintenance of the historic properties that give Main Streets a sense of place, a rootedness, and a thriving economic engine.

In 2016, we launched the Main Street America Façade Improvement Pilot Program with generous support from the 1772 Foundation, Inc. This three-year program makes \$80,000 in no-interest loans and grants available to support highly visible improvements to buildings and storefronts.

In the first year, we partnered with the Texas Main Street Program's team of experienced leaders and expert design staff to focus the pilot in two Texas Main Street communities: San Augustine and Texarkana. Led by San Augustine Main Street, and Main Street Texarkana, loan recipients will track a set of metrics to document the impact of the funds to their businesses and buildings. We look forward to sharing their ongoing progress.



Pecan Point Brewing Company

213 Main St., Texarkana, Texas

Project scope: Repoint and repair the deteriorating exterior walls and repaint previously painted exterior brick. *Note: original windows had been removed prior to their application.*

Total project cost: \$27,000

MSA funds applied: \$10,000

Community impact: As a result of this project, a new local façade improvement grant program started in the summer of 2017 after local donors were inspired by the impact the loan program was having on the Texas side of Texarkana's commercial strip.

Before



Credit: William H Scurlock

After



Credit: San Augustine Main Street

Heart of Texas Grill

102 E. Columbia Ave., San Augustine, Texas

Project scope: Signage for new restaurant.

Total project cost: \$10,000

MSA funds applied: 5,600

Community impact: The Heart of Texas Grill was the first business in San Augustine to receive an MSA façade improvement loan. Local contractor Tommy Cordova of Cor-Craft was so inspired by his experience working with the MSA/Texas Main Street design review process and creating historically-appropriate signage that he has taken a new interest in downtown and changed the way he approaches his business.

Learn more at mainstreet.org/facade-improvements

As the Senior Manager of Special Projects, **LINDSEY WALLACE** manages a variety of projects and partnerships, including our placemaking efforts with the Project for Public Spaces, the Façade Improvement Pilot Program, and upcoming health-focused initiatives. Previously, she managed America Saves, a national model program led by the Preservation Green Lab of the National Trust for Historic Preservation focused on delivering energy efficiency to small businesses and buildings, driving cost savings, and new investment in existing buildings. A native Ohioan and Midwest enthusiast, she received her M.A. in Historic Preservation Planning from Cornell University and her B.A. in History from the Ohio State University.

PLACEMAKING

Since 2015, we have been working in partnership with NYC-based, international nonprofit Project for Public Spaces (PPS) to help revitalize towns and communities through placemaking—a community-led process that helps activate downtowns and community gathering places. Placemaking provides a powerful set of tools for change that Main Street organizations can easily learn and apply. Through a strategy called Lighter, Quicker, Cheaper, communities can make immediate and affordable changes to public spaces while also building local support and demon-

strating to stakeholders the potential for further long-term projects and investments.



Training Workshops

One of the primary efforts in our partnership with PPS is the *Cultivating Place in Main Street Communities* training program, a series of two-day intensive training workshops. It began in five pilot states in 2016—Alabama, Connecticut, Missouri, Montana, and Oregon—and continued with a second round with six more states in 2017—Delaware, Louisiana, Michigan, Oklahoma, Pennsylvania, and Wyoming. Generously supported by Anne T. and Robert Bass, these trainings not only instruct Main Street communities on how to integrate placemaking principles into their work, but also draw a path to implementation.

As a result of these 10 grant-funded trainings and the incredible work from our Coordinating Programs and local Main Streets:

- :: More than 650 community activists and civic leaders have learned placemaking skills;
- :: More than \$14 million has been generated for placemaking projects overall; and
- :: Multiple states have created placemaking grant programs or used existing grant funds for placemaking projects.



Participants at the Cultivating Place training in Reading, Pennsylvania, explore the downtown district. Credit: Emily Wallrath Schmidt

We are thrilled with the positive impact these trainings have had in our Main Streets, and look forward to gathering additional projects stories to share on a larger scale.

Healthy Main Streets

In addition to the training workshops, we also partnered with PPS to explore the intersection of place, health, and economic development to develop strategies and a set of resources for helping communities realize the multifaceted potential benefits of health initiatives. More and more, health and community development research is pointing to where we live as one of the most influential determinants of overall health. As community revitalization practitioners, we must consider how our work can help make places healthier, and how we can create economic opportunity within health initiatives we undertake.



At the Health Convening in Denver, participants identified four actionable agendas on which NMSC, PPS, and partners will continue to work collaboratively to share resources and opportunities with our networks. Credit: Project for Public Spaces

To kick off this new initiative, we co-hosted the *Convergence of Health, Place, and the Economy* convening in Denver, Colo., in July 2017. Nearly 50 of the country's thought leaders from nonprofit planning and community development, transportation, health institutions, foundations, and government agencies came together and focused on three themes tied to healthy community initiatives: food, green space, and active transportation. As the primary objective of the convening was to take action, participants identified four actionable agendas on which NMSC, PPS, and partners will continue to work collaboratively to share resources and opportunities with our networks.

Learn more at: mainstreet.org/placemaking

Try This West Virginia

Try This West Virginia (Try This) offers the Main Street America Network a robust and successful model for how community revitalization professionals can support health initiatives that also create economic opportunity. Begun as a pilot program co-led by Main Street West Virginia, Try This focuses on developing activities that combine community health and wellness with local economic development and revitalization. Their mission is "To help knock West Virginia off the top of the worst health lists, community by community."

Try This supports statewide healthy community efforts through several means:

Trythiswv.com. More than just a website, this online resource features hundreds of case studies focused on health initiatives and community wealth building.

Annual Conference. An event for community leaders and members to come learn about and share best practices on health initiatives throughout the state.

Minigrants. Up to \$3,000, minigrants are supported by the Benedum Foundation and WV DHHR Bureau of Public Health. In 2014 alone, Try This teams turned \$84,000 in minigrants into projects worth more than \$750,000 through additional donations, contributions, other grants, and volunteer time.

Year-round program. Try This supports workshops, social media, and on-the-ground organizers year-round to help local people plan projects, carry out long-term planning, find resources, and get training.

State-level coalition. Try This is itself a coalition of a variety of stakeholders, joined together to share their resources with communities.

Incubator. Try This also serves as an incubator for big ideas, such as WV Healthy Bodies Healthy Spirits. Learn more at trythis.com/healthyfaith.

Since 2013, Try This distributed more \$280,000 in minigrants to 153 community teams throughout West Virginia. In efforts to quantify the economic benefits of the projects undertaken through Try This, the West Virginia University School of Public Health has developed a set of metrics to research and report. We will be looking to Try This and to the WVU research for ways to scale these successes and in our work developing strategies and a set of resources for helping communities realize the multifaceted potential benefits of health initiatives.

Learn more at trythiswv.com

CROWDFUNDING

Drawing small donations for a cause or project from a wide variety of donors, crowdfunding fits well with the community-driven work exemplified by the Main Street America Network. This year, we partnered with the national nonprofit crowdfunding platform ioby on three sets of crowdfunding campaigns for the Network. Crowdfunding on ioby allows project leaders to raise funds, cultivate a local donor base, find volunteers, and build visibility for their project, all with one-on-one support and training from ioby staff.

In 2017, we launched two rounds of *Cultivating Place on Main Street: Crowdfunding Challenge*, a crowdfunding campaign generously supported by Anne T. and Robert Bass. In these crowdfunding campaigns, selected projects received matching funds of \$1,500 each, as well as training and one-on-one fundraising coaching from ioby. In an effort help make implementation of placemaking efforts easier, this crowdfunding campaign was available specifically to Main Street communities in states that received the *Cultivating Place in Main Street Communities* training program:

Alabama, Connecticut, Missouri, Montana, Oregon, Delaware, Louisiana, Michigan, Oklahoma, Pennsylvania, and Wyoming.

Edward Jones®



Thanks to the generous support of Edward Jones, we also provided match funds to support placemaking projects on Main Street through the Edward Jones Placemaking on Main Crowdfunding Challenge. This crowdfunding challenge connected 10 selected Main Street America programs with ioby to raise funds for placemaking projects downtown and build local fundraising capacity. Each program has received \$2,500 in match funds to implement their “Lighter, Quicker, Cheaper” projects. The projects will have a catalytic impact on local economies, activate public spaces, and engage community residents.

Learn more at mainstreet.org/crowdfunding

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Credit: William H Scurlock

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The advertisement features a dark blue background with a white line-art illustration of a town skyline at the bottom. In the center, there is a photograph of a laptop and a desktop monitor displaying the SnapRetail software interface. The laptop screen shows a map of a town, and the monitor shows a dashboard with various charts and data.

MAIN STREETS

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The advertisement has a background image of a historic street scene with a sign that says "Breakfast-Lunch-Dinner". A large blue arrow points from the left towards the right, containing the main text. At the bottom, there is a photograph of a bicycle parked on a street. The logo for National Trust Insurance Services, LLC is a circular emblem featuring a stylized eagle or bird.

Pigtown Main Street's Pop-Up Park

Baltimore, MD

Pigtown Main Street Executive Director Ben Hyman describes the intersection of Washington Boulevard and Martin Luther King Jr. Boulevard in Baltimore, Md., as a physical and socioeconomic barrier to the vitality of the three communities that border it: Pigtown, Ridgely's Delight, and Barre Circle. Pigtown Main Street envisions this intersection as a place that could welcome people coming into neighborhoods, slowing traffic and breaking down a physical and psychological barrier between Baltimore's western communities and its thriving downtown neighborhoods.

In their winning application to the Edward Jones Placemaking on Main Crowdfunding Challenge, Pigtown Main Street proposed a pop-up park in the green space of this intersection as part of their longer-term, major redesign Washington Boulevard Gateway Project. With support from the Project for Public Spaces, they held their pop-up park event in September to gather community input to inform streetscape design, plaza elements, rally community support, and raise awareness and engagement in developing a permanent solution.

Learn more at pigtownmainstreet.org.



Credit: Pigtown
Main Street

Thank you to the following organizations for participating in the Convergence of Health, Place, and the Economy convening:

AMERICA WALKS // AMERICAN PLANNING ASSOCIATION // BALL STATE UNIVERSITY // CITY OF LAMAR // CITY OF MONTROSE // COLORADO DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT // COLORADO DEPARTMENT OF TRANSPORTATION // COLORADO DEVELOPMENT OFFICE // COLORADO MAIN STREET // COMMUNITY BUILDERS // COMMUNITY RESOURCE CENTER // U.S. ECONOMIC DEVELOPMENT ADMINISTRATION // EDINGTON ASSOCIATES, LLC // FIELDING SCHOOL OF PUBLIC HEALTH, UCLA // IOWA ECONOMIC DEVELOPMENT // KABOOM! // KENTUCKY HERITAGE COUNCIL // LAND INFORMATION ACCESS ASSOCIATION // LIVEWELL COLORADO // MAIN STREET SOUTH CAROLINA // MAIN STREET WEST VIRGINIA // MARY BLACK FOUNDATION // MONTANA MAIN STREET // MONTANA STATE UNIVERSITY // NASHVILLE CIVIC DESIGN CENTER // NATIONAL MAIN STREET CENTER // NATIONAL TRUST FOR HISTORIC PRESERVATION // PROJECT FOR PUBLIC SPACES // RAILS TO TRAILS // RED TAIL CONSERVANCY // SAFE ROUTES TO SCHOOL // TELAMON, INC. // TENNESSEE DEPARTMENT OF HEALTH // TRUST FOR PUBLIC LAND // USDA-RURAL DEVELOPMENT