

# EMPOWERING LOCALLY-OWNED, LOCALLY-DRIVEN PROSPERITY

**1** With the generous support of the Richard H. Driehaus Foundation and Groupon, three Chicago community organizations joined the **URBANMAIN** program in 2018: the South Shore Chamber of Commerce, Quad Communities Development Corporation, and 51st Street Business Association. Learn more about the work in each of these districts and early successes on page 34.

**2** In 2018, the **TECHNICAL SERVICES** team conducted a wide range of services in Main Street communities across the country. One visit included specialized services from Kathy La Plante and Norma Ramirez de Miess in the city of Fredericksburg, Va., where they facilitated discussion amongst community members and leaders to ensure successful events. Learn more about this visit and others on pages 32-35.

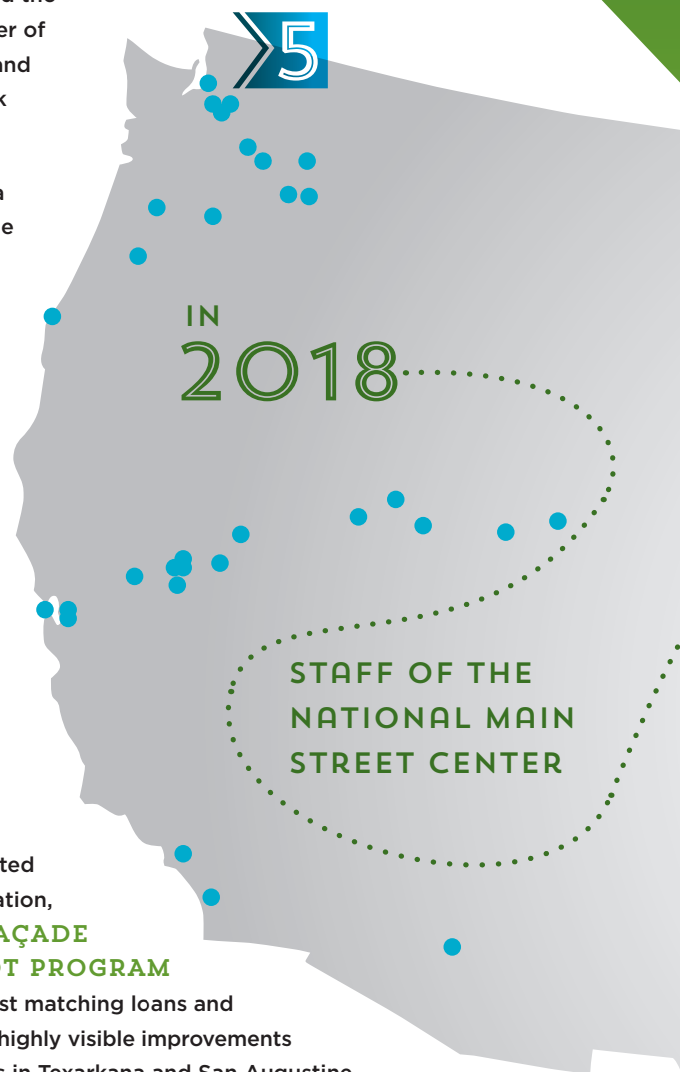
**3** Over 1,600 Main Street leaders and commercial district revitalization professionals came together March 26-28 in Kansas City, Mo., for the **2018 MAIN STREET NOW CONFERENCE**. We thank our cohost Missouri Main Street Connection and all who attended, presented, and supported the conference! Check out a photo recap on pages 50-51.

**4** In October, 42 Main Streeters gathered in Chattanooga, Tenn., for the third annual Community Transformation Workshop hosted by the **MAIN STREET AMERICA INSTITUTE** (MSAI). Learn about all that MSAI has to offer and read what the 2018 cohort of Main Street America Revitalization Professional credential recipients have to say about the program on pages 44-49.

**5** Thanks to the support of OneMain Financial, Prosser, Wash., received a \$25,000 Action Grant from the **MADE ON MAIN STREET** grant program to complete a downtown beautification project. Learn about this project and the six other Made on Main grant recipients who are completing a variety of community impact projects in Arizona, Georgia, Michigan, North Carolina, Ohio, and Oregon, on pages 36-39.

**6** Generously supported by the 1772 Foundation, the Main Street America **FAÇADE IMPROVEMENT PILOT PROGRAM** made \$80,000 in no-interest matching loans and grants available to support highly visible improvements to buildings and storefronts in Texarkana and San Augustine, Texas, over the past three years. Learn more about the impactful program on page 40-41.

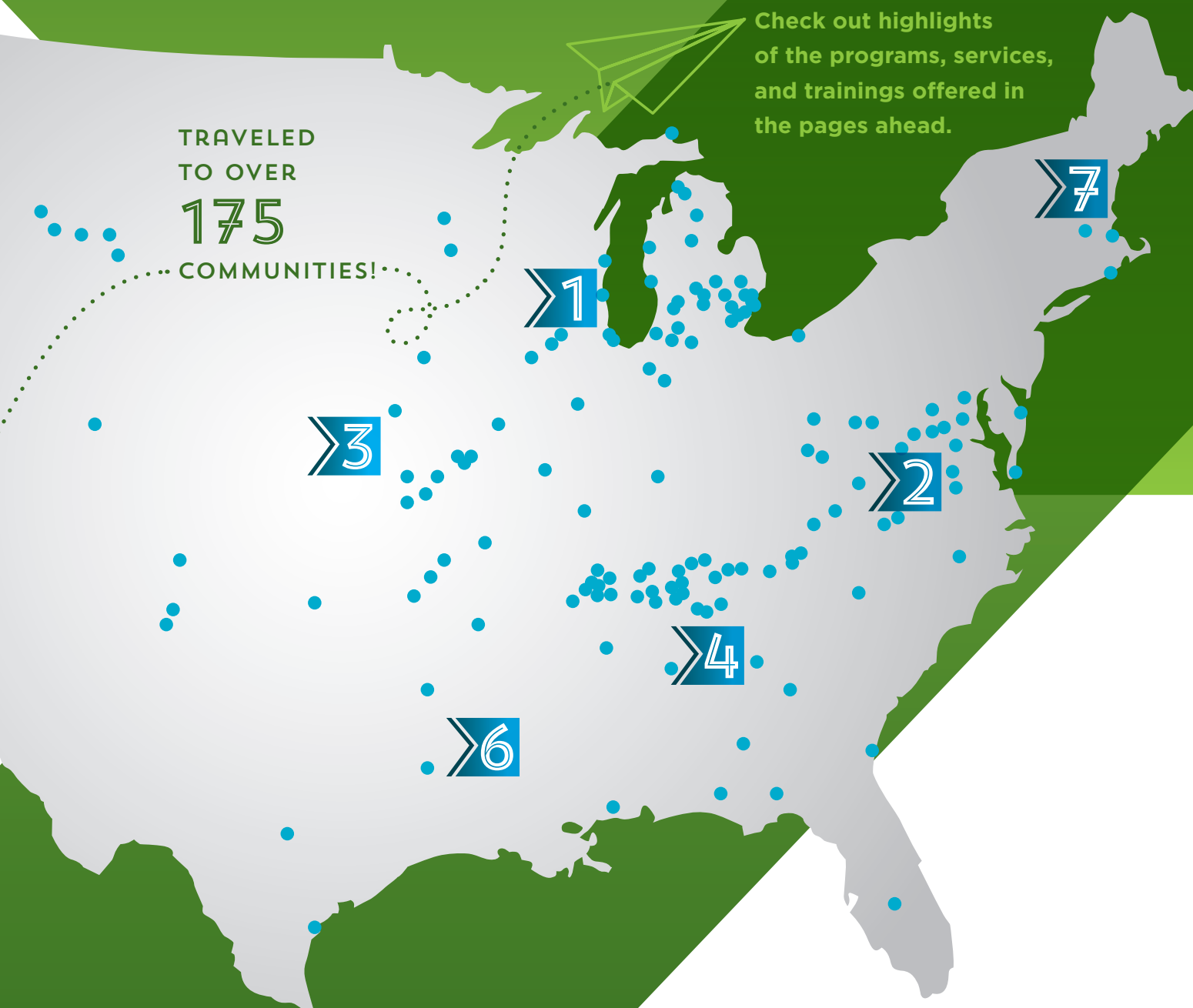
**7** From September 24–October 26, over one million votes were generated for the **2018 PARTNERS IN PRESERVATION: MAIN STREETS** campaign that focused on sites that celebrate the fight for equality. City Hall Clock Tower in Biddeford, Maine, was one of the 11 winning sites that received a grant to support their preservation project. Learn more about the campaign and grant recipients on pages 42-43.



Main Street America works hard to support the network and drive the movement forward. We deliver strategic and tactical support through our wide range of technical services offerings, provide top-notch professional development opportunities through the Main Street America Institute and the annual Main Street Now Conference, and offer a variety of program and partnership opportunities that foster innovation and collaboration in commercial districts across the country. Working together, we strive to advance our common mission that place and community are essential ingredients of building a strong local economy.

Check out highlights of the programs, services, and trainings offered in the pages ahead.

TRAVELED  
TO OVER  
**175**  
COMMUNITIES!



# TECHNICAL SERVICES

## PROVIDING STRATEGIC AND TACTICAL SUPPORT TO BUILD STRONGER COMMUNITIES

**In 2018, the Technical Services team traveled extensively across the country, offering their guidance and expertise to support commercial district revitalization efforts. From leading statewide trainings to delivering keynote speeches to providing one-on-one coaching, the team offered unparalleled support to local, county, and state-wide partners. Read on for highlights of the team's services in the areas of entrepreneurship, Transformation Strategy development, urban commercial district planning, and more!**

### PLACE-BASED ENTREPRENEURSHIP

As part of a growing body of work to help Main Streets adapt to the 21st century retail climate, **Matt Wagner presented an Entrepreneurial Ecosystem Workshop** to commercial district revitalization professionals in Anniston, Ala., in March, offering insights and strategies to foster entrepreneurship. Highlighting shifting trends in small business development and retail, Wagner led participants through exercises to develop initiatives that support innovative entrepreneurship as part of a sustainable, robust local economy.

**Fostering entrepreneurial ecosystems was also a focus at the 2018 Main Street Now conference in Kansas City, Mo.,** where an introduction to entrepreneurial ecosystems was the topic of a general session. Panelists, including Maria Meyers of KC SourceLink, the Kauffman Foundation's Andy Stoll, and Dell Gines of the Federal Reserve Bank of Kansas City, discussed the key elements of a thriving local ecosystem and responded to questions from Wagner and audience members. The takeaway: fostering place-based entrepreneurship requires an orchestrated environment where resources and dialogues coalesce to provide support for start-ups.



Matt Wagner facilitates a discussion on entrepreneurial ecosystems in Anniston, Alabama. Credit: Marylon Barkan, Main Street Alabama

**Additionally, Wagner was invited to participate in the 2018 ESHIP Summit,** hosted by the Kauffman Foundation, which brought together place and policy makers to further the development of entrepreneurial ecosystems across the country. Wagner noted that:

“Putting ‘place’ in a prominent position within an entrepreneurship strategy recognizes that historic business districts have the character, building stock, and walkable human scale that provides a competitive advantage within the marketplace and is conducive to the kind of personalized, experiential shopping desired by today’s consumers.”

## INCLUSIVE BUSINESS DISTRICTS

In communities across the country, changing demographics are challenging communities to adapt and grow. On Main Street, supporting diverse entrepreneurs can require programs to cast a wide net when considering the needs of district stakeholders. In August, **Norma Ramirez de Miess presented “Recognizing and Supporting Diverse Entrepreneurs”** at the Alabama Downtown Laboratory on finding common ground and appreciating different approaches, from business development to design.

The Technical Services team also offered trainings for local leaders on how to increase their understanding of different sectors represented in their communities and ensure that each voice is valued. **In Danville, Va., the River District Association invited Dionne Baux to present “Developing and Championing Cultural Business Districts,”** a workshop for local stakeholders about the steps for developing a district that represents the breadth of cultural identities present in the area and their histories. Baux’s presentation provided an overview of successful cultural business districts throughout the country and steps for implementing the community’s vision for an inclusive future.



In the River District in Danville, Virginia, Dionne Baux worked with district stakeholders to identify cultural assets and create a plan for inclusive development. Credit: Diana Schwartz, River District Association



Using census data, Norma Ramirez de Miess conveys the importance of supporting diverse entrepreneurs at the Alabama Downtown Laboratory. Credit: Marylon Barkan, Main Street Alabama

## TAILORED STRATEGIC PLANNING

**To ensure successful event coordination and a strong partnership between the city and the Main Street program, Fredericksburg, Va., and its Main Street program brought Norma Ramirez de Miess and Kathy La Plante to town to facilitate discussion and planning amongst community members and leaders.**

Roughly seven percent of the city’s population participated in an initial survey, bringing critical feedback to the process. The evaluation included reviewing the annual downtown promotion calendar, meeting with a citywide organization that plans and holds events, and looking ahead to potential policy changes to address overpromotion.

In May, **Lindsey Wallace presented “Trails, Outdoor Recreation, and the Local Economy”** to Main Street Alabama communities, highlighting how the Main Street Approach can be integrated into trail-oriented development. In October, **Kathy La Plante offered the webinar “Retaining Your Executive Director”** for communities of the Washington Main Street program. Specifically geared towards board members, the webinar underscored the importance of a plan for staff onboarding, development, and recognition of staff.



## TRANSFORMATION STRATEGY DEVELOPMENT

Since the Main Street Approach was “refreshed,” the **NMSC Technical Services team has conducted numerous in-person visits in communities throughout the country** to help formulate the process of identifying district Transformation Strategies and measurements. These comprehensive visits include advance preparation of community surveys and market analysis, on-site meetings with staff, board, and community stakeholders, and recommendations for strategies and implementation. Once Transformation Strategies are determined, the team continues to act as a support for understanding work plan development and leadership.

For example, in May, **Dionne Baux led a one-day workshop on designing and implementing Transformation Strategies for Boston Main Street revitalization professionals.** Focusing on the North End corridor, the group learned the key elements of the Main Street Approach through a hands-on example. Weaving together local market information and community surveys, Main Street professionals identified potential strategies for revitalization and activities to align the strategies with the district’s work.

Since a strategy-based approach is only successful if a strong organizational foundation exists, **Kathy La Plante has been helping prepare new Main Street communities for this strategy-driven process** by traveling to communities to provide 101 training and organizational development, including several cities across Nevada.



Kathy La Plante (second from left) is joined by Caroline McIntosh from the City of Ely and Jean Barrette and Jessica Sanders of Nevada Main Street during one of her visits to the state.

## URBAN COMMERCIAL DISTRICT PLANNING

In 2017, the National Main Street Center launched UrbanMain to support the distinct needs and opportunities of neighborhood commercial districts in larger cities. **UrbanMain Technical Service visits have grown to include over 10 municipalities, with a special focus on commercial districts in the National Main Street Center’s home base of Chicago, Illinois.** With generous funding from the Driehaus Foundation and Groupon, Chicago UrbanMain selected three communities to receive a comprehensive package of services tailoring the Main Street Approach to their specific neighborhood contexts.

The three districts currently participating in the program include the 51st Street Business Association, the Quad Communities Development Corporation, and the South Shore Chamber of Commerce, the most recent awardee. Surrounded by an influx of new development, including the Obama Presidential Center, Tonya Trice, Executive Director of the South Shore Chamber of Commerce notes, “This opportunity will help to restore 71st Street



Dionne Baux and Kelly Humrichouser represented UrbanMain at the 51st Street Jazz Festival in Chicago, Illinois, to engage residents in the district's planning process. Credit: Hannah White

to the vibrant thriving commercial corridor it once was. Ushering in new ideas and resources, all while preserving the historic distinction of South Shore will position us to become a destination community and a model for urban revitalization.”

Each community is receiving a high level of support as they embark on implementing the Main Street Approach. In December, Dionne Baux hosted a community meeting with the Quad Communities Development Corporation staff, developing support amongst district stakeholders and identifying challenges and opportunities present in the district.

Early successes for the 51st Street Business Association include identifying complimentary funding and resources, holding community meetings to voice tangible desires, and winning a grant in the 2018 Partners in Preservation: Main Streets program for Bronzeville Cookin', a local business and food incubator focusing on African cuisine.

## THOUGHT LEADERSHIP

In April, **Matt Wagner** returned to his roots as a **Main Street manager**, giving the keynote address at the **Sheboygan Falls Main Street 30th Anniversary Celebration**. With several members of the board during his tenure present, Wagner was thrilled for the opportunity saying, “it’s not often you get to go back and present to the community that gave you your start, so it was a lot of fun and very special for me . . . and just reinforces that Main Street is truly a family.”

The topic of Wagner’s keynote was “Retail Trends and How to Harness for Sustainable Revitalization.” The ever-evolving landscape of retail and the shift towards experiential retail means that Main Street directors must stay keenly aware of best practices for their districts. Sheboygan Falls was just one stop of many for the NMSC Technical Services team throughout the year—team members presented on a variety of topics at many different types of events across the country.

**Whether you are interested in hosting a workshop for your organization or need a speaker at an upcoming event, please consider contacting the Technical Services team.**

### TECHNICAL SERVICES TEAM:

**MATT WAGNER** Vice President of Revitalization Programs, [mwagner@savingplaces.org](mailto:mwagner@savingplaces.org)

**DIONNE BAUX** Director of Urban Programs, [dbaux@savingplaces.org](mailto:dbaux@savingplaces.org)

**KATHY LA PLANTE** Senior Program Officer and Director of Coordinating Program Services, [klaplante@savingplaces.org](mailto:klaplante@savingplaces.org)

**NORMA RAMIREZ DE MIESS** Senior Program Officer and Director of Leadership Development, [nmiess@savingplaces.org](mailto:nmiess@savingplaces.org)

**LINDSEY WALLACE** Senior Manager of Special Projects, [llwallace@savingplaces.org](mailto:llwallace@savingplaces.org)

**We are here to help you advance your revitalization efforts!**

## PROGRAMS & PARTNERSHIPS: *MADE ON MAIN*

### SUPPORTING INNOVATIVE COMMUNITY TRANSFORMATION PROJECTS

In 2018, OneMain Financial and Main Street America (MSA) launched **Made on Main Street**, a grant program that provided seven \$25,000 Community Action Grants for innovative, community impact projects led by inspirational local leaders. The program focused on Main Street member communities in seven states: Arizona, Georgia, Michigan, North Carolina, Ohio, Oregon, and Washington.

The 2018 Made on Main Street projects selected represent a variety of creative and practical community transformation approaches. In each of the grant-awarded communities, OneMain Financial hosted a community celebration block party event that brought the communities together and showcased each of the projects. The final projects are scheduled to be completed by Autumn 2019.

Emphasizing community engagement and connection, **MADE ON MAIN** celebrates local Main Street organizations as community leaders.

## OneMain Financial®

[LEARN MORE: RAILMESA.ORG](http://RAILMESA.ORG)



Credit: Kim Skinner Photography

#### COMMUNITY MESA, ARIZONA

##### PROJECT: MAKERSPACE EXPANSION

**Main Street Organization:** RAILmesa (Retail, Arts, Innovation, Livability Community Development Corporation)

RAILmesa is helping support the expansion of Heatsync Labs, an all-volunteer run community makerspace located in downtown Mesa, into a larger, mid-century downtown storefront. For the past seven years, Heatsync has served as a resource for technical expertise and as an incubator for fledging maker businesses. Heatsync's extensive offerings include 90 open hours and 27 free classes and meetups per month, and free access to tools such as 3D printers, laser cutters, sewing machines, welders, and lathes. In addition, Heatsync members host a weekly coworking day, which typically attracts 10-15 entrepreneurs. Their grant is going toward preservation-appropriate building improvements, tools and equipment, tables, chairs, instructor time, community engagement efforts, and a mural.



**COMMUNITY****CHARLOTTE, MICHIGAN****PROJECT: POCKET PARK**    **Main Street Organization:** CharlotteRising

CharlotteRising and the City of Charlotte are transforming a downtown vacant lot into a collaborative, multi-functional pocket park that draws on experience-based design to activate the space. Features will include green living walls, a flexible performance space, game tables, umbrellas, trees, a fireplace, hanging string lights, and a gateway art piece. More importantly, CharlotteRising is bringing together multiple local partners to develop consistent, collaborative, community-led programming. Local schools, downtown businesses, an art gallery, the local library, and the local hospital have all been involved. To best understand the pocket park's impact, CharlotteRising will be measuring qualitative and quantitative metrics following its completion. Credit: Henwood Studio

**LEARN MORE: [DISCOVERBRUNSWICK.COM](https://discoverbrunswick.com)****LEARN MORE: [CHARLOTTERISING.COM](https://charlotterising.com)****COMMUNITY****BRUNSWICK, GEORGIA****PROJECT: STREETScape TRANSFORMATION****Main Street Organization:** Brunswick Downtown Development Authority/Brunswick Main Street

Brunswick Downtown Development Authority will be transforming the streetscapes in its three commercial areas in an effort to address the near-unanimous public call for streetscape improvements. Their Made on Main Street project focuses on new bicycle racks, trash

receptacles, and 85 planters in their three commercial areas. As part of this project, Brunswick Downtown Development Authority is forging new relationships with community members, civic leaders, and local businesses to implement these improvements. The organization is also thinking long term: they will track trash reduction after the streetscape installations and hold seasonal replanting events for the community to come together and change out plantings season to season. Credit: Tamara Gibson Photography





[LEARN MORE: DGDC.ORG](https://www.dgdc.org)

Credit: DGDC

## COMMUNITY GOLDSBORO, NORTH CAROLINA

PROJECT: DOWNTOWN MURALS

**Main Street Organization:** Downtown Goldsboro Development Corporation

Goldsboro, N.C., is well-known for three things: its U.S. Air Force Base, its strong connection to the arts, and its African-American music heritage. To celebrate all three and to showcase its recent inclusion in an African-American Music Trail of North Carolina, Downtown Goldsboro Development Corporation (DGDC) and the Arts Council of Wayne County have spearheaded a multi-pronged community impact project, which includes six semi-permanent crosswalk murals and two permanent wall murals in downtown Goldsboro. In the RFP and mural creation processes, DGDC prioritized the hiring of regional artists and sought input from city officials and the public in the selection of the mural designs.

## COMMUNITY PAINESVILLE, OHIO

PROJECT: COMMUNITY GATHERING SPACE

**Main Street Organization:** Downtown Painesville Organization

Painesville, Ohio, is one of the state's most diverse communities, and the Downtown Painesville Organization (DPO) celebrates this diversity with its "Everyone is Welcome" campaign, which encourages all residents, visitors, and new partners to come to downtown. In support of these efforts, DPO is creating a new public space right outside of its new downtown office location in Painesville's historic Gage House. This greenspace and eating area will offer a new, beautiful place for community members and make DPO more physically accessible to the public. This project also creates an opportunity for DPO to bring in new partners for potential future programming and events.

Credit: Erin Renee Photography



[LEARN MORE: MAINSTREETPAINESVILLE.ORG](https://www.mainstreetpainesville.org)



[LEARN MORE: HISTORICPROSSER.COM](https://www.historicprosser.com)



Credit: Natalie Lucci Photography

[LEARN MORE: THEDALLESMAINSTREET.ORG](https://www.thedallesmainstreet.org)



## COMMUNITY THE DALLES, OREGON

PROJECT: RESTORED NEON SIGNS

**Main Street Organization:** The Dalles Main Street

The Dalles Main Street is harnessing the power of neon to make their downtown a more vibrant—and eye-catching—destination. The Dalles Main Street and the National Neon Museum are partnering to light up downtown with restored historic neon signs strategically placed on various downtown properties, giving travelers from the freeway and pedestrians a glimpse into a colorful past. As part of this project, interested downtown property owners will apply to host one of the six restored neon signs. To generate continued community interest and attract visitors, the project partners also plan to create a walking tour app focused on the history of the signs and of the downtown district.

## COMMUNITY PROSSER, WASHINGTON

PROJECT: DOWNTOWN BEAUTIFICATION

**Main Street Organization:** Historic Downtown Prosser

Historic Downtown Prosser (HDPa) is partnering with the City of Prosser, multiple teams of volunteers, and local business owners on a downtown beautification project that will beautify and help connect public places in the city center. With the grant and HDPa funds, 10 new trash receptacles will be installed, 28 light poles will be painted, 25 street-level planters will be planted with native grasses, and 31 hanging baskets and brackets will be purchased. Partnerships and community engagement are featured prominently in this project, with HDPa, city staff, community members and business owners all participating in a volunteer beautification weekend in September. Volunteers and HDPa will continue to steward the planters and the new infrastructure to sustain this effort.

## PROGRAMS & PARTNERSHIPS: FAÇADE IMPROVEMENT PILOT PROGRAM

### IMPROVING OLDER AND HISTORIC COMMUNITY ASSETS

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

Main Street America partnered with the Texas Main Street Program's team of experienced leaders and expert design staff to focus the pilot in two competitively selected Main Street America and Texas Main Street communities: San Augustine, led by San Augustine Main Street, and Texarkana, led by Main Street Texarkana. The Main Street America Façade Improvement Pilot Program's impact has been very positive, and we are so grateful for the incredible work our partners in Texas have accomplished.

The program literally brought two cities and two states together in Texarkana where a state line runs through the middle of the city. Prior to the program, a small amount of funds were available for façade improvements—but only on the Arkansas side. This pilot program made funding available to the Texas side and inspired a local donor to create the Strategic Texas Arts Rehabilitation (STAR) Grant that offers similar façade improvement funds and will continue to be available after the pilot is completed. Ina McDowell, Executive Director of Main Street Texarkana, is excited to report that the results of the façade improvement projects completed thus far have prompted more people asking about the Main Street program.



The program is also helping to create a more vibrant San Augustine and driving a local economic development boost. Tammy Barbee, owner of Texas Star Retail, is amazed at the increase in business she has witnessed since the completion of her building's façade improvement project. "My sales have doubled if not tripled after getting a new sign!" she reported. Tracy Cox, San Augustine Main Street Manager, has observed a transformation of the entire downtown landscape because of the program:

"This opportunity has been a real game changer for our downtown...Our Main Street department and local businesses are extremely grateful for working with Main Street America, the 1772 Foundation, and the Texas Main Street Program."





In November 2018, representatives from the Texas Main Street Program, Main Street America, and 1772 Foundation, Inc. toured downtown San Augustine (pictured) and Texarkana.  
Credit: Tracy Cox

## — BY THE — NUMBERS

12

Façade improvement projects  
(7 in Texarkana, 5 in San Augustine)

\$306,632

Total cost of façade improvement projects

\$80,000

Main Street America Façade Improvement  
Pilot Program loans and grants

\$226,632

Private investment leveraged through  
match dollars

**Project types (including but not limited to):** Window, brick, mortar, porch, stair repair, ADA accessible ramp and railings installation, new signage.

**Building types (including but not limited to):** 19th-century one-story commercial brick buildings, 19th-century house museum, mid-century Brutalist office building.

**CHECK OUT [MAINSTREET.ORG/FACADEIMPROVEMENTS](https://mainstreet.org/facadeimprovements) TO SEE BEFORE AND AFTER PROJECT PHOTOS.**

## PROGRAMS & PARTNERSHIPS: 2018 PARTNERS IN PRESERVATION

RAISING AWARENESS OF AMERICA'S HISTORIC AND CULTURAL PLACES

In fall 2018, Main Street America joined the National Trust for Historic Preservation, American Express, and National Geographic for the 2018 Partners in Preservation: Main Streets campaign, with a focus on sites that celebrate the fight for equality. Each of the 20 sites featured in this year's campaign have played a role in the development of a more diverse nation.

From September 24 to October 26, over one million votes were generated. The 11 winning sites received a total of \$1.6 million in grants to fund their respective preservation projects. At the outset of the campaign, an additional \$400,000 was allocated to the 20 communities that participated in the program to increase public awareness of the importance of these historic places and build grass-roots support for the participating Main Street districts.

### THE WOMEN'S BUILDING SAN FRANCISCO, CALIFORNIA

LOCAL ORGANIZATION: SAN  
FRANCISCO WOMEN'S CENTERS

### THE CHURCH OF THE EPIPHANY LOS ANGELES, CALIFORNIA

LOCAL ORGANIZATION: THE EPIPHANY  
CONSERVATION TRUST

### THE TABOR OPERA HOUSE LEADVILLE, COLORADO\*

LOCAL ORGANIZATION: LEADVILLE MAIN STREET



\* Are located in Main Street America or UrbanMain communities



**WAH CHONG TAI  
MERCANTILE AND MAI  
WAH NOODLE PARLOR  
BUTTE, MONTANA\***

LOCAL ORGANIZATION: MAIN-  
STREET UPTOWN BUTTE, INC.

**BRONZEVILLE COOKIN'  
CHICAGO, ILLINOIS\***

LOCAL ORGANIZATION: 51ST  
STREET BUSINESS ASSOCIATION

**CITY HALL CLOCK TOWER  
BIDDEFORD, MAINE\***

LOCAL ORGANIZATION: HEART  
OF BIDDEFORD

**NATIONAL WOMEN'S HALL OF FAME  
SENECA FALLS, NEW YORK**

LOCAL ORGANIZATION: NATIONAL  
WOMEN'S HALL OF FAME

For more information on the winning sites  
and their preservation projects, please visit:

[savingplaces.org/stories/partners-in-  
preservation-main-streets-2018](https://savingplaces.org/stories/partners-in-preservation-main-streets-2018).



**THE ARCH SOCIAL CLUB  
BALTIMORE, MARYLAND\***

LOCAL ORGANIZATION:  
PENNSYLVANIA AVENUE  
MAIN STREET

**UNION STREET  
DANVILLE, VIRGINIA\***

LOCAL ORGANIZATION:  
RIVER DISTRICT ASSOCIATION

**HISTORIC FIRST BAPTIST  
CHURCH  
SAN MARCOS, TEXAS\***

LOCAL ORGANIZATION:  
SAN MARCOS MAIN STREET

**SIXTEENTH STREET  
BAPTIST CHURCH  
BIRMINGHAM, ALABAMA\***

LOCAL ORGANIZATION: SIXTEENTH  
STREET BAPTIST CHURCH



## PROFESSIONAL DEVELOPMENT: MAIN STREET AMERICA INSTITUTE

### ELEVATING THE COMMERCIAL DISTRICT MANAGEMENT PROFESSION

The Main Street America Institute (MSAI) held its second annual graduation ceremony for Main Street America Professional (MSARP) credential recipients at the 2018 Main Street Now Conference in Kansas City, Missouri. The 2018 cohort demonstrated a mastery of subject matter essential to the profession of commercial district revitalization through completion of both community transformation and leadership development coursework. Their commitment to professional development is not only a tremendous personal accomplishment, but essential to elevating the work of Main Street America and building stronger communities across the Network.

To better understand how they will apply what they learned through MSAI, we asked the ten graduates: **Describe one lesson learned in either the virtual or in-person classroom and how it has been translated in your work.**

The Community Transformation workshop in Chicago was a great experience. Donovan Rypkema's workshop on **how to calculate the actual monetary cost of vacant buildings in your downtown** gave me a whole new set of tools to use when working with owners of vacant or underutilized properties in my district.

ALGERA ANDERSON,  
MAIN STREET MANAGER,  
LINDEN MAIN STREET, TEXAS

MSAI taught and enforced a lot of great lessons, but one of the most impactful to me is that **effective and authentic leadership begins with understanding yourself**. When it comes down to it, our organizations are by and for people. To lead a great organization and effectively engage community members, board members, volunteers, and staff requires recognizing strengths and differences in the personalities of our variety of stakeholders, including how people prefer to work and be celebrated. Working with the larger vision in mind while learning how to best engage each stakeholder is a key skill MSAI really grew for me.

ELIZABETH BRODEK, EXECUTIVE DIRECTOR, THE EAST SIDE BID,  
MILWAUKEE, WISC.

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**I thoroughly enjoyed learning about new public engagement techniques as part of my training at MSAI.** Since I work around the country with local Main Street organizations as a consultant, having many different tools available to me is highly useful. I have already changed how I approach initial data gathering from stakeholders at the start of any strategic planning exercise. Rather than using a traditional SWOT, where few can articulate outside threats, I am asking instead about obstacles, as suggested by one of the trainers. The results are better, and the folks participating are more highly engaged.

DONNA ANN HARRIS, PRINCIPAL, HERITAGE CONSULTING INC.



It is difficult to single out a single instructor as being most impactful because for me—it was the integrated nature of the program that I found most helpful. The segments on Leadership Development were probably the most impactful to me in terms of both my work in Main Street and in my day job as a university professor. **I've found that I have a more sophisticated understanding of the leadership challenges faced by my executive directors in both the local and state Main Street organization boards on which I serve, enabling me to be both more effective in my role as director, but also more supportive of my executive directors.** But honestly, it has been in my day job as university professor that I've gotten the most personal benefit. Not only has it informed how I collaborate with my faculty peers, but it has given me insight into the workings of upper administration. Additionally, having seen the importance of leadership development for the field as a whole, I have incorporated leadership training into several of the courses I offer in the preservation program. This is a unit that literally changed how I see my work, and how I prepare my students to be successful in their future careers.

**DR. STEVEN HOFFMAN, PROFESSOR, DEPARTMENT OF HISTORY AND ANTHROPOLOGY AND COORDINATOR, HISTORIC PRESERVATION PROGRAM, SOUTHEAST MISSOURI STATE UNIVERSITY**

We were honored to recognize the 2018 MSARP recipients at the 2018 Main Street Now Conference in Kansas City, Mo.

Back Row: Patrice Frey, Steven Hoffman, Elizabeth Brodek, Linda Klinck, Paul Larsen, Rebecca Rowe

Front Row: Algera Anderson, Jennifer Pruden, Donna Ann Harris, Jeannie Waller Zieren

Not Present: Kyle Meyer

## 2019 MAIN STREET AMERICA INSTITUTE COURSE SCHEDULE

### ONLINE COURSES

#### ADVANCED PRINCIPLES COURSES

Advanced Principles courses are three-week, live online courses that offer a thorough overview of the subject area relative to its implementation as an essential element of the Main Street Approach. Advanced Principles courses are each offered once per calendar year.

#### ADVANCED PRINCIPLES OF SUSTAINABLE ORGANIZATION FEBRUARY 5, 12, 19 | 1:00–2:30PM CST

Instructor: Mary Helmer, President and State Coordinator, Main Street Alabama

#### ADVANCED PRINCIPLES OF ECONOMIC VITALITY APRIL 9, 16, 23 | 1:00–2:30PM CST

Instructor: Hilary Greenberg, Principal, Greenberg Development Services

#### ADVANCED PRINCIPLES OF QUALITY DESIGN MAY 14, 21, 28 | 1:00–2:30PM CST

Instructor: Lindsey Wallace, Senior Manager of Special Projects, National Main Street Center

#### ADVANCED PRINCIPLES OF EFFECTIVE PROMOTION SEPTEMBER 3, 10, 17 | 1:00–2:30PM CST

Instructor: Travis Brown, Director of Business Development, Rokusek

#### ADVANCED PRINCIPLES OF LEADERSHIP DEVELOPMENT OCTOBER 1, 8, 15 | 1:00–2:30PM CST

Instructor: Norma Ramirez de Miess, Senior Program Officer and Director of Leadership Development, National Main Street Center

### Interested in participating in the Main Street America Institute?

Visit [mainstreet.org/msai](http://mainstreet.org/msai) or contact [msai@savingplaces.org](mailto:msai@savingplaces.org) for more information.

### TOPICS COURSES

MSAI's online Topics courses are OnDemand and always open for registration! Topics courses take a deep dive into a specific subarea of the Main Street Approach, focusing on current trends and best practices and expanding on ideas presented in Advanced Principles courses.

#### GETTING RETAIL READY

Instructor: Larisa Ortiz, Principal, Larisa Ortiz Associates

#### PROMOTING THE LOCAL ECONOMY

Instructor: Elissa Sangalli Hillary, President, Local First

#### STRONG LEADERSHIP TEAMS

Instructor: Norma Ramirez de Miess, Senior Program Officer and Director of Leadership Development, National Main Street Center

#### FUNDING REVITALIZATION PROGRAMS

Instructor: Donna Ann Harris, Principal, Heritage Consulting, Inc.

#### COMMERCIAL DISTRICT PLANNING

Instructor: Nick Kalogeresis, Associate Principal, The Lakota Group



## IN-PERSON WORKSHOPS

MSAI offers two intensive, multiple-day experiences filled with educational sessions and exercises aimed to equip participants with advanced tools and strategies and the opportunity to interact and connect with peers.

### LEADERSHIP DEVELOPMENT WORKSHOP SEATTLE, WA | MARCH 24 - 25

Instructor: Patricia Clason, Owner, Center for Creative Learning and Accountability Coaching Associates

### COMMUNITY TRANSFORMATION WORKSHOP RICHMOND, VIRGINIA AND SURROUNDING COMMUNITIES | OCTOBER 23-25

Instructors: Donovan Rypkema, Principal, Place Economics | Matt Wagner, Vice President of Revitalization Programs, NMSC | Norma Miess, Senior Program Officer and Director of Leadership Development, NMSC | Kathy La Plante, Senior Program Officer and Director of Coordinating Program Services, NMSC

I completed the Certified Main Street Manager certification in 2002 and took MSAI courses to bring me up-to-date on current trends in Main Street since I had been away for a couple of years. I use the newly refreshed information by updating my presentations. **As a state coordinator I need to provide quality training to the Main Street programs. Participating in the courses gave me the tools I needed.**

LINDA KLINCK, PROGRAM  
MANAGER, WYOMING MAIN  
STREET

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It's difficult to pick only one course to highlight since they were all very valuable. However, I found the morning session of the Community Transformation Workshop, "Defining Strategies that Transform Communities," to be especially enlightening and useful in the work I do in my community. **Understanding the power of transformation strategies has allowed us to begin concentrating on our own Main Street district in a way that makes sense for our situation.** That said, all of the content of the workshops has helped in this process.

PAUL LARSEN, COMMUNITY AND ECONOMIC DEVELOPMENT DIRECTOR, BRIGHAM CITY, UTAH

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Hilary Greenberg led an enriching Small Business Assistance online course. **Her years of experience and awareness of Main Street's professional audience made what could have been intimidating content into an abundance of simple principles and doable project ideas.** Passing forward the lessons has helped the executive directors in our network better create a downtown environment that is attractive to new businesses and profitable for the existing ones.

KYLE MEYER, COMMUNITY REVITALIZATION SPECIALIST, VIRGINIA MAIN STREET PROGRAM

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## PROFESSIONAL DEVELOPMENT: MAIN STREET AMERICA INSTITUTE

### ELEVATING THE COMMERCIAL DISTRICT MANAGEMENT PROFESSION

I learned a lot at the Main Street Institute the past two years and am thankful to have had the opportunity for continued education in this field. **The Main Street Institute courses impressed the need for us as state leaders to really focus on economic vitality (community Transformation Strategies using community engagement and market data) more than anything.** I think it's what our communities (and our state) need more than anything from us in leading our local programs. We plan to refocus our trainings and tech services to align with that more. I would highly recommend the Community Transformation Workshop to anyone.

JEANNIE W. ZIEREN, COORDINATOR, MISSISSIPPI MAIN STREET ASSOCIATION

The Community Transformation Workshop was an eye opener. **The survey work that we did on the ground—building and business owners, residents, shoppers—I was immediately struck by how easy it was to do that kind of exercise, and the importance of the information gathered.** Particularly when you have the right people in the room to hear the message, and the right people in the room to work plan based on that feedback. A Main Street organization might think that access to capital is the biggest hinderance to recruiting and retaining small businesses, but may find out that, in fact, it is lack of mentorship from seasoned business owners, or onerous regulations from a planning department, or lack of appropriate space in the district. It is so important to ask the questions, and with this exercise you are able to quickly collate responses and determine patterns that can be acted on.

REBECCA ROWE, PROGRAM MANAGER, COMMUNITY REVITALIZATION OFFICE, VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

I really enjoyed the hands-on style of the Community Transformation Workshop. **It was helpful to walk through how the community established their Transformation Strategy and how they are implementing that in their district.** Donovan Rypkema's session on the economic impact of Main Street has been very helpful. I have utilized the formulas shared in his sessions numerous times for grant applications, performance reporting, etc.

JENNIFER PRUDEN,  
CZECH VILLAGE/NEW BOHEMIA  
MAIN STREET DISTRICT,  
CEDAR RAPIDS, IOWA

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*"The Point has been the most useful tool for Main Street professionals to connect, share ideas, and resources with one another since I started my career in Main Street. It is now my go-to if I need an example work plan or document because I get several responses from Main Street communities all over the country." Lindsey Dotson, Charlevoix, Michigan*



# PROFESSIONAL DEVELOPMENT: 2018 MAIN STREET NOW CONFERENCE

INSPIRING AND EQUIPPING COMMUNITY LEADERS



## MAIN STREET *Now*

A CONFERENCE OF  
THE NATIONAL  
MAIN STREET CENTER

KANSAS CITY, MO  
MARCH 26-28, 2018





In March 2018, over 1,600 Main Street leaders and commercial district revitalization professionals came together in Kansas City, Mo., for the Main Street Now Conference. From the opening plenary held at the beautiful, historic Arvest Bank Theatre at The Midland to the celebratory Big Bash in downtown Lee's Summit, the conference offered ample opportunities to learn, explore, and connect. Thank you to Missouri Main Street Connection and all who attended and supported this year's conference. We hope you left inspired and equipped with information and tools to help your community thrive!

