

**Main Street**

NATIONAL TRUST FOR  
HISTORIC PRESERVATION

# Getting Started Using the Main Street Four-Point Approach ®

Presented at the  
California Main Street Winter  
Meeting  
February 23, 2010

NATIONAL TRUST FOR HISTORIC PRESERVATION

# Agenda

- Using the Main Street Four-Point Approach®
- Starting a Program
- Building an Effective Program
- Organization Committee
- Discussion throughout



# Main Street Four Point Approach®



Kingwood, WV

- Organization
- Promotion
- Design
- Economic Restructuring (ER)

# Main Street's Eight Principles

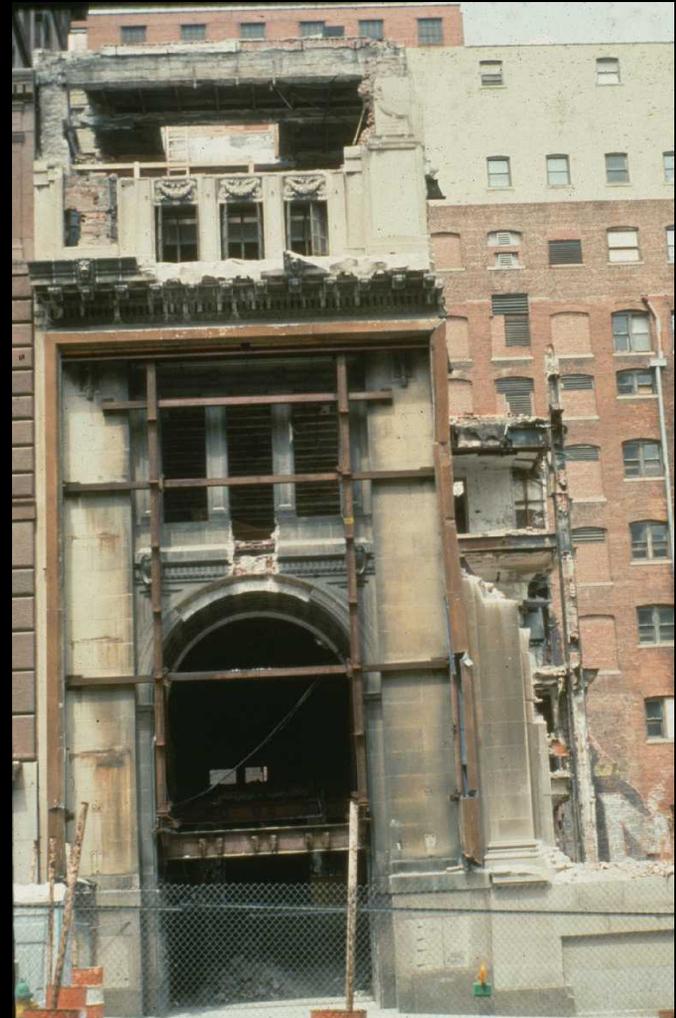
- Comprehensive
- Incremental
- Community-driven
- Public-Private effort
- Builds on existing assets
- Quality
- Change
- Implementation-Oriented



# What's Happened to America's Main Streets?



# Federal Policy



# Suburbanization



# Shifts in Retail Practices





# MAIN STREET

A Project of the  
National Trust for  
Historic Preservation

To encourage downtown  
economic development  
within the context  
of historic preservation

Three communities are  
national models for this  
goal: Galesburg, Illinois,  
Madison, Indiana, & Hot  
Springs, South Dakota

With the assistance of grants from the National Endowment  
for the Arts, Bird & Sons, Inc., and the Baph Foundation

# Where to Start

- Existing Organizations
  - City Hall
  - Chamber of Commerce
  - Merchants Association
  - Preservation Organizations
- Individuals
  - Some of you
  - Merchants
  - Civic Leaders



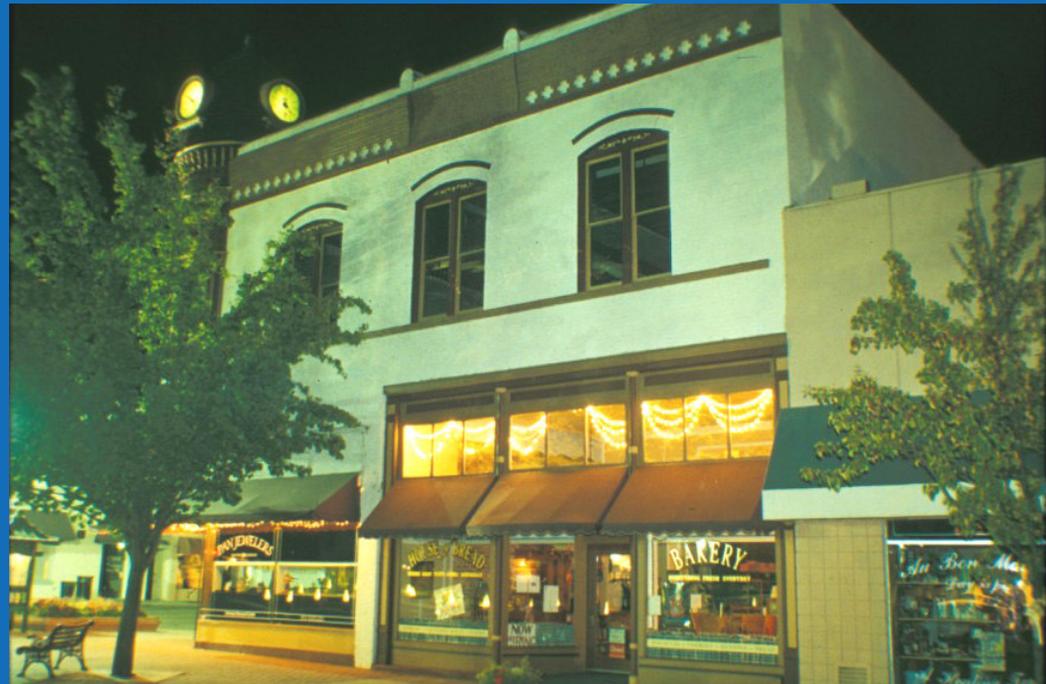
# Where to Go for Help

- California Main Street
  - California Main Street Association
  - California Preservation Office
- National Trust Main Street Center
  - Conferences
  - Network
  - Publications



# Moving Forward

- Official Designation
  - By California Main Street
- Self Initiated

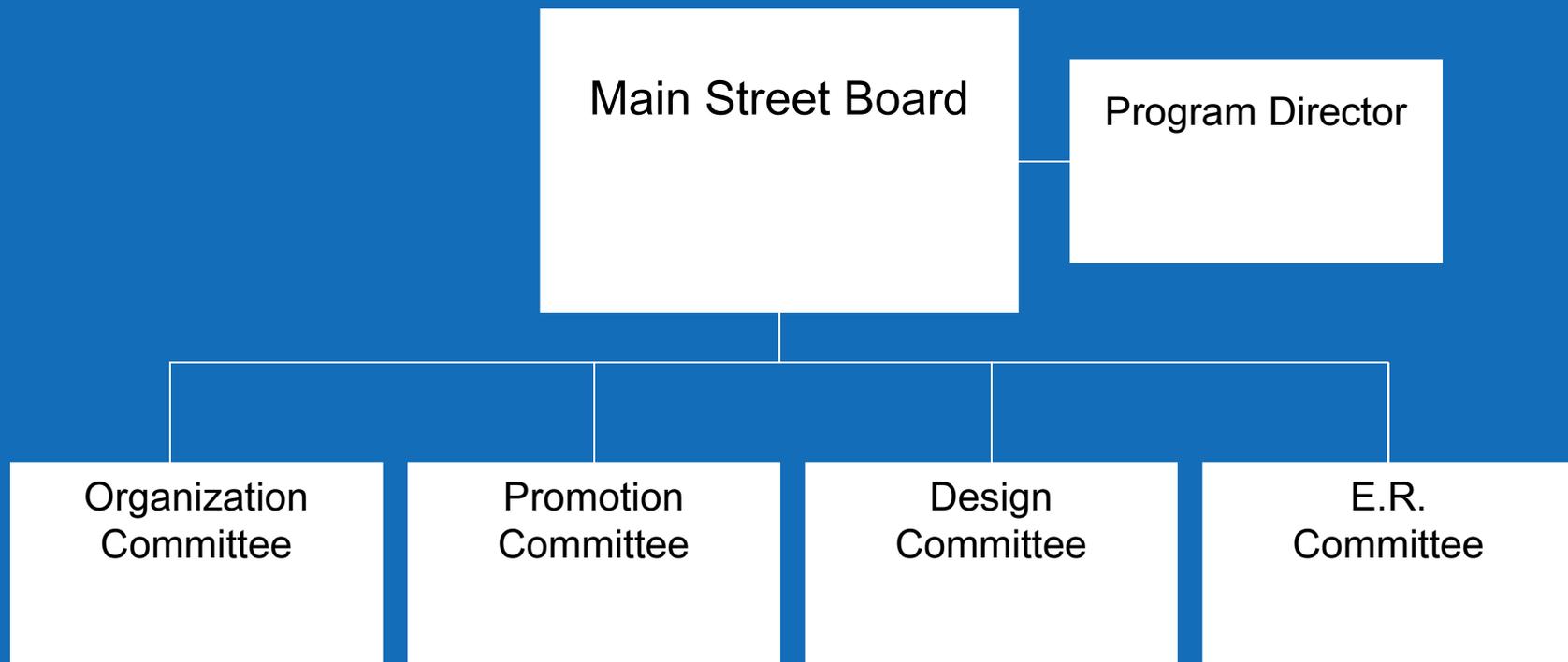


Pasa Robles, CA

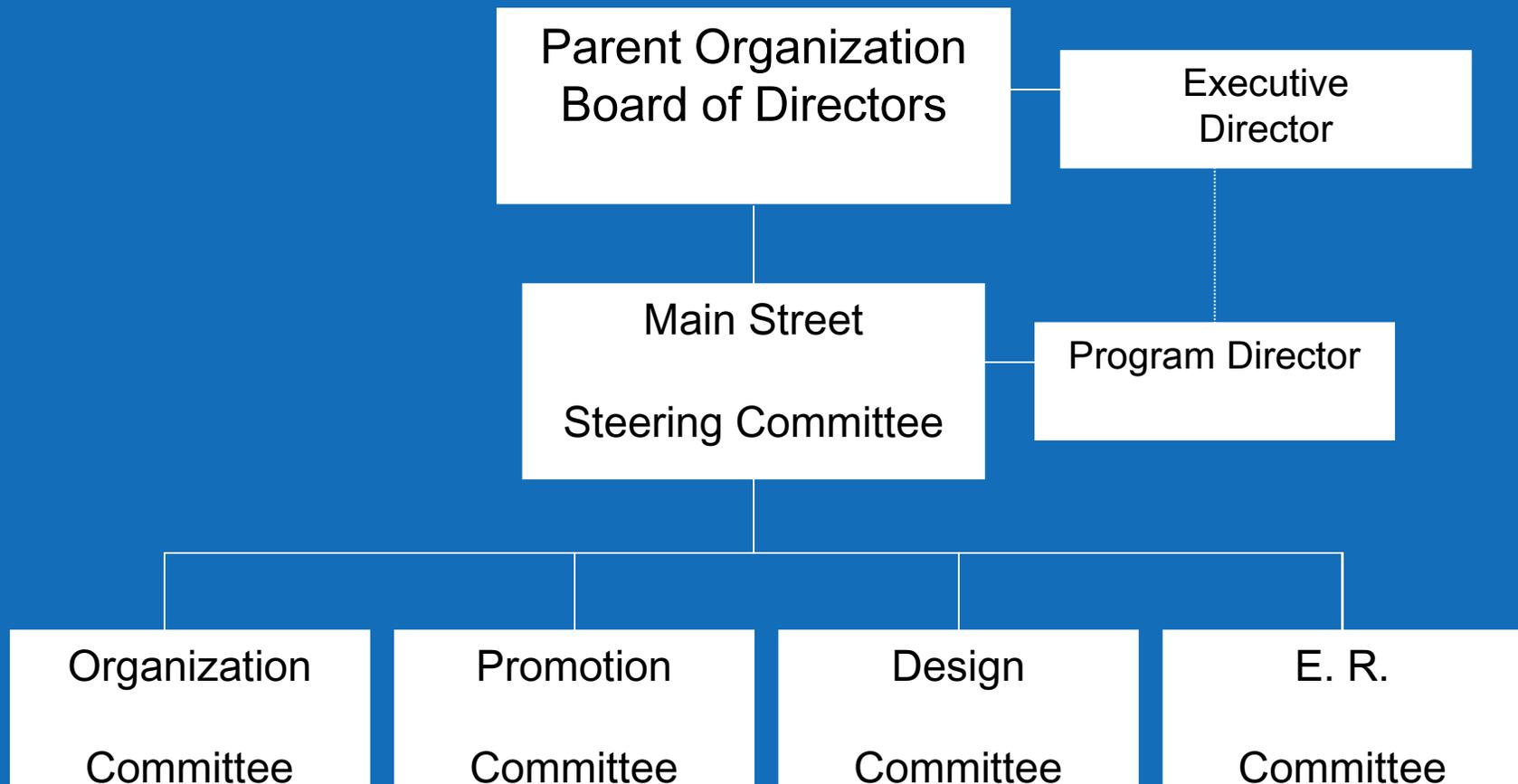
# National Main Street Accreditation

- Broad-based public and private support
- Vision and mission statements
- Comprehensive work plan
- Historic preservation ethic
- Active board and committees
- Adequate operating budget
- Paid, professional program director
- On-going training for staff & volunteers
- Reporting of key statistics
- Current member of National Main Street Network

# Organizational Structure for a Free-standing Main Street Program



# Structure for Main Street in an Existing Organization



# Revitalization Partners

- business owners
- property owners
- government
- residents/consumers
- civic organizations
- chamber of commerce
- preservationists
- economic & community development corporations
- financial institutions
- utilities
- schools
- social service agencies
- religious institutions
- media
- regional planners



# The Legal Stuff

- Articles of Incorporation
- Organization by-laws
- IRS FEIN (form SS-4)
- IRS non-profit tax status (form 1023)
- State/City business license
- Insurance for program
- Annual tax returns, taxes (if applicable)

# Board of Directors

- Broad-based
- *A working board*
- Usually 9-13 members
- Individuals give 4-10 hrs./month
- 4 Officers
- 3 Ws



# Committees

- 3 or 4 Committees
  - Don't have to follow the 4 points but usually do
  - 5 to 7 members
- Board Committees
  - Nominating
  - Audit
  - Executive





# Planning for Main Street

# Work Plan Process



# Your Main Street

## SAMPLE WORK PLAN

### ORGANIZATION COMMITTEE

Goal: To build and sustain a strong volunteer-driven commercial district revitalization organization

- Objectives:
1. Attract and retain a variety of volunteers for the Main Street organization
  2. Inform the community about the program and its projects
  3. Identify and develop sources of funds for Main Street's operation

Project: Main Street Youth Board (to engage high school students in Main Street's revitalization) Completion date: 5/1/2003

Chair: Jon Phone: 332-2291 Fax: 588-6050 E-mail: fearlessleader@hotmail.com

Committee Members: Inez, Kara, Bill, Melissa, Scott

<i>Task</i>	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress/Completion</i>	<i>Comments</i>
Compile list of area schools	Jon	1/15/03				Scott will maintain database
Call schools for key teacher						
Contact/sponsor; schedule visits	Inez	1/15				
Make school presentations	Jon, Kara, Scott	1/15-2/28				
Identify student liaisons	Kara	2/28				Scott will maintain database
Plan organizational meeting	Jon, Inez	2/15-3/5	\$150	Sponsor will underwrite		
Make buttons	Inez, Bill	2/26	\$45	Sold for \$1 each		Committee will manage project, use revenue
Site arrangements	Bill	2/1				
Agenda	Jon, Scott	2/1				
Food	Bill	3/1				
List of student media, channels	Kara, Bill, Scott	3/31				Scott to maintain
Develop database of students/ interests	Kara	3/31				
Distribute student list to other committees, district businesses	Kara, Inez, Jon	4/1-4/30				
Press release/photo	Jon, Scott	4/1				
Bi-monthly flyer, e-mail	Students, Jon	Ongoing	\$300	1 adv / issue		Scott will assist

**TOTAL:** \$500 \$500 (profit for future projects)

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Volunteers

# Ways to Recruit Volunteers

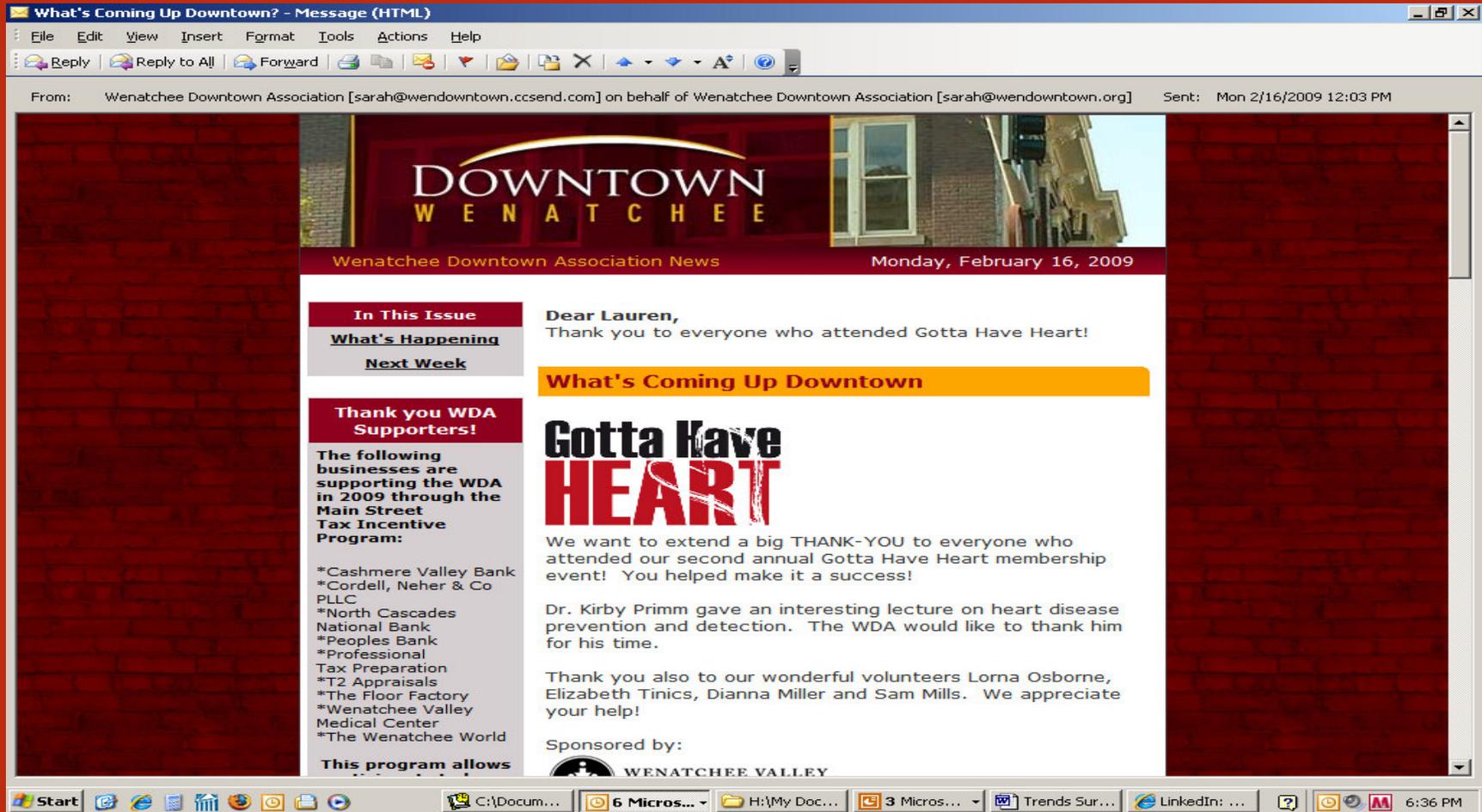
- one-on-one
- community/TV bulletins
- brochures/posters
- “walk-in” traffic
- booth at community events
- PSA’s
- corporations
- Newsletter
- **Just ASK**
- neighborhood festivals
- ask local politicians
- electronic bulletin boards
- direct mail
- news article/ads
- partner w/other groups
- churches
- schools/universities
- speakers bureau



# Promoting the Organization



# E-Blasts



# Main Street Web Sites

home | site

Historic Federal Hill  
main street

discover federal hill

ABOUT FEDERAL HILL MAIN STREET OUR COMMITTEES DISCOVER FEDERAL HILL FESTIVAL INFORMATION GET INVOLVED

**Don't miss "Fest-of-All" on March 14: latest updates & online ticket sales**

**From our Historically Hip Blog**

**2009 Street Festival Dates:** April 26, June 28, Sept. 20: Mark your calendars!

**The menu at "Fest-of-All" on March 14** offers something for everyone: see list of participating restaurants

**"Can it"** with new trash cans in Federal Hill business district

**Photo slideshow** of Federal Hill highlights now online

**Main Street Annual Meeting** held on Feb. 11

**New & improved** Business Directory now online

**New city shuttle bus** gets test drive through Federal Hill

**For more information on**

**CELEBRATION OF EVERYTHING FEDERAL HILL**

**FEST OF ALL**

**fashion show  
gaming parlor  
open bar, food, music  
silent auction**

**SATURDAY, MARCH 14  
7 PM TO 11 PM**

**Baltimore Museum of Industry**

**Tickets \$60 in advance, \$75 at the door**

**ANNOUNCEMENTS**  
2009 Street Festival  
2009 Annual Meeting  
Updated Business Directory  
**more ...**

**IMPORTANT DATES**  
Membership Application  
Buy a Brick  
Available Properties  
Updated August 2009  
Facade Improvement (FIG) Application  
2009 Festival Volunteer Information  
2009 Festival Volunteer Application  
Festival Rules & Regulations  
2009 Sponsors  
Urban Renewal  
Baltimore Business Directory

**RELATED LINKS**  
Map to West Street  
Neighborhood Information Directory  
Baltimore Main Street  
Federal Hill / South Street Business Association  
Federal Hill Neighborhood Association  
Federal Hill Neighborhood Walking Tour  
Federal Hill Online

Done Internet 100%

# Presentations



# Cycle of Managing Volunteers



# Main Street

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## Raising Funds



Coronado, CA

# Distribution of Funding Sources

**1/3** Public funding

**1/3** Stakeholder Support

**1/3** Earned Income

# Public Funding

- Funding from City or County Government
  - Contracts for services
  - Appropriations/Grants
- Projects
  - Streetscape
  - Rehab city facilities
- In Kind Support
  - Health insurance for staff
  - Free police support for events
  - Office Space
  - Staff



# Private Funding

- Membership Programs
  - Unrestricted operating funds
  - “political clout”
- Donations
  - One time or once a year
  - \$1,000+
  - Operations or projects
- Assessment Districts
  - Mandatory but still a contribution



Main Street needs your support to continue our work. Please consider contributing toward Main Street. Choose an amount with which you are comfortable.

**And if you are a member now, it is time to renew your annual membership!**

All contributions are tax deductible.

\$125 Revitalizer  
 \$ 80 Patron  
 \$ 60 Member  
 Other \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Telephone (H) \_\_\_\_\_

Telephone (W) \_\_\_\_\_

Make checks payable to:  
Main Street South Orange, Inc.  
P.O. Box 607  
South Orange, NJ 07079  
(973) 763-6899

**Please volunteer.** Turn this card over to see what would be right for you.

# Earned Income

- Grants
  - Not as easy as you think
- **Sponsorships**
  - Until last year, best source of new support
- Product sales
- Event revenue
- Cooperative advertising



# The Organization Committee

- Partnerships
- Volunteer Development
- Fund-Raising
- Outreach



# Thank You!



Lauren Adkins  
Assistant Director for Field Services  
National Trust Main Street Center  
202-588-6137  
lauren\_adkins@nthp.org  
www.mainstreet.org

