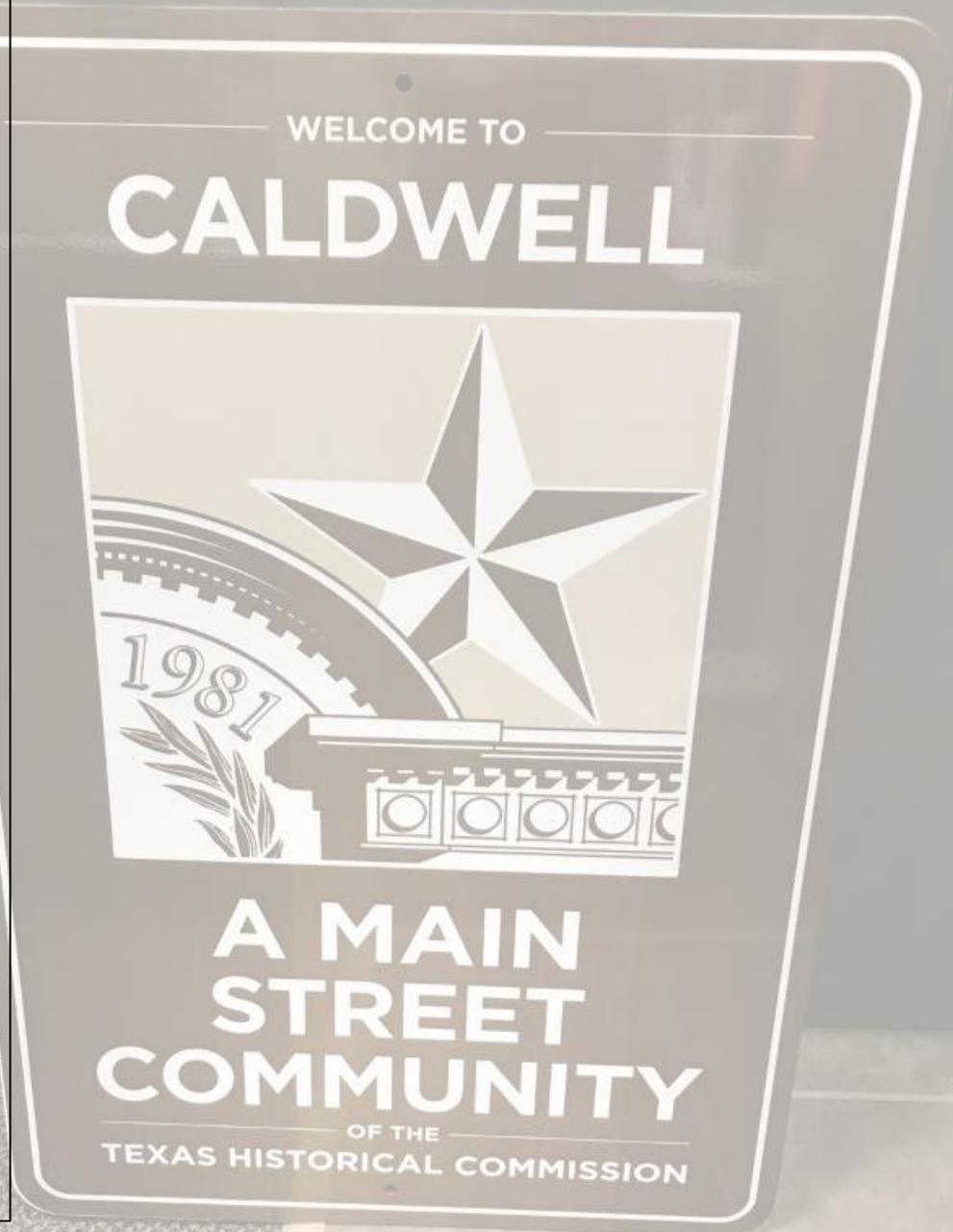


This presentation is designed to provide an overview of Main Street, a model used nationwide by thousands of towns and cities of all sizes. This presentation should be reviewed by all Caldwell Main Street Advisory Board members in order to fully understand:

- The Main Street operational model, the Four Point Approach™
- The Transformation Strategy planning process and how to create and carry out a Main Street Plan of Work
- Roles and responsibilities of a Main Street Advisory Board member.



The Caldwell Main Street Program/Leadership should ensure that the annual program of work has activities and projects in all of the four-point focus areas.

The Texas Main Street Program has professional staff who provide services pro-bono to the City of Caldwell, the CMSP, and property and business owners in these areas (but not limited to):

- **Economic development** – market/trade area/retail gap analysis etc.
- **Design** – technical assistance as noted in the design section of this presentation
- **Program capacity/organizational management** – training, facilitation of work planning retreats etc.

CMSP can take advantage of these services by contacting the state office.





Main Street

A nationwide
movement

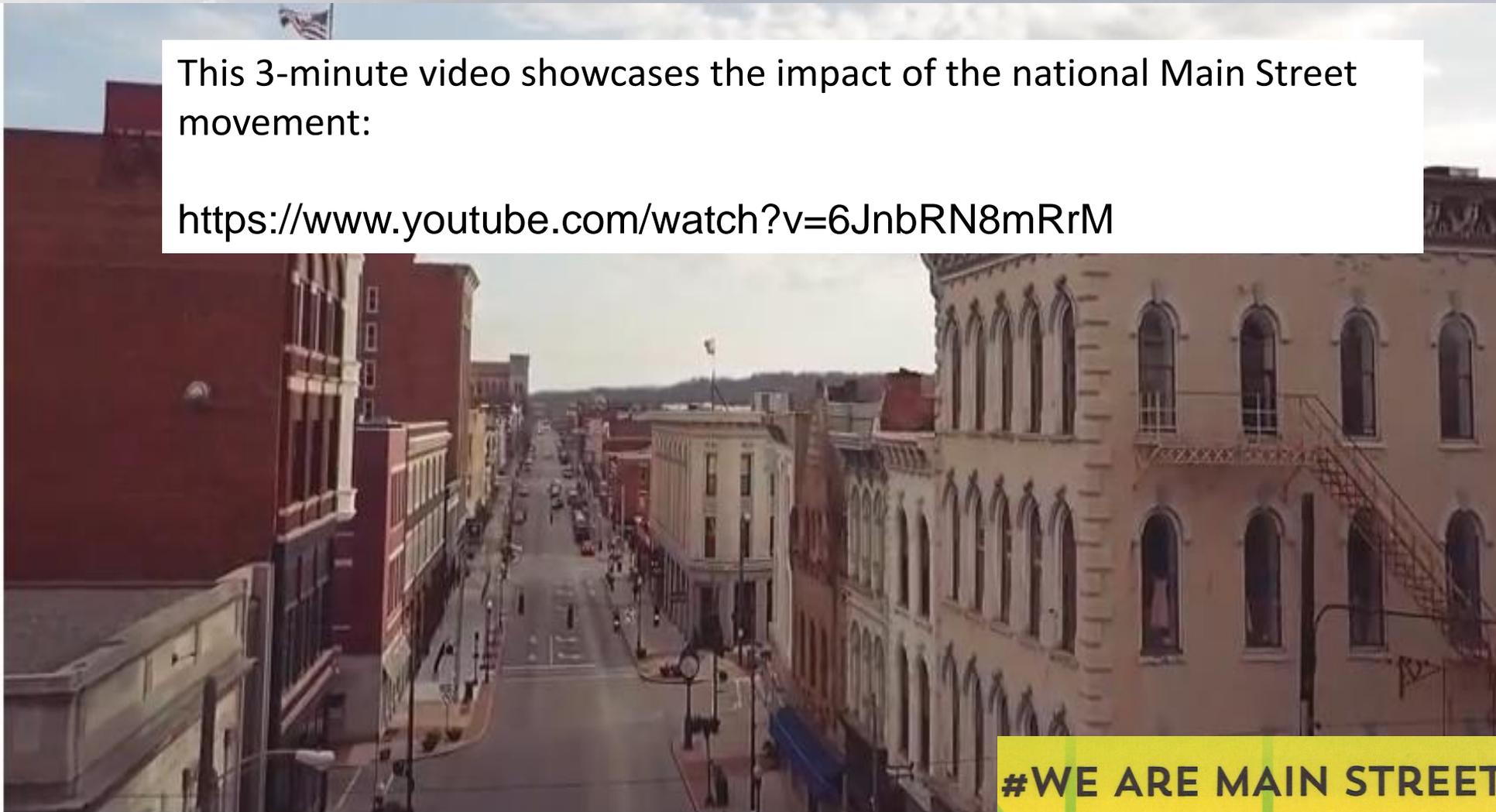
*Caldwell Main Street Advisory
Board call-in meeting 4.14.20*

We Are Main Street

CELEBRATING 40 YEARS OF THE MAIN STREET MOVEMENT

This 3-minute video showcases the impact of the national Main Street movement:

<https://www.youtube.com/watch?v=6JnbRN8mRrM>



#WE ARE MAIN STREET

What is Main Street?

A specific strategy for creating economic impact through volunteer-supported downtown revitalization in the context of historic preservation



Core Principles

- Historic preservation is economic development
- Volunteer effort, volunteer leadership
- A framework & a process
- Partners work together for the common good
- Expectation of results
- Sustainability of effort
- Collective wisdom

REFRESH: The Main Street Four Point Approach™



Economic
Vitality

Downtown is a marketplace with the potential for return on investment



Design

Downtown's historic nature is what makes it special. The historic assets are worth saving & reusing.



Promotion

Downtown is a vibrant, active place worth visiting.



Organization

The Main Street program is an effective organization through which the downtown vision is able to be achieved.



... supporting...

- Small business
- Entrepreneurship
- Shopping local

...providing...

- Economic opportunity
- Return on investment
- Improving, shifting
market conditions

***Economic development through historic preservation:
Understanding market realities, community wants, existing
conditions and potential***



Retail MarketPlace Profile

Levelland Local Trade Area
Area: 1,747.93 square miles



Economic
Vitality

What is downtown's potential?

Summary Demographics						
2018 Population						23,015
2018 Households						8,137
2018 Median Disposable Income						\$40,069
2018 Per Capita Income						\$22,552
2017 Industry Summary						
	NAICS	Demand (Retail Sales)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,540,540	\$1,540,540	-\$11,190,235	-2.0	157
Total Retail Trade		\$270,901,790	\$270,901,790	-\$17,734,315	-3.4	112
Total Food & Drink		\$17,638,750	\$17,638,750	\$6,544,080	15.6	45
2017 Industry Group						
	NAICS	Demand (Retail Sales)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	4411	\$59,141,828	\$165,874,772	-\$106,732,944	-47.4	16
Automobile Dealers	4411	\$47,860,815	\$161,533,407	-\$113,672,592	-54.3	6
Other Motor Vehicle Dealers	4412	\$6,567,267	\$1,156,491	\$5,410,776	70.1	2
Auto Parts, Accessories, & Tire Stores	4413	\$4,713,746	\$3,184,874	\$1,528,872	19.4	8
Furniture Stores	442	\$7,632,073	\$1,007,063	\$6,625,010	76.7	2
Furniture Stores	4421	\$4,400,977	\$490,317	\$3,910,660	80.0	1
Home Furnishings Stores	4422	\$3,231,096	\$516,746	\$2,714,350	72.4	1
Electronics Stores	443	\$8,034,530	\$3,787,573	\$4,246,957	35.9	7
Bldg Material, Garden Equip. & Supply Stores	444	\$17,794,832	\$9,847,862	\$7,946,970	28.7	13
Bldg Material & Supplies Dealers						
Lawn & Garden Equip & Supply Stores						
Food & Beverage Stores						
Grocery Stores						
Specialty Food Stores						
Beer, Wine & Liquor Stores						
Health & Personal Care Stores	446					
Gasoline Stations	447					
Clothing & Clothing Accessories Stores						
Clothing Stores						
Shoe Stores						
Jewelry, Luggage & Leather Goods Stores						
Sporting Goods, Hobby, Book & Music Stores						
Sporting Goods/Hobby/Musical Instr Stores						
Book, Periodical & Music Stores						
General Merchandise Stores						
Department Stores Excluding Leased Depts.						
Other General Merchandise Stores						
Miscellaneous Store Retailers						
Florists						
Office Supplies, Stationery & Gift Stores						
Used Merchandise Stores						
Other Miscellaneous Store Retailers	4539	\$6,844,756	\$6,079,879	\$764,877	5.9	8
Nonstore Retailers	454	\$4,098,635	\$3,384,957	\$713,678	9.5	2

In 2018, citizens in Marshall began this Comprehensive Plan work with a visioning workshop. Citizens identified the most important parts of the community as:

- Its historic downtown
- Four colleges within the City -- East Texas Baptist University, the historically black Wiley College, and branches of Texas State Technical College and Panola College;
- Racial and cultural diversity;
- Residential neighborhoods;
- Economic drivers, which are local businesses and industry both inside the City and in nearby communities;
- Parks and proximity to Caddo Lake for recreation and tourism.



DESIGN
supports a
community's
transformation by
enhancing the
physical and visual
assets that set the
commercial district
apart.





Design = New lives for old buildings



Common building issues and projects

- Paint
- Windows
- Water
- Maintenance
- Uncover transoms
- Brick
- Slipcovers
- Signage
- Accessibility
- Aesthetics/
visitor experiences
- Public spaces
- Arts
- Streetscapes
- Infill



Desired outcome is alwaysRespect for the integrity of the building & its place in your community story





 TEXAS HISTORICAL COMMISSION M. E. F.	PROJECT: 208 N. Buck CITY: Caldwell	SHEET NUMBER 2
	DRAWN BY: M. DeBorwick DATE: 8/26/2016 ARCHITECT: M. Langner <small>Not for regulatory approval, permitting, or construction</small>	



 TEXAS HISTORICAL COMMISSION M. E. F.	PROJECT: 208 W. Buck CITY: Caldwell	SHEET NUMBER 3
	DRAWN BY: M. DeBorwick DATE: 8/26/2016 ARCHITECT: M. Langner <small>Not for regulatory approval, permitting, or construction</small>	



 TEXAS HISTORICAL COMMISSION M. E. F.	PROJECT: 205 S. Main CITY: Caldwell, Tx	SHEET NUMBER 1
	DRAWN BY: M. DeBorwick DATE: 7/12/2016 ARCHITECT: M. Langner <small>Not for regulatory approval, permitting, or construction</small>	



DowntownTX.org is a unique site for Texas Main Street communities. It is a real estate and building inventory tool that increases the visibility and investment potential of your Main Street district's buildings and businesses. The local program (staff and/or volunteer leadership) is responsible for keeping it updated.



DowntownTX.ORG ABOUT DASHBOARD DEBRA DRESCHER -

I'm looking for everything in historic downtown Caldwell More Filters ▾

Find your place in Caldwell (92 results)

filtering for all [clear filter](#)

 <p>103 E Buck St Inventoried Built 1975 VIEW DETAILS</p>	 <p>104 E Buck St Inventoried Built 1961 BB&T Drive Thru VIEW DETAILS</p>	 <p>201 E Buck St Inventoried</p>
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PROMOTION

positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

More than events...

- Image building / branding
- Driving traffic downtown
- Targeted promotion for tourism, economic/ business development
- Heritage & history -- storytelling



Promotion



Maintaining a strong program that will stand the test of time...



Creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

The Main Street leadership team... drives the transformation effort & ensures continual forward movement



The Main Street Advisory Board

DOES...

- Use the **Four Point Approach™** to develop and carry out strategies, activities and projects in an annual **Action Plan** to support and drive forward a successful Main Street revitalization effort
- Work in harmony with the manager to carry out an effective program
- Governs itself through bylaws
- Create partnerships and work with stakeholders and partnerships to do what is best for downtown
- Is elected to the Advisory Board through an open nomination process that includes Council approval

DOES NOT...

- Have budget, fiduciary, or financial responsibilities outside of what is raised internally or through fundraising activities. The program budget falls within the city budget which is the responsibility of Council
- Hire, fire, or manage the Main Street Manager
- Have policymaking authority (i.e. adopting or regulating ordinances)

CAN / MAY...

- As a named Advisory Board of the Council, may be called upon to advise Council on matters related to downtown
- Advocate for improvements downtown that require Council action, i.e. improvements, budget increases, policies and ordinances etc.
- Be(Chair) invited into the hiring process for a new manager.

The Main Street Advisory Board – the program's volunteer leadership

The board serves a very important role to the success of the program. Without the volunteer efforts of the board and their leadership, the program could not prosper and thrive.

- Together with staff, the Board develops a clear mission and vision for the program, as well as a strategic Main Street-specific Plan of Work in which they take an active ownership role over projects and activities;
- Promotes the program's goals to the community;
- Advocates for the Main Street program and the revitalization and preservation of downtown;
- Is a historic preservation advocate and believer;
- Becomes knowledgeable of the Main Street Approach and of the principles of historic preservation;
- Recruits volunteers to carry out projects and activities on the work plan;
- Regularly attends board meetings in accordance with bylaws;
- Understands the accountability of the role;
- Fully participates in Main Street projects and events.

Mission-driven organization

Vision communicates the organization's long-term hopes and intentions for the commercial district.

Mission describes the program's purpose.

Core Values describe the organization's ethic, and serves as an indicator that the people in your program are deeply driven and brought together by a common purpose.

Main Street Work Planning – WHY?

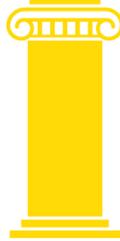
- Determines what the organization needs to accomplish
- Attaches the vision to work
- Organizes work into manageable steps
- Helps everyone find their place in the organization
- Lays out projects, activities and timelines
- Identifies partners, and where Main Street will lead and own or support others
- Volunteer recruitment tool



Economic
Vitality



Design



Promotion



Organization



The Main Street Community Transformation
Strategy work planning model
Four Points are the pillars

Main Street Transformation Strategy Process

Knowledge
development

Market Data
Collection

Consumer/
Stakeholder
Surveys

Input
meeting(s)

Analyze
results

Initial next
steps through
informed
decision
making

Plan of
Action

Implementation
steps

Guides the
program's work

Aligns with results
and mission

Partners & Public

Vision
Goals
Community needs/desires
Transformation Strategy/Market segment(s) identification

Board ————— Staff

Four Point Committees/Task Forces/Project Teams etc.

Organization

Promotion

Design

Economic Vitality

Board members chair

Community members, partner orgs make up committees

Project

Your Roadmap to Revitalization

Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces

ECONOMIC VITALITY

DESIGN

COMMUNITY TRANSFORMATION

ORGANIZATION

PROMOTION

Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience

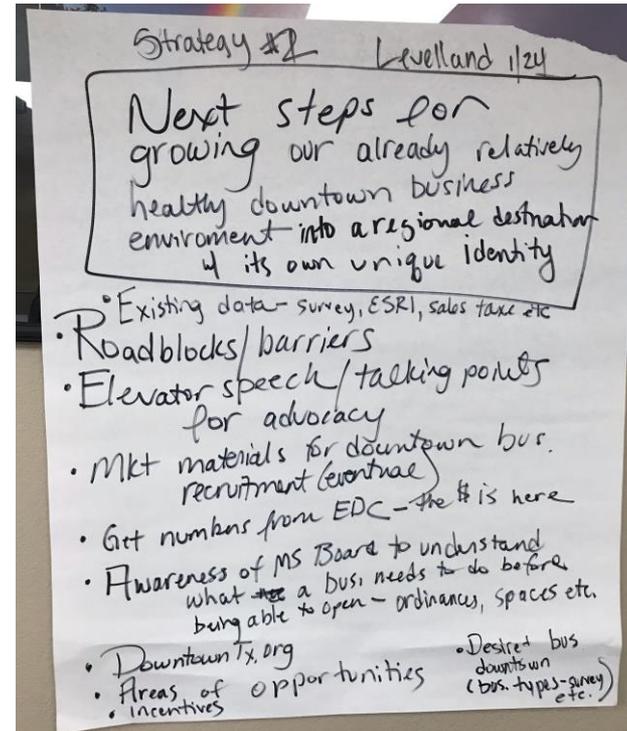
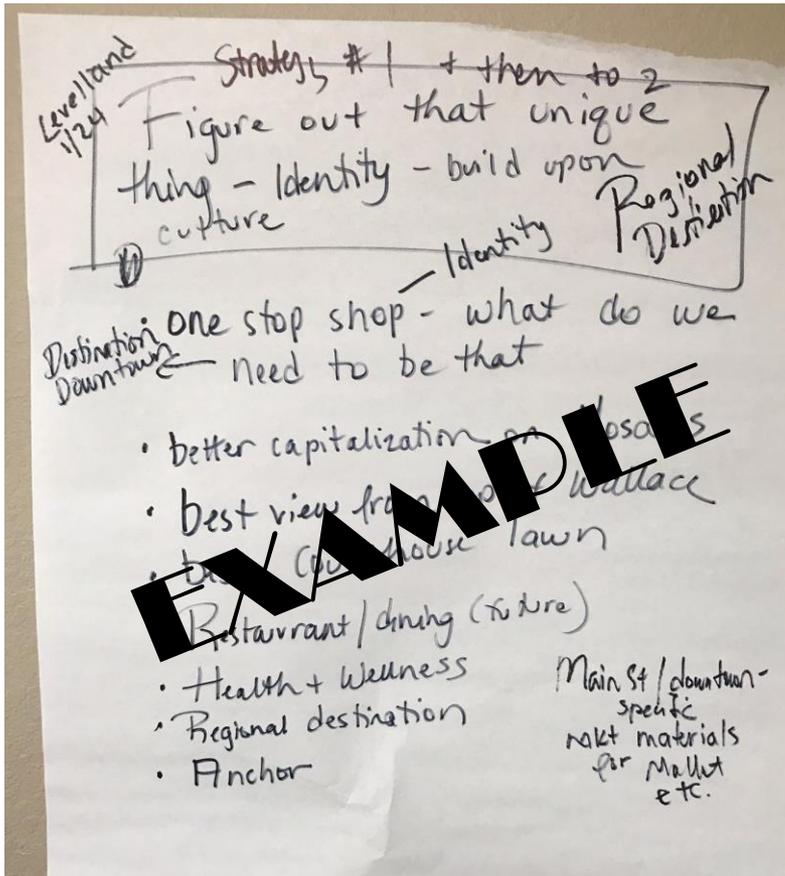




Unique Strategies

STRATEGY #1: Better articulate downtown's **unique identity**, both as its unique self and in the greater context of the community's identity.

STRATEGY #2 REGIONAL DESTINATION. Grow an already relatively healthy downtown business environment into a regional destination with a unique identity.



McKinney Main Street Transformation Strategy process

Dining & Entertainment
Tourists

EXAMPLE

2019 Focus

Tours

Branding

Wayfinding

Events

Mixed Use Development

Parking

Sense of arrival – Hwy 5

Ongoing CIP Projects

Employee parking

Extend hours

Downtown Growth – East of Hwy 5

Vision - To foster a downtown that is a unique & culturally vibrant destination where local businesses thrive and people of all ages can connect, create and celebrate.

Promotion | Chair: Caitlyn Strickland

Work Plan Items

Strengthen Downtown cultural and intergenerational events through collaboration and marketing

Evaluate and expand traditional and innovative promotional strategies

Market downtown culture to residents and visitors

Monthly Meetings: 2nd Wednesday, 5:30pm
Main Street Office
317 N. LBJ Dr.

Mission:

Position the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases...

Design | Chair: Sarah Simpson

Work Plan Items

Identify priorities and funding to improve the Downtown pedestrian experience

Work to create enhanced destinations and

Focus on ongoing activities

for ongoing

Monthly Meetings: 2nd Thursday, 12pm
Main Street Office
317 N. LBJ Dr.

Mission:

Support the community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Organization

Work Plan

Enhance Downtown through targeted awards and...

Strengthen existing relationships and create new partnerships to improve our Street initiatives

Cultivate and nurture passionate volunteers as Downtown champions

Monthly Meetings: 2nd Monday, 5:30pm
Main Street Office
317 N. LBJ Dr.

Mission:

Create a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district..

Economic Vitality | Chair: Ashley McCafferty

Work Plan Items

Create and strengthen resources available to Downtown stakeholders, entrepreneurs and micro businesses

Educate and engage Downtown stakeholders on best practices for a cohesive and sustainable downtown economy

Monthly Meetings: 2nd Tuesday, 12pm
Main Street Office
317 N. LBJ Dr.

Mission:

Focus on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drives local economies.

San Marcos Transformation Strategy
Improve Downtown Quality of Place

EXAMPLE



Debra Drescher

State Coordinator
Texas Main Street Program
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1304 Colorado
Austin, Texas 78711-2276
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C: 512-348-1331

thc.texas.gov

