

WHY MAIN STREET MATTERS?

Kentucky Main Street



National Main Street

Local Main Street Programs



The National Main Street Movement



A Brief
History

The
Standards

A Grassroots
Network



The History of Main Street

The National Main Street Center was established as a program of the National Trust for Historic Preservation in 1980 as a way to address the myriad issues facing older and historic downtowns during that time. Working with a nationwide network of coordinating programs and local communities, Main Street has helped over 2,000 communities across the country bring economic vitality back downtown, while celebrating their historic character, and bringing communities together.

An exciting new chapter for the organization began on July 1, 2013, when the National Main Street Center launched as an independent subsidiary of the National Trust. This transition enables Main Street to build on its three-decade record of success, with new leadership and new resources that will help communities respond to evolving needs and opportunities in the commercial district revitalization field.

In 2015, the Center launched a new program for the network of Main Street Programs - Main Street America - to reinvigorate a collective look, feel, and strategy to position Main Street as a leader locally, regionally, and nationally. The National Main Street Center is based in Chicago, IL with an office in Washington D.C. and field staff located throughout the country.



The Standards

10 National Standards for accreditation were developed in 1980 by the National Main Street Center. These standards are used annually as the basis for designing programs as Main Street America communities and serve as the framework under which all programs operate. As a Main Street community we are expected to adhere to the values and principles of the Main Street Approach.

The 6
Standards



1.

Has broad-based support for the community's commercial historic district with active participation from both the public and private sectors

VOLUNTEERS!

2



2.

Inclusive Leadership and
Organizational Capacity

How do we train, manage, and
celebrate volunteers?

#3

3.

Diversified Funding & Sustainable Program Operations

How do we increase funding & investments?

#4



4.

Strategy-Driven Programming

Develop measurable actions that will be implemented through the main Street Four Point Approach

#5



5.

Preservation-Based Economic
Development

How do we protect and leverage our
existing assets for a larger impact?

#6



6.

Demonstrated Impacts & Results

How do we tell our story?

The Four
Points



Explained

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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

Success?

How do we measure success?

Private Investment

Public Investment

New Jobs

Vacancy Rates

New Events

Expanded Use Buildings

Rehabilitated Buildings

New Businesses

Volunteer Hours



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Local Main Street
Programs

Local Main Street Orientation

How is the organization structured and authorized?

Statements

Bylaws

Services
& Programs



MISSION STATEMENT

Example:

Our Main Street is dedicated to giving a vibrant downtown experience by Promoting historic preservation, Economic growth, and creative place-making for Downtown

Vision



Vision Statement

Example:

Our local Main Street seeks to preserve the historical integrity of Downtown, Coordinate promotions on behalf of Stakeholders, serve as a catalyst for Economic development, and foster an Enhanced quality of life experience for Residents and visitors.



Local Main Street Orientation

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Bylaws

The Board shall consist of 7-9
Members appointed by the Mayor.

1 - 2 year term

2 - 3 year term

2 - 4 year term

Each member can serve 2 - 4 year
terms

**Duties &
Power**

Duties & Powers

President: Chairman of the Board

Vice President: Duties of President when absent

Secretary: Minutes, Notices, Reports and other duties from the board.

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Questions?

KENTUCKY MAIN STREET

SINCE 1979

A PROGRAM OF THE KENTUCKY HERITAGE COUNCIL

