





Vacant Building







Why Revitalize Downtown

- **reflection of entire community**
- **tax base**
- **independent businesses**
- **historic core**
- **protects property values**
- **convenience**



Main Street Program

- National Trust Main Street Center
National Trust for Historic Preservation
- historic preservation & economic development
- consulting services, publications, trainings

Main Street Center Mission

The National Trust Main Street Center's mission is to empower people, organizations, and communities to achieve ongoing downtown and neighborhood district revitalization based upon the principles of self-determination, resource conservation, and incremental transformation represented through the comprehensive Main Street Four-Point Approach™.

Main Street Four-Point Approach™

- Organization - volunteers & paid program director
- Promotion - **image**; retail promotions, events
- Design – buildings, displays, signs, sidewalks, lights, landscaping,
- Economic Restructuring – consumers' needs.

Principles of Success

- **Comprehensive:** not one pet-project
- **Incremental:** small successes = things happening
- **Self-help:** local civic leaders, residents, property owners, employees, business owners
- **Partnerships:** public and private sectors; everyone must work together

Principles of Success

- Identifying and capitalizing on existing assets: what makes us unique
- Quality: quality vs. quantity
- Change: meet goals & gain support
- Implementation: visible results provide momentum

Downtown Ohio, Inc.

- State Coordinating Program for
National Main Street Center
- D.A.R.T Visit = Community Assessment
Checklist + \$2,500

Services

- Reconnaissance & Annual Evaluation Visits
- Work Plan Development & Reference Materials
- Consultations & Training Workshops
- Design Training & Assistance
- First Impressions

Reinvestment Ratio

\$28.31 to \$1.

the *average* number of dollars generated in each community for every dollar used to operate the local Main Street program.

Success Stories

Wooster

January 1987

42% vacancy in storefronts, 65% in upper stories

17 years later

114 buildings renovated, 220 jobs created,
6% vacancy, 74 net new businesses, 43 expansions.

Success Stories

Wooster

1987

42% vacancy in storefronts, 65% in upper stories

2006

142 buildings renovated, 314 jobs created,
6% vacancy, 110 net new businesses, 52 expansions.

Success Stories

Mansfield

Late '70s

abandoned buildings, rough bars, prostitution

1999

22 new businesses, 61 new jobs, vacant space filled

100% occupancy of finished Carrousel District

Tiny Tim Shoppe, Cruise-In, Farmer's Market

Success Stories

Piqua

Vacant, poorly maintained former movie theater

Year-long recruiting of Hallmark destination store:
8,000 square feet of cards, gifts, collectibles,
books, magazines, newspapers.

Getting Here

- **Comprehensive Growth Plan**
- **Community Visioning Meeting**
(assets & critical issues)
- **Landscape Design Consultant**
(infrastructure upgrades, appearance)
- **Field Trips**
(Kent, Ravenna, Wooster, Seville, Garrettsville, East Liverpool)
- **Community Reinvestment Area**
(tax incentives for improving property)
- **Kent DART**
(Main Street assessment/recommendations)

Where is “Here”

- Steering/Explore Committee
 - Too few volunteers for Main Street 4 points
 - Must focus on high-impact initiative
 - Separate entity from government or Chamber
 - Need consultant for oversight/grant writing
 - Solicit donations for seed money
- 501c3 for Streetscape

Main Street 4 points vs. Streetscape

- Organization – ALL volunteers
- Promotion – Chamber still handles
- Design – public spaces only
- Economic Restructuring – will come later

**Someday, volunteer committees
for each of the 4 points**

Streetscape is High-Impact

- Traffic Flow
- Parking
- Utilities
- Pedestrians
- Signs

What's Next

- Interview Consultants
- Apply for 501c3 Status
- Pass Village Council Resolution
- Begin Fund-Drive
- Involve Everyone

www.MantuaShalersvilleChamber.com