



AGENDA

June 30, 2023 | 9 - 11 AM

Part 1

- Transformation Strategy: History and Background
- What is (and is not) a Transformation Strategy
- Steps for Strategy Identification

15-Minute Break

Part 2

- You Have a Strategy, Now What
- Break Out Rooms: Practice Applying a Strategy
- Summary and Next Steps

MAIN STREET: A TWO-FOLD COMMITMENT

SUSTAINABLE DISTRICT TRANSFORMATION

EFFECTIVE REVITALIZATION PROGRAM

So how do we make it happen?

- Be Involved.**
Two hours of volunteering can create a street lined with flowers.
- Be Invested.**
A \$25.00 investment can provide a community event under the stars.
- Be Together.**
Together we can enhance appearances, strengthen the downtown economy, and pave the way to an exciting future.

Main Street Resource Center

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TRANSFORMATION STRATEGY HISTORY

- + Main Street “Refresh” rolled out in 2016
- + Goal to be more outcome-driven
- + Key benefits:
 - Increased focus on economic impact
 - Broader community engagement
 - Tangible, quantifiable outcomes
 - Greater organizational flexibility
 - Relevance for more communities and organizations

TRANSFORMATION STRATEGIES

**“BUT WHAT ARE WE
TRANSFORMING?”**

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TRANSFORMATION STRATEGIES

**“BUT WE ALREADY
HAVE A STRATEGY!”**

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TRANSFORMATION STRATEGIES

Long-
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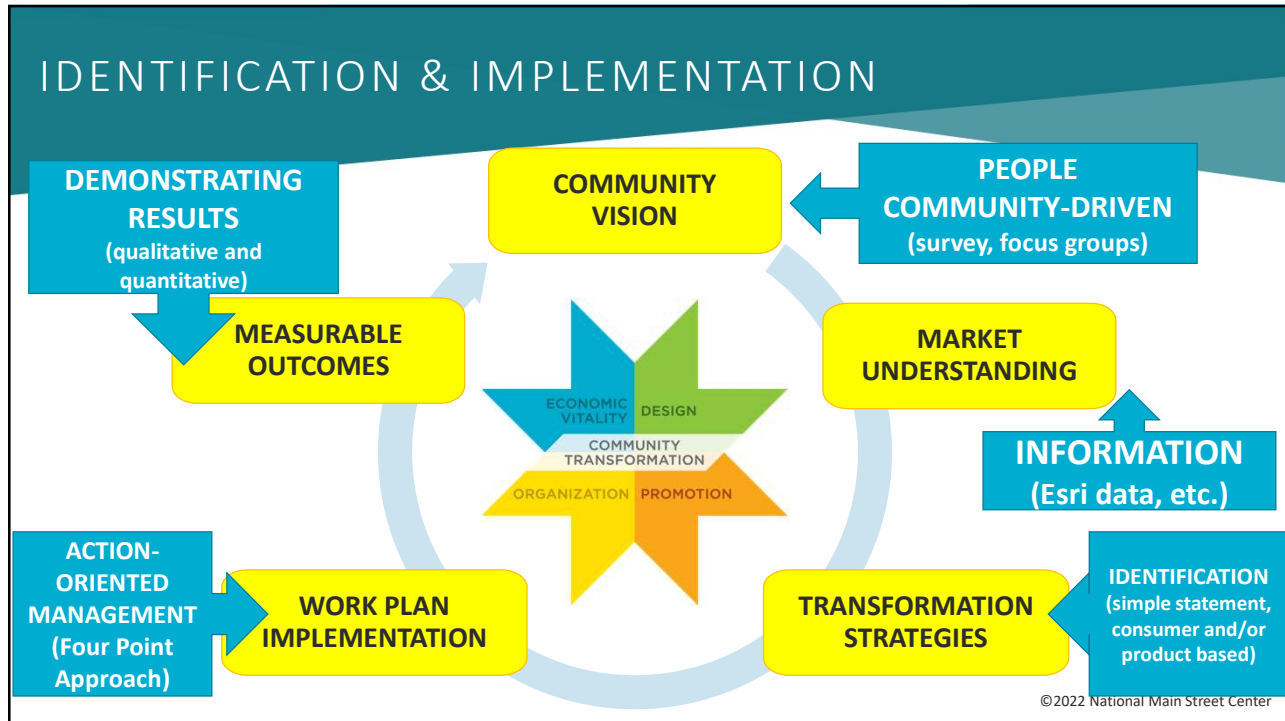
Our Work Without Strategy

Our Work With Strategy

Banners
Volunteer Recruitment
Christmas Parade
Historic Marker Program
Partner Development
Program Branding
End of Year Fundraiser
Mission Statement
Social Media
Business Recruitment
Farmers Market
Wayfinding

Holistic
Targeted
Efficient
Stable
Controlled
Transformative

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COMMUNITY VISION FOR DOWNTOWN

COMMUNITY INPUT THROUGH ONLINE SURVEYS

What one word comes to mind as you think about things you like about downtown Logansport?



COMMUNITY VISION FOR DOWNTOWN

COMMUNITY INPUT THROUGH ONLINE SURVEYS

What one word comes to mind as you think about things you dislike about downtown Logansport?



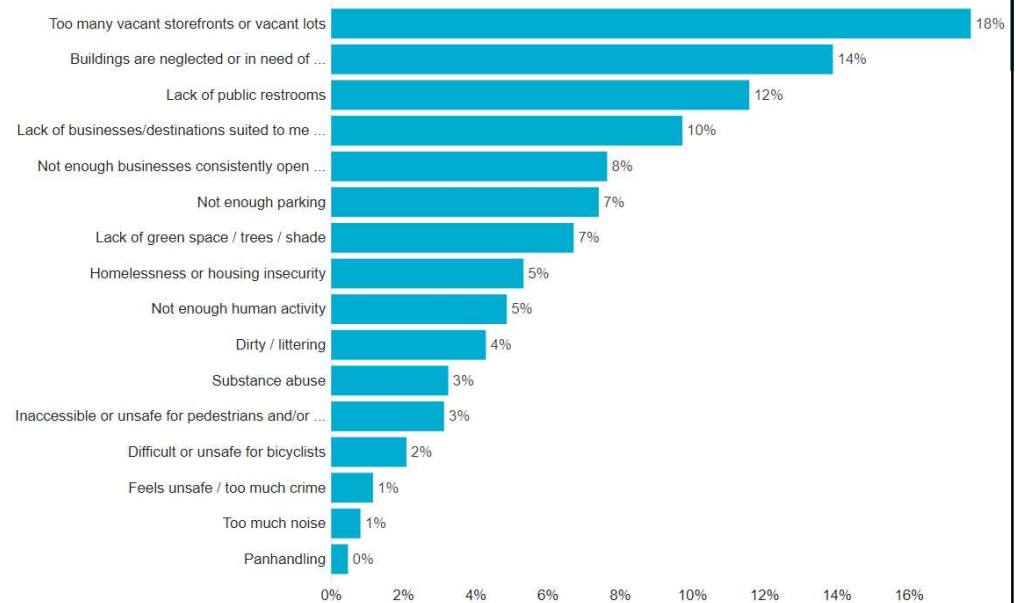
**COMMUNITY
VISION FOR
DOWNTOWN**
COMMUNITY INPUT THROUGH ONLINE SURVEYS

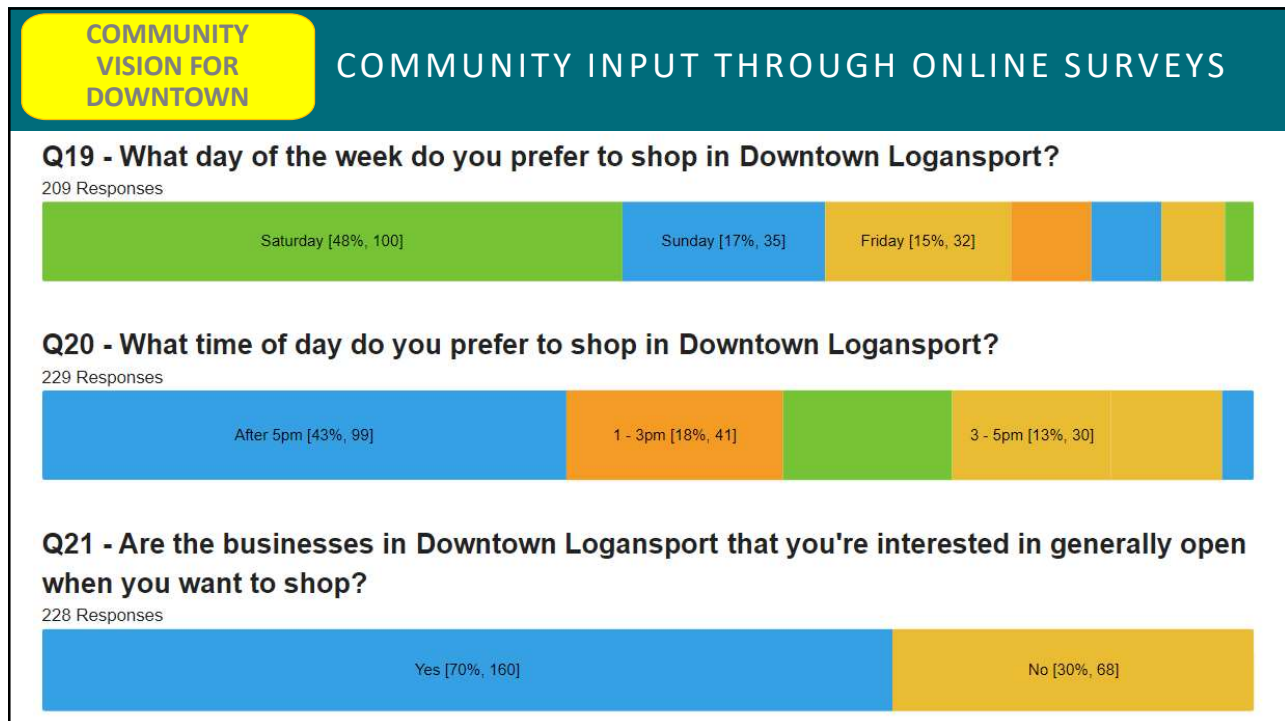
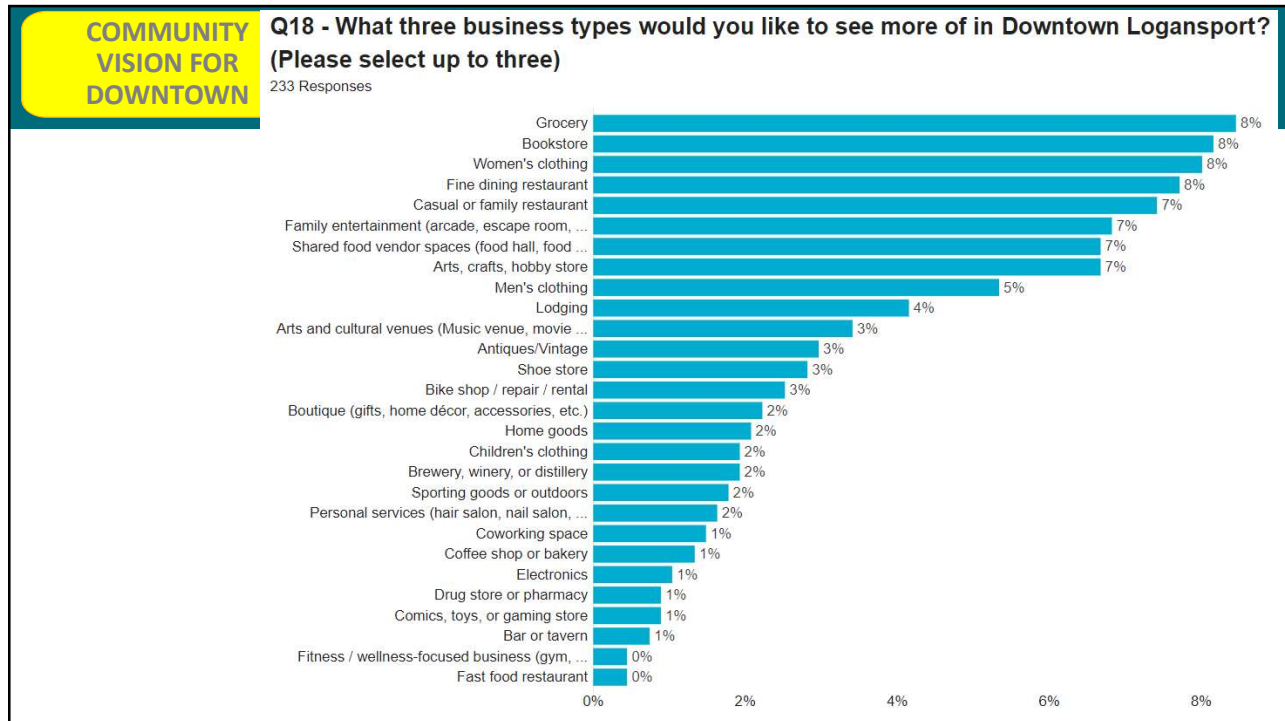
Which businesses and other destinations do you most often visit in Downtown Logansport?

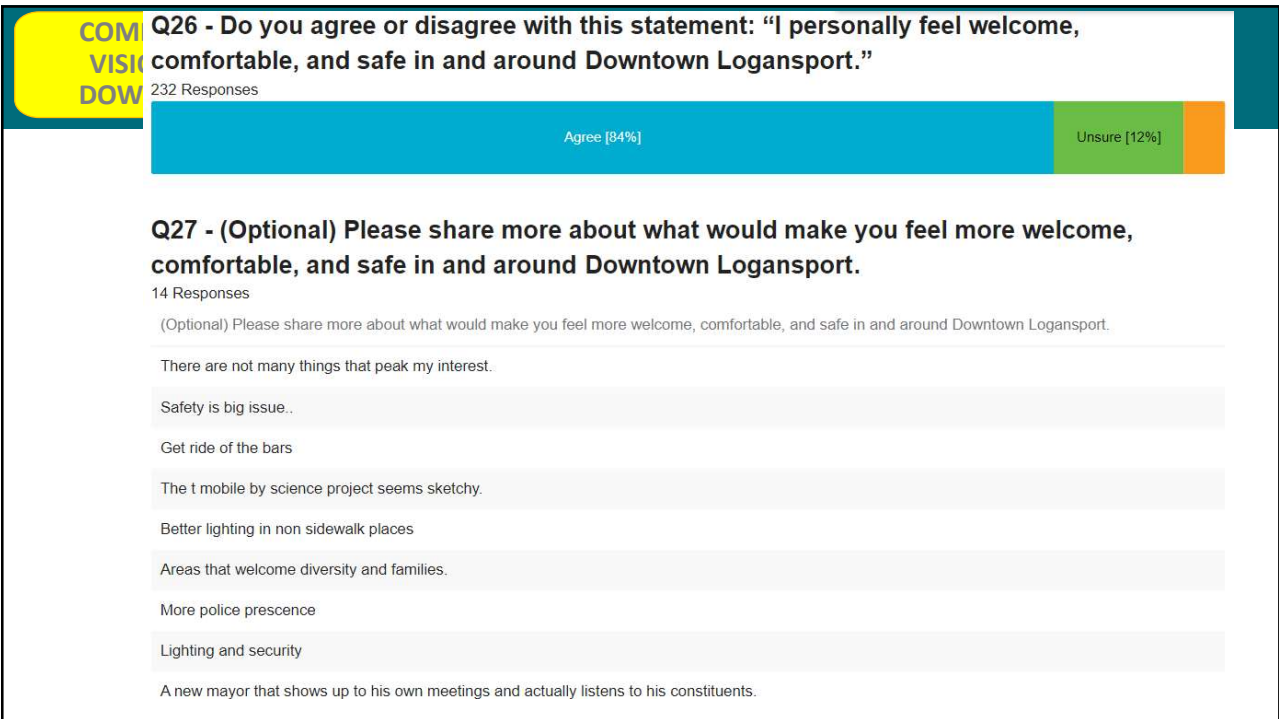
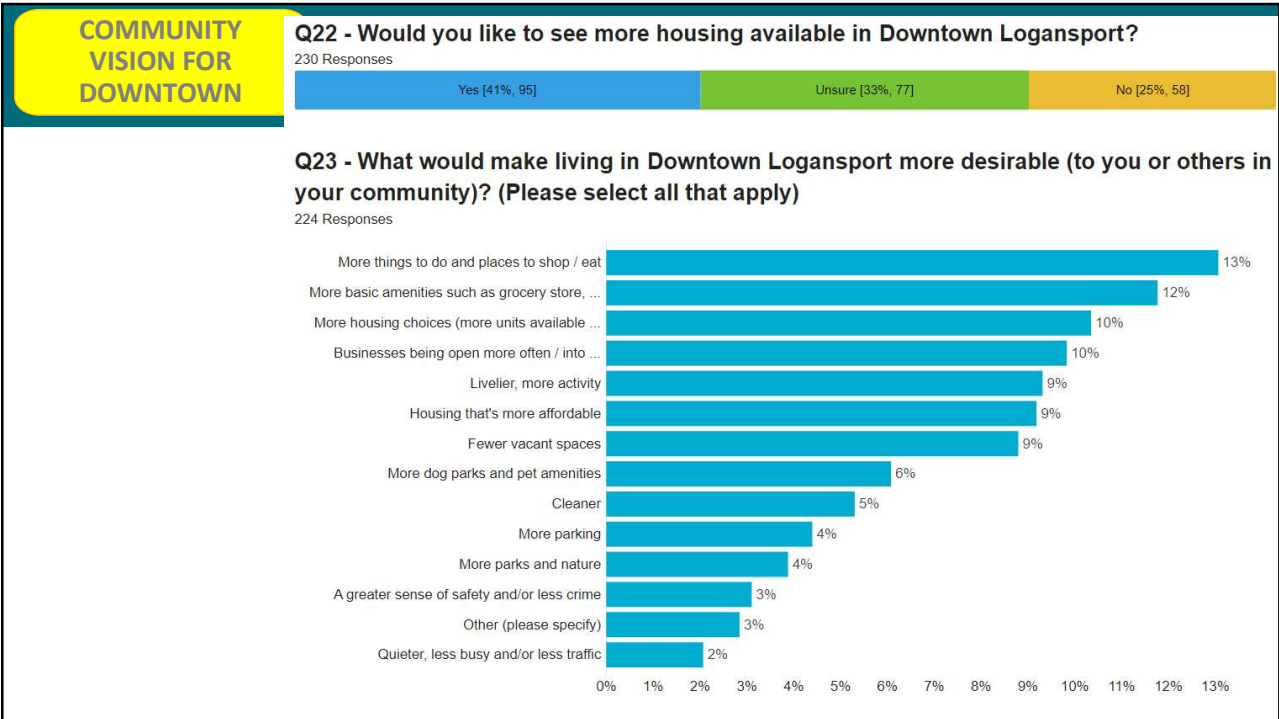

**COMMUNITY
VISION FOR
DOWNTOWN**

Q14 - Which of the following are issues in Downtown Logansport? (Please select all that apply.)

261 Responses







Q28 - Are you familiar with [local Main Street program]?

220 Responses



Q29 - How important is [local Main Street program] to Downtown Logansport as a place to be?

117 Responses

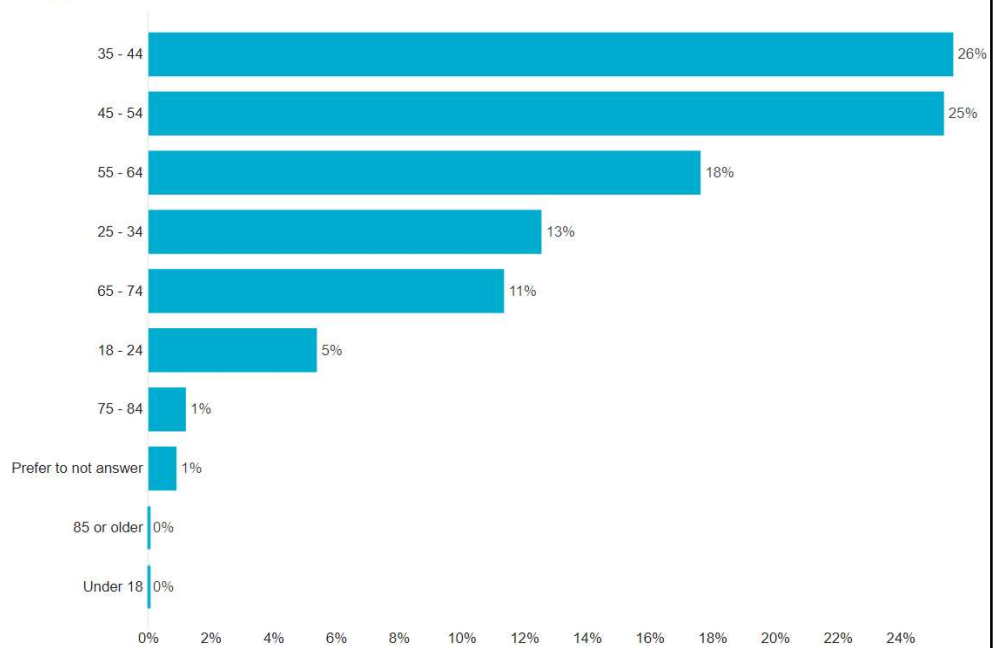


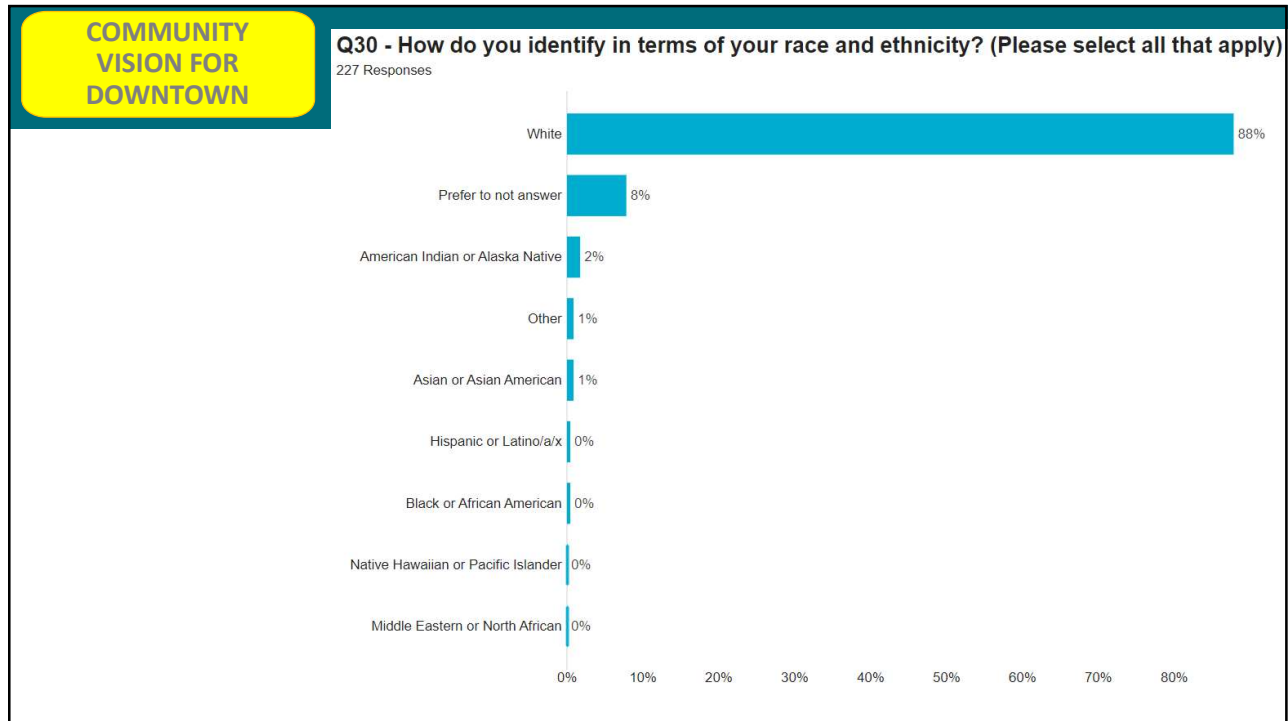
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COMMUNITY VISION FOR DOWNTOWN

Q4 - How old are you?

335 Responses





STEP 2

MARKET UNDERSTANDING

What is the median age? What does it say about the life stage of households in your area? How does it align with the customer profile for your potential strategies?

What is the median household income? How does it align with your potential strategies?

What is the racial and ethnic mix? How is it changing?

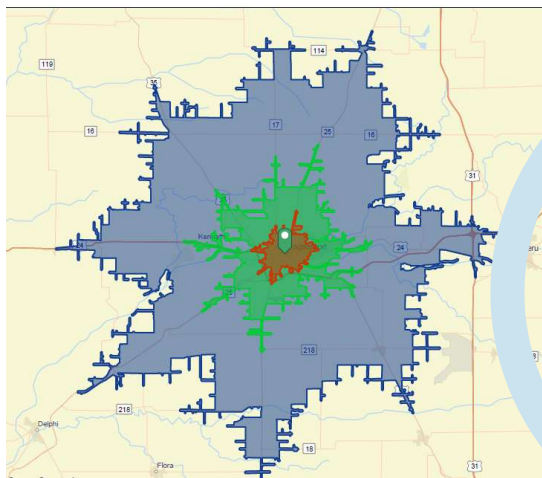
What are the educational attainment rates?

What is the average household size? Does this align with your potential strategies? How might it affect the potential for residential development or the type of residential product offered?

What are the demographic trends? Is the population expected grow or shrink? Is the population aging or are younger households moving in?

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LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH



COMMUNITY
VISION

MARKET
UNDERSTANDING



Trade Area
Delineation
5 min.
10 min.
20 min.
drive times

DEMOGRAPHIC CHARACTERISTICS TO CONSIDER

- + Population size
- + Population trends
- + Number of households
- + Household trends (e.g., smaller or larger)
- + Median HH income and benchmarks
- + Median age and benchmarks
- + Median age trends
- + Households with children at home
- + Homeownership rates
- + Educational attainment
- + Race and ethnicity and trends
- + Psychographic segmentation (“Community Tapestry”)

**MARKET
UNDERSTANDING**
PSYCHOGRAPHICS

Some psychographic characteristics

What is Psychographics?

Psychographics is the study of personality, values, opinions, attitudes, interests, and lifestyles. Psychographic studies of individuals or communities can be valuable in the fields of marketing, demographics, opinion research, prediction, and social research in general. They can be contrasted with demographic variables (such as age and gender), behavioral variables (such as usage rate or loyalty), and organizational demographics variables (sometimes called firmographic variables), such as industry, number of employees, and functional area.

When a relatively complete profile of a person or group's psychographic make-up is constructed, this is called a "psychographic profile". Psychographic profiles are used in market segmentation as well as in advertising. Some categories of psychographic factors used in market segmentation include:

- activity, interest, opinion (AIOs)
- attitudes
- values
- behavior

**MARKET
UNDERSTANDING**

Tapestry Segmentation Psychographics

5 Min

- Traditional Living – 59.5%
- Heartland Communities – 13.4%

10 Min

- Traditional Living – 41.7%
- Midlife Constants – 17.9%

20 Min

- Salt of the Earth – 28.2%
- Traditional Living – 27.3%

Example



MARKET
UNDERSTANDING



LifeMode Group: Hometown

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Shop for groceries at discount stores such as Walmart Supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

UN

MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
 - Most have high-speed internet access at home or on their cell phone but aren't ready to go paperless.
 - Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- 5 M
- To support their local community, residents participate in public activities.
 - Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
 - They enjoy country music and watch CMT.
 - Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
 - To get around these semirural communities, residents prefer domestic trucks or SUVs.

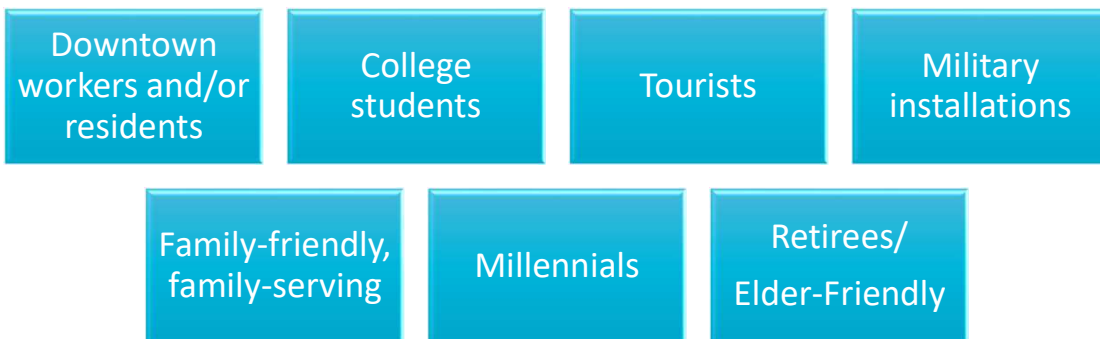


STEP 3



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CONSUMER-BASED STRATEGIES



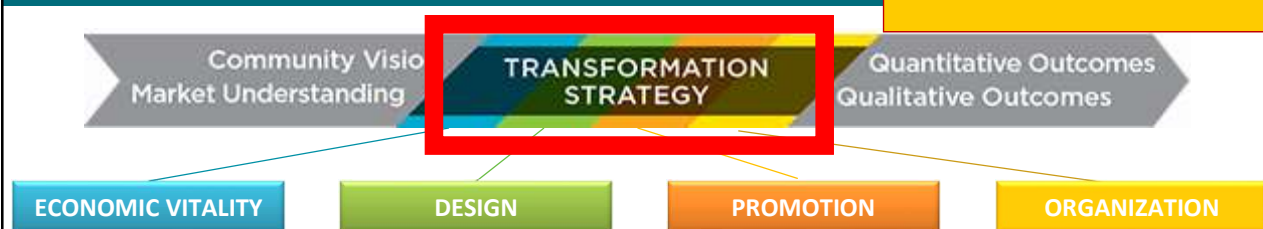
PRODUCT-BASED STRATEGIES



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LEADING THE REVITALIZATION THROUGH THE MAIN STREET APP

Example #1



Be a destination for experiential consumerism.

The strategy will be achieved by focusing on elevating the business ecosystem:

- Community pride in shopping local
- Trail oriented development
- Small scale manufacturing
- Second floor activation
- Retail shopping that is niche



EXAMPLES – WINCHESTER, VA

Example #4

Residential convenience and amenities: Plan for new and existing residents with a family-friendly focus on everyday needs as well as food, entertainment and business mix

- Goal: Connectivity between outskirt amenities and pedestrian mall
- Goal: Image/perception of safety
- Goal: Evaluate small business and entrepreneurial ecosystem



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ECONOMIC DEVELOPMENT

- + Encourage property owners to offer rental rates that the market can bear; this will require statistical data when considering setting the rates.
- + Identify developers who have completed other downtown housing projects within your region.
- + Activate businesses that will encourage, support, and serve downtown residents.
- + Encourage business owners to consider residents' schedules when setting hours of operation; this will most likely require the support of statistical data, particularly drive-time and commuter metrics.
- + Incentivize a homeownership program to reduce renting.
- + Work with banks to develop first-time home buyers' programs.
- + Consider using the MS Program to purchase properties that could become mixed-use or lofts and then redeveloping them through a public-private partnership.
- + Consider a parking management program.
- + Consider requiring developers to provide parking onsite or offsite.

PROMOTION

- + Host a developer's "open house" for vacant properties that have the potential to be redeveloped to accommodate downtown living.
- + Develop a list of available properties in both print and digital media.
- + Once properties have been redeveloped to offer residential living, host a downtown open house to showcase available units.
- + Host or create downtown events specifically geared towards residents, such as a back-to-school event, homecoming event, trick-or-treating, holiday event, or celebratory parade.

DESIGN

- + Develop design guidelines that specifically speak to downtown residential living for mixed-use commercial spaces.
- + Create green spaces where kids and animals can play.
- + Create a downtown that is pedestrian-friendly and enhances walkability.
- + Update and maintain public spaces for Americans with Disabilities Act compliance.
- + Install public art to enhance and encourage engagement in the built environment.
- + Create pet-friendly amenities, e.g., dog park
- + Consider requiring larger-scale redevelopment or new construction projects require greenspace or art as part of the construction.

ORGANIZATION

- + **Create a community revitalization/ redevelopment plan to aid in the application of Low-Income Housing Tax Credits.**
- + **Define or refine ordinances that address downtown living.**
- + **Work with local code enforcement officers to educate residents and property owners regarding downtown ordinances.**
- + **Work with local police enforcement to receive additional resource training**



Q&A



BREAK! 15 MINUTES

STEP 4

- **Step 1:** Hold a Dedicated Board Meeting
- **Step 2:** Hold a Larger Meeting of all Committees
- **Step 3:** Assess & Develop Activities that Advance the Transformation Strategy and Fall Under each of the Four Points
- **Step 4:** Committees Meet to Outline Tactical Elements of Strategy

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BRUSH! TRANSFORMATION STRATEGY: AGRICULTURAL ECONOMY			
In agricultural communities, an “Agricultural Economy” strategy focuses on better meeting residents’ shopping, service, and entertainment needs and on finding new uses for vacant downtown buildings.			
ECONOMIC VITALITY	DESIGN	PROMOTION	ORGANIZATION
<p>Current activities:</p> <ol style="list-style-type: none"> 1. Marketing seminars for businesses (not ag-specific) <p>Potential activities:</p> <ol style="list-style-type: none"> 1. Add/recruit: work apparel; farm-to-table restaurant; local/organic soaps, etc. 2. Partner w/ extension service to do ag-related business seminars 3. Attract vendors from Octoberfest 4. Homegrown Brush store 5. Incentive to move businesses downtown 6. Crowdfund a building purchase 7. Pop-up w Brush/local product in Main Street storefront? 	<p>Current activities:</p> <ol style="list-style-type: none"> 1. Storefront incentives 2. Clean-up (April) 3. Downtown flowerpots <p>Potential activities:</p> <ol style="list-style-type: none"> 1. Walking tour: tie to Ag 2. Public art “hoof-prints” to mark walking tour 3. Display historic photos of downtown bldgs in storefronts 4. Display ag-related artifacts from museum in storefront windows 5. Streetscape incorporating ag images 6. Public art: Mural? Sculpture? 	<p>Current activities:</p> <ol style="list-style-type: none"> 1. Antique Tractor Show 2. Ag Appreciation Dinner 3. Cust. Appreciation BBQ 4. Pickers Market 5. Bull Riding event 6. Brush Rodeo 7. Octoberfest <p>Potential activities:</p> <ol style="list-style-type: none"> 1. Farm to Table dinner on-street, in downtown 2. Farmers Market 3. Christmas/Holiday promo (tie to ag) 4. Sugarbeet bowling contest 	<p>Current activities:</p> <ol style="list-style-type: none"> 1. FFA at Ag Appreciation Dinner 2. Library partnerships 3. Stakeholders: Morgan Community College, Hospital <p>Potential activities and needs:</p> <ol style="list-style-type: none"> 1. Junior Main Street 2. Connect to Cattleman's Association 3. Livestock Exchange

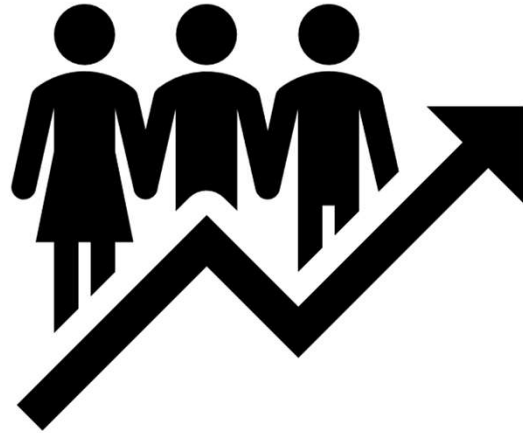


OUR REVITALIZATION WORK IS A BALANCING ACT



PARTNERSHIPS

- Universities/Colleges
- Local/Statewide Foundations
- Chambers
- Economic Development Entities
- Civic Organizations
- Neighborhood Associations
- Business Groups



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STEP 5

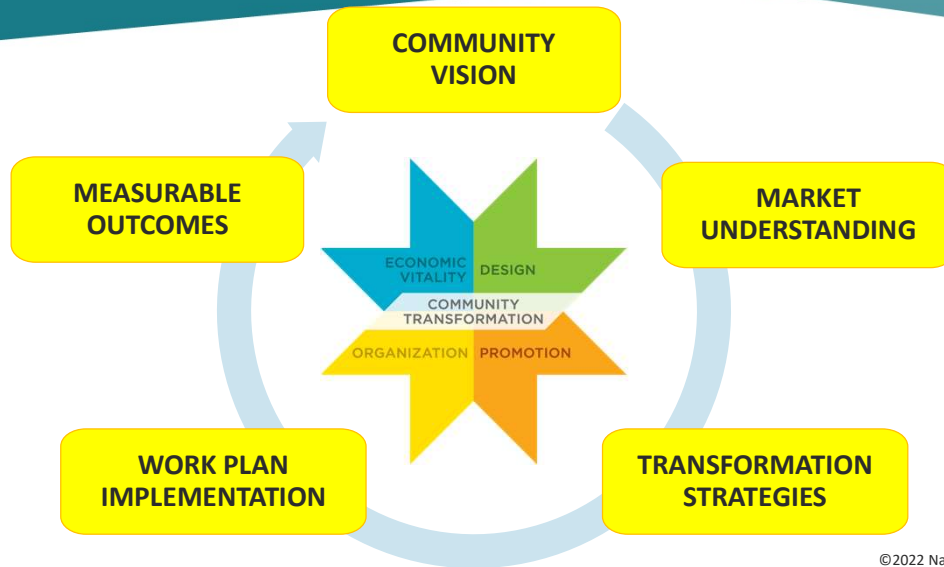
**MEASURABLE
OUTCOMES**



- Property Valuation
- Use of Tools and Incentives
- Rent Levels
- Occupancy Levels and Building Use
- Retail Sales
- Public Perception

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LEADING THE REVITALIZATION JOURNEY



PRACTICE! IMPLEMENTATION

Room 1: Center of Arts & Culture

Room 2: Hub of Agricultural Economic

Room 3: Center of Apparel Goods & Services

Room 4: Center of Education & Lifelong Learning

Room 5: Crossroads to Exceptional Outdoor Recreation

Room 6: Hub of Dining & Entertainment

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BRINGING IT ALL TOGETHER

Commitment	Commit to the LONG RUN
Incremental	Break Transformation down into SMALL STEPS
Partnership	Build ACTIVE SUPPORT and INVOLVEMENT from public/private sectors
Focus	DON'T BE DISTRACTED by seemingly insurmountable problem
Flexibility	Remain Organizationally FLEXIBLE
Perseverance	PUSH THROUGH tough challenges



Questions?

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