



**MAIN STREET
AMERICA™**

Nationally recognized.
Locally powered.™

BIG IDEAS, SMALL TOWN: RURAL PLACEMAKING

Lindsey Wallace, Director of Strategic Projects and Design Services
National Main Street Center

July 18, 2019

IEDC 2019 Webinar Series

About Main Street America

- + Main Street America is a program of the National Main Street Center. It is a national network of 1,000+ local affiliate organizations and 45 State, City, County-level Main Street Coordinating Programs.
- + Main Street programs support revitalization of small towns, mid-sized communities, and urban commercial districts.
- + The Main Street Approach equips local leaders and residents with a practical framework for improving the quality of life in their own communities.
- + Main Street America is united by a commitment to revitalizing older and historic commercial districts, supporting strong local economies, and enhancing the distinctive character that makes communities attractive to residents, visitors and businesses.



Main Street's Impact

Since 1980, over 2,000 programs have used the Main Street Approach, resulting in:

- + **\$79.12 Billion** Reinvested in Communities
\$4.39 Billion increase in 2018
- + **640,017** Net New Jobs
25,301 increase in 2018
- + **143,613** Net Gain in Businesses
5,310 increase in 2018
- + **284,936** Buildings Rehabilitated
8,146 increase in 2018

For every \$1 of public money, \$26.49 of private money was leveraged on Main Street.



The Main Street Approach



The Main Street Approach® + Placemaking Process

Both:

- + Start with community understanding before assuming the solutions
- + Prioritize community engagement and collaboration
- + Adapt to the unique traits, assets, and needs of specific place
- + Focus on place-based strategy
- + Learn from incremental implementation
- + Are transformative

Main Street + Project for Public Spaces

Placemaking

With support from Anne T. and Robert M. Bass and in partnership with Project for Public Spaces, we are focused on activating downtowns through placemaking.

Local artist creates Rain Art with sustainable, water-soluble paint in Hillsboro, Ore. | City of Hillsboro & Bill Paulsen

The Power of Place

In early 2015, the National Main Street Center (NMSC) formalized a partnership with NYC-based, international nonprofit [Project for Public Spaces](#) (PPS) to help revitalize towns and communities through placemaking—a community-led process that helps activate downtowns and community gathering places. Placemaking provides a powerful set of tools for change that Main Street organizations can easily learn and apply. Through a strategy called [Lighter, Quicker, Cheaper](#), communities can make immediate and affordable changes to public spaces while also building local support and demonstrating the potential for further long-term projects and investments.

Training Workshops

This partnership has created several unique opportunities both for NMSC and PPS, but also, more importantly, for the Main Street America and Urban Main networks. First launched was the [Cultivating Place in Main Street Communities](#), a series of two-day intensive training workshops that began in five pilot states in 2016—Alabama, Connecticut, Missouri, Montana, and Oregon—and continued with a second round in five more states in 2017: Louisiana, Michigan, Oklahoma, Pennsylvania, and Wyoming. These trainings not only instruct Main Street communities how to integrate placemaking principles into their Main Street work, but also draw for them a path to implementation.

In order to help make implementation of placemaking efforts easier, NMSC has also partnered with the national, nonprofit crowdfunding platform [GoFundMe](#) for the [Cultivating Place on Main Street Crowdfunding Challenge](#), a set of crowdfunding campaigns with matching grants offered exclusively to the states selected for the Cultivating Place trainings. [Learn more.](#)



BROOKINGS

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CITIES & REGIONS GLOBAL DEVELOPMENT INTERNATIONAL AFFAIRS U.S. ECONOMY U.S. POLITICS & GOVERNMENT MORE

ANNE T. AND ROBERT M. BASS CENTER FOR TRANSFORMATIVE PLACEMAKING

The Anne T. and Robert M. Bass Center for Transformative Placemaking aims to inspire public, private, and civic sector leaders to make transformative place investments that generate widespread social and economic benefits.

Innovation districts and their dilemmas with place

Julie Wagner Thursday, February 21, 2019

THE AVENUE How placemaking can empower urban communities, not tear them apart

Jessie B. Vay Wednesday, January 10, 2016

ECONOMIC DEVELOPMENT Opportunities for transformative placemaking

Wednesday, November 14, 2016

NEWS RELEASE Brookings Launches the Anne T. and Robert M. Bass Center for Transformative Placemaking

Wednesday, November 14, 2016



COMING IN SPRING 2019!

Streets are the most fundamental public spaces in our commercial districts. They are not only how we get from point A to point B, but are the connective tissue that directly impacts the social and economic vitality of our communities.

This spring, Main Street America and Project for Public Spaces will be releasing a toolkit that will help Main Street leaders learn how to achieve quality transportation networks. This toolkit will help Main Street directors:

- ★ GAIN A BETTER UNDERSTANDING of streets and transportation issues as they relate to commercial district revitalization
- ★ LEARN HOW TO BALANCE the needs of mobility and other street activities to achieve quality places

- ★ DEVELOP INNOVATIVE STRATEGIES for implementing street scope and transportation improvements
- ★ BUILD STRONGER RELATIONSHIPS with local and state transportation planners and officials

Stay tuned for more information at [mainstreet.org](#)

White House Convening on Rural Placemaking

Hosted in partnership with the White House Rural Council in 2015, this event drew nearly 50 people from various government agencies, foundations, and organizations to discuss how placemaking can support economic vitality in rural communities.

[LEARN MORE >](#)

A Convergence of Health, Place & the Economy

A gathering of over 50 professionals and leaders in health, placemaking, and economic development fields, designed to create an actionable agenda that advances health and prosperity on rural Main Streets.

July 24 - 25, 2017
Denver, Colorado



Cultivating Place in Main Street Communities

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ioby ioby brings neighborhood projects to life, block by block. [start a project](#) [find a project](#)

Edward Jones Placemaking on Main Street Challenge

Thanks to the generous support of Edward Jones, the National Main Street Center is pleased to provide match funds to support placemaking projects on Main Street. The Placemaking on Main Street Challenge connects Edward Jones Main Street America programs with local to raise funds for placemaking projects downtown and build local fundraising capacity. Each program has received \$2,000 in match funds to implement their "faster, smarter, cheaper" projects. The projects will have a catalytic impact on local economies, activate public spaces, and engage community residents.

ABOUT THIS MATCH CHALLENGE

- Donations to the projects below will be doubled in real-time! For example, if you make a \$50 donation, the project will receive \$100.
- The maximum amount that can be doubled per donation is \$1,000.
- The program's "Match So Far" includes the total amount in donations and matching funds that have been awarded to the project.
- Donations will be matched until July 31, or until the total \$2,500 in match funding has been used.

So go ahead today, and have your donation go twice as far!

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Fremont Greenspace Project
Help us create a beautiful greenspace and a place of Fremont's downtown community in the heart of the city.

The Mural Project at Ground Floor
Help us bring our town of downtown down into the building's walking area and gallery.

Pigpen Pop-Up Park
Help us transform a dangerous barrier into a vibrant public space for Pigpen. Your support will help Pigpen Main Street achieve its vision of a safe, healthy, and vibrant community.

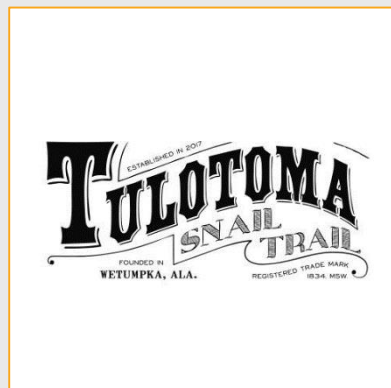
Maker Trail
Seeking inspiration and creative learning is a key to our success. Help us create a trail that connects the community.

Hermiston Main Street Courtyard
Help us create a vibrant gathering space downtown that connects the community.

Build a Better Downtown Metuchen
With your help, we'll transform a parking lot into a vibrant public space that connects the community.

NMSC + ioby partnership:

- 25 total placemaking projects in 14 states
- \$47,500 in matching grants
- \$65,000 raised in communities
- \$112,500 invested in communities



Leveraged funds:

- Wyoming Main Street:
 - Training and microgrants
- Louisiana Main Street:
 - Ten matching microgrants
- Oklahoma Main Street:
 - Four microgrants



Case Studies

Themed Trails

Main Street Enid Maker Trail

- Enid, OK
- Total budget: \$7,760



Alley Activation

Artsy Alleys

- Wilson, NC
- Historic Downtown Wilson, Inc.
- Budget: \$8,175



Public Art Laramie, WY

Laramie Mural Project:

- Began in summer 2011
- **Murals completed:** 20
- **Jobs:** 27 paid artists
- **Investment:** \$60,000
- **New businesses:** 1 in 3 report the murals influenced their decision to open a business downtown
- **Social media:** 370 images with #laramiemuralproject or #laramiemural
- **Partnerships:** University of Wyoming (Town and Gown) and American Alliance of Museums

Data from 2009-2016



Pop-Up Shops

Anaconda Pop-Up Shops

POP UP BUSINESS APPLICATION

Have you considered opening a retail location? Do you have a home-based business you'd like to advertise? Are you trying to rent or fill a retail place? There is a USDA Rural Development Grant available to help new and home-based businesses with promotion. Fill out the application below to apply for a Pop Up Shop.



© Montana Standard



Made on Main Street





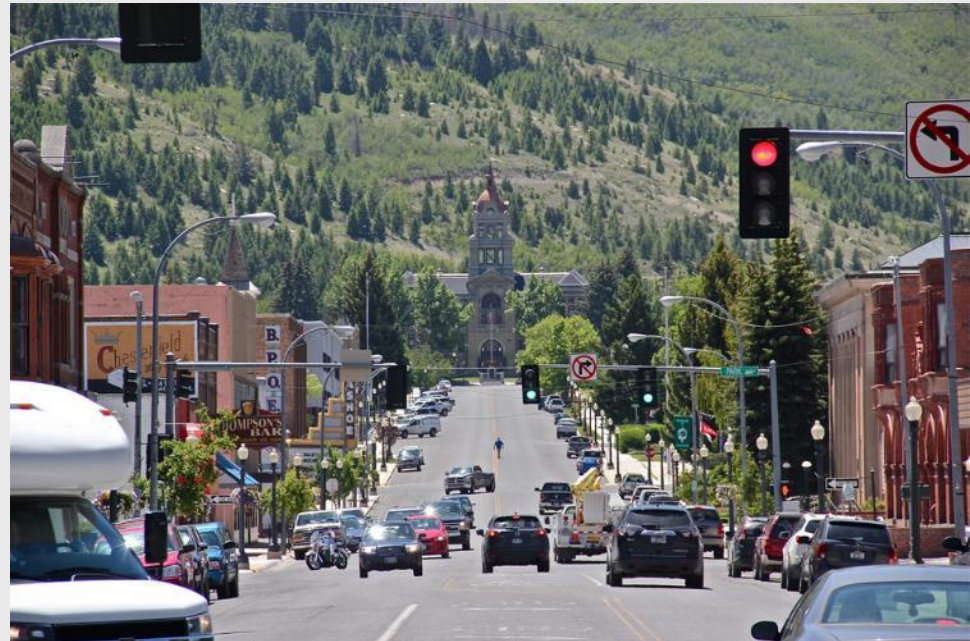
40 PROJECTS \$2.6 MILLION

Montana

- Tracked local fundraising and grant funds + public and private investment for projects
- Lighter, Quicker, Cheaper, and larger development projects
- Quarterly reports + follow up with communities

Anaconda:

- LQC: Temporary wayfinding, downtown pianos, park improvements, custom bicycle racks
- Active transportation plan: community walkability, development of public spaces, designing streets as places, and community placemaking
- Total investment: \$80,000, 4 projects



Place and Entrepreneurial Ecosystems



WHAT IS AN ENTREPRENEURIAL ECOSYSTEM?

By most definitions, entrepreneurial ecosystems refer to the strategic alignment of a variety of public and private efforts—including government policies, funding and finance, human capital, and regulatory frameworks—to provide necessary financial, social, and human capital to foster entrepreneurship in innovative and creative ways. Frequently overlooked in these definitions is **the value of place and the physical environment as central factors in creating and growing successful enterprises.**

By emphasizing the creation and support of great places and spaces for people to live and work, commercial districts can attract new businesses and new ideas, thus contributing directly to the development of the local entrepreneurial ecosystem.



A wide-angle photograph of a historic street lined with multi-story brick and stone buildings. The architecture features ornate details like arched windows and decorative cornices. The street is paved with asphalt and has a yellow double line down the center. Several cars are parked along the sides of the road. The sky is bright blue with scattered white clouds. A semi-transparent dark grey box is overlaid on the lower half of the image, containing yellow text.

Place matters more for entrepreneurs in economic development than traditional factors for nearly every industrial sector.

Live, Work, Play Neighborhoods



Cushman & Wakefield Study:

- Many respondents mention their hunt for an open-office feel
 - Talent attraction and retention is the most common reason why businesses ultimately made the decision to move to a downtown.
 - Converted warehouses and lofts impress potential workers.
 - In addition, they take advantage of a surplus of underutilized buildings that convey local heritage.
- They looked for locations that were “live/work/play” neighborhoods, located near bars, restaurants, and cafes.

Small-Scale Manufacturing



Jon Stover and Associates:

- Main Street districts experienced a 5.1% higher growth rate in manufacturing
- 4% greater manufacturing sales growth rate
- 7% higher growth rate in manufacturing jobs.

Manufacturing on Main Streets: By the Numbers

- 2.4% of all businesses
- In cities with Main Streets, 20% of manufacturing located within Main Street **district**
- Main Streets experiencing greater manufacturing growth than other locations within cities

	Within Main Street (2015-2016)	City-Wide (2015-2016)	Difference (2015-2016)
Manufacturing Business Growth Rate	5.1%	0.0%	5.1%
Manufacturing Sales Growth Rate	31.7%	27.7%	4.0%
Manufacturing Job Growth Rate	15.9%	9.0%	6.9%

Placemaking and Entrepreneurship



Indirect

- Public amenities
- Streetscapes/Transportation
- Diversity of housing
- Murals and art work
- Support retail
- College/university presence

Direct

- Maker spaces
- Food and mobile truck spaces
- Farmer's market venues
- Drop-in spaces
- Library
- Pop-up venues
- Incubator/accelerator
- Housing



Develop Quality Infrastructure



Shared Spaces

Industry-specific spaces

Live/work



Fiber

Cell

Wireless



Business Plan Contests

Rental Subsidies

Developer Guidelines



Permit Process

Codes and Enforcement



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ENTREPRENEURIAL ECOSYSTEMS AND THE ROLE OF COMMERCIAL DISTRICTS



Entrepreneurial Ecosystems and the Role of Commercial Districts is made possible through funding provided by U.S. Bank. U.S. Bank is based in [Minneapolis, Minnesota](#), and is the 5th largest commercial bank in the United States. The company, founded in 1929, has \$428 billion in assets and operates 3,122 banking offices in 25 states and 4,923 ATMs, and provides banking, investment, mortgage, trust, and payment services products to individuals, businesses, governmental entities, and other financial institutions.

ASSET MAPPING TOOL

Starting with the Entrepreneurial Ecosystem Checklist, check off all the programs and resources available in your community and region. Then, complete a worksheet for each of the main categories in the checklist. Start with the Entrepreneurship Programs Worksheet, proceed to the Business Services Worksheet, Capital Programs Worksheet and finally the Place-Based Assets Worksheet. Try to be specific and identify known resources that fit into the categories within the checklist. Use the checklist and worksheet as a means to identify known resources within the ecosystem as well as key gaps that may serve as barriers to creating a more sustainable and robust commercial district. By knowing the gaps, key stakeholders can align their approach to creating programs and activities that fill these voids in a targeted manner.

ENTREPRENEURIAL ECOSYSTEM CHECKLIST

Entrepreneurship Programs

- Mentors/Peer Groups
- Self-Awareness Assistance
- Assessment
- Training
- Marketing
- Business Plan Development
- Feasibility Studies
- Technical Assistance
- Specialized Assistance

Capital

- Literacy
- Micro Lending
- Revolving Loan Funds
- Commercial Lenders
- State/Federal Program Linkages
- Angel Investors
- Seed Capital
- Venture Capital

Business Services

- Accounting
- Legal
- Human Resources
- Information Technology
- Financing
- Business Transfer Planning
- Production
- Marketing
- Market Identification & Development
- Shared Services

Place-Based Assets

- Incubators/Accelerators
- Drop-In Spaces
- Third Spaces
- Cell and Internet Infrastructure
- Social/Networking Events
- Pop-Ups
- Transportation Infrastructure

ENTREPRENEURIAL ECOSYSTEMS AND THE ROLE OF COMMERCIAL DISTRICTS

ENTREPRENEURSHIP PROGRAMS WORKSHEET

MENTOR/PEER GROUP PROGRAMS

AWARENESS & ASSESSMENT PROGRAMS

MARKET DEVELOPMENT & MARKETING PROGRAMS

BUSINESS PLAN DEVELOPMENT

TECHNICAL ASSISTANCE PROGRAMS (1)

FEASIBILITY STUDY SUPPORT

SPECIALIZED ASSISTANCE PROGRAMS (2)

TRAINING PROGRAMS (3)

(1) Examples of technical assistance programs might include manufacturing extension, cooperative extension, Small Business Development Centers, SCORE, and programs associated with incubator facilities.
(2) Examples of specialized programs include the technology transfer and commercialization programs commonly provided by universities, the Import/Export Bank, and e-commerce programs.
(3) Examples of training programs might include FastTrac, NoLevel, REAL, Core Four and other similar programs.

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LINDSEY WALLACE

Director of Strategic Projects and Design Services

E lwallace@savingplaces.org

P 312.610.5605 | F 202.588.6050

**National Main Street Center
53 West Jackson Blvd., Suite 350
Chicago, IL 60604
mainstreet.org**