



C.L. "Butch" Otter, Governor

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The Main Street Four-Point Approach

Organization establishes consensus and cooperation by building partnerships among the various groups who have a stake in the commercial district. By getting everyone working toward the same goal, your Main Street program can provide effective, ongoing management and advocacy for the district. Through volunteer recruitment and collaboration with partners representing a varied cross section of your community, your program can incorporate a wide range of perspectives into your efforts.

Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in our district. Advertising, retail promotional activities, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate your district's unique characteristics and offerings to shoppers, investors, business owners, and visitors.

Design mean getting Main Street into top physical shape and creating a safe, inviting atmosphere. It takes advance of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, landscaping, merchandising, displays and promotional materials. Its aim is to stress the importance of design quality in all of these areas, to educate people about design quality, and to expedite improvements.

Economic Vitality strengthens your community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding existing businesses to provide a balanced commercial mix, converting unused or underutilized space into productive property, sharpening the competitiveness and merchandising skill of business people, and attracting new businesses that the market can support.