



Main Street America

A Framework for Downtown
Revitalization

DTRedevelopment.com





A local driven process

The Main Street model is a local driven process that utilizes available assets, driving community revitalization from the ground up.

The success of the program is built on the drive of the individual users who are participating.



Elements of a Main Street Program

Executive Committee

The Main Street program's governing committee often has 9-11 members, each serving in a committee or chair position.

Executive Director

Day-to-day operations and goal execution are typically this person's responsibility.

Members

The program can be municipally funded or a membership type program

Work Groups

: Typically, four committees collaborate to grow the program and its positive effect on the district.



Structure of Organization

The organization is a citizen led organization, similar to other appointed boards that function in a municipality. The committee runs the program and makes large decisions.

The Committee typically:

- Is Composed of 9-11 members
- Meets monthly
- Coordinates and directs all operations
- Provides guidance to the executive director

Funding Structure

Often the Main Street program is a three-parts based funding mechanism, that is:

- 1/3 comes from the municipality
- 1/3 comes from membership or contributions
- 1/3 comes from grants or donations



Partners

Partners are often a variety of local entities, including:

- Business owners
- Property owners
- Local citizens
- Volunteer organizations



Four Point Approach

Utilizing a proven four-point approach to energize residents and businesses towards Main Street revitalization

Economic Vitality

Growth and diversification of the local economy

Design

Built form, streetscape, and signage within the downtown

Promotion

Marketing and branding assistance, including outreach

Organization

Sustainable organizational development, including funding

Each of these will have a committee that also meets monthly

4-Point Approach





Economic Vitality

Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Partners often include:

- Local developers
- Economic development managers
- RPO/MPO
- Financial institutions



Design

Supports a community's transformation by enhancing the physical and visual assets that set the Main Street district apart.

Partners often include:

- Architects
- Engineers
- Community planners
- Urban designers



Promotion

Positions the Main Street district as the center of the community and hub of economic and civic activity, while creating a positive image that showcases a community's unique characteristics.

Partners often include:

- Marketers
- Real estate agents
- Chamber of commerce
- Educators/Tourism bureau



Organization



Involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Partners often include:

- Attorneys
- CPA's
- Financial planners

Mission Statement

**To revitalize downtown
Brigham City and
celebrate it as a place
where the community
thrives.**



Vision Statement

Downtown Brigham City will promote partnerships and cultivate a support network for community-led downtown revitalization, utilizing the proven Main Street Approach.



Program Current Status

While the Main Street Program in Brigham is a Tier 2 Affiliate, we are still in the building stage.

We have gone through the Defining the Organization process and are currently in the Framework stage.



Organization

The Main Street Program Brigham City is currently in a partnership with the Brigham City Corporation as a Municipal organization with the goal of becoming a Stand-alone 501(c)(3) as we move towards a Tier 3 status with the Federal and State Main Street Program.





Become Involved

- Join the executive committee
- Join one of the Work Groups.
- Expected donation is an average 8-10 hours a month

This organization is volunteer based and driven. As stakeholders in our community you are a vital part of this organization.



Look Around

Is there someone not here
that should be?

LET US KNOW!



Learn More

Learn about the Main Street approach!

National Main Street 4-Point Approach

<https://www.mainstreet.org/ourwork/theapproach>



National Main Street Center

<https://www.mainstreet.org/home>



Utah Main Street Program

<https://ushpo.utah.gov/utah-main-street-program/>



Brigham City Downtown

<https://brighamcitydowntown.com/>



Questions?



Contact us to get more info



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