

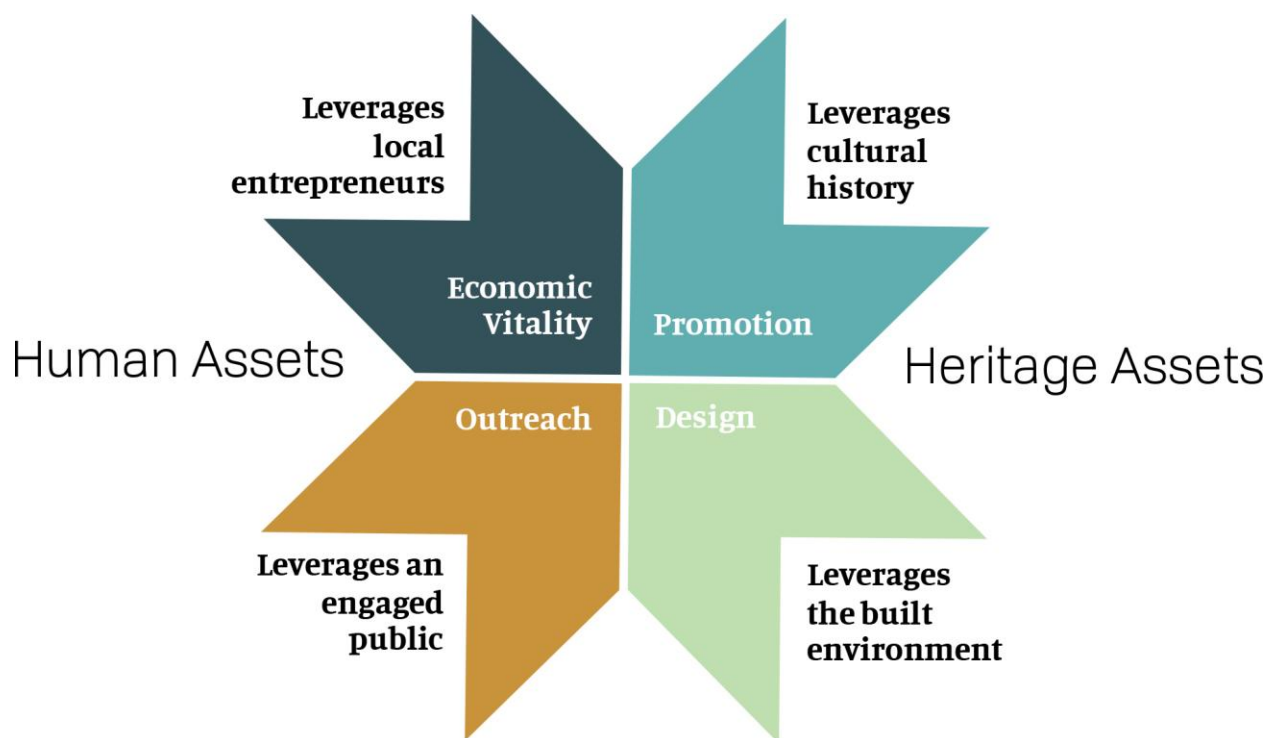


WASHINGTON STATE
MAIN STREET
PROGRAM

THE MAIN STREET APPROACH®

The Main Street Approach® is a unique preservation-based economic development tool that enables communities to revitalize downtown and neighborhood business districts by leveraging local assets — from historic, cultural, and architectural resources to local enterprises and community pride. It is a comprehensive strategy that addresses the variety of issues and problems that challenge traditional commercial districts.

The success of the Main Street Approach® is based on its comprehensive nature. By carefully integrating four points — Outreach, Promotion, Design, and Economic Vitality — into a practical downtown management strategy, a local Main Street program will produce fundamental changes in a community's economic base.



Design: Leverages the built environment and improves the appearance of all that is visual in the district

Economic Vitality: Leverages entrepreneurs to spur economic development within the context of an evolving built environment, builds from the strengths of the existing economy

Outreach: Leverages an engaged public and answers the question of “why we do the work we do” in a way that inspires and invites

Promotion: Leverages place and cultural history to position the district as the center of the community and hub of economic activity; cultivator of community's brand

WHY MAIN STREET WORKS

Direction

The Main Street Approach is a tried-and-true framework for organizing your community vitality efforts. It is a movement replete with best practices from across the nation. It is a statewide network that supports you and connects you to other towns utilizing the same approach in Washington State. The Main Street Approach provides a foundation for direction.

- ♦ **Comprehensive:** A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.
- ♦ **Asset-based:** Unique offerings and local assets provide the solid foundation for a successful Main Street initiative.



Engagement

Main Street is about people. Partnerships, volunteerism, leadership development, collaboration, and communication are key to a successful Main Street organization!

- ♦ **Self-Help:** Washington State Main Street Program can provide valuable direction and technical assistance, but only local leadership can breed long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
- ♦ **Public/Private Partnership:** Every local Main Street program needs the support and expertise of both the public and private sectors.

Step-by-Step Progress

The Main Street Approach has been used for over 40 years in thousands of downtowns and those that realize their vision begin by dreaming big and then breaking that big dream up into achievable work plans. You'll hear Main Street leaders say "do less and do it well" because they know one "win" leads to another.

- ♦ **Incremental:** Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex projects down the road.
- ♦ **Change:** Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.
- ♦ **Quality:** From storefront design to promotional campaigns to special events, quality must be instilled in the organization.
- ♦ **Action-Oriented:** Frequent visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small but dramatic improvements early in the process will remind the community that the revitalization effort is underway.

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