

Successful Revitalization is Incremental

- Successful Main Street revitalization is four pointed—organization, design, promotion and economic vitality
- Main Street revitalization is messy—it's not easy and it doesn't happen overnight
- Committed and dedicated citizens willing to put in their time and resources to make projects happen
- Start with one thing, work hard to make it successful and with quality then incrementally build from there as your capacity increases—one big project will suck the energy and resources away from people in the community and will not solve the problem
- Entrepreneurs are risk takers. Successful downtowns are entrepreneurial and reap the rewards of the risks they take.
- Communication and word of mouth is your friend!

How do you know you are succeeding?

- Increased ability of community leaders to access and utilize resources
- A greater understanding of what it takes for sustainable downtown revitalization and an increased knowledge in community development, historic preservation and downtown revitalization
- Increased revenue, wealth and investment in the community
- Improved assets—buildings, public spaces, businesses
- Additional jobs and businesses
- Increased housing opportunities through reuse of upper floors and redevelopment of vacant lots
- An increased marketplace/market share
- Population retention
- Preservation of community character

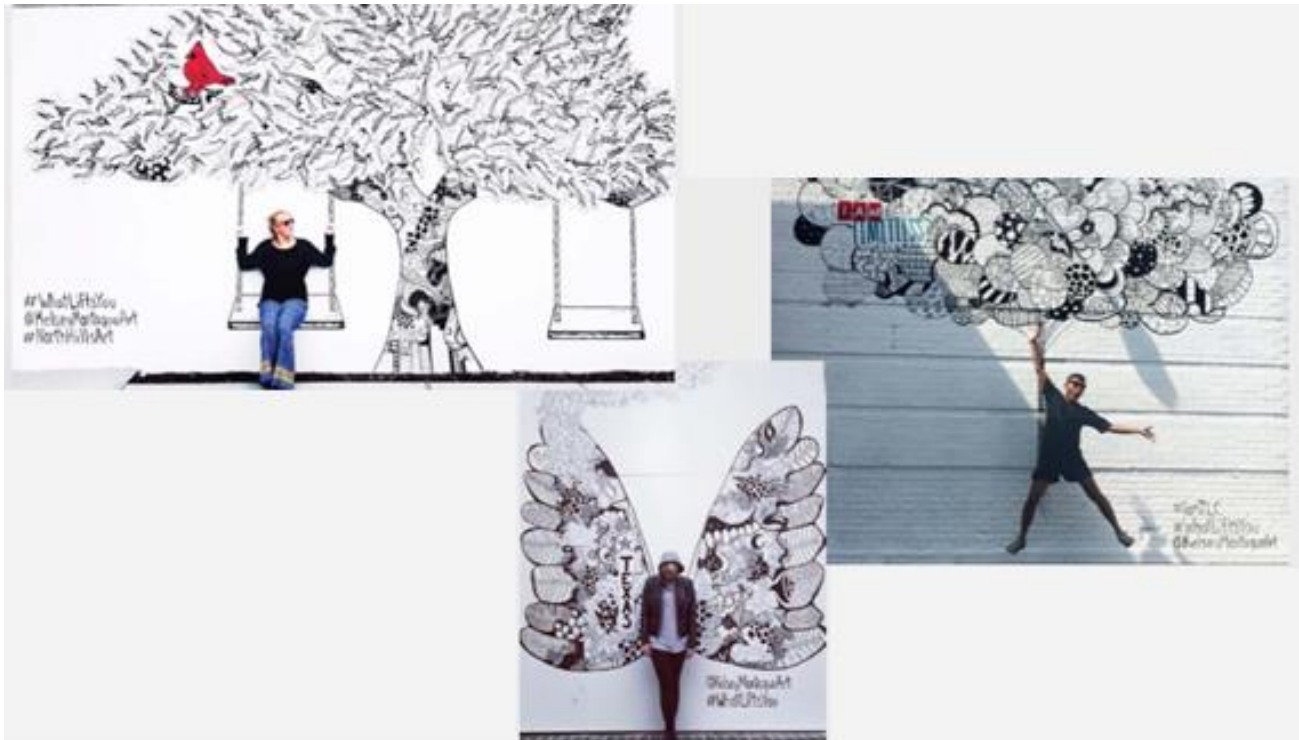
Category 1: Simple Projects & Activities

The small scale “Low Hanging Fruit”

Examples:

- Refreshing the mural and creating new ones
- Potted plants/flowers, landscape trimming
- Keeping downtown clean & green
- Plan community events and activities that happen downtown
- Business events that happen downtown
- Downtown walking club—community health, reward system
- Outdoor seating areas/gathering spaces

The key is to have a lot more activity on the street on a regular basis throughout the year







- cooking demonstrations
- tool, hardware and simple home improvement demonstrations
- home décor make and take projects



Category 2: Intermediate Projects & Activities

Increasing level of difficulty

Examples:

- More complex building improvements—facades, interiors, etc.—fix what you already have and leverage that for additional development
- More deliberate business development activities ☐ Targeted business development
- Development of a business friendly environment—cultivating business friendly property owners, development of quality spaces to locate businesses, developing financial incentives and other business assistance tools
- NE Business Development Center business consultations for existing businesses
- Being informed—constant attention to your market and market capacity, awareness of resources that are available
- Taking advantage of unique spaces in downtown—eg. empty lots, alleys and behind building areas for people to socialize and for holding special events; coworking spaces; pop up retail space; maker or re-maker space

Requires a higher level of volunteer engagement and participation including those with professional skills like contractors and those who regularly work one-on-one with small businesses; focusing on what locals and visitors are attracted to and focus on that





Category 3: Difficult Projects & Activities

Most challenging, complex and resource intensive

Examples:

- Redevelopment of buildings for new uses
- Construction of new buildings
- Community owned stores—cooperative business development
- Downtown housing—upper floor development

Requires a higher level of community engagement, investment, and use of outside talent and resources to guide, help fund, and facilitate projects



Ideas from the Elmwood Main Street Revitalization Committee

Category 1: Simple Projects & Activities

- Portable Seating
- Community Classes – all ages
- Community Garden
- Business signage
- Clean Up Teams
- Mural Refresh
- Progressive Dinner
- Tree Trimming
- Trash Cans
- Marketing & Promoting
- American Flags on poles
- Cement Benches
- Public Art Project
- Expanded Memorial Day Activities
- Review zoning codes

Category 2: Intermediate Projects & Activities

- Refresh the Community Center – Inside and Outside
- Shop Class – Learn construction techniques for façade improvements
- Building Assessments
- Coffee Shop
- Certified Kitchen for Potential pastry making

Category 3: Difficult Projects & Activities

- Street & Sidewalk upgrade
- Create a new building for the library & community center to be combined.
- Move Village Office to main street or old library building if new one is built
- Water, Sewer, infrastructure capacity updated
- Vacant buildings on main street