

DOWNTOWN REVITALIZATION

Planning for Success





THE MAIN STREET PROCESS

Hmmm...do I use a process proven to work, one that is tried and true, and likely successful...or not?

FOR POINT APPROACH

- Organization
- Marketing & Promotion
- Design & Heritage Conservation
- Economic Restructuring

FOUR POINT APPROACH Organization



FOUR POINT APPROACH

Marketing &
Promotion



FOUR POINT APPROACH

Design & Heritage
Conservation



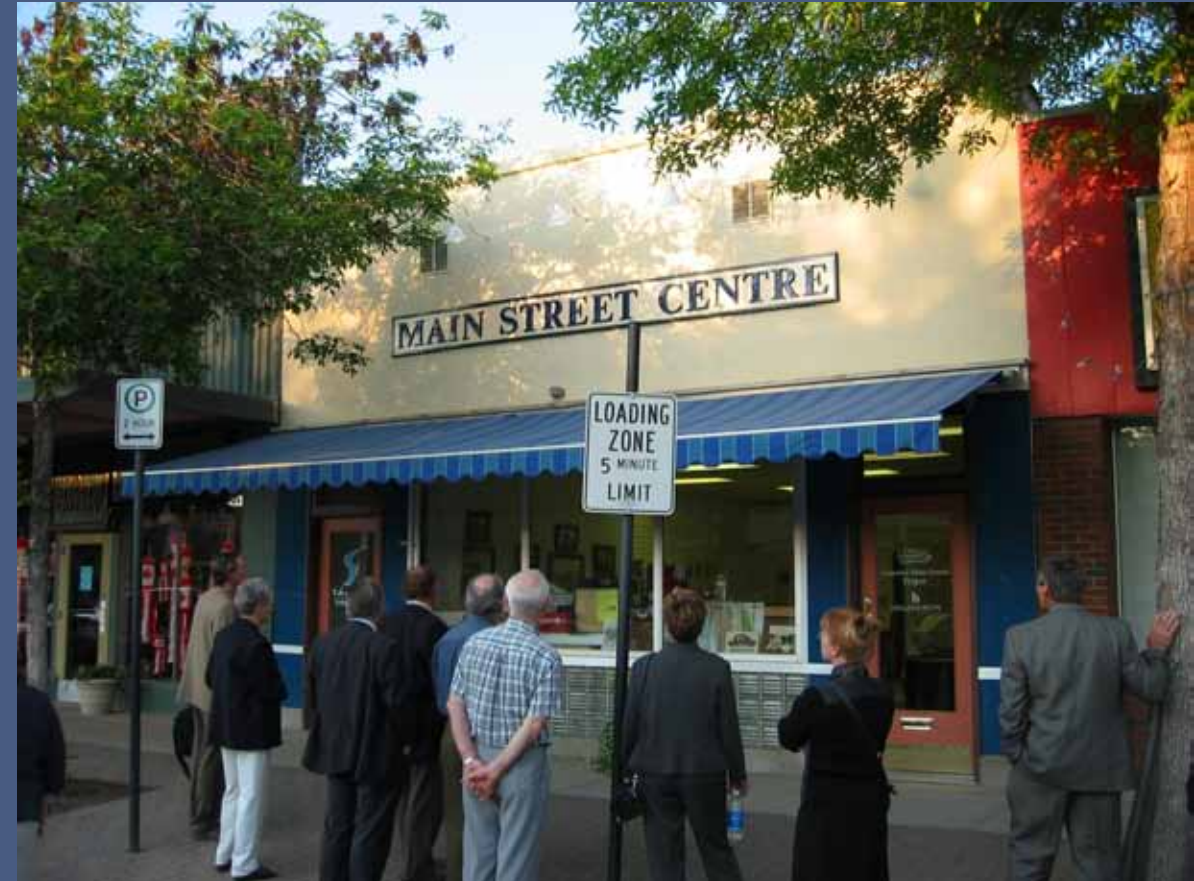
FOUR POINT APPROACH


Economic
Restructuring



Model for Success

National Main Street Center
Heritage Canada Foundation
Foundation Rues principales
Alberta Main Street Program
Main Street Saskatchewan





What are the common elements that help tie things together to bring success?

What are the challenges?

Common Elements

- Guiding Principles
- Standards of Performance

The National Trust for Historic Preservation

Guiding Principles

1. Comprehensive
2. Incremental
3. Self-help
4. Partnerships
5. Capitalizing on existing assets
6. Quality
7. Change
8. Implementation



1. COMPREHENSIVE

The Four Point Approach is applied in unison...each point can't act alone.

SMALLER PROJECTS

QUICK WINS

- PAINT STAR CAFE ^{LARGE IMPACT} 2nd FLOOR ^{MIN WORK}
- B.C. CAFE ^{OWNER SUPPORT} ^{KEY BLDG}
- COBBLE ROCK ^{NOT LOSTLY}
- PHARMA SAVE ^{OWNER SUPPORT} - PAINT ORP BUILDING ^{MIN WORK}
- PAINT SALVATION ARMY ^{NOT COSTLY}
- PAINT GLASCOCK BUILDINGS? ^{FIRST IMPRESSION}
- LOG MUSEUM

YEAR #2

- SEARS SLIP COVER
- DAILY GRAND FACADE
- COMPLETE
- C
- K
- ORP LOWER WINDOWS

2. INCREMENTAL

"Rome was not built in a day."

Start slow and steady...quick wins.

Camrose, Alberta



Before Rehabilitation



After Rehabilitation

Vilna, Alberta



Before Rehabilitation



After Rehabilitation

Ponoka, Alberta



Before Rehabilitation



After Rehabilitation

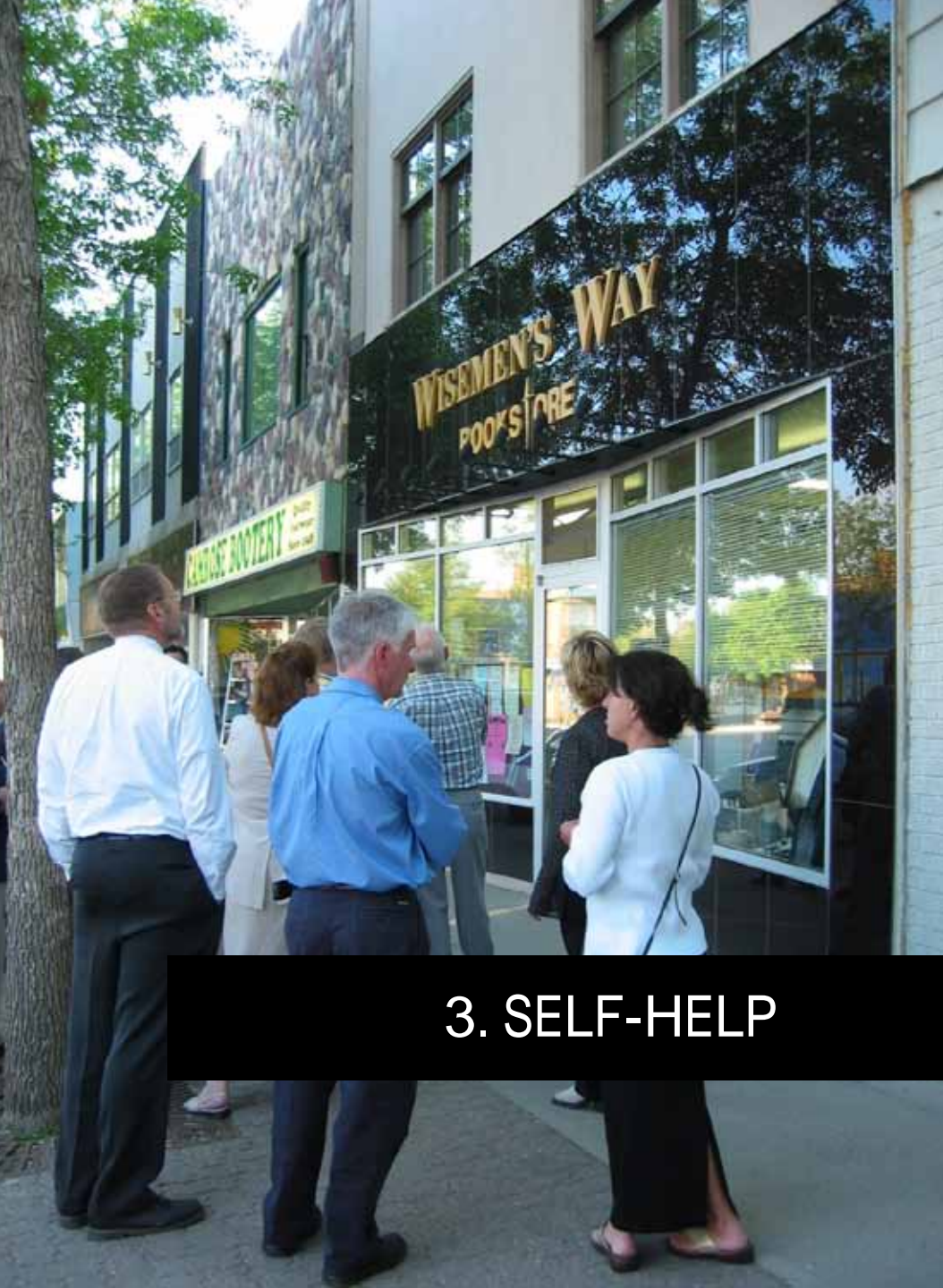
Wainwright, Alberta



Before Rehabilitation



After Rehabilitation



3. SELF-HELP

Engage the community, mobilize, foster pride and create a sense of community.



3. SELF-HELP



4. PARTNERSHIPS

Public and private partnerships are essential.



Historic commercial districts are unique and distinctive.

5. CAPITALIZING ON ASSETS

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5. CAPITALIZING ON ASSETS





It should be the backbone of the revitalization program.

6. QUALITY



6. QUALITY



6. QUALITY



6. QUALITY



6. QUALITY





Change is
good...it will
happen...and
most times for
the better.

7. CHANGE



7. CHANGE



7. CHANGE



7. CHANGE



7. CHANGE



7. CHANGE



8. IMPLEMENTATION

Visible results
create
confidence,
excitement,
and a sense of
anticipation.



8. IMPLEMENTATION

Ten Standards of Performance

1. Community Support
2. Vision and Mission
3. Work Plan / Implementation Plan
4. Preservation Ethic
5. Board & Committees
6. Adequate Budget
7. Program Manager
8. Ongoing Training
9. Key Statistics
10. Networking

1. Community Support

- ü Community representation
- ü Philosophical commitment
- ü Public and private sector partnerships
- ü Public engagement







Place Value Chart

Heroncalle

HERON
EIGHT
SEVEN

EIKO

57





PARADIS





2. Vision and Mission

- ü All-encompassing vision statement
- ü Mission statements for board & committees
- ü Statements that drive program and press releases
- ü Reflect results of community engagement



3. Work Plan / Implementation Plan

- ü Measurable goals & objectives
- ü Work plans for board & each committee
- ü Progress reports
- ü Yearly reviews
- ü Accountability



4. Preservation Ethic

- ü Financial incentives
- ü Design review and guidelines
- ü Building designations
- ü Façade improvements
- ü Supportive land-use policies
- ü Public awareness initiatives
- ü Local design services
- ü Educational activities



5. Board & Committees

- ü Fundraising
- ü Unified voice to promote and advocate
- ü Monthly meetings
- ü Member orientation
- ü Work plans
- ü Annual reviews



6. Adequate Budget

- ü Revenue from varied sources
- ü Dedicated to downtown revitalization
- ü Able to achieve goals
- ü Adequate to cover salary & benefits
- ü Financial accounting and reports
- ü Plan for long-term sustainability



7. Program Coordinator

- ü Full-time employee or contractor
- ü Trained professional
- ü Regular monthly reports to board
- ü Ongoing networking and training
- ü Fair remuneration for responsibilities



8. Ongoing Training

- ü Volunteer recruitment & training
- ü Annual volunteer recognition
- ü Reference & training materials
- ü Local, provincial, national opportunities



9. Key Statistics

- ü Report monthly or quarterly
- ü Share successes
- ü Create annual reports
- ü Utilize results to garner support



10. Networking

- ü Meet with fellow Main Street managers
- ü Member of Heritage Canada Foundation
- ü Member of the NMSC



Challenges

- ü Lack of vision
- ü Staying organized
- ü Dominating personalities
- ü Sources of funding
- ü Municipal support
- ü Time commitments
- ü Change in coordination
- ü Lack of expertise
- ü Securing buy-in
- ü Big-box retailers
- ü Vacancies
- ü Accountability

Embracing challenges
bring opportunities that can
propel you.



A hand-drawn speech bubble with a thick, textured black border. Inside, the text is arranged in three lines. The first line reads "IF YOU CHANGE" with "IF" in red, "YOU" in yellow, and "CHANGE" in green. The second line reads "NOTHING, NOTHING" with "NOTHING," in blue and "NOTHING" in purple. The third line reads "WILL CHANGE" with "WILL" in brown and "CHANGE" in dark red. Small "emobijo" watermarks are visible inside the letters "O" of "YOU" and "O" of "NOTHING".

IF YOU CHANGE
NOTHING, NOTHING
WILL CHANGE

THANK
YOU!

DOWNTOWN REVITALIZATION: Planning for Success