



## Main Street America™ Partnership

Economic and Workforce Development Committee  
Brenda Hicks-Sorensen, Economic Development Director  
September 27, 2022

# Background



# Geographic Placemaking

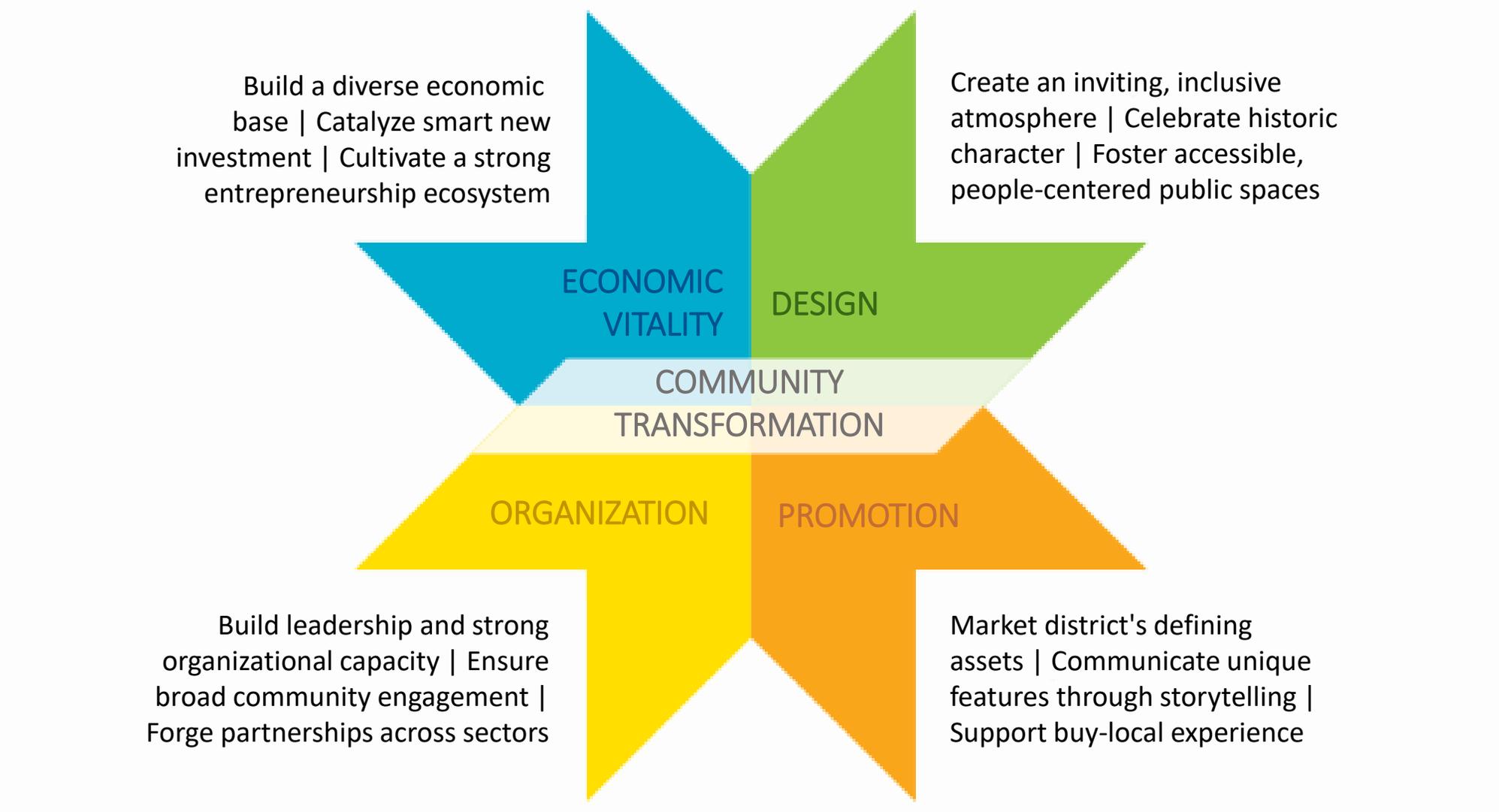


Operation Facelift 2.0	\$3.0 M
Outdoor Spaces Program	\$1.25 M
<b>Corridor Program Pilot</b>	<b>\$1.0 M</b>
<b>Total:</b>	<b>\$5.25 M</b>

- The National Main Street Center was established as a program of the National Trust for Historic Preservation in 1980.
  - National Trust for Historic Preservation established by an Act of Congress in 1949
- Main Street has helped over 2,000 communities across the country bring economic vitality back downtown
- Neighborhood Services, a program of Main Street America, offers a range of community-driven economic development services



# Main Street Approach™



# Why Main Street

- Main Street America pioneered the use of the Main Street Approach in urban neighborhood commercial districts when it worked with the City of Boston to create the Boston Main Streets Program in 1995
  - First urban multi-neighborhood district Main Street® citywide program in the United States
- Today, Main Street America delivers technical assistance and training services to Main Street® urban neighborhood commercial districts through other citywide Main Street® coordinating programs. For example:
  - Baltimore
  - Orlando
  - Washington, DC





- Boston Main Streets is a network of 20 Main Streets organizations that use a comprehensive revitalization approach to create, build, and sustain health commercial districts.
- Since 1995, the Boston Main Streets helped create 1,394 new businesses, 8,176 new jobs, and 373,680 volunteer hours. They've held hundreds of events and improved storefront occupancy rates.
- Allston Village: At the core of one of Boston's most diverse communities. Allston Village Main Streets constantly supports its neighborhood to sustain its strong culture and community.



Recognizing the important role neighborhood commercial districts play in the overall health of the city's neighborhoods, Orlando Main Streets established in 2008

- Currently have 12 districts

**Statistics to Date:**

- Total \$ reinvested in improvements - \$505,329,386
- Net new businesses – 1,362
- New full and part-time jobs – 8,645
- Business expansions – 86
- Volunteer hours donated – 131,627



***A local thing***

One of Orlando's newest accredited Main Street districts, Curry Ford West is also its most uniquely charming. What had become a pass-through for commuters is being revitalized by passionate business owners and championed by a new generation of residents eager to build community and see local culture thrive.

# Main Street America Proposal

## Technical Assistance - Community

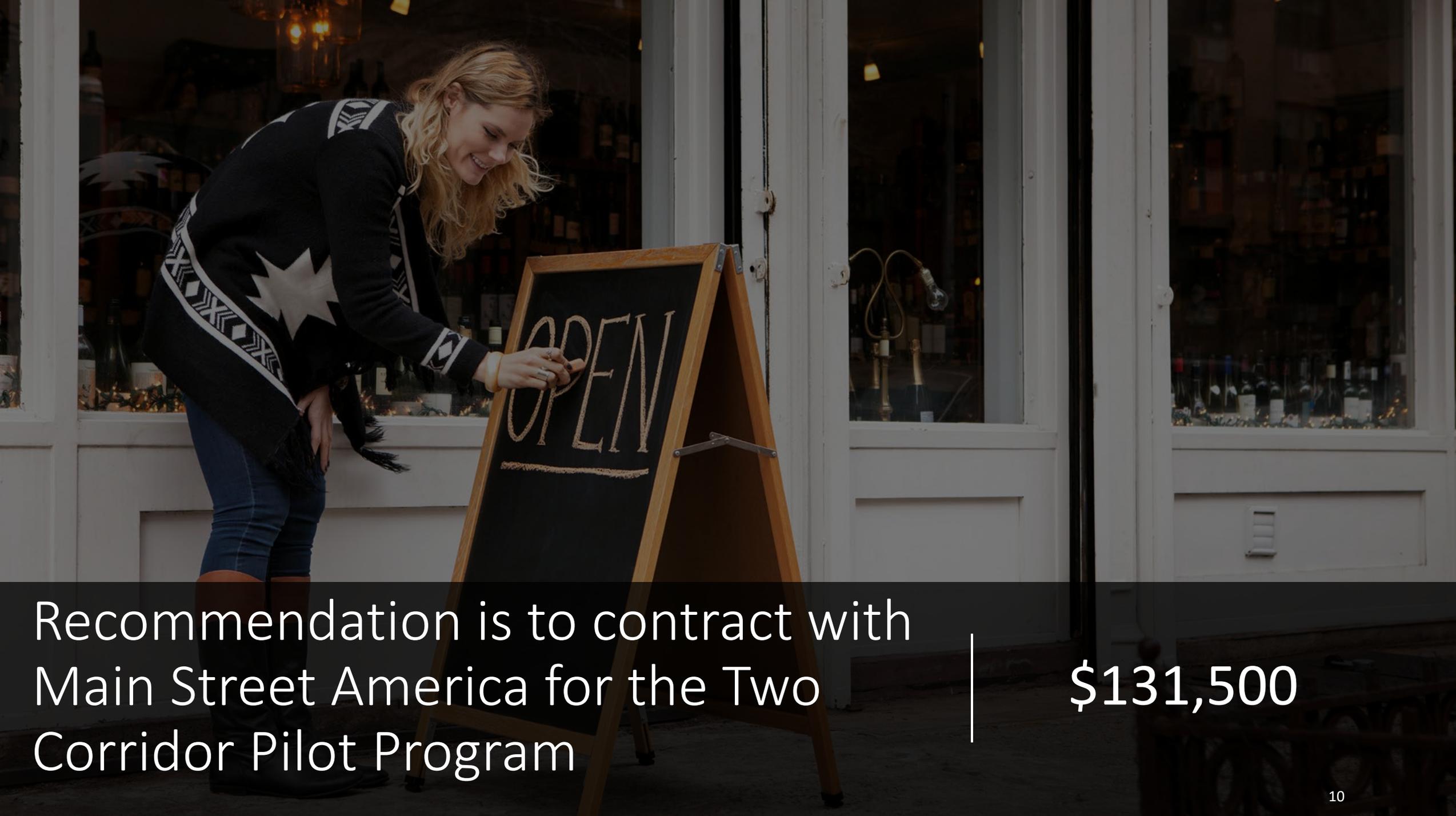
- Request for Applications
- Main Street 101 Basic Training in Urban Neighborhood Commercial Districts
- Market Analysis Training utilizing the Main Street Approach

## Technical Assistance – Selected Corridors

- Community Asset Mapping, Engagement & Partnership Building
- Board Training
- Board and Community Volunteer Recruitment and Retention
- Transformation Strategy
- Work Plan/Metrics Development
- Program Assessment Visits
- Professional Development/Field Learning

## Growth Stage

- Program Pre-assessment
- Application Development, Metrics and Impact Measurement/Reporting



Recommendation is to contract with  
Main Street America for the Two  
Corridor Pilot Program

\$131,500



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