

# The Main Street Approach



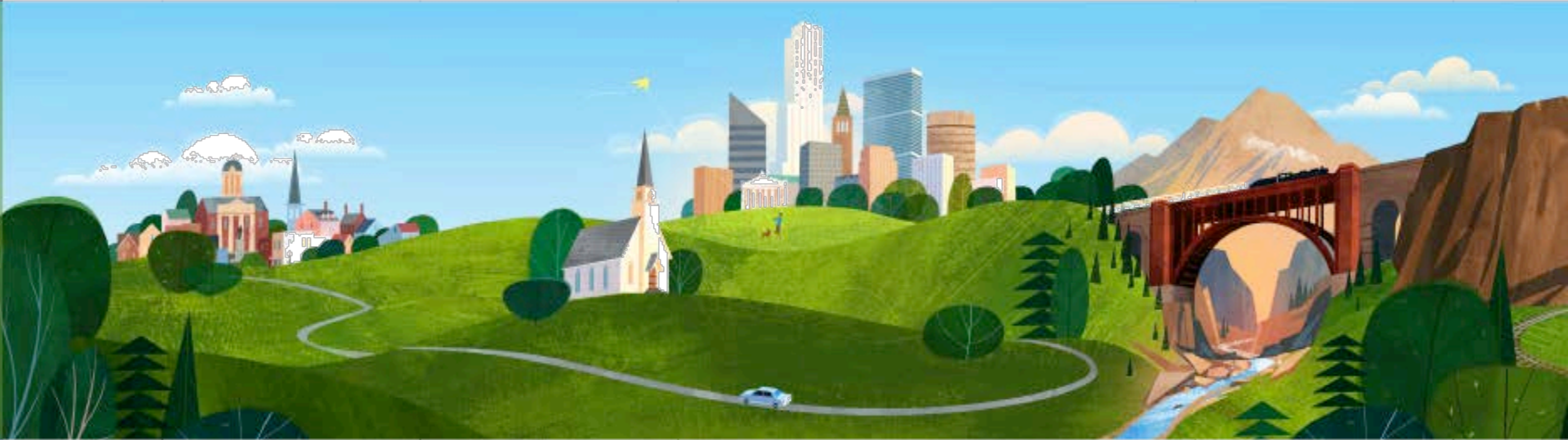
*Washington State*  
**MAIN STREET**  
PROGRAM

Dept. of Archaeology & Historic Preservation  
Washington Trust for Historic Preservation

WASHINGTON MAIN STREET



National Trust *for*  
Historic Preservation



In 1977, concerned about continuing threats to traditional commercial architecture in economically declining downtowns across America, the National Trust for Historic Preservation launched the Main Street Project. After testing theories in the field for several years, they came up with guiding principles for successful, long-term revitalization strategies.

# Main Street Principles

Comprehensive

Incremental

Self-Help

Public-Private Partnership

Capitalizing on Existing Assets

Quality

Change

Action Oriented



WASHINGTON MAIN STREET





Since its founding in 1980, the National Main Street Center has been the leader of a coast-to-coast network now encompassing more than 2,000 programs and leaders who use the Main Street approach to rebuild the places and enterprises that create sustainable, vibrant communities



Since 1984, the Washington State Main Street Program has been helping communities revitalize the economy, appearance, and image of their downtown commercial districts using the successful Main Street Approach®.

WASHINGTON MAIN STREET

# The Main Street Approach®

DESIGN DEVELOPING **SPACE**

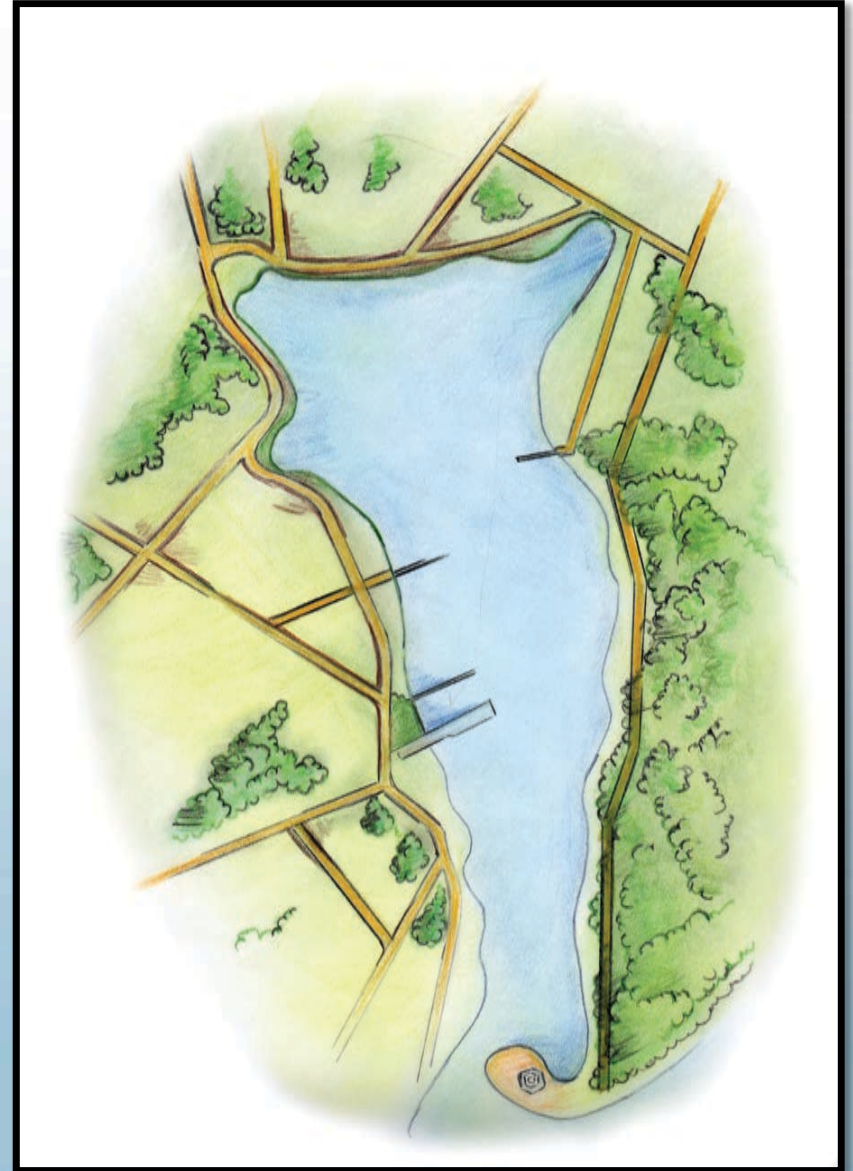
ORGANIZATION DEVELOPING **PARTNERS**

PROMOTION DEVELOPING **MARKETS**

ECONOMIC VITALITY DEVELOPING **BUSINESSES**



## Gig Harbor's Main Street District



WASHINGTON MAIN STREET

# DESIGN



## Architecture & Preservation -

Storefront improvements & rehabilitations, infill construction/new construction, design guidelines/ordinances

**Signage** - Retail/office signage, way-finding and gateway, lighting

**Streetscape & Circulation** – Planters & flower baskets, street trees, sidewalks, benches, bike racks, public art, crosswalks, traffic calming elements, parking, green spaces



# ECONOMIC VITALITY



**Business Retention** - Build & expand on existing businesses

**Business Recruitment** - Recruit new, appropriate retail & office

**Understanding the Market** - Building & business inventory, market analysis



# ORGANIZATION



**Communication** - Newsletters, social media, newspapers, radio

**Fundraising** – Annual dues, B&O tax credits, fundraising events, municipal funding

**Building Partnerships** – Identifying and engaging stakeholders, public presentations

**Volunteer Management** – Recruitment, leadership development, recognition and appreciation

# PROMOTION



**Image Promotion** - Enhancement and education about downtown, holiday events, Shop local campaigns

**Retail Promotion** - Rings cash registers for local businesses, discounts, sidewalk sales, Girls Night Out

**Special Events** - Festivals, celebrations (can also raise money for organization)

# COMMUNITY-DRIVEN

Community engagement is core to the strategy

- Promote both what the organization is doing and why it's important
- Get to know stakeholders and help them tell their story
- Foster a sense of ownership in downtown - shift from “for” to “with”!
- Empower stakeholders to lead by identifying skills and offering engagement opportunities
- Leadership development through Main Street





# MEASURING OUTCOMES

## Baseline Data

- Inventories – businesses and properties
  - Vacancy rate
  - Property values
- Customer data
  - How many live, work downtown
  - Demographics
  - Perceptions
  - Visits
- Traffic counts
  - Vehicles
  - Public transportation
  - Bicycles
  - Pedestrians

## Quantitative

- Business & job growth
- Public & private investment
- Volunteer hours
- Sales tax
- Zip code surveys
- Number of events, attendees, business impact (visitors, sales)

## Qualitative

- Testimonials from business owners & community members
- Focus groups
- Surveys - perceptions

# ORGANIZATIONAL STRUCTURE

**BOARD OF DIRECTORS:** Financial, advocacy, policy, planning, personnel

**EXECUTIVE DIRECTOR:** Coordinating volunteers, planning, day-to-day administration, resource to downtown district

DESIGN

**Committee Chair**

**Committee Members**

ECONOMIC  
VITALITY

**Committee Chair**

**Committee Members**

ORGANIZATION

**Committee Chair**

**Committee Members**

PROMOTION

**Committee Chair**

**Committee Members**

Committee volunteers meet regularly, learn about Main Street Approach, prepare for meetings, and take responsibility for projects



## Stay in touch!

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*Washington State*  
**MAIN STREET**  
PROGRAM

## Stay in touch!

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