

Committees

Organization involves building a Main Street framework that is well represented by business and property owners, bankers, citizens, historic preservationists, entrepreneurs, public officials, chambers of commerce, and other local economic development organizations. Everyone must work together to renew downtown. A strong organization provides the structure and stability to build and maintain a long-term effort.

Design enhances the look and feel of the commercial district. Historic building rehabilitation, street and alley clean-up, landscaping, street furniture, signage, visual merchandising, and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in, and live. Design improvements result in a reinvestment of public and private dollars to downtown.

Economic Vitality involves analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of Main Street's traditional merchants are examples of economic vitality activities.

Promotion creates excitement and vibrancy downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street provides education on what's downtown and encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

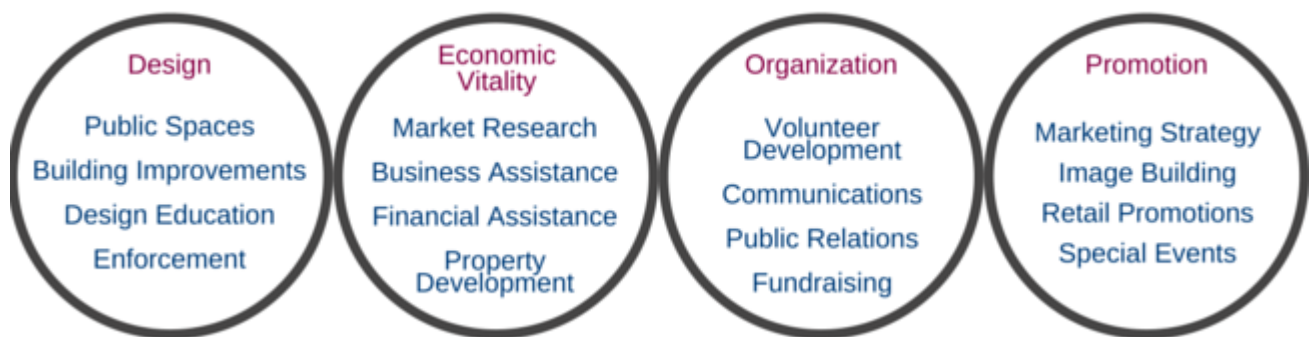
The Four-Point Approach designed by National Main Street has an asset-based approach to economic development. There are human assets (both an engaged public and entrepreneurs) and heritage assets (both built and cultural history).

Organization develops partners by working with the engaged public;

Economic Vitality develops businesses by working with entrepreneurs;

Design develops space by working with the built history;

Promotion develops markets by working with cultural history.



Organization focuses on building collaboration among a broad range of public and private sector groups, organizations, and constituencies. The committee does this by raising money, overseeing volunteer activities, promoting the program, and managing finances.

Likely Candidates:

- merchants
 - property owners
 - residents
 - civic group volunteers
 - accountants
 - media representatives
 - volunteer specialists
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Design involves improving the physical environment by renovating buildings, constructing compatible new buildings, improving signs and merchandise displays, creating attractive and usable public spaces, and ensuring that planning and zoning regulations support Main Street revitalization. The committee should shape the physical image of the downtown as a place attractive to shoppers, investors, business owners, and visitors. The committee does this by educating others about good design, providing good design advice, planning Main Street's development, and motivating others to make changes.

Likely Candidates:

- architects
- history buffs
- real estate agents
- interior designers
- contractors
- graphic designers and artists
- downtown property owners
- architecture students
- city planners
- people who want to be “part of the action”

Economic Vitality concentrates on strengthening the district's existing economic base while finding ways to expand its economy and introduce compatible new uses. The committee accomplishes this by building entrepreneurial economies, strengthening existing businesses and recruiting new ones, finding new economic uses for traditional Main Street buildings, developing financial incentives and capital for business development and retail operations layout, and monitoring the economic performance of the district.

Likely Candidates (this committee in particular needs a broad range of people / working styles):

- merchants
 - property owners
 - realtors
 - mortgage bankers
 - consumers
 - marketing professionals
 - developers
 - stock brokers
 - business students
 - representatives of Small Business Development Centers
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Promotion deals with marketing the district's assets to residents, visitors, investors, and others through special events, retail promotion, and activities that improve the way the district is perceived. The committee does this by understanding the changing market, identifying downtown assets, defining the Main Street's market niche, and creating a new image.

Likely Candidates:

- downtown merchants
- chamber of commerce members
- civic groups involved in the arts
- marketing/advertising professionals
- teachers of marketing or design
- staff in advertising or tourism offices
- reporters and editors
- graphic designers and artists
- people who want to be “part of the action”

Information compiled from **National Main Street Center Committee Handbooks** and **Washington State Main Street Program Guide and Handbook**.