



# MAIN STREET AMERICA™

*Coordinating Program*

## MAIN STREET SOUTH CAROLINA

- Background
- I. Organizational Structures
- II. Roles & Responsibilities
- III. Next Steps

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**Municipal Association of SC**



**Conway**



# Main Street South Carolina

**Laurens**





Main Street America® (2018) \*



# MAIN STREET AMERICA™

Nationally recognized.  
Locally powered.™

The state program, Main Street SC, is connected to the national network. There are 2,000 communities and 45 coordinating programs nationwide.

# Main Street Four Point Approach™

1

## Organization

Restoring Civic  
Value

2

## Design

Restoring Physical  
Value

3

## Promotion

Restoring Social  
Value

4

## Economic Dev.

Restoring Economic  
Value

Through a pilot program in the late 1970s, the National Trust for Historic Preservation learned that downtown **lost its value in four distinct areas.**

The Main Street Program was developed to restore value in downtown by using the Four Point Approach to address:

1. **Organization** - getting the community working toward consensus
2. **Design** - getting the commercial district in top physical shape
3. **Promotion** - marketing the district's unique characteristics and assets
4. **Economic Enhancement** - diversifying the district's economic base

It is both incremental and comprehensive, addressing the restoration of each of these values simultaneously.

# Why utilize the Main Street process?

**Commercial districts *must* be managed.**

Much like shopping malls have a management team to ensure its success, downtown needs comprehensive management.

It is a proven model:

- That is comprehensive;
- That connects community;
- That engages grassroots ideas;
- That provides accountability and pride in accomplishments.

# Main Street South Carolina



Dance  
on  
in here

High Country  
Olive Oil

High  
Country  
Olive Oil

Hand Made  
FRESH OIL  
TREATS

GUARANTEED  
SATISFACTION



**MAIN STREET  
AMERICA™**

*Coordinating Program*

**MAIN STREET  
SOUTH CAROLINA**

At the state level our story began in 1983 to promote the historic and economic redevelopment of traditional business districts throughout the state.

As the coordinating program for the state MSSC:

- carries out the Main Street America brand
- designates Main St communities
- provides assistance in the 4 focus areas

Housed within the Municipal Association of SC— we are the only coordinating program operating as a service of a municipal league



**\$41M**



**Public  
Improvements**

**New Housing  
Units**



**85**

**60**



**New  
Businesses  
Opened**

**18**



**Buildings  
Rehabilitated**



**Main Street is NOT an event planning group. While events are a part of the revitalization process, the larger goal is to create the best environment for events. Events help strengthen the image of downtown as the center of community activity. It's the social element of the program.**



# 200

Special Events



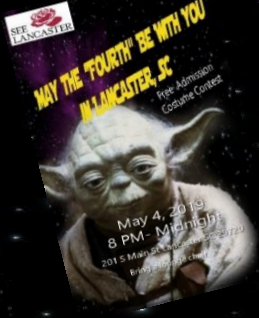
# MAY THE FOURTH BE WITH YOU IN LANCASTER, SC

May 4, 2018

8 PM- Midnight

201 S Main St. Lancaster SC 29720

- First Annual
- Bring A Lounge Chair or Blanket
- Free Star Wars' Costume Contest
- Free Photo Booth
- Free Star Wars Movie
- Food Vendors
- and More



# FINALLY FRIDAY! on the Square

2015 Community Vibrancy Grant  
300+ people each month  
businesses report sales  
restaurants LOVE it!



MAIN STREET HARTSVILLE

PRESENTS

2018 FALL

# Window Display Contest

OCTOBER 3RD -  
OCTOBER 25TH

PULL OUT THE PUMPKINS AND GRAB A GHOST, THE 2018 FALL WINDOW DISPLAY CONTEST IS COMING TO DOWNTOWN HARTSVILLE! THE TOP 3 BUSINESSES WITH THE BEST FALL DISPLAY WILL BE AWARDED CANDY TO GIVE AWAY DURING TREATS ON THE STREETS.

FOR MORE INFORMATION, CONTACT 843.383.3015 OR  
INFO@MAINSTREETHARTSVILLE.ORG



## 19<sup>th</sup> Annual SC Festival of Discovery Uptown Greenwood

- Private/Public Collaboration | Staff Driven
- 2.5 million Economic Impact
- 39,000 attendees
- 14 Blues venues
- 50 Free concerts
- Hospitality Tax doubles in July
- \$40,000 in restaurant revenue
- 200,000 in Hotel Revenue
- 88% Hotel OR (74% in 2017)



DOWNTOWN

Dillon

*Embracing The Future*

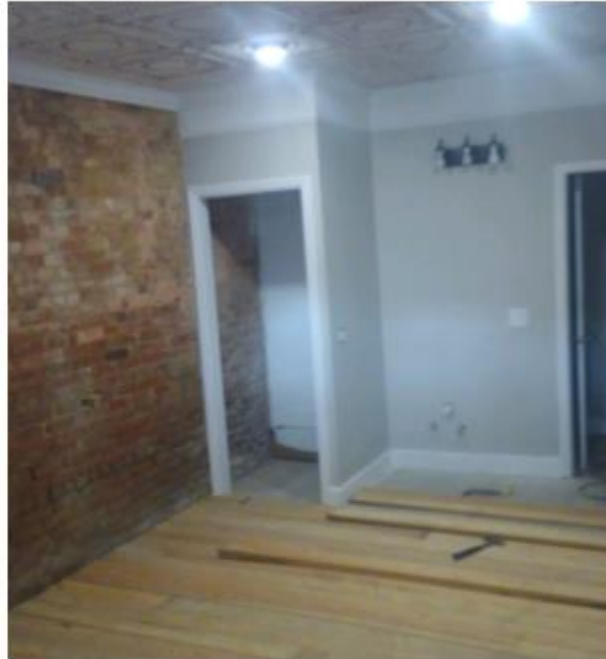
# DILLON DOWNTOWN DEVELOPMENT

ECONOMIC SUMMARY FY19 UPFIT | CASE STUDY #4 - 110 N. MACARTHUR

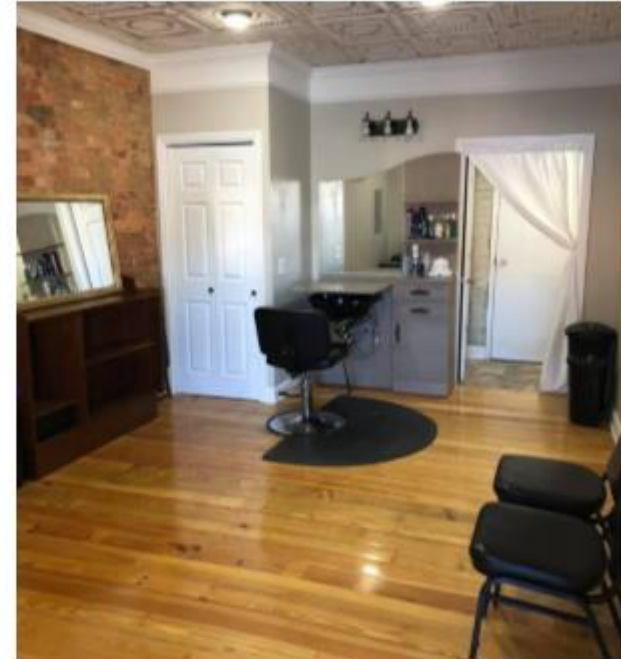
**BEFORE**



**DURING**



**AFTER**



**BUSINESS TYPE:**

**SALON/PERSON CARE SERVICES**

What was once a storage room is now the new home of The Main Alley Salon and an additional office space for another business.

**DATE OF IMPROVEMENT:**

This project was completed in June 2019

**FINANCING ASSISTANCE:**

The property owner is a FY 2019 Upfit grantee who was awarded a 50% match up to \$15,000 of the total amount spent.

**TOTAL REHAB COST:**

\$ 30,000



**ECONOMIC BENEFIT:**

This project is a great example of Adaptive Reuse Downtown Dillon. What was once a storage room has become a boutique hair salon. The benefit is trifold: the space has been repurposed, it creates a new stream of revenue for the property owner and we have a new business downtown!



Impact  
**2018**

# DILLON DOWNTOWN DEVELOPMENT

## BY THE NUMBERS



# Organizational Structures

**While the 4 core areas of focus are a true formula, the Main Street model is flexible to accommodate local conditions.**

# What is it?

- ❖ Economic Development Tool
- ❖ Preservation & Asset Based
- ❖ Grassroot partnerships
- ❖ Incremental & comprehensive

# What is it not?

- ❖ Prohibitive “project”
- ❖ Event planning
- ❖ Another committee
- ❖ “catch-all”





# Local Commitment

- Identifiable Main Street district
- Local government commitment
- Diversified & sustainable funding
- Paid staff
- Administer the Main Street Approach
- Attend training sessions
- Local historic preservation ethic and activity
- Track and submit reinvestment statistics
- *Member of National Main Street Center*

## MAIN STREET PRINCIPLES

1. Comprehensive
2. Incremental
3. Self-Help
4. Public/Private partnership
5. Identify and capitalize existing assets
6. Quality
7. Change
8. Action-oriented

Municipality		Program Name	Pop.	Program Structure	2019 Membership Level
1	Aiken	Aiken Downtown Development Association	30,000	Nonprofit	Classic
2	Beaufort	Downtown Beaufort	13,000	City Dept.	Classic
3	Bennettsville	Main Street Bennettsville	8,000	City Dept.	Classic
4	Camden	Downtown Camden	7,000	City Dept.	Aspiring – year 3
5	Central	Central Revitalization Association	5,000	Town Dept.	Friends
6	Cheraw	Main Street Cheraw	6,000	Town Dept.	Aspiring – year 1
7	Clinton	City of Clinton	8,000	City Dept.	Aspiring – year 3
8	Dillon	Main Street Dillon	6,000	City Dept.	Friends
9	Florence	City of Florence Downtown Dev. Department	39,000	City Dept.	Classic – Accelerated
10	Fountain Inn	City of Fountain Inn	8,500	City Dept.	Friends
11	Gaffney	My Downtown Gaffney	13,000	City Dept.	Friends
12	Georgetown	Main Street Georgetown	9,000	City Dept.	Classic
13	Greenwood	Uptown Greenwood	23,000	City Dept.	Classic – Accelerated
14	Hartsville	Main Street Hartsville	8,000	City Dept.	Classic
15	Kingstree	Town of Kingstree	3,000	City Dept.	Aspiring – year 2
16	Lancaster	See Lancaster	9,000	City Dept.	Classic
17	Laurens	Main Street Laurens	9,000	Nonprofit	Classic
18	Manning	Main Street Manning	4,000	City Dept.	Classic
19	Moncks Corner	Corner Renaissance	10,000	Town Dept.	Classic
20	Newberry	City of Newberry	10,000	City Dept.	Friends
21	North Augusta	North Augusta Forward	23,000	Nonprofit	Aspiring – year 1
22	Orangeburg	Downtown Orangeburg Revitalization Asscn.	12,000	Nonprofit	Classic
23	Pageland	Town of Pageland	2,600	Town Dept.	Friends
24	Summerville	Summerville D.R.E.A.M	49,000	Nonprofit	Classic
25	Sumter	Downtown Sumter	40,000	City Dept.	Classic
26	Williamston	Envision Williamston	4,000	Nonprofit	Classic

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Committees are the vehicles through which Main Street implements Work Plans and through which downtown revitalization actually takes place.

**Committees serve several important roles:**

- They provide the people who actually implement activities.
- They provide a structured framework that allows volunteers throughout the community to become actively involved in the downtown revitalization process.
- They enable all agencies and partners to work together to accomplish common goals and to build relationships.
- Committees help develop new leadership to sustain the revitalization effort.

Who manages the committees?

# How Main Street Management Works

**Nonprofit**

**Board of Directors**

**City**

**Downtown Dev. Dir.**

**Organization**

**Design  
Chair**

**Promotion  
Chair**

**Economic Vit.  
Chair**

**PR**

**Advocacy**

**Volunteer engagement**

**Networking**

**Inviting appearance**

**Pedestrian access**

**Signage**

**Master planning**

**Image & branding**

**Special events**

**Retail promotion**

**Demographics & stats**

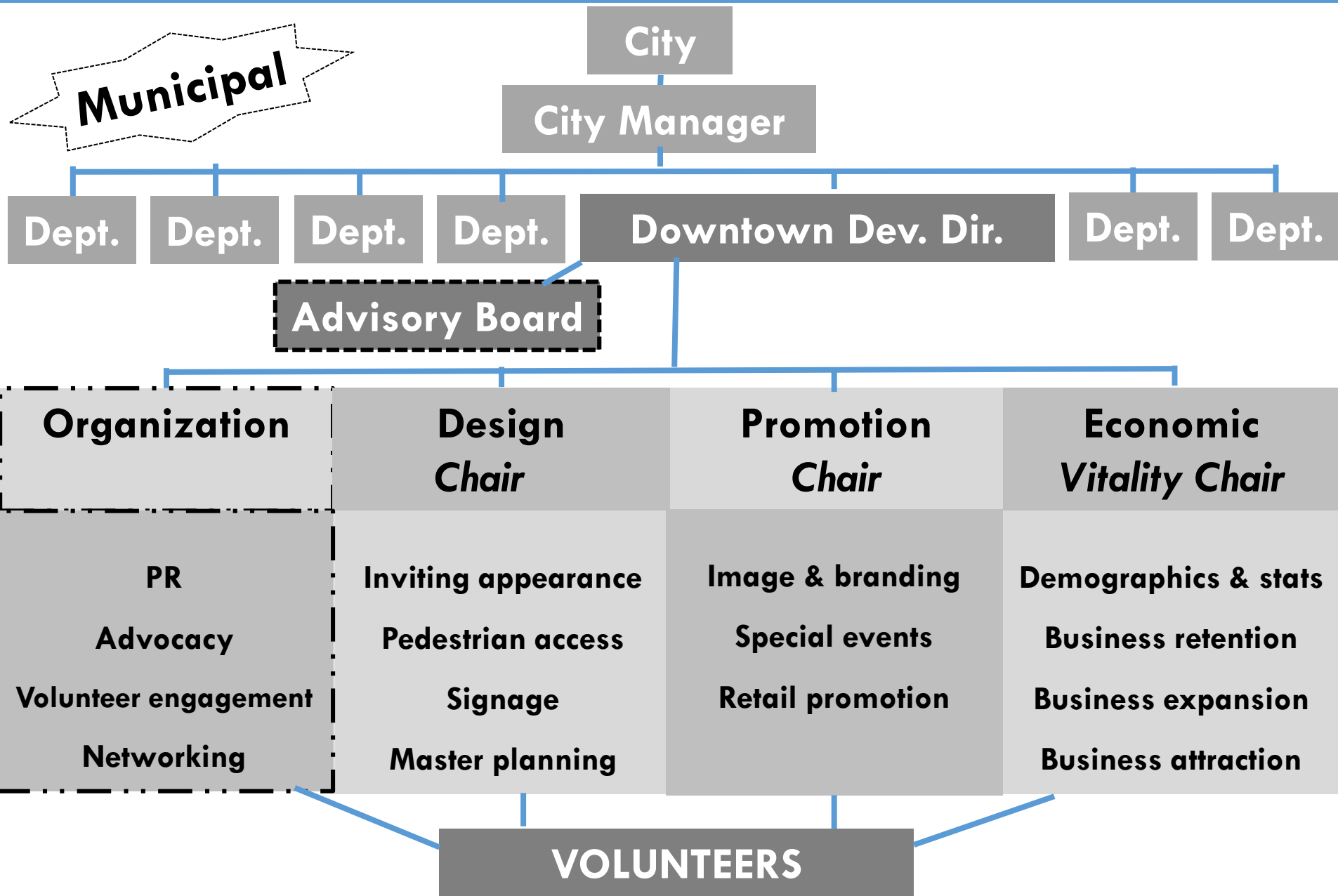
**Business retention**

**Business expansion**

**Business attraction**

**VOLUNTEERS**

# How Main Street Management Works



# **Roles & Responsibilities**



**City  
Manager**  
(Role with Downtown)

- ✓ **Financial**
- ✓ **Advocacy**
- ✓ **Policy**
- ✓ **Planning**
- ✓ **Personnel**



# Downtown Advisory Board

Advisory boards are put in place when the program is a dept. of local government. They promote the program to community stakeholders and help build volunteer base; they work closely with staff and committees to promote the mission and goals of organization.

Determine what is needed on the board:

- identify talents
- make it easy to become involved

## DOES

- **Recruit influential community leaders**
- **Educate about the Main Street approach**
- **Share details of progress**
- **Collaborate with downtown director**
- **Provide feedback from community**
- **Participate in work plan development**

## DOESN'T

- **Mislead members into thinking that they will be setting operational policy**
- **Leave members in the dark about the program's accomplishments**



# Downtown Dillon Director

Promotion

Design

Economic  
Vitality

- ❖ Coordinates activities
- ❖ Oversees operations
- ❖ Focuses on downtown
- ❖ Builds partnerships
- ❖ Manages volunteers
- ❖ PR & outreach

**DOES NOT DO  
THE WORK OF  
THE COMMITTEES**

# **Committee Responsibilities**

- Determine and prioritize objectives
- Develop short and long-term activities for each objective
- Establish, empower and monitor committee projects and activities

# **Committee Member expectations**

- 1 year of service
- 1 to 3 hours a month
- Attend events
- Recruit new members
- Draft an annual plan
- Positive representation

# **Functions of a Committee Chair**

- Calls & runs meetings and keeps them on schedule.
- Makes sure opinions are respected and heard at the meeting.
- Follows up with members to see that work is progressing.
- Maintains good communication between Board and committee.

## **Qualities of a committee chair:**

- Organized
- Leader
- Ability to delegate

# Next Steps

# Main Street SC | Membership Levels

**Dillon  
2019**

**STARTUP**

**ENTRY**

**ADVANCED**

**Friends of Main Street**

**Startup level:** Capacity building to help create leadership and community vision

**Aspiring Main Street**

**Developing level:** 3 year commitment; graduate and become Classic Main Street

**Classic Main Street**

**Accelerated level:** Local program demonstrates they meet the Four Point Approach. Communities may require additional services in one area to ensure excellence.

**Accredited Main Street**

**Advanced level:** Local program meets National Main Street Center accreditation

**\$400/year**

**\$7,500-  
\$12,500/year\***

\*fees based upon population

>5,000	\$7,500, 5,000, 5,000
5,000-15,000	\$10,000; 7,500; 7,500
15,000+	\$12,500; 10,000; 10,000

**\$1,200/year**

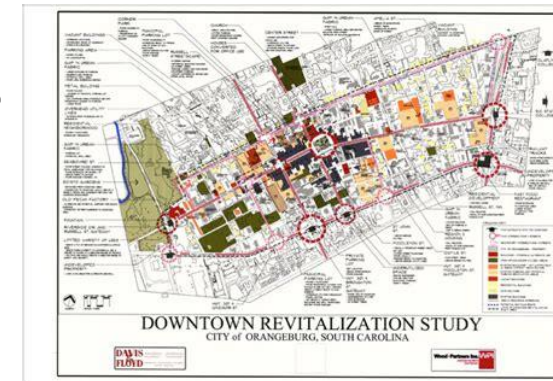
**\$800/year**

# NEXT STEPS

## How Revitalization Works

### Strategic planning for downtown

1. Develop the vision and the mission
2. SWOT analysis: strengths, weaknesses, opportunities, threats
3. Goal setting
4. Project identification
5. Work planning: projects, resources, partners, timelines, budgets
6. Implementation & communication



# Main Street Approach®



## **Community vision + Market understanding:**

Establish a community vision for the Main Street district that acknowledges market realities and provides a foundation for future (re)development.

*Key tools: local surveys, market data*

## **Transformation Strategies**

Select a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.

*Key tools: focused strategy, implementable goals*

## **Implementation and Measurement**

Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.

*Key tools: project work plans, data collection and tracking*

# Development Strategy – EXAMPLE

## **Best College Town in South Carolina... and the Southeast**

**The City of Hartsville’s economic development objective is to promote policies that encourage new and expanded residential development and business activity in the downtown area, that results in growth in employment, income and the tax base in the City.**

This will enhance the “College Town” atmosphere.



# **SAMPLE – Main Street Workplan Strategy Board**

<b>Mission</b>	Revitalize downtown as a safe, attractive environment that fosters vibrant growth driven by our historic charm and inland port.			
<b>GOALS</b>	<b>Organization</b>	<b>Design</b>	<b>EV</b>	<b>Promotion</b>
<b>Become the coordinating agency for the revitalization of downtown</b>	<ul style="list-style-type: none"><li>• Develop volunteer program</li></ul>	<ul style="list-style-type: none"><li>• Create photo inventory</li></ul>	<ul style="list-style-type: none"><li>• Building/property inventory</li></ul>	<ul style="list-style-type: none"><li>• Develop website</li><li>• Establish events calendar</li></ul>
<b>Improve the image of downtown</b>	<ul style="list-style-type: none"><li>• Social media storytelling with business profiles</li></ul>	<ul style="list-style-type: none"><li>• Develop Downtown Masterplan</li></ul>	<ul style="list-style-type: none"><li>• Develop new business concierge packet</li></ul>	<ul style="list-style-type: none"><li>• Launch branding program</li></ul>
<b>Improve the competitiveness, selection, variety &amp; quality of downtown businesses</b>	<ul style="list-style-type: none"><li>• Establish “merchant mixers”</li></ul>	<ul style="list-style-type: none"><li>• Explore outdoor dining ordinance</li></ul>	<ul style="list-style-type: none"><li>• Business survey – ID what is wanted and sustainable</li></ul>	<ul style="list-style-type: none"><li>• Create retail tie-in event with Shop Small</li></ul>



# Get Involved in Main Street!

**4<sup>th</sup> Quarter Training**  
**Orangeburg | Sept. 26**  
**10a – 4p**  
*Focus on Grants*

## VOLUNTEER

Find your passion...join a committee...  
 help revitalize your community!



MAIN STREET BOARD		DOWNTOWN					COMMUNITY				BACKGROUND				ROLE			Other
#		Prop Owner	Bus Owner	Org	Resid	Empl	City / County	Prop/ Bus	Org	Resid	Skills /Talents	Age	Gender	Race/E thnic	Board	Com	Ot her	\$ Support
1																		
2																		
3																		
4																		
5																		
6																		
7																		
8																		
9																		
10																		
11																		

**Building a representative leadership base:**  
 \* Who do we have? \* Who do we need?

**Bringing different perspectives, talents, skills**

**How can MS best utilize what they offer /bring?**

# Restoring Prosperity Requires:

**Strong leadership.**

**Vision and planning.**

**Unified effort.**

# Questions?

Jenny Boulware  
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## **Upcoming Events & Announcements**

- A. Pine Street Neighborhood Revitalization CDBG Grant
- B. Wildcat Nation – Tailgate Event/Spirit Week  
**(September 22<sup>nd</sup> – 28<sup>th</sup>)**
- C. MASC grant application: Downtown Master Plan
- D. FY 2020 Façade Grant applications available

**Next meeting –  
September 16**