

## The Main Street Four Point Approach®

### A Proven Strategy to Revitalize Traditional and Historic Commercial Districts

As a unique economic development tool, The Main Street Four-Point Approach® is the foundation for communities to revitalize their commercial districts by leveraging local assets – from cultural and architectural heritage to local enterprises and community pride. Developed by the National Trust Main Street Center, the Main Street Approach is a *comprehensive* strategy tailored to meet local needs and opportunities. Local staff and volunteers work to implement projects in four key areas:

- **Organization:** Building consensus and cooperation among public and private groups and individuals and identifying sources of funding for revitalization activities.
- **Design:** Enhancing the district's physical appearance through building rehabilitation, compatible new construction, public improvements, and design management systems.
- **Promotion:** Marketing the commercial district through events and advertising to attract customers, potential investors, new businesses, residents, and visitors.
- **Economic Restructuring:** Strengthening the district's economic base and creating new opportunities through careful analysis and appropriate mixed-use development.

### MORE THAN 25 YEARS OF SUCCESS

Cumulatively, the commercial districts taking part in the Main Street program have generated more than \$48.8 billion in new investment, with 206,600 in building rehabilitations and a net gain of more than 391,050 new jobs and 87,850 new businesses. Every dollar a community uses to support its local Main Street program leverages an average of \$25 in new investment, making the Main Street program one of the most successful economic development strategies in America.

Main Street offers a revitalization framework appropriate for communities of all types. Local Main Street programs are established either as freestanding organizations or as part of an existing entity, such as a CDC or economic development organization. Working in conjunction with a state or citywide Main Street Coordinating Program or directly with the National Trust Main Street Center, local Main Street programs plan and implement projects that create more vibrant and healthy commercial districts over time.

### GETTING STARTED

Learn more, build a public-private coalition, and get going! To begin the process:

- Call the National Trust Main Street Center at [202.588.6219](tel:202.588.6219) or visit [www.preservationnation/main-street.org](http://www.preservationnation/main-street.org).
- Discuss the idea with business and property owners, residents, government officials, and key leaders in your community.
- Learn from existing programs in your area. For referrals, contact the Center.
- Consider a Main Street Assessment for a professional opinion on whether Main Street is appropriate for your commercial district.

# The National Trust Main Street Center<sup>®</sup>

Established in 1980 as a program of the National Trust for Historic Preservation, the National Trust Main Street Center is the nation's largest full-service commercial district revitalization organization. The Center serves as a resource to communities and individuals interested in revitalizing traditional commercial districts. A nonprofit organization, the Center provides information, offers technical assistance, holds conferences and workshops, and conducts research and advocacy on critical revitalization issues.

**Community Assistance:** Through our consulting services and information resources, the National Trust Main Street Center has helped more than 2,200 cities, towns, and neighborhoods of all types rebuild the economic and social vitality of their downtowns and neighborhood commercial districts. We can help your commercial district in the following ways:

**Publications:** We offer several publications and training materials on revitalization, ranging from getting-started basics to advanced how-to materials.

**Conferences:** Held annually, the *National Main Streets Conference* is the largest commercial district revitalization conference in the United States, with more than 70 educational sessions and networking opportunities for revitalization professionals and community leaders like you.

**National Main Street Network<sup>®</sup>:** This cost-effective membership keeps local programs informed about key revitalization issues. Benefits include *Main Street News*, access to the Members Area of our website, and valuable discounts on products and conferences.

**Consulting Services:** Main Street's Field Services staff provide experienced, professional assistance for your revitalization effort through on-site consulting and training services. Our knowledgeable staff can help you start your revitalization program and solve your toughest challenges. Typical clients include local Main Street organizations, business associations, CDCs, chambers of commerce, and municipal governments. Our services include:

- assessment of commercial districts
- economic development services (business mix, retention, recruitment)
- organizational development
- market analysis
- urban design
- fund-raising services
- strategic and long-term planning
- real estate development services
- marketing strategies
- planning and ordinance review

**Financial Assistance:** Loan and equity financing is available for organizations, municipalities, and for-profit and nonprofit developers of historic properties through the National Trust Loan Funds and the National Trust Community Investment Corporation. For more information, call 202.588.6054.

**To learn more about the National Trust Main Street Center, call [202.588.6219](tel:202.588.6219) or visit [www.preservationnation/main-street.org](http://www.preservationnation/main-street.org).**