

# Perceptions and Realities of the Main Street Four Point Approach and Downtown Revitalization

2015 Arizona Rural Policy Forum  
Thursday, August 6, 2015  
1:30 – 3:00 PM  
Clarkdale, AZ



# Welcome and Introductions

- **Lani Lott**, Consultant, Arizona Downtown Alliance/  
Arizona Preservation Foundation
- **Kendall Jaspers**, Executive Director, Prescott  
Downtown Partnership
- **Rina Rien**, Executive Director, Casa Grande Main  
Street



**Perception** - *Our Downtown isn't really that important to the overall community now that we have . . .*

- The Mall
- The New Big Box Retailer
- The New Big Employer
- The New “Visitor” Attraction
- The New Name Brand Restaurant



# **Reality-** *Downtown matters on many levels and is critically important to a community . . .*

- Economic engine
- Local sense of pride
- Visitor attraction in itself
- Community gathering place
- Natural small business incubator
- Keeper of a community's history



**Perception** - *Revitalization of Downtown is the sole responsibility of . . .*

- The City
- Or the business owners
- Or the Chamber
- Or somebody else



**Reality** - *An entire community has a stake in supporting a vibrant, economically strong downtown . . .*

- Private Sector
- Public Sector
- Residents
- Visitors
- Civic and nonprofit organizations



## Perception

*Main Street Program is unique to Arizona!*

## Reality

- *Main Street Four Point Approach was developed by the National Trust for Historic Preservation in 1977.*
- *Today, the National Main Street Center oversees 2,000+ communities across the U.S.*
- [www.preservationnation.org/main-street](http://www.preservationnation.org/main-street)



# **Perception** – *The Main Street Program* primarily focuses on . . .

- Saving old buildings
- Planting flowers and trees
- Fixing up downtown business facades
- Working with the downtown businesses
- Putting on a street event or Farmer's Market





**Reality** - *The Main Street Approach focuses on ALL of these areas and so much more . . .*

**Capacity  
Building**

**Promotion**



**Business  
Development**

**Design**

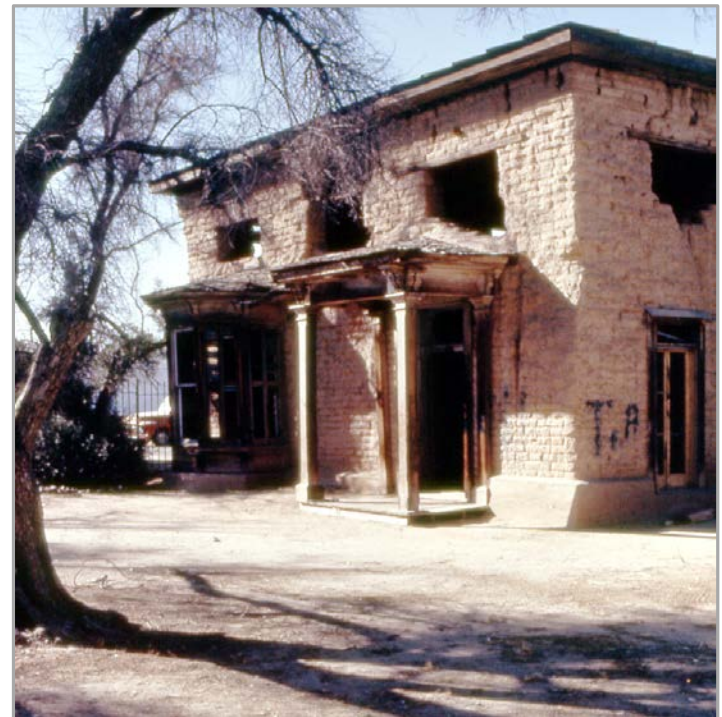


**Perception** – *The Main Street Program is only for rural communities with historic downtowns.*

**Reality** – *The Main Street Four Point Approach can be utilized by all communities, rural or urban and with or without historic assets.*



**Perception** – *The Main Street Four Point Approach will magically solve all of your downtown's issues, challenges, personalities, and problems overnight.*



# **Reality** – *The Four Point Approach is a long-term strategy that builds on short-term successes. . .*

- Community driven
- Focused vision
- Comprehensive plan
- Structure to engage community
- Leverage partnerships & collaborations
- Incremental and implementation focused
- **Economic Revitalization Program based in Historic Preservation**



# Value of National Main Street Program

## 2013 National Reinvestment Statistics

<b>Dollars Reinvested</b>	<b>\$59.6 billion</b>
(Total reinvestment in physical improvements for public and private sources)	
<b>Net Gain in Businesses</b>	<b>115,381</b>
<b>Net Gain in Jobs</b>	<b>502,728</b>
<b>Number of Building Rehabilitations</b>	<b>246,158</b>
<b>Reinvestment Ratio</b>	<b>\$33.28/\$1</b>

National Trust cumulative statistics 1980 - 2012 for all Main Street communities



# Value of the Arizona State Main Street Program

Arizona Main Street cumulative statistics gathered 1986 - 2002  
from 15 designated Main Street communities

- Building Projects: 3,932 = \$416,977,491
- Property Acquisitions: 1,556 = \$284,364,124
- Public Improvements: 665 = \$2,374,945,331
- NET New Businesses: 1,647
- NET New Jobs: 8,484



# Perceptions and Realities from Two Arizona Main Street Programs

- **Kendall Jaspers**, Executive Director,  
Prescott Downtown Partnership
- **Rina Rien**, Executive Director, Casa  
Grande Main Street Program



# 10 Strategies to Kick Start Your Revitalization Efforts

1. “Like” Arizona Downtown Alliance Face book.  
<https://www.facebook.com/AZDowntown>
2. Visit the National Main Street Center’s website.  
<http://www.preservationnation.org/main-street>
3. Inventory what activities or projects that you already support in each of the four points.
4. Take the worksheet back to your community and fill it out with a group of supporters.
5. Visit a neighboring Main Street community.





# 10 Strategies to Kick Start Your Revitalization Efforts

6. Plan to attend the next Arizona Downtown Alliance Community Forum (TBD).
7. Continue to be a champion for your downtown and look for two more to join you in your efforts.
8. Ask the AZ Downtown Alliance to come and make a presentation.
9. Invite your Chamber, City, County, business owners, and residents to attend the Alliance's presentation.
10. Be proud of your community and stay focused.



# Thank you

- **Lani Lott, AZ Downtown Alliance**
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