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
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 . . .*
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollars Reinvested</td>
<td>$59.6 billion</td>
</tr>
<tr>
<td>(Total reinvestment in physical improvements for public and private sources)</td>
<td></td>
</tr>
<tr>
<td>Net Gain in Businesses</td>
<td>115,381</td>
</tr>
<tr>
<td>Net Gain in Jobs</td>
<td>502,728</td>
</tr>
<tr>
<td>Number of Building Rehabilitations</td>
<td>246,158</td>
</tr>
<tr>
<td>Reinvestment Ratio</td>
<td>$33.28/$1</td>
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</tbody>
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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

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Projects</td>
<td>3,932</td>
<td>$416,977,491</td>
</tr>
<tr>
<td>Property Acquisitions</td>
<td>1,556</td>
<td>$284,364,124</td>
</tr>
<tr>
<td>Public Improvements</td>
<td>665</td>
<td>$2,374,945,331</td>
</tr>
<tr>
<td>NET New Businesses</td>
<td>1,647</td>
<td></td>
</tr>
<tr>
<td>NET New Jobs</td>
<td>8,484</td>
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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


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

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