RESOURCE TEAM
HISTORIC 4TH AVENUE BUSINESS DISTRICT
BIRMINGHAM, ALABAMA
MAIN STREET
ALABAMA
Creating Jobs. Keeping Character.
OCTOBER 15 – 17, 2019

RESOURCE TEAM

HISTORIC 4TH AVENUE BUSINESS DISTRICT

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What happened to Main Street?

Downtowns and Neighborhood Commercial Districts are no longer the primary provider of goods and services.

- Federal Highway
- Advent of the Mall Age
- Internet

Is there hope for Main Street?

- Trends and assets support rejuvenation.
- Consumers are tired of the impersonality of shopping malls.
- People value personal attention, name recognition and exemplary service.
- Substantial share of community's economy – jobs, tax base and businesses.
- Mobile society, greater market potential.
- Historic shopping environment.

WHERE IS YOUR DISTRICT HEADING?

- Expand Main Street's business mix.
- Collaborative effort of both public and private sectors is essential.
- Gradual process, it takes time to build capacity.
- Traditional commercial districts require full-time professional management.

Facts of life about district revitalization

- Most resources are local
- Forge coalitions
- Create the culture & priority for renewal
- No magic wand

4 Point Approach

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

PROMOTION positions the commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

What makes the Main Street Approach unique?

- Comprehensive
- Assets
- Quality
- Change
- Incremental
- Self-help
- Partnership
- Implementation

MAIN STREET
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ORGANIZATION

What is Organization?

The Organization Committee plays a key role in keeping the board, committees, staff and program-of-work in good shape by attracting people and money to the organization.

- Continued Community Engagement
- Governing Documents
- Volunteer Management
- Public Relations
- Partnerships
- Fundraising

ORGANIZATION BASICS

Governing Documents:

MOU – to outline roles and responsibilities between the local Main Street program and partner organizations

Review policies and procedures for the organization

ORGANIZATION

Brings *the community together to build consensus and common vision, assemble resources and lead revitalization*

- ✓ **Fosters Community Engagement**
  - Partnership / Collaboration Building, Volunteer Leadership Development
- ✓ **Encourages Investment in Revitalization**
  - Diversified funding structure, fund development/FUNDRAISING, in-kind donations
  -
- ✓ **Promotes the Revitalization efforts**
  - Communication, Public Relations, Organization Branding

District Bridges Main Street, Washington DC

ENGAGING THE COMMUNITY

Potential Barriers to consider
• The capacity and ability of different stakeholders to participate
• 'Hard to reach groups' such as young people, older people, minority groups or socially excluded groups
• Levels of community infrastructure
• Contested or divided communities
• Rural isolation
• Gaps in information
• Literacy and numeracy levels and dominance of oral culture

Design Issues to consider
• Techniques and engagement methods to be used
• Need for independent facilitation
• Location and accessibility of the venue
• The number and type of engagement events
• Transport requirements
• Childcare needs
• Format and content of communication and publicity materials
• Use of interpreters and signers
• Need for outreach activities

https://www.communityplanningtoolkit.org/sites/default/files/Engagement.pdf

ORGANIZATION

ENGAGING THE COMMUNITY

Organization

How do you build consensus & cooperation?

Radical Emapthy

Grass
roots recruiting &
Relationship building

Community
Culture

Rev Birmingham – Woodlawn UrbanMain Process

ORGANIZATION

ENGAGING THE COMMUNITY

ATTRACTING

Attract residents & stake holders by communicating and helping them to understand the benefit to them and the community.

LEVERAGE SKILLS

Understand the skills of residents and business owners. Document their desire in the role they would like to play and leverage those skills. Do not try to fit them into roles & titles. Make unique to your district.

TRUST BUILDING

Are you genuine? Why do YOU care?

COMMUNITY CULTURE

"People like us do things like this."

Rev Birmingham – Woodlawn UrbanMain Process

ORGANIZATION

ENGAGING THE COMMUNITY

PORCH PARTIES

outreach is provding tools and resources to those whom resources are limited. At the Porch Parties we provide access to information and resources. To accomplish the goal of equitable entrepreneurship.

PROCESS

How do you equip residents to hosts a porch party?

COMMUNICATION

Leverage communication points available in your district/community.

Rev Birmingham – Woodlawn UrbanMain Process

ORGANIZATION

Opportunities to engage in 4th Avenue Business District

ORGANIZATION

ENGAGING THE COMMUNITY

http://www.andersonville.org

ORGANIZATION

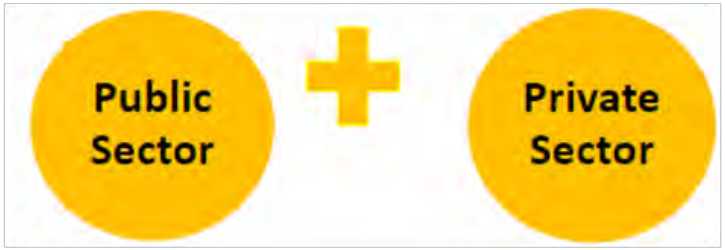
ENGAGING THE COMMUNITY - STORYTELLING

- Disposable cameras to local schools and ask them to take pictures of what they love most about the Historic 4th Ave district.
- Places throughout the community where people can enter video booths and tell stories, in their own words, about why they love the Historic 4th Ave. district Create a video that can be screened and streamed widely throughout the district and city.
- Partner with local artists to turn interviews into a play, performed by professionals or local residents

ORGANIZATION

ENGAGING ALL PARTNERS – PUBLIC & PRIVATE

- City government
- County



- Neighborhood Stakeholders
- Community
- Foundations, banks large corporations

Organizational value:

- Dedicated focus on management of commercial corridor revitalization – Organization and Person
- Lead agency that serves as the convener for community engagement
- Liaison, connector to businesses and property owners
- Partnerships with city, county (if applicable), foundations, banks and corporations for revitalization investments

ENGAGING ALL PARTNERS – PUBLIC & PRIVATE (EXAMPLES)

Baltimore Main Streets Program
(a key in the community economic development eco-system)

Baltimore City's Anchor Institutions Strategy

Primarily District Anchors

- Educational Institutions
  - ✓ University of Baltimore – Community Development Fellows
  - ✓ Morgan State University – Scholar Interns Program
  - ✓ Johns Hopkins Medical Systems – Rebirth of East Monument

ORGANIZATION

ENGAGING ALL PARTNERS – PUBLIC & PRIVATE (EXAMPLES)

BUY LOCAL

Shift University spend to local businesses and provide high quality entrepreneurship support.

HIRE LOCAL

Strengthen career pathways for local residents with the University, its vendor network and partners.

LIVE LOCAL

Maintain South Side Employer Assisted Housing Program and support community partners' affordable housing efforts.

ENGAGING ALL PARTNERS – FUNDING

BOSTON MAIN STREETS FOUNDATION

The Boston Main Streets Foundation, a public-private initiative established by the City of Boston in 2007, has been the driving force behind the revitalization of the City's neighborhood commercial districts. We are committed to making Boston's neighborhood commercial districts thriving, vibrant centers of commerce and community by supporting the Boston Main Streets program. Our Foundation seeks to develop long-term strategies to increase the economic power and resources of neighborhood commercial districts while pursuing initiatives that build knowledge and capacity for Main Streets programs and the businesses they serve.

Our Goals

DEVELOP RENEWABLE INCOME STREAMS FOR LOCAL BOSTON MAIN STREETS ORGANIZATIONS

PROVIDE FUNDING OPPORTUNITIES AND RAISE CORPORATE, PRIVATE, AND PUBLIC SUPPORT FOR BOSTON MAIN STREETS DISTRICTS

CREATE THRIVING, VIBRANT CENTERS OF COMMERCE AND COMMUNITY

ORGANIZATION

Balance of Funding Sources

30-50% **Public funding** (government – city, county, state)

20-30% **Funding from business district** (BIDS, BIA, business & property owners, residents, partners, corporations, utilities, etc.)

30-40% **Community funding** (Residents, industry, businesses outside of DT, civic organizations, foundations, etc.)

5-15% **Miscellaneous** Earned Income [Events & Activities (festivals, etc.), merchandise]

ORGANIZATION – SELLING MAIN STREET

How to Sell Main Street to Constituent Groups

- Be specific about the things that are important to each group
- Personalize the approach to them
- One size does not fit all….

FUNDRAISERS

"Friendraisers"

Dear Friends,

I want to extend an invitation to you to join me for a "friendraiser" for the Quad Communities Development Corporation (QCDC) hosted by our board of directors. I am proud of what our organization has done for the communities of N. Kenwood, Douglas, Grand Boulevard, and Oakland and hope you can join us to hear more about how QCDC is moving forward.

Quad Communities Development Corporation

Thursday, October 5, 2017
6:00p to 8:00p
Quad Communities Development Corporation
4210 South Berkeley Avenue
Chicago IL 60653

Suggested donation of $100 per person
To make your donation, please go to www.qcdc.org and click on the donate tab.

Fundraising 101

What product are you selling?
$ Who has a stake in Main Street?
$ How do you make the “pitch”?

ORGANIZATION

Activities could include:

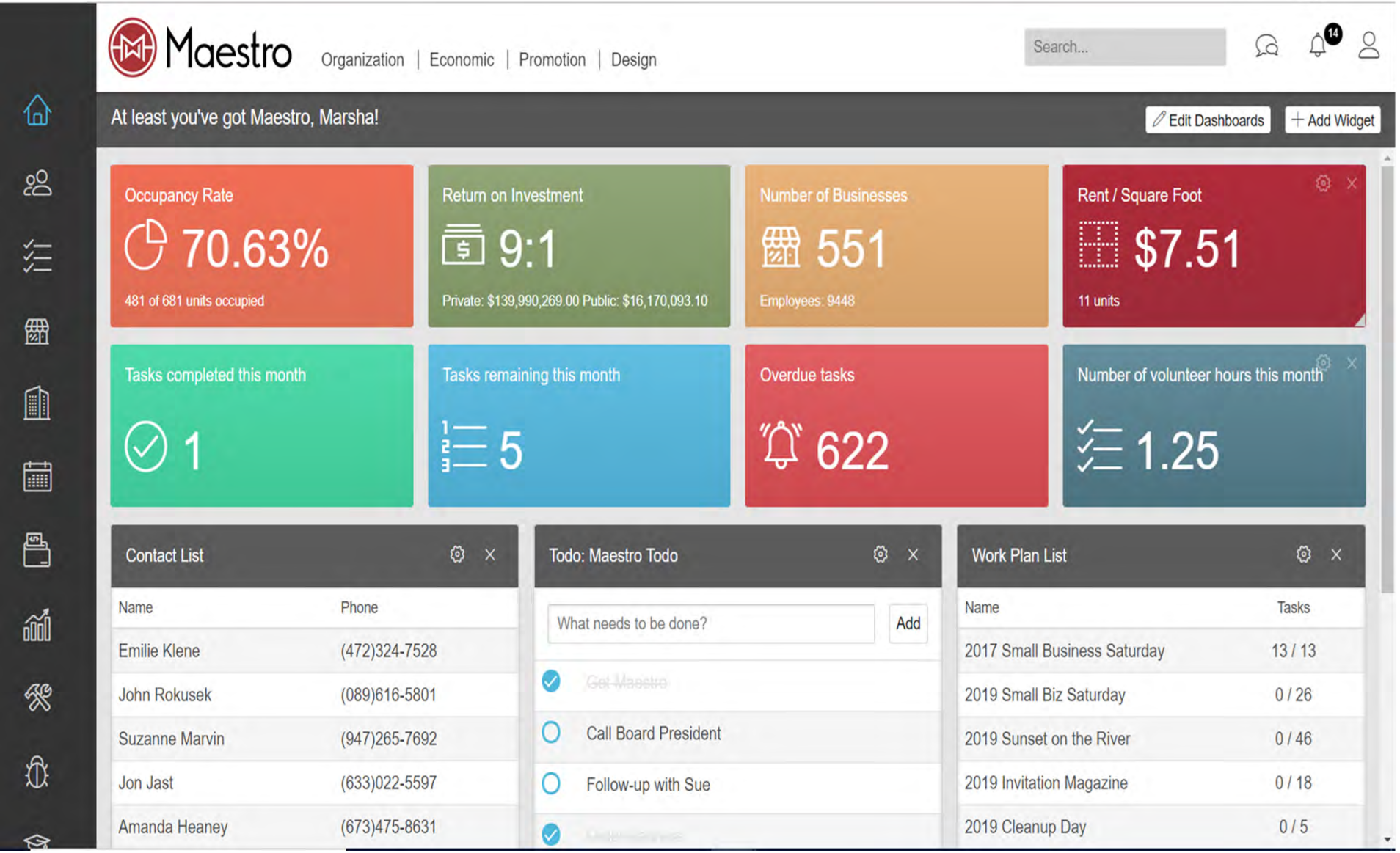
- To make the event a truly shared meal, consider having difference organizations assigned to be a part of the meal.
- Have church choirs perform and then do one song together.
- Ticketed event with funds going toward a project in the district
- Family friendly games
- 50/50 raffle
- Band – pass the hat
- Crowdfunding for specific projects
- Invite alumni back – Magic City Classic

ORGANIZATION GRASS ROOTS

Volunteer Development: Recruitment, Retention, Recognition

- Maestro work planning
- Group presentation on volunteer opportunities
- Publish program of work, strategy and projects
- Student participation

VOLUNTEER INVOLVEMENT



ORGANIZATION

VOLUNTEERS

Recruitment Retention Recognition

District Bridges Main Street

Van Ness Main Street

ORGANIZATION

VOLUNTEERS

DESIGN: Creates a Sense of Place

Enhances the downtown's physical appearance while preserving its historic fabric and authentic character.

- **Time Commitment: Meets as needed depending on goals/projects set.**
- Develops and implements projects and activities in furtherance of the Transformations Strategies set forth by the SMS Board of Directors (see Transformation Strategies).
- Projects may include, but are not limited to, planning & implementing downtown beautification projects such as the lamppost flower baskets and other annual plantings; and educating property owners about the façade grant program.

ECONOMIC VITALITY: Creates a Sense of Vitality

Strengthens the local economy by supporting the existing base, fostering entrepreneurship, development, strategic recruitment and use of space.

- **Time Commitment – Meets as needed depending on goals/projects set.**
- Develops and implements projects and activities in furtherance of the Transformations Strategies set forth by the SMS Board of Directors (see Transformation Strategies).
- Supports existing businesses through collaborations, advocacy and assistance; Promotes strategic use of space; Builds partnerships and resources for development.

ORGANIZATION: Creates a Sense of Ownership

Brings the community together to build consensus & a common vision; develops partnerships that add resources and lead revitalization.

- **Time Commitment: Meets as needed depending on goals/projects set.**
- Develops and implements projects and activities in furtherance of the Transformations Strategies set forth by the SMS Board of Directors (see Transformation Strategies).
- Promotes the revitalization program; fosters community engagement and volunteer development.
- Oversees fund development needs of Sterling Main Street.

PROMOTION: Creates a Sense of Activity

Positions downtown as a center of activity, markets its unique assets and promotes its positive image.

- **Time Commitment – Meets as needed depending on goals/projects set.**
- Develops and implements projects and activities in furtherance of the Transformations Strategies set forth by the SMS Board of Directors (see Transformation Strategies).
- Positions the downtown as a center of activity; markets the district's assets, enhances and promotes the district's positive image & brand.

ORGANIZATION

VOLUNTEER RECRUITMENT

WIIFM

Be able to answer clearly the important question of “What’s in it for me?”

ORGANIZATION

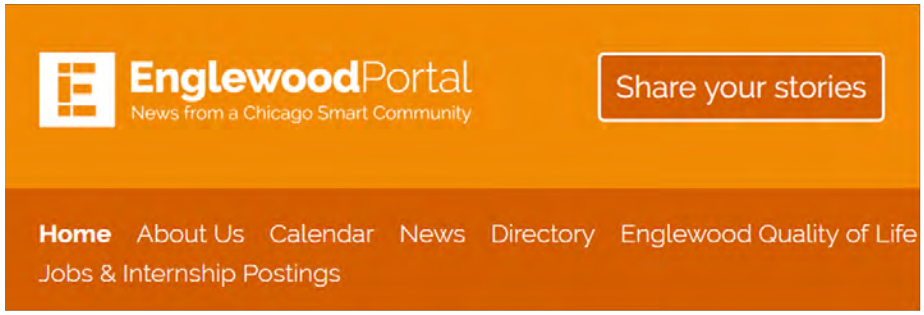
VOLUNTEER RECOGNITION

City of Boston Bowdoin Geneva Main Street - Volunteer of the Year

- In person - thank yous
- Thank you cards
- Printed – newsletters, annual reports
- Online – website, e-newsletter
- Social media
- Publically – local medial outlets (T.V. & Radio), council meetings, special volunteer recognition events
- AS OFTEN AS POSSIBLE

ORGANIZATION

COMMUNICATIONS / PUBLIC RELATIONS



Organization Team "Sells" the Main Street Philosophy

- Media relations/media kit
- District marketing
- Report progress
- Talking points
- Showcase district success stories
- Block captains
- Branding
- Urban Impact – Historic 4th Avenue Business District will need a comprehensive communication plan
- *Don't assume everyone is on social media or other electronic forms of communication*

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PROMOTION

PROMOTION

Helps re-establish the district as the center of commerce, culture and community life by presenting the district as a compelling place to shop, live, work, invest and visit.

CONTROL THE NARRATIVE

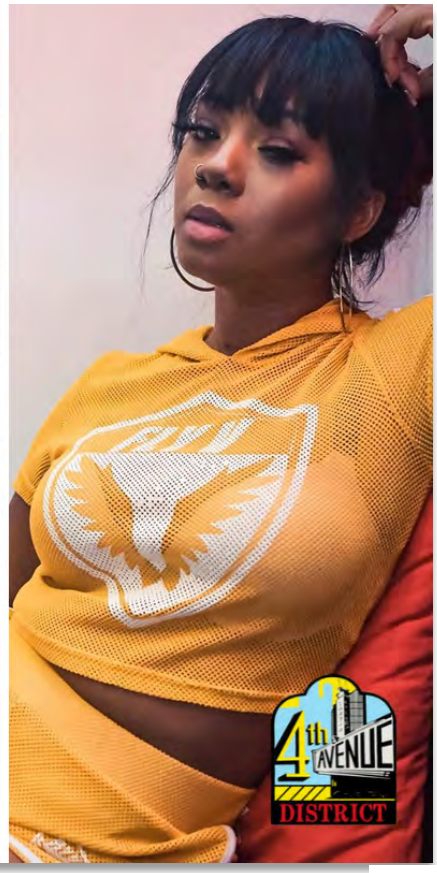
CONTROL THE NARRATIVE

Branding
Marketing the District
Monthly Programming
Image Campaigns
Elevated Customer Experience
Retail Events
Social Media
Special Events

District Marketing

Consistent Branding of District
Promote ALL Businesses
Niche Marketing

District Marketing



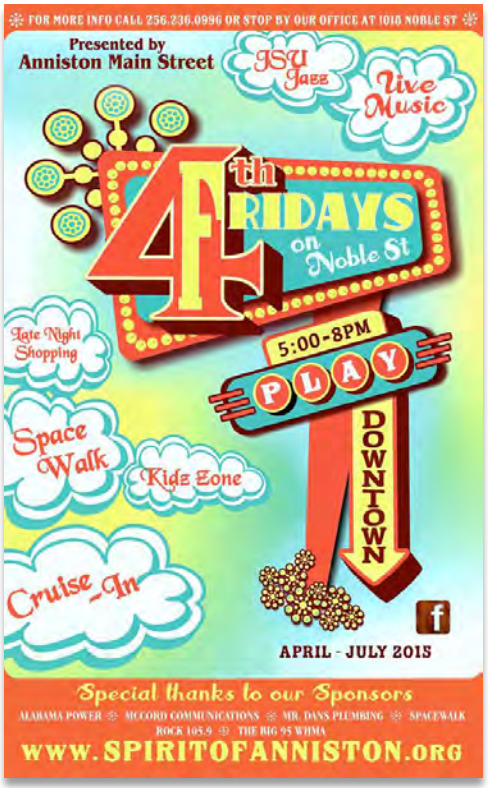
Canva

District Marketing

District Marketing

MONTHLY PROGRAMMING

MONTHLY PROGRAMMING



Fridays on Fourth

Jazz

Children's Crafts

Food

Vendors

Retail Promotions

Planning Promotional Events

Cross Promotion

WIN THE *Window*

Don't Forget About Service Busi

Chop Around the Clock
Batavia, IL

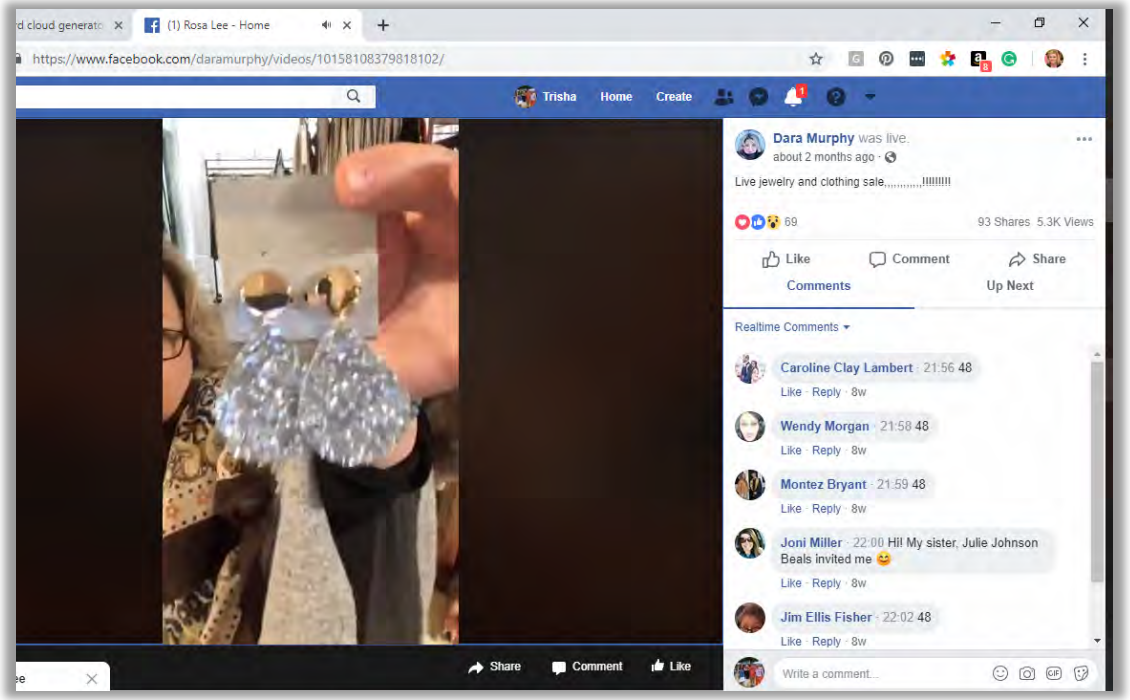
The Experience Sets the District Apart

Elevated Customer Experience

Elevate Customer Experience

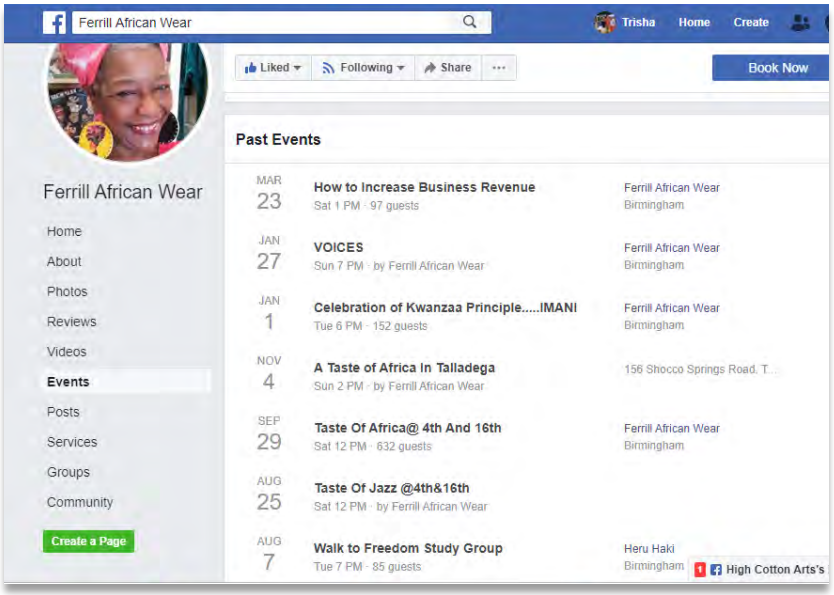
Rosa Lee – Anniston

Live videos



ELEVATE CUSTOMER EXPERIENCE

Exclusive groups



I ♥ Daily Deals

Elevate Customer Experience

MAIN STREET
ALABAMA

Instagram

Search

DEEP SOUTH MERCANTILE

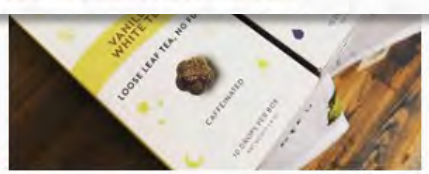
thedeepsouthmercantile Following ...

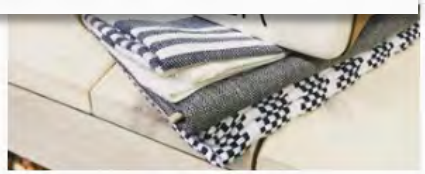
1,485 posts 5,844 followers 3,143 following

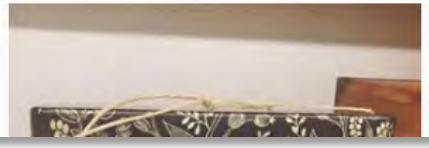
Deep South Mercantile

A modern general store w/ curated gourmet foods, home decor, skin care, men's gear & other unique items wrapped in Southern culture. Open 7 days week!

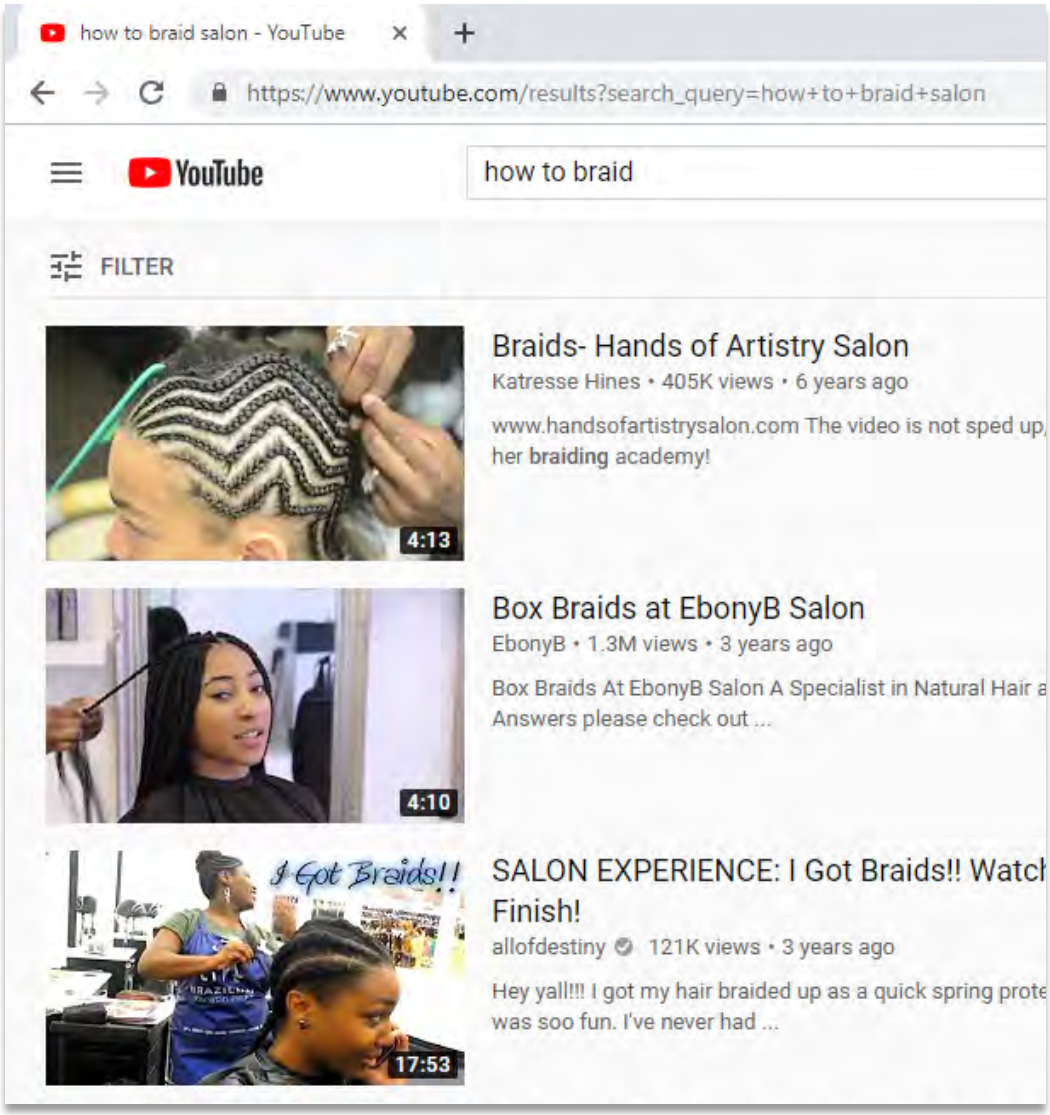
www.DeepSouthMercantile.com







ELEVATE CUSTOMER EXPERIENCE



Special Events

Special events generate traffic, activity and positive experiences in the district

Main Street doesn't have to OWN everything that happens in the district

Special Events

The keys to successful special events pertain to business promotions too.

- Music
- Food
- Overlapping activities
- Something for all ages
- Something free

Great specials events are authentic to the community and celebrates local talent.

Special Events

MAIN STREET
ALABAMA

TIPS to Take Advantage of Downtown Special Events

MENOMONEE FALLS DOWNTOWN
wheremain&appletonmeet

PRE-EVENT TIPS

☑ Make the BID Events Part of Your Marketing Calendar

Your opportunity to make additional sales on these days is greater than on any other non-event day during the year. We've included our calendar of events in this tip sheet so you can add them to your own marketing calendar of events.

☑ "Plant the Seed"

A few weeks before the event, put some items near your cash register or in your window that fit the theme of the upcoming event. For Chilly Fest, you may want to use some plastic chili pepper beads or lights. Think about using some rubber duckies for the Sidewalk Market and Ducky Derby – get creative and have some fun.

The point is to raise awareness of the event and allow you to tell your customers about the specials you will be offering at the event.

☑ Print Flyers

Advertise some special buys in your store during the event. Beginning a few weeks before the event and put the flyers in your customers' shopping bags so they know about the event and what will be going on in your store.

☑ Use Your Website and Facebook

Post information about the event and let your customers know about special buys on your website and Facebook page.

☑ Work Your Contact List

If you have an email list of your customers, send them an email and let them know about the event, your store/restaurant hours during the event and what you will be offering. If you have a mailing list, consider sending a flyer along with a coupon that is good only during the event.

☑ Prepare Coupons for Event Attendees

Create coupons and hand them out at the event. Here are several ideas for you to think about as you develop your coupons:

❶ What's your "call to action"? One call to action is to make the offer date sensitive. You could give your customers a fixed amount of time to respond (depending on the product or service, this may vary from 7 days to 60 days.)

❷ What's your offer going to be? You may want to make a fairly aggressive offer. Consider that even with an aggressive offer you'll still probably come out ahead versus having to extend an entirely new marketing campaign. Anything above 15% to 20% usually returns a good result.

BUY ONE GET ONE 1/2 OFF

❸ Are you going to offer an upsell? For example, "Take 20% off your next purchase AND receive a buy-one get-one FREE on any of our exciting new line of xxxxxxxxx."

❹ Are you going to make your offer date sensitive? Almost any offer should have an expiration date and disclaimers pertinent to your business.

❺ Are you going to initiate a follow-up system? This can be easily done by sending out a reminder email or a follow-up phone call to remind the customer and to try to close the deal if the bounce back coupon didn't accomplish this on its own.

Dear Business Owner,

As a business owner, you have an important stake in the success of downtown Menomonee Falls. Our BID organization is dedicated to putting "feet on the street" and one of the best ways we can do this is by holding events.

Special events bring thousands of people to downtown Menomonee Falls. With so many visitors here, the opportunity for downtown merchants to generate extra income is greatly increased. This is a day-of-event benefit.

Special events also allow visitors to see all that our downtown has to offer. While not everyone who attends an event will be shopping, they will certainly all be looking—looking at the shops, restaurants, galleries, salons and professional services that are here. If they have an enjoyable time during the event, they are much more likely to return at a later date to make purchases. This is an after-event benefit.

Special events get people thinking about downtown Menomonee Falls as a destination for shopping, dining and entertainment, rather than as a place to pass through to simply get somewhere else. This is a long-term goal.

This tip sheet will give you helpful information on how you can make money during these events and will provide you with tools you can use to attract people and bring them into your business – before, during and after the event.

I hope you enjoy and profit from the tips we have to share.

Sincerely,

Menomonee Falls Village Centre

Barb Watters

Barb Watters
BID Director

menomoneefallsdowntown.com | (262) 251-8797

FOOD

- **Athens Bible School**: Fried cookie dough balls
- **Billy Putman:** Funnel Cakes, Lemonade
- **Bojangles**: Iced tea
- **Brad Curnutt**: Fried candy corn (free)
- **Brain Freeze Concessions:** Funnel cakes, fried Oreos, shaved ice and lemonade
- **Brian Scott**: Fried jalapeno poppers, mozzarella sticks, corn fritters, nachos, hamburgers & lots more.
- **Cooper & Co. featuring Amy Horton**: Fried chicken, pickles, and Twinkies.
- **Hospice:** Popcorn (free)
- **The Donnell House:** Fried pies
- **Lebanon Community Church:** Fried Oreos, fried nutter butters and funnel cakes
- **Optimist Club of Athens:** Ribbon fries, sweet potato fries, hamburgers, hot dogs, shaved ice, kettle corn, nachos and water.
- **Mayor Ronnie Marks and City Council President Jimmy Gill:** Fried bologna sandwiches and fried ribs Proceeds
- **Nestle Toll House:** Fried ice cream
- **Oakdale Baptist Youth:** Fried catfish
- **Pablo's:** Greek food and Belle Chevre samples
- **Shermies:** Egg rolls, pizza rolls, burgers & fries
- **The Smokin' Box:** BBQ, ribs and shaved ice
- **Southern Landscaping:** Fish & fries
- **U.G. White Mercantile:** Fried pies
- **Village Pizza:** Fried artichokes

Downtown Dining
For Southern cuisine, visit **Luvici's**, 105 N. Jefferson Street.

Kreme Delite: Just a short walk from the festival area at 401 West Washington Street. Soft serve ice cream, milkshakes, hotdogs & more.

Limestone Drug, 200 West Market Street: Hand dipped ice cream and soft drinks

Village Pizza, 222 Market Street West. Is open and features oven baked pizzas, sandwiches, salads, wings & more. Large selection of beer, wine and full bar also available.

Food vendors are eligible to enter their fried creations into the tasting contest in the following categories: "best fried vegetable," "best fried meat," "best fried dessert," and "most outrageous." Winners will receive $50.

Foods may contain peanuts or prepared using peanut products.

Winners will receive $25 Toga Bucks to spend in participating downtown businesses!

ACTIVITIES

Toga Fun Run (1.1 mile) - Sponsored by the Athens Limestone Hospital Wellness Center. Check in at the Wellness Center, (address), at 8 AM. Race starts at 9 AM. Individual - $10, Family - $15. Includes festival admission. $

Deborah Allen, singer, songwriter, producer and performer, will be making a special appearance and signing CDs in the Claborn Specialties booth. "Baby I Lied," "I've Been Wrong Before," "I Hurt For You," and "Rock Me" are just a few of her singles that made their way up the Country, Pop and AC charts.

Pablo's on Market Street: Tasia Malakasis will be signing her cookbooks from 12-2 pm and Belle Chevre samples will be available during afternoon hours.

North Alabama Research Center: Information on clinical studies on high cholesterol, diabetes, & more

Downtown Businesses: Downtown businesses are joining the fun by bringing merchandise and special items to the streets. Be sure to stop by their booths.

Southern Crafts - Located on Washington and Market Street.

Double Slide: Sponsored by the Children's Advocacy Center. Kids Area, $

Moon Bounce - Sponsored by the Boys & Girls Club. Kids Area. $

Sea of Balls - Sponsored by Chris Seibert. Kids Area. Free

Train Rides: Sponsored by Lions Club. Kids Area. Free

Olympic Style Activities for children sponsored by Relay for Life. Kids Area. $

Carnival Games Sponsored by the Family Resource Ctr $

Toga Contest 4 pm, Market Street. Sponsored by Pi Beta Sigma. Free to enter, preregistration open until 3:45 pm.

Turkey Toss $5 1:15 pm, Market Street Preregistration open until 1 pm.

Play on Words Got the gift of gab? Prove it at 12:15 pm on Market Street

Dub's Burger Eating Contest $5 2:30 pm on Market Street. Limited spaces available both for kids and adults.

FESTIVAL GUIDE

Athens GREASE FESTIVAL
A CELEBRATION OF ALL THINGS FRIED

A Spirit of Athens Production

Proceeds benefit downtown restoration and renovation projects.

Project Driven Events

Bring the Paint! Art Crawl – Riggs Park, Washington, D.C.

Arcy

LIGHT UP THE DISTRICT

CELEBRATE THE DISTRICT'S HERITAGE

PAPER MONUMENTS

Posters

- Writers and Artists Collaborate
- Placed throughout the District and inside Businesses
- Placed outside the District
- Featured in collateral and online
- Coffee table book

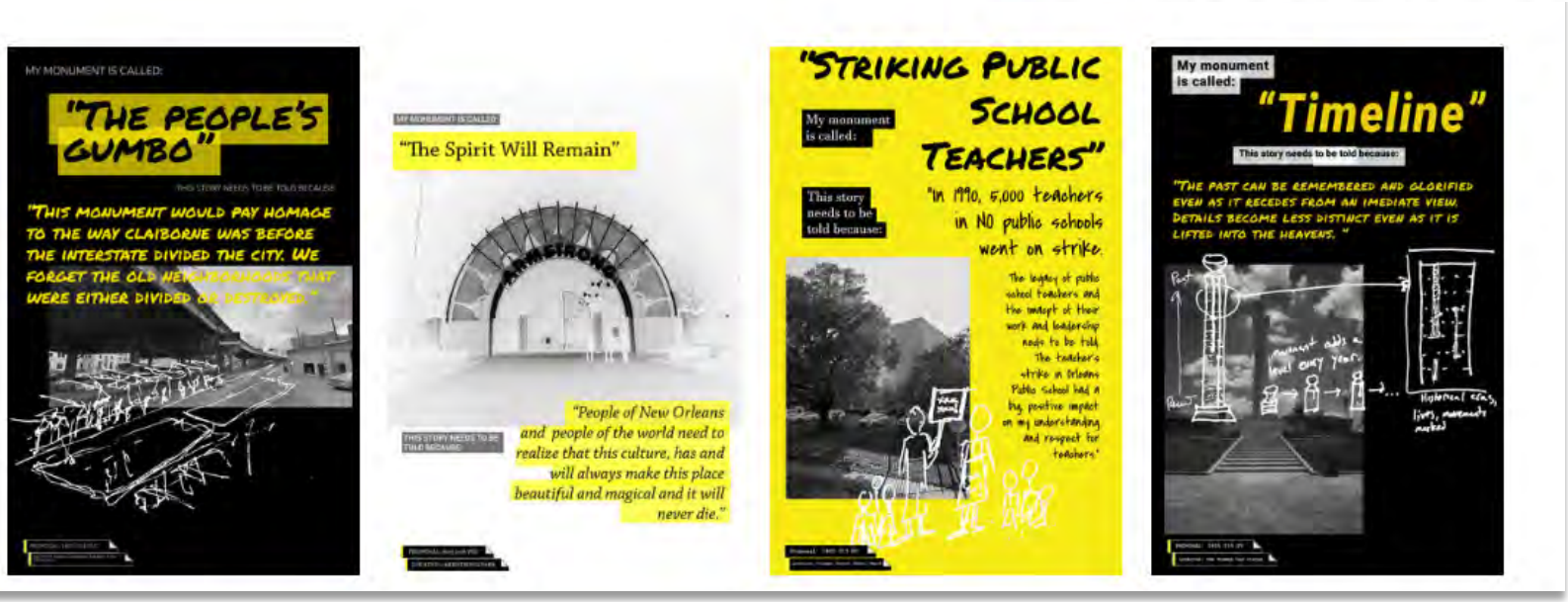
CELEBRATE THE DISTRICT'S HERITAGE

MAIN STREET ALABAMA

Public Proposals for Public Art

Events & Pop-Ups (living history, competition, launch)

PAPER MONUMENTS



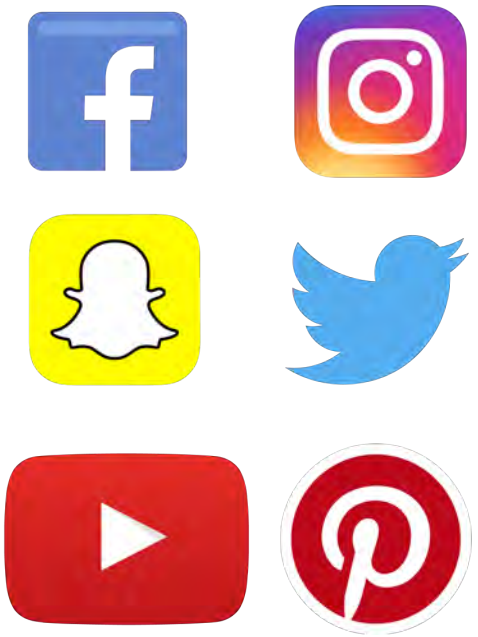
EVALUATE

- ✓ Drive traffic
- ✓ Drive sales
- ✓ Drive publicity
- ✓ Drive fundraising

- Did the promotion achieve its goal(s)?
- To what extent did the promotion contribute to the program's mission?
- Was the end result worth the amount invested?
- What was the level of both merchant and customer satisfaction?

If a promotion doesn't meet one or more of these criteria…don't do it!

Promote All the Points



ECONOMIC VITALITY

MAIN STREET
★ ALABAMA ★

Economic Vitality

Main Street is Economic Development within the context of Historic Preservation

Economic Vitality

Economic Vitality

Economic Vitality

Economic Vitality

Economic Vitality

Let's be "That Place..."

- Where stakeholders talk, collaborate and get things done
- That supports businesses, welcomes new neighbors and ushers in the next wave of ingenuity, creativity and prosperity
- With a bold vision for the future, and a plan to get there

Let's be "That Place..."

Where stakeholders talk,
collaborate and get things done.

HENRY
Jazz Music Legend

MAIN STREET
ALABAMA

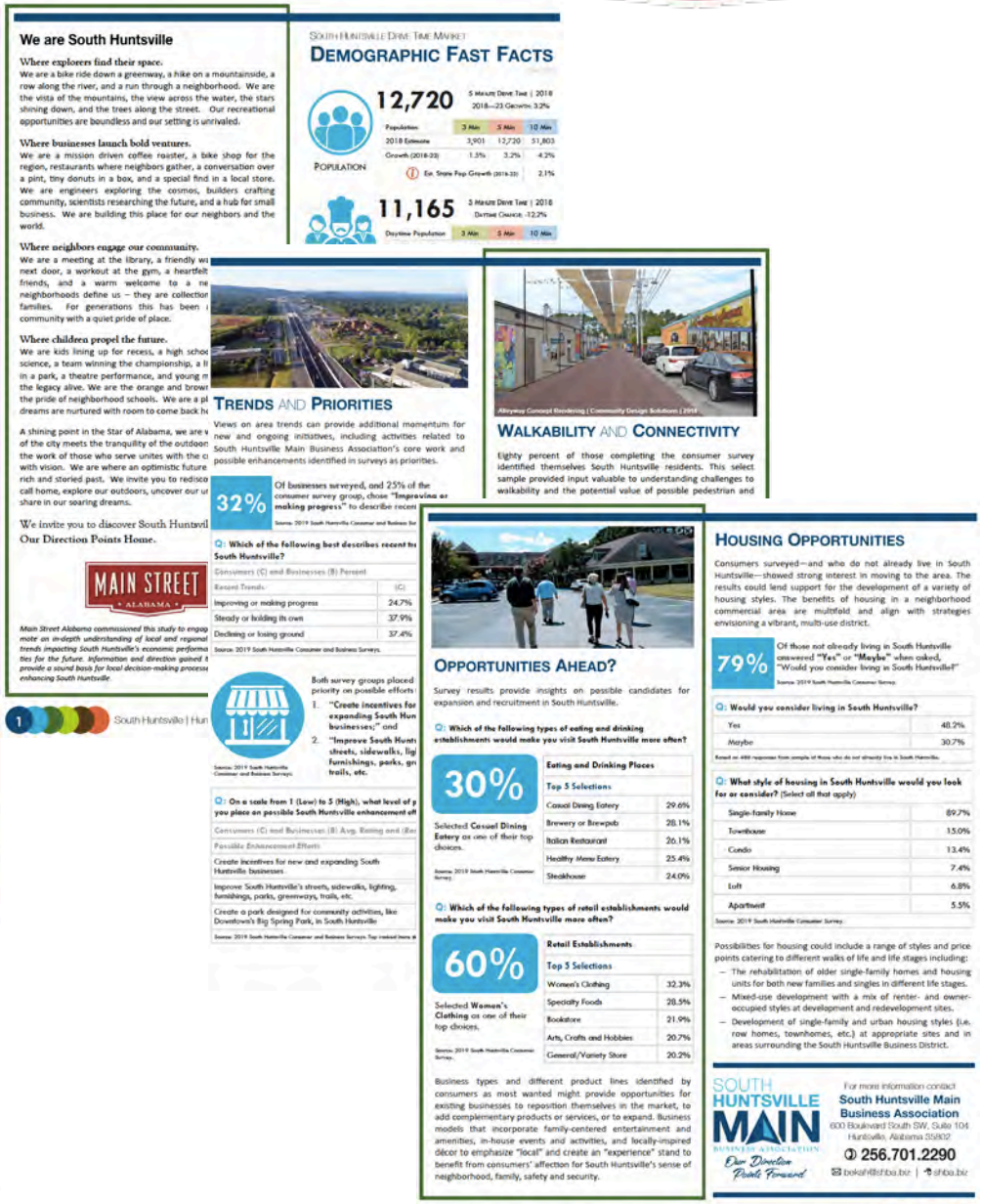
SOUTH HUNTSVILLE

HUNTSVILLE, ALABAMA

2019 Market Study and Strategies

EXECUTIVE SUMMARY

South Huntsville Main Business Association | Main Street Alabama | Downtown Professionals Network



We are South Huntsville

Where explorers find their space.
We are a bike ride down a greenway, a hike on a mountainside, a row along the river, and a run through a neighborhood. We are the vista of the mountains, the view across the water, the stars shining down, and the trees along the street. Our recreational opportunities are boundless and our setting is unrivaled.

Where businesses launch bold ventures.
We are a mission driven coffee roaster, a bike shop for the region, restaurants where neighbors gather, a conversation over a pint, tiny donuts in a box, and a special find in a local store. We are engineers exploring the cosmos, builders crafting community, scientists researching the future, and a hub for small business. We are building this place for our neighbors and the world.

Where neighbors engage our community.
We are a meeting at the library, a friendly wa
next door, a workout at the gym, a heartfelt
friends, and a warm welcome to a ne
neighborhoods define us – they are collection
families. For generations this has been
community with a quiet pride of place.

Where children propel the future.
We are kids lining up for recess, a high schoo
science, a team winning the championship, a li
in a park, a theatre performance, and young m
the legacy alive. We are the orange and brow
the pride of neighborhood schools. We are a pl
dreams are nurtured with room to come back h

A shining point in the Star of Alabama, we are v
of the city meets the tranquility of the outdoor
the work of those who serve unites with the c
with vision. We are where an optimistic future
rich and storied past. We invite you to rediscov
call home, explore our outdoors, uncover our ur
share in our soaring dreams.

We invite you to discover South Huntsvil
Our Direction Points Home.

MAIN STREET ALABAMA

*Main Street Alabama commissioned this study to engag
mote an in-depth understanding of local and regional
trends impacting South Huntsville's economic performa
ties for the future. Information and direction gained f
provide a sound basis for local decision-making process
enhancing South Huntsville.*

1 South Huntsville | Hun

South Huntsville Drive Time Market

Demographic Fast Facts

12,720 5 Minute Drive Time | 2018
2018–23 Growth: 3.2%

Population

Population	3 Min	5 Min	10 Min
2018 Estimate	3,901	12,720	51,803
Growth (2018-23)	1.5%	3.2%	4.2%

Est. State Pop Growth (2018-23): 2.1%

11,165 5 Minute Drive Time | 2018
Daytime Chance: -12.2%

Daytime Population

	3 Min	5 Min	10 Min

Trends and Priorities

Views on area trends can provide additional momentum for new and ongoing initiatives, including activities related to South Huntsville Main Business Association's core work and possible enhancements identified in surveys as priorities.

32% Of businesses surveyed, and 25% of the consumer survey group, chose "Improving or making progress" to describe recen

Source: 2019 South Huntsville Consumer and Business Su

Q: Which of the following best describes recent tr South Huntsville?

Consumers (C) and Businesses (B) Percent

Recent Trends	(C)
Improving or making progress	24.7%
Steady or holding its own	37.9%
Declining or losing ground	37.4%

Source: 2019 South Huntsville Consumer and Business Surveys.

Both survey groups placed priority on possible efforts
1. "Create incentives for expanding South Hun businesses;" and
2. "Improve South Hunts streets, sidewalks, lig furnishings, parks, gr trails, etc.

Source: 2019 South Huntsville Consumer and Business Surveys.

Q: On a scale from 1 (Low) to 5 (High), what level of p you place on possible South Huntsville enhancement eff

Consumers (C) and Businesses (B) Avg. Rating and (Ran

Possible Enhancement Efforts
Create incentives for new and expanding South Huntsville businesses
Improve South Huntsville's streets, sidewalks, lighting, furnishings, parks, greenways, trails, etc.
Create a park designed for community activities, like Downtown's Big Spring Park, in South Huntsville

Source: 2019 South Huntsville Consumer and Business Surveys. Top-ranked item

Abbeyway Concept Rendering | Community Design Solutions | 2019

Walkability and Connectivity

Eighty percent of those completing the consumer survey identified themselves South Huntsville residents. This select sample provided input valuable to understanding challenges to walkability and the potential value of possible pedestrian and

Opportunities Ahead?

Survey results provide insights on possible candidates for expansion and recruitment in South Huntsville.

Q: Which of the following types of eating and drinking establishments would make you visit South Huntsville more often?

30% Selected **Casual Dining Eatery** as one of their top choices.

Source: 2019 South Huntsville Consumer Survey.

Eating and Drinking Places	
Top 5 Selections	
Casual Dining Eatery	29.6%
Brewery or Brewpub	28.1%
Italian Restaurant	26.1%
Healthy Menu Eatery	25.4%
Steakhouse	24.0%

Q: Which of the following types of retail establishments would make you visit South Huntsville more often?

60% Selected **Women's Clothing** as one of their top choices.

Source: 2019 South Huntsville Consumer Survey.

Retail Establishments	
Top 5 Selections	
Women's Clothing	32.3%
Specialty Foods	28.5%
Bookstore	21.9%
Arts, Crafts and Hobbies	20.7%
General/Variety Store	20.2%

Business types and different product lines identified by consumers as most wanted might provide opportunities for existing businesses to reposition themselves in the market, to add complementary products or services, or to expand. Business models that incorporate family-centered entertainment and amenities, in-house events and activities, and locally-inspired décor to emphasize "local" and create an "experience" stand to benefit from consumers' affection for South Huntsville's sense of neighborhood, family, safety and security.

Housing Opportunities

Consumers surveyed—and who do not already live in South Huntsville—showed strong interest in moving to the area. The results could lend support for the development of a variety of housing styles. The benefits of housing in a neighborhood commercial area are multifold and align with strategies envisioning a vibrant, multi-use district.

79% Of those not already living in South Huntsville answered **"Yes"** or **"Maybe"** when asked, "Would you consider living in South Huntsville?"

Source: 2019 South Huntsville Consumer Survey.

Q: Would you consider living in South Huntsville?

Yes	48.2%
Maybe	30.7%

Based on 488 responses from sample of those who do not already live in South Huntsville.

Q: What style of housing in South Huntsville would you look for or consider? (Select all that apply)

Single-family Home	89.7%
Townhouse	15.0%
Condo	13.4%
Senior Housing	7.4%
Loft	6.8%
Apartment	5.5%

Source: 2019 South Huntsville Consumer Survey.

Possibilities for housing could include a range of styles and price points catering to different walks of life and life stages including:

- The rehabilitation of older single-family homes and housing units for both new families and singles in different life stages.
- Mixed-use development with a mix of renter- and owner-occupied styles at development and redevelopment sites.
- Development of single-family and urban housing styles (i.e. row homes, townhomes, etc.) at appropriate sites and in areas surrounding the South Huntsville Business District.

SOUTH HUNTSVILLE MAIN BUSINESS ASSOCIATION
Our Direction Points Forward

For more information contact
South Huntsville Main Business Association
600 Boulevard South SW, Suite 104
Huntsville, Alabama 35802
256.701.2290
bokah@shba.biz | shba.biz

We want to help your business bloom!

Resources for Savvy River District Business Owners

The River District is part of a state and national effort to revitalize and strengthen downtown communities. An important part of our mission is helping existing downtown businesses reach their goals.

As a River District business, you have access to FREE powerful tools:

- **Small business consultation from experienced consultants, including:**
  - Business plan development
  - Inventory management
  - Operations
  - Budgeting
- **Sign grants**
- **Façade renovation, design assistance, and funding**
- **Group marketing tools**

You also have a say in what we do! We want to hear from you, and we value your experience and input.

River DISTRICT

To find out more about these resources or to share your thoughts about Wausau's downtown, please stop by the River District office at our new location: 316 Scott Street, call Leah Alters at 845-1328, drop a line to leah@wausauareaevents.org, or visit www.WausauRiverDistrict.com.

BOOST PROGRAM

Application Guidelines & Checklist

Make sure you read and understand the grant guidelines before you apply. For questions or additional information, contact Main Street Alexander City at 256-329-9227 or by email at bresmithdowntownac@gmail.com.

Verify you are requesting an eligible proposed use of BOOST funds. The grant review committee reserves the right to determine eligibility & conformation to applicable goals, policies and procedures.

Eligible uses of funding include:

Inventory/Supplies

Business Equipment

Marketing/Advertising

Interior/Exterior Renovations

Special Events/Promotions

Ineligible uses of funding include:

Rent, Lease or Mortgage Payments

mainstreetalexandercity.org/economic-development

MAIN STREET
ALABAMA

SPRING 2016 W.E.R.C. PROGRAM

GETTING YOUR DOWNTOWN BUILDING READY TO SELL OR LEASE

MARCH 15, 2016
11:30AM-1:30PM
Bay Pointe Inn – Fireside Room
11456 Marsh Rd. Shelbyville, MI 49344

Please join the Wayland Economic Restructuring Committee (W.E.R.C.) for an informal workshop geared toward downtown property owners with available properties and spaces, to **share market insights, hints and tips for leasing or selling properties**. WERC has enlisted the help of a local commercial realtor to help property and business owners, entrepreneurs, and investors trouble-shoot specific **property challenges** to help facilitate occupancy.

Tickets for the event will cost $10.00/person and will include; admission, workshop materials, and a meal. The event is open to anyone interested. Seating is limited.

For more information or to register for the event visit: **http://bit.ly/1KbTjp6**

Wayland Main Street shares with you a vital interest in the health and economic well-being of downtown Wayland.

www.DowntownWayland.com - (888) 417-6653 - info@downtownwayland.com

WAYLAND MAIN STREET

Let's be "That Place..."

That supports businesses, welcomes new neighbors and ushers in the next wave of ingenuity, creativity and prosperity.

Eye Test

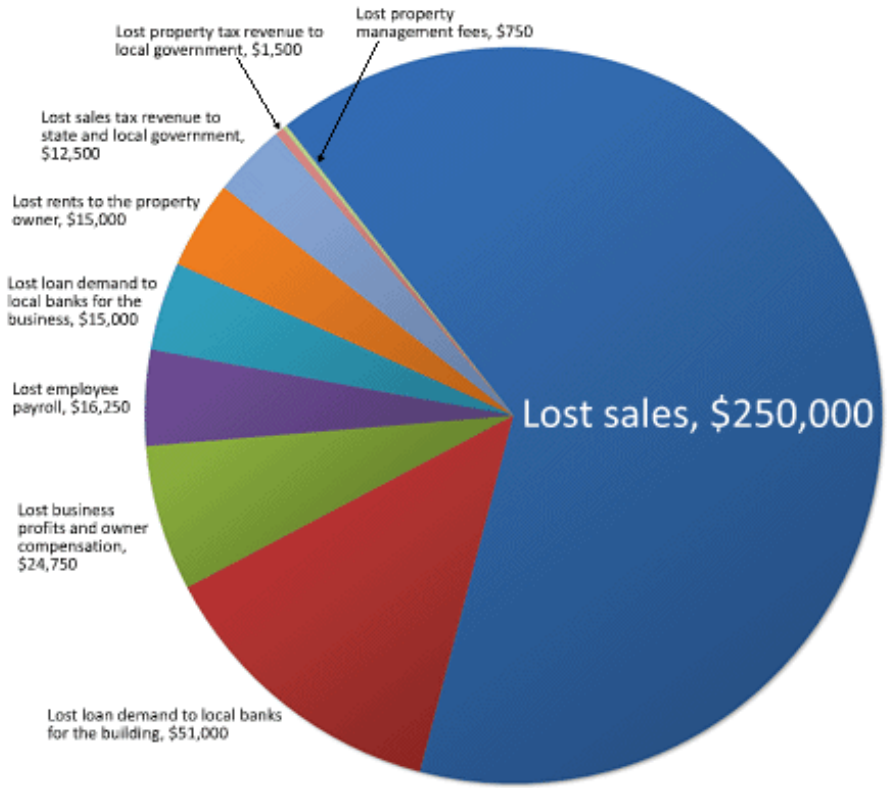
WHAT DO YOU SEE?

Economic Vitality

Economic Vitality

Cost of an Empty Storefront

A small building sitting empty for one year in a small-town commercial district will have the following impact on the community.



Estimates prepared by Donovan D. Rypkema, Place Economics, Washington, D.C.

Graphic by Georgia Municipal Association.

Economic Vitality

MAIN STREET ALABAMA

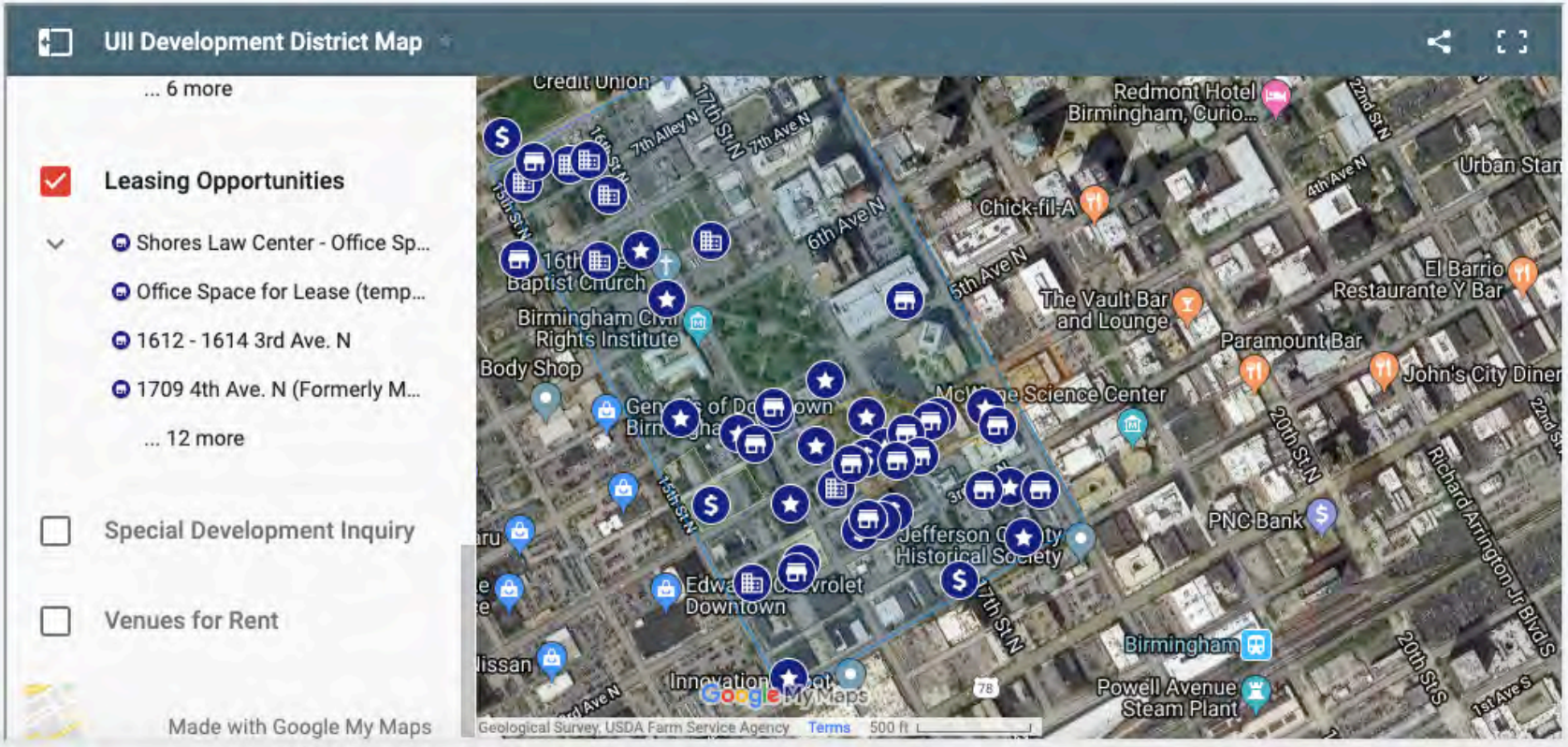
URBAN IMPACT INC

LEADING • BUILDING • GROWING

LEADING BUILDING GROWING NEWS

District Opportunities

Click here to inquire about available space for sale, lease or venue rental



MAIN STREET
ALABAMA

This Space is Not Empty.

It's Full of

Opportunity!

Contact Urban Impact, Inc. for information on this and other Historic 4th Avenue Business District opportunities.

URBAN IMPACT INC

(205)328-1850

urbanimpactbirmingham.org

Economic Vitality

MAIN STREET
ALABAMA

Bring Your Business and Become Part of

Contact Urban Impact, Inc. for information on this and other Historic 4th Avenue Business District opportunities.

URBAN IMPACT INC

(205)328-1850

urbanimpactbirmingham.org

MAIN STREET ALABAMA

Start Your Business Here and Write

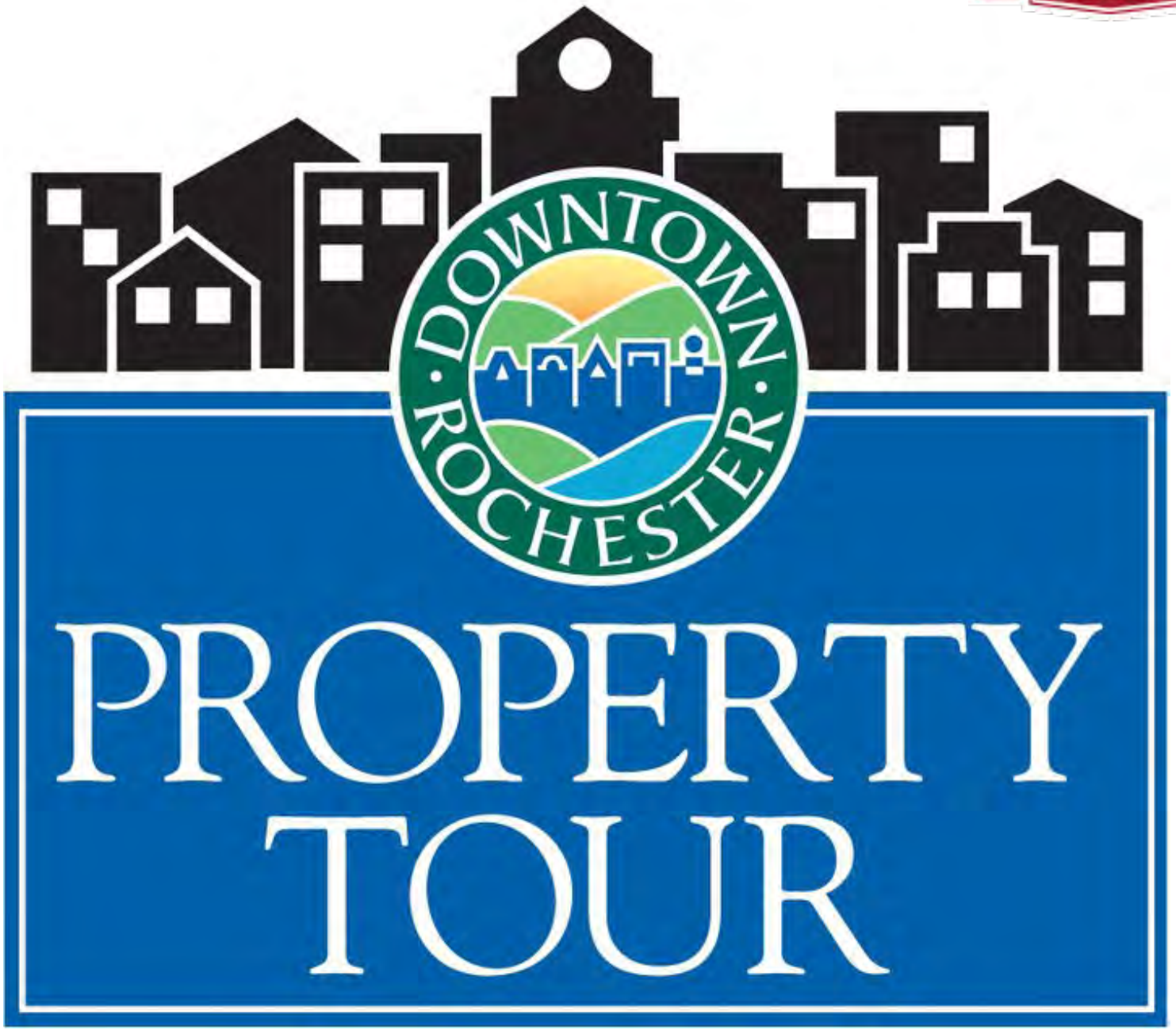
Contact Urban Impact, Inc. for information on this and other Historic 4th Avenue Business District opportunities.

URBAN IMPACT INC

(205)328-1850

urbanimpactbirmingham.org

Economic Vitality


MAIN STREET
ALABAMA
DOWNTOWN
ROCHESTER
PROPERTY
TOUR

COMMERCIAL PROPERTY TOUR

DATE:

THURSDAY
OCT. 17TH

TIME:

10AM - 12PM

BRING:

WORK BOOTS / FLASHLIGHT

Are you interested in owning a commercial building? In need of a location for a business you are starting? Tour four City-Owned Properties! Get an inside view and connect with staff from the Department of City Development!

STOP BY ALL THREE LOCATIONS!

128 East Burleigh Street
2977 North Palmer Street
400 East Locust Street

N

milwaukee.gov/CRE (414) 286-5730
Reasonable accomidations upon request. Call (414) 286-3475 or email ADACoordinator@milwaukee.gov

MILELA. COGGS 9th DISTRICT ALDERWOMAN

City of Milwaukee

DEPARTMENT OF CITY DEVELOPMENT

MAIN STREET
ALABAMA

NAVIGATOR

Your Development Partner

Economic Vitality

Economic Vitality

MAIN STREET ALABAMA

How do I find a space?

What are the steps I need to follow?

How much time should I allow for the process?

Where do I find help?

A GUIDE TO Starting your Business in BIDDEFORD

HOB

heart of biddeford

www.heartofbiddeford.org • (207) 450 6233

Downtown Biddeford is in the midst of an economic resurgence. In recent months, our beautiful, historic downtown area has attracted significant new investment in the form of old buildings being purchased and re-purposed. The market for new business continues to improve every day.

For an individual or entrepreneur, starting a new business can present a major challenge. You need to locate a space to lease. Or possibly buy a building. You need access to funding and technical assistance. You need to obtain city permits and approvals. The process can seem overwhelming to some.

The Heart of Biddeford has created this guide in an effort to make the process of starting your business as simple as possible by outlining the recommended steps and addressing some FAQs we've encountered:

1 LOCATING YOUR BUSINESS: Where does it make sense for your business to be? Is it a retail or service business? Does your business rely on high visibility? Or do you need an office setting?

2 FINDING SPACE: For businesses wanting to locate within the downtown or mill district, the Heart of Biddeford is here to help. Downtown Biddeford is home to a variety of property types: storefronts, office space, residential buildings and historic mills. We maintain a database of space available for lease and buildings for sale in downtown Biddeford. Our database includes square footage, rental rates/listing prices, available parking and other important building data. If you're interested in business parks or outlying areas, contact the office of Economic & Community Development at (207) 282-7119.

3 RESEARCH FINANCING OPTIONS & ECONOMIC INCENTIVES:

A number of loan programs and other economic incentives are available for prospective businesses in downtown Biddeford. These include:

- **Downtown Revolving Loan Fund (RLF):** The Biddeford Saco Area Economic Development Corporation (BSAEDC) adm
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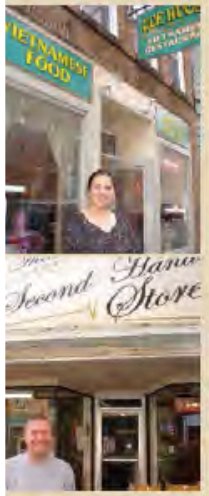
FAQs



Q. I simply need to get a "Doing Business As" (DBA) license. Where do I go?

A. City Clerks Office. A DBA is required for all sole proprietors and general partnerships. All business entities that are corporations (LLC, LLP, C and S Corps) must first file the appropriate paperwork with the State of Maine in order to get a business license from the City of Biddeford.

Q. I need a sign for my business. What do I do first?

A. Signage must comply with City ordinances. Download the signage guidelines at heartofbiddeford.org. Then, bring your sign design to the Codes Office to be sure it complies with local ordinances. Then schedlue review with the Historic Preservation Commission. Once the Commission reviews your signs, they will either make recommendations or approve your design on an advisory basis. The Codes office is the final authority regarding signage and will either issue a sign permit or ask for modifications to the signage. Allow yourself approximately 6-8 weeks once you've got your sign designed to get it produced and installed. Time varies with complexity of production and vendors' schedules.

Q. I'm opening a restaurant. How do I apply for a victualer's and/or liquor license?

A. Complete a form provided by the City Clerk's office. Your application will be reviewed by City Council and approved or rejected if your space has not passed appropriate inspections or does not meet City ordinances.

Biddeford Profile

Biddeford, along with its neighboring city, Saco, forms the largest urban center in York County, Maine. The two cities have a year-round population of 40,000 and are experiencing strong growth in population, housing and income. The area's population booms in the summer months as well. The Biddeford-Saco area also has a strong economy, with about 20,000 people employed in the two cities.

"It's the Heart of Biddeford's intention to assist potential business owners and entrepreneurs in starting businesses here in Biddeford. We want to make the process as easy as possible because we want you here."

—Rachael Weyand, Executive Director

Biddeford is located along the Maine Turnpike, just 20 minutes from Portland, Maine's largest city, and 45 minutes from Portsmouth, New Hampshire. The Amtrak Downeaster rail line serves the city; Boston is just two hours away by train. Biddeford is also located on the Atlantic Coast and offers miles of sand beaches.

HOB heart of biddeford

205 Main Street • PO Box 993 • Biddeford, ME 04005
Tel (207) 450.6233 • heartofbiddeford@gmail.com
heartofbiddeford.org

Economic Vitality

MAIN STREET ALABAMA

SHOW OF HANDS

COMMUNITY-DIRECTED FUNDING

Wheeling HERITAGE

wheelingheritage.org/show-of-hands/

Economic Vitality

Economic Vitality

Economic Vitality

Let's be "That Place..."

With with a bold vision for the future, and a plan to get there.

Economic Vitality

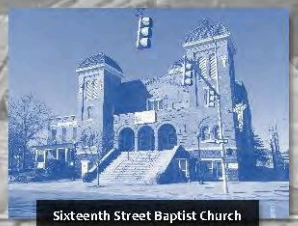
URBAN IMPACT, INC. DEVELOPMENT DISTRICT

Civil Rights District Commercial Development Strategy Study

Birmingham Civil Rights Heritage Trail/ Kelly Ingram Park

Alabama's Prince Hall Masonic Temple

Fourth Avenue Shopping District


Sixteenth Street Baptist Church

Carver Theater for Performing Arts

A.G. Gaston Historic Motel

Birmingham Civil Rights Institute

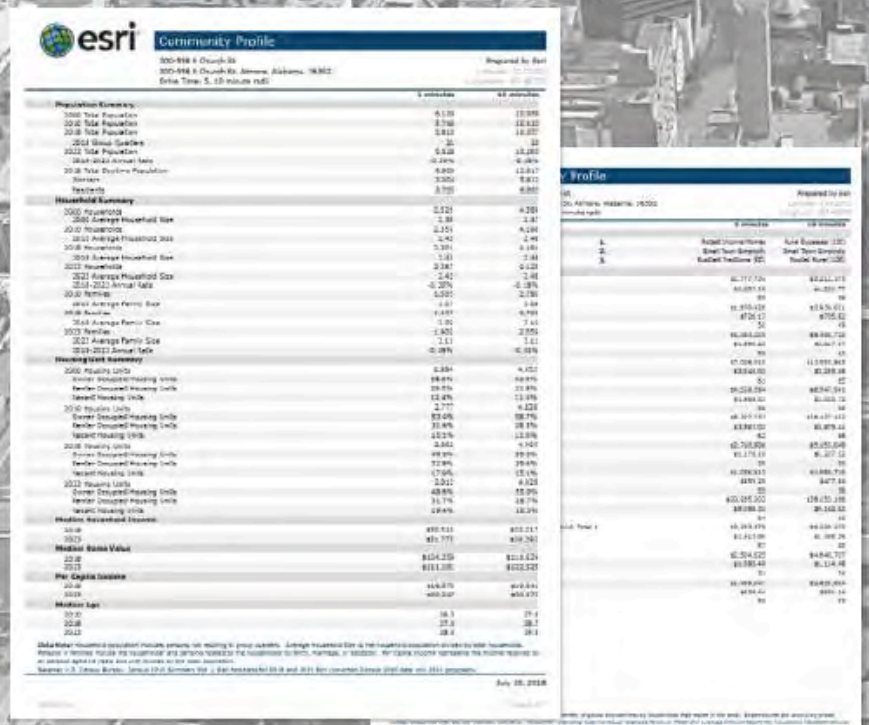
Mrs. B's on Fourth Restaurant

Commercial Development Strategy Study

Prepared by Alabama Power Company – Business Intelligence Research Analyst, Andrew Rhodes

Economic Vitality

Initial Data Analysis of the Civil Rights/Fourth Avenue District



Commercial Development Strategy Study

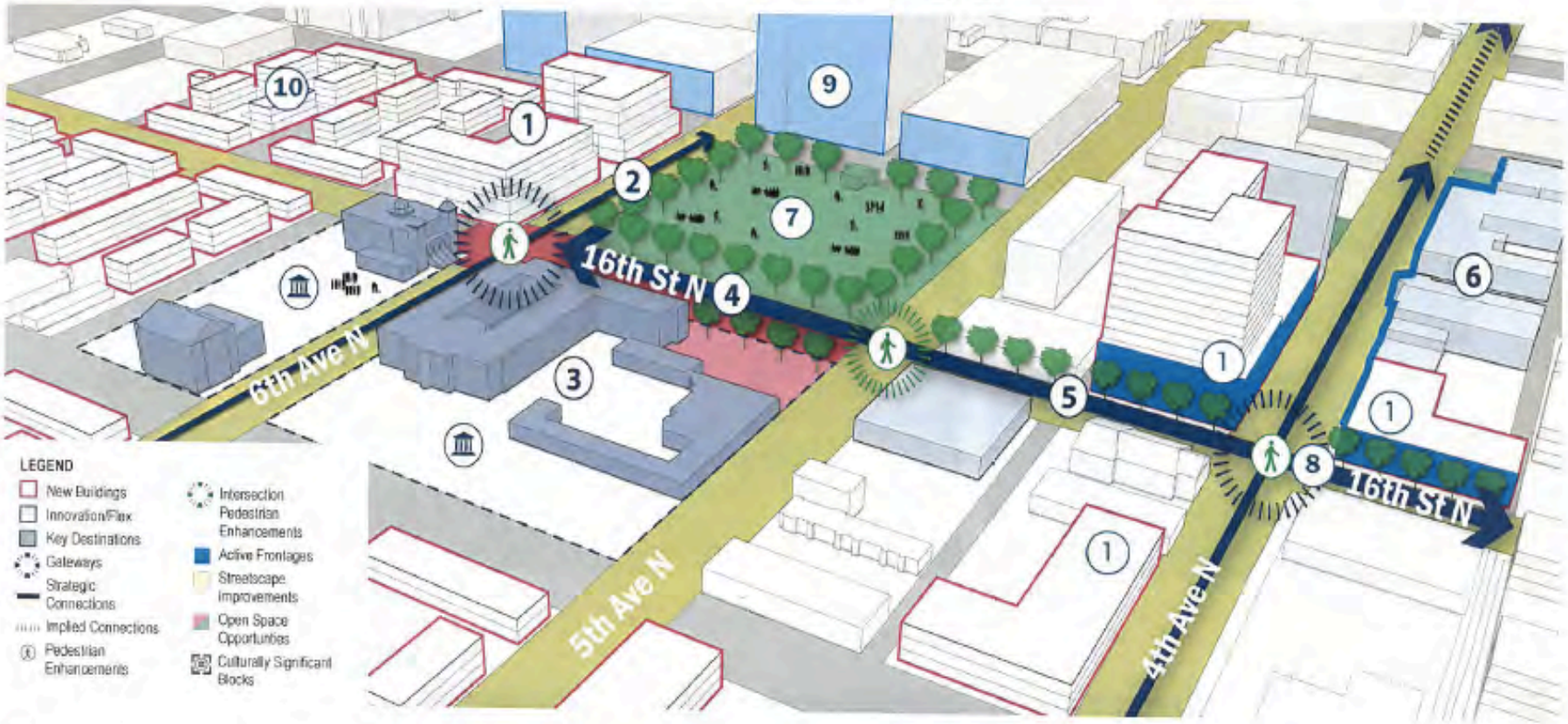
Prepared by Alabama Power Company –Business Intelligence Research Analyst, Andrew Rhodes

MAIN STREET ALABAMA

Birmingham City Center Master Plan

CIVIL RIGHTS DISTRICT

KEY DISTRICT STRATEGIES



1. Encourage and advocate for mixed-use infill development in the district
2. Convert 6th Ave to 2-way operation and visually connect to 20th Street
3. Respect and celebrate the culturally significant

16TH STREET TOOLKIT

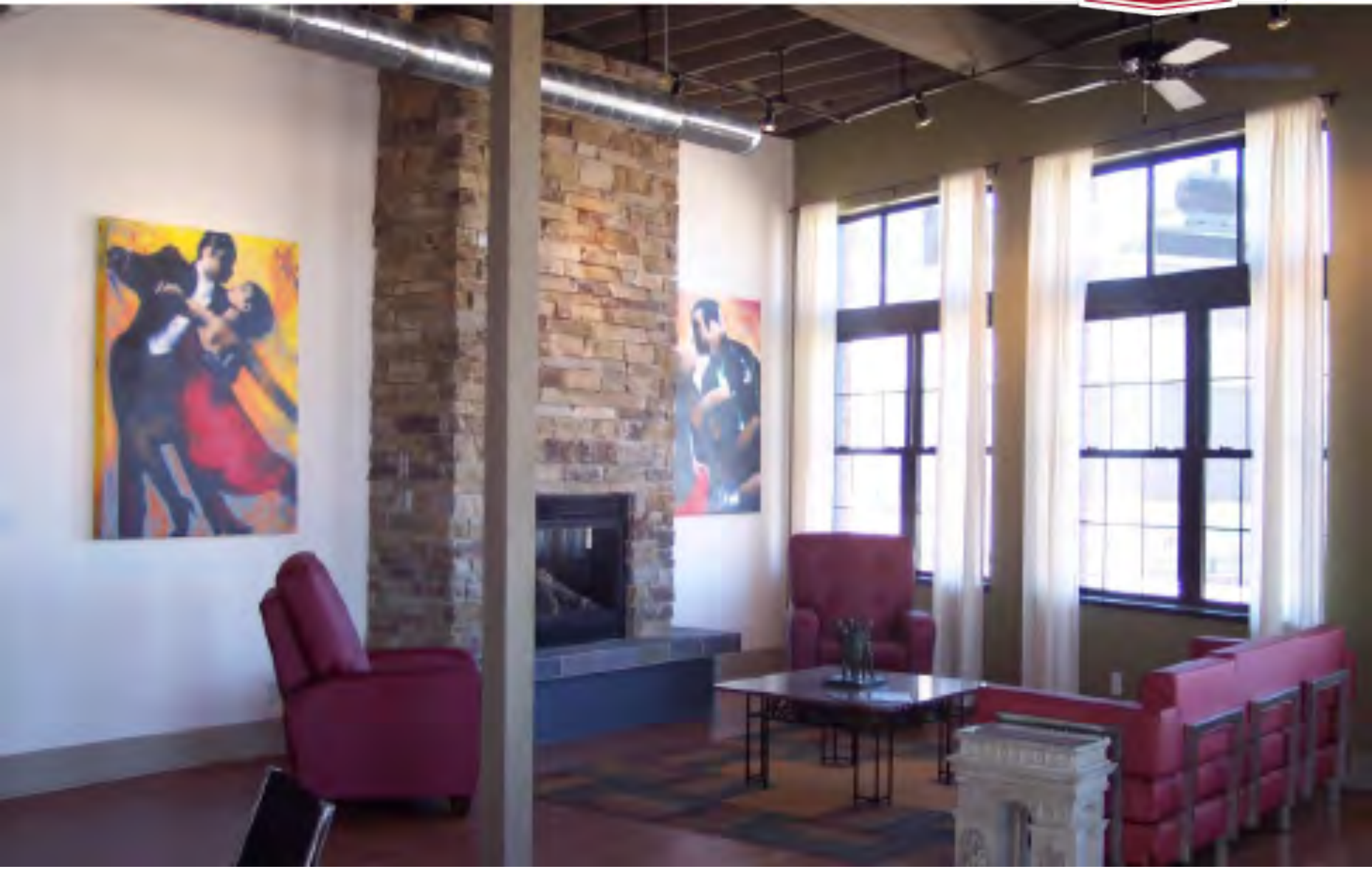
Economic Vitality

Problems and Solutions for Three Key Issues

Problem	Solution
Downtown workers & visitors currently have very little awareness of the 4th Ave. District	Increase the awareness, branding, and access to the 4th Ave. District
There are few activities to keep or attract people into the 4th Ave. District after hours and/or during weekends	Enhance experience at local businesses and host events that bring in more visitors to 4th Ave. District
Very few residents and overnight visitors in the 4th Ave. District	Increase the residential and overnight visitor presence in the 4th Ave. District

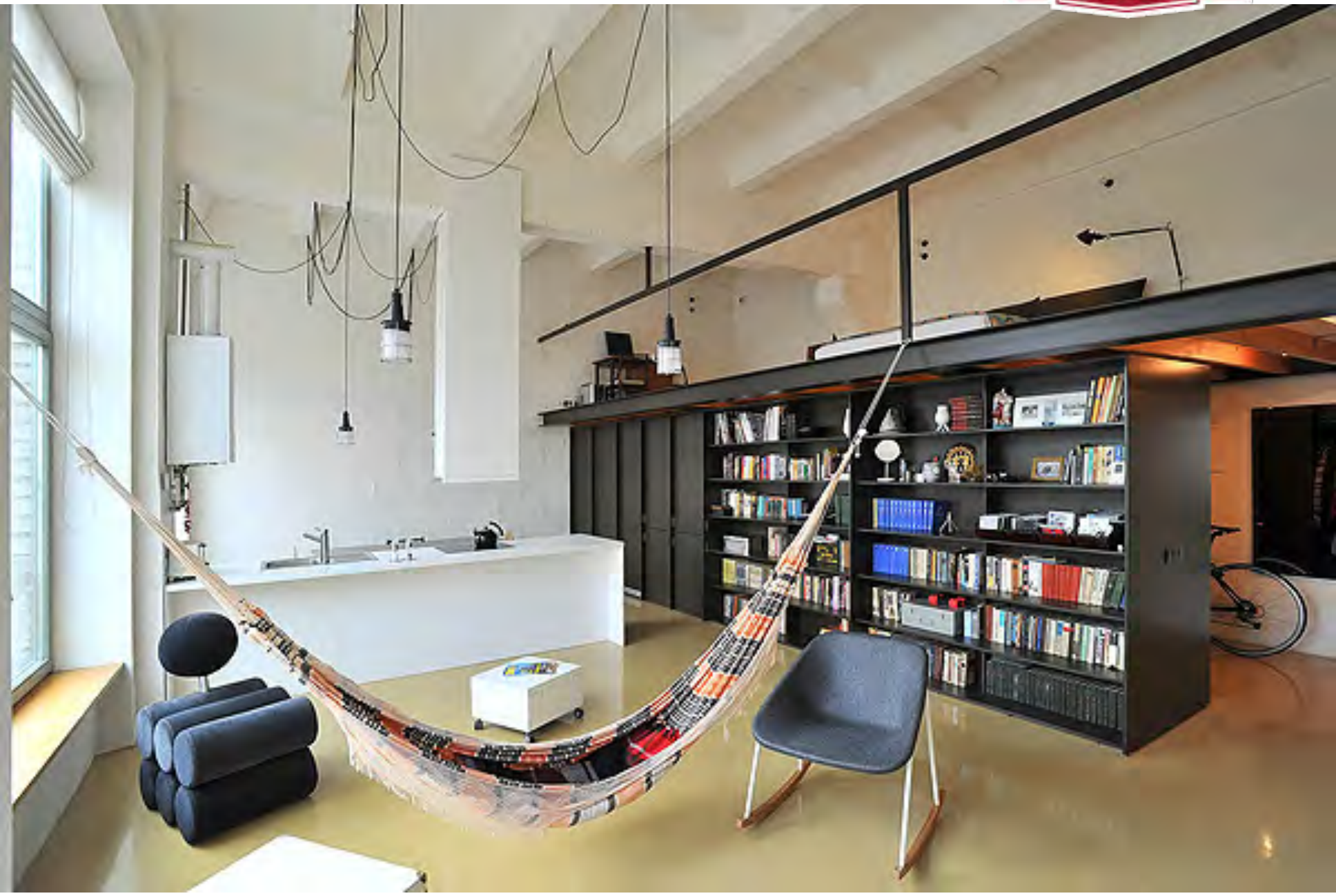
Economic Vitality

Economic Vitality



Economic Vitality

MAIN STREET
ALABAMA



Economic Vitality

Economic Vitality

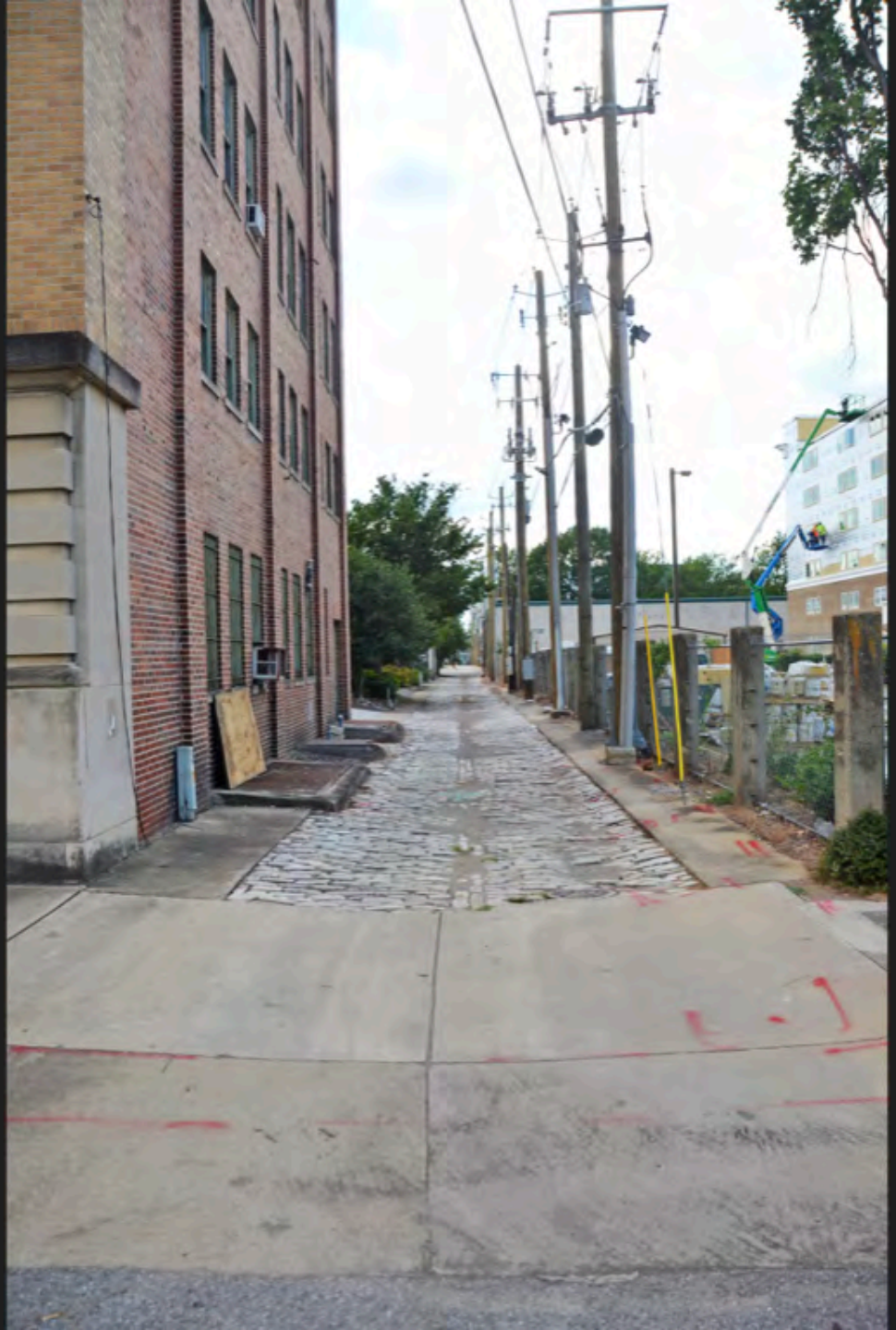
Economic Vitality

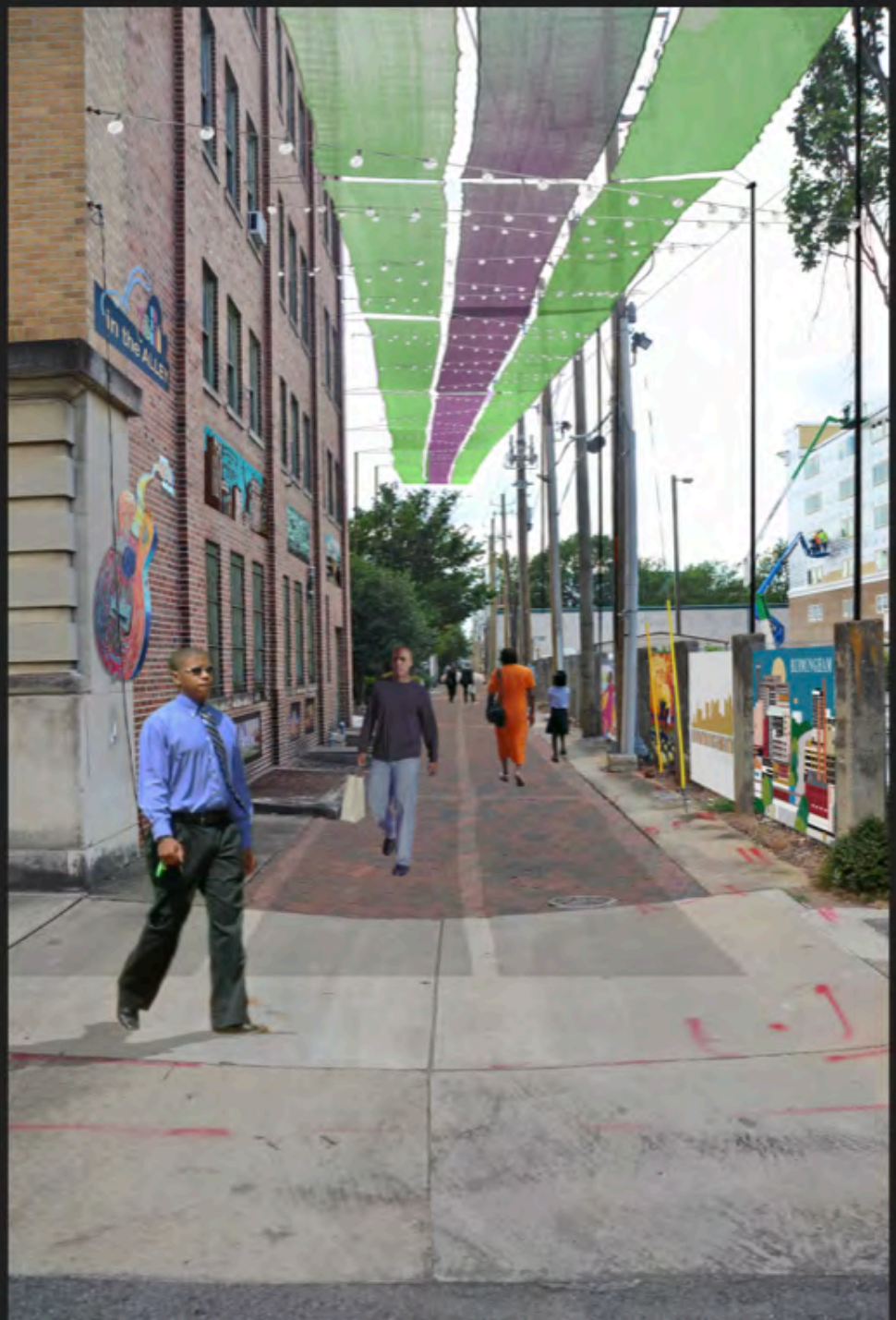
Let's be "That Place..."

- Where stakeholders talk, collaborate and get things done
- That supports businesses, welcomes new neighbors and ushers in the next wave of ingenuity, creativity and prosperity
- With a bold vision for the future, and a plan to get there

DESIGN

MAIN STREET
★ ALABAMA ★




In the ALLEY

Touch of...
WANTED

TASTE
JAZZ
Touch of...
Elegance
BARBERS BEAUTICIANS
WANTED

Sweet Sensations
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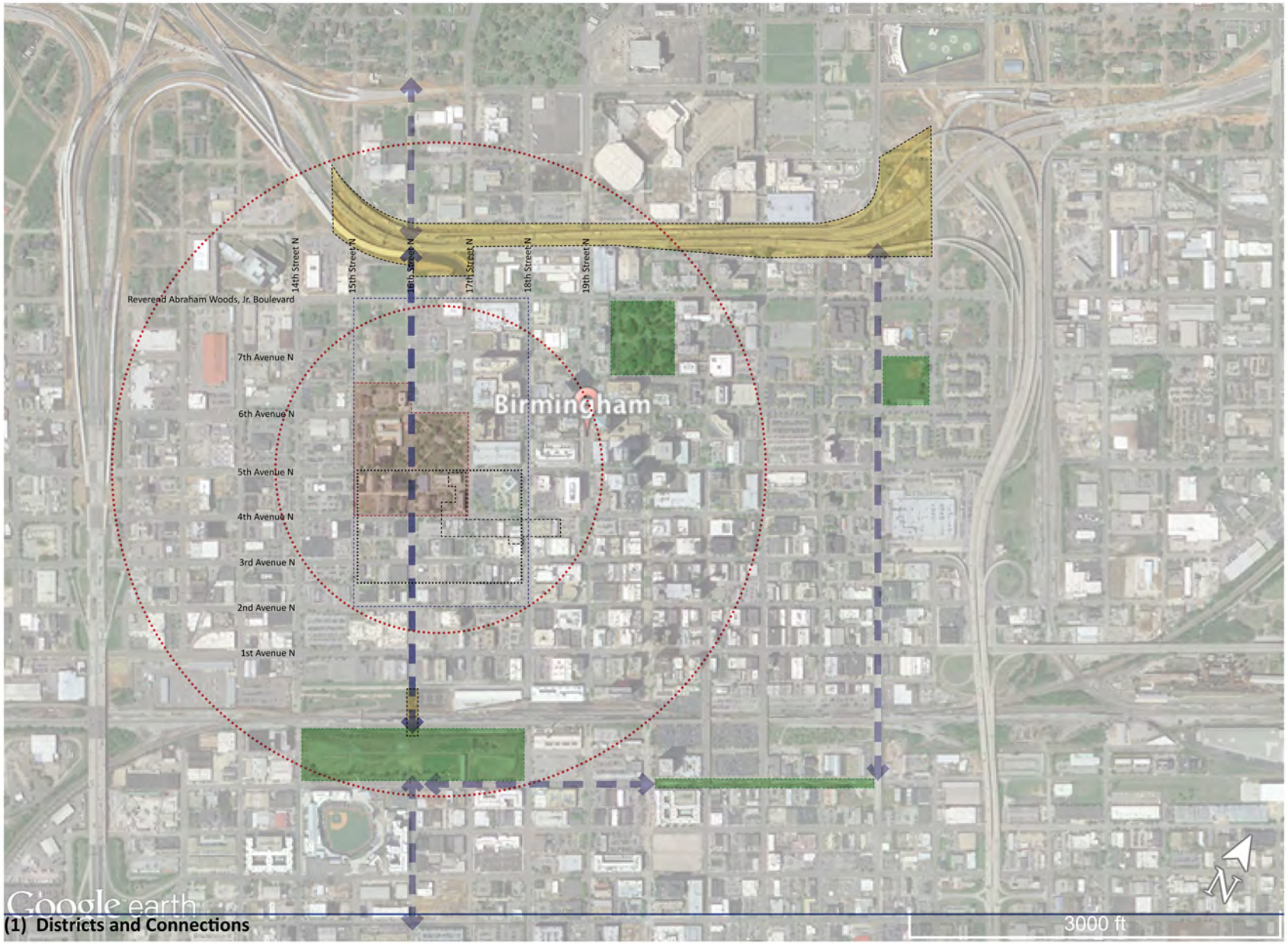
YEHMAN

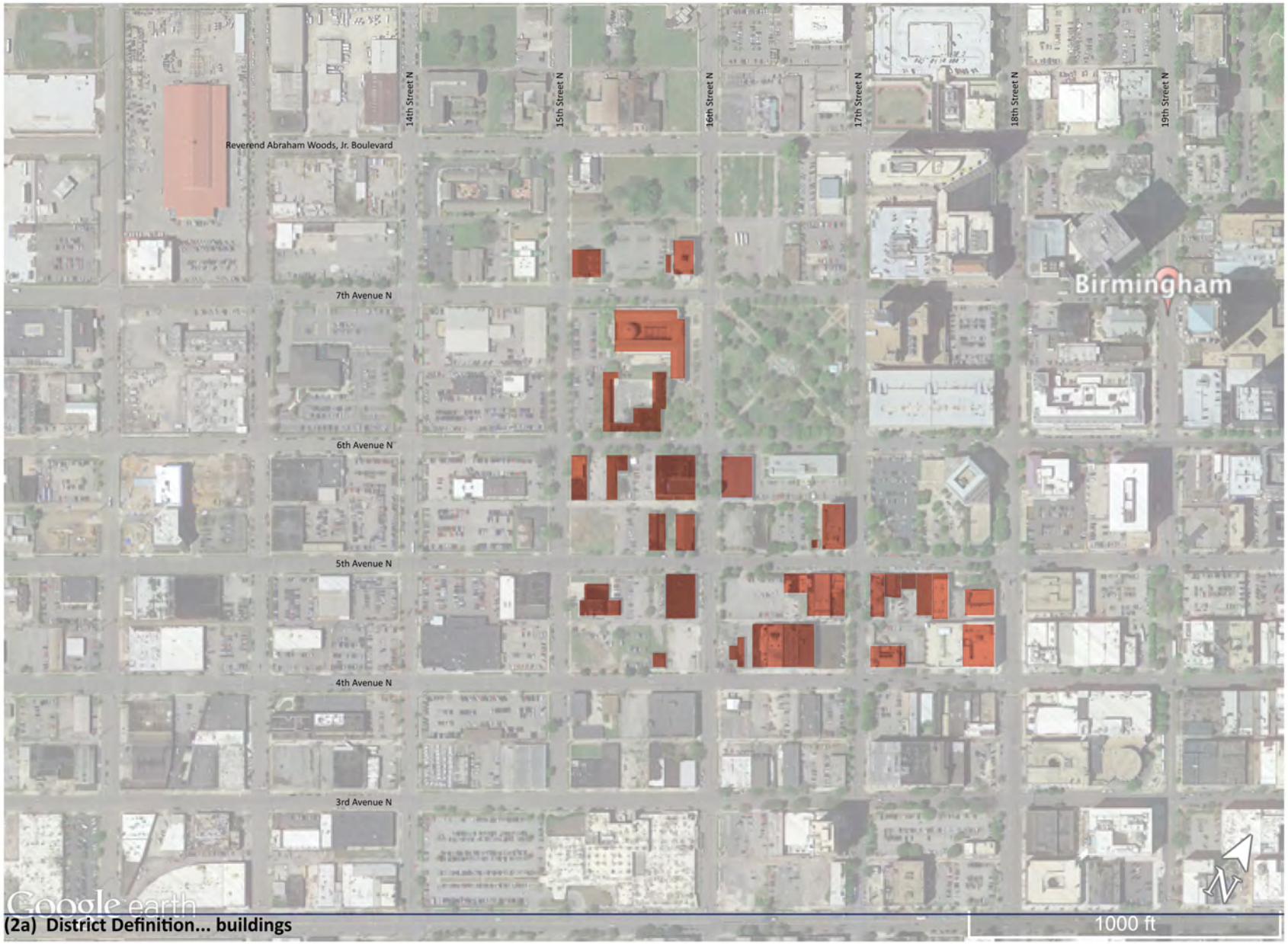
NEARLY NEW BOUTIQUE

DAWSON'S
BURGERS WINGS & FRIES
BARBER
&
STYLE SHOP
Well Groomed
Beauty Supply

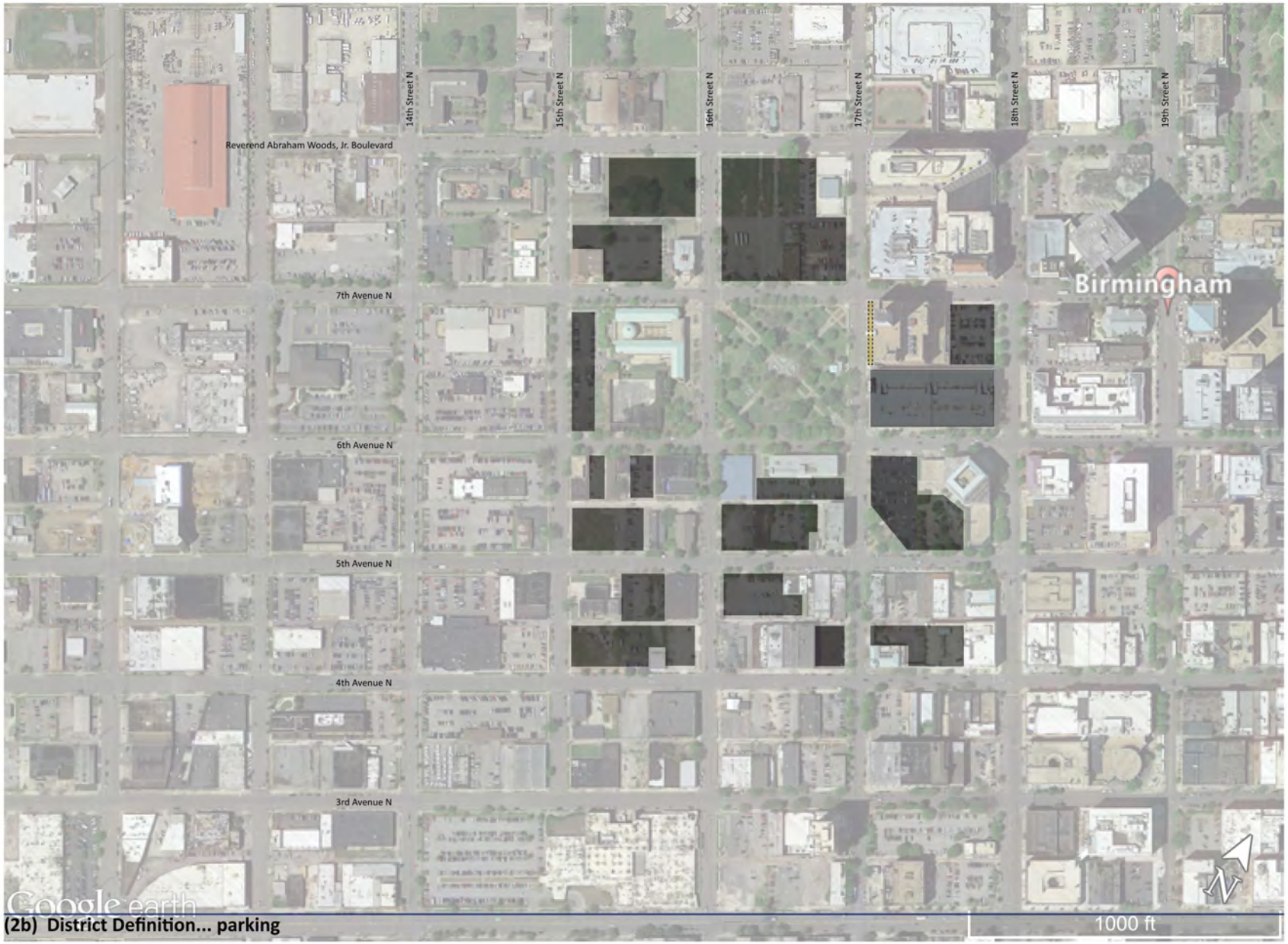
DAWSON'S
BURGERS WINGS & FRIES



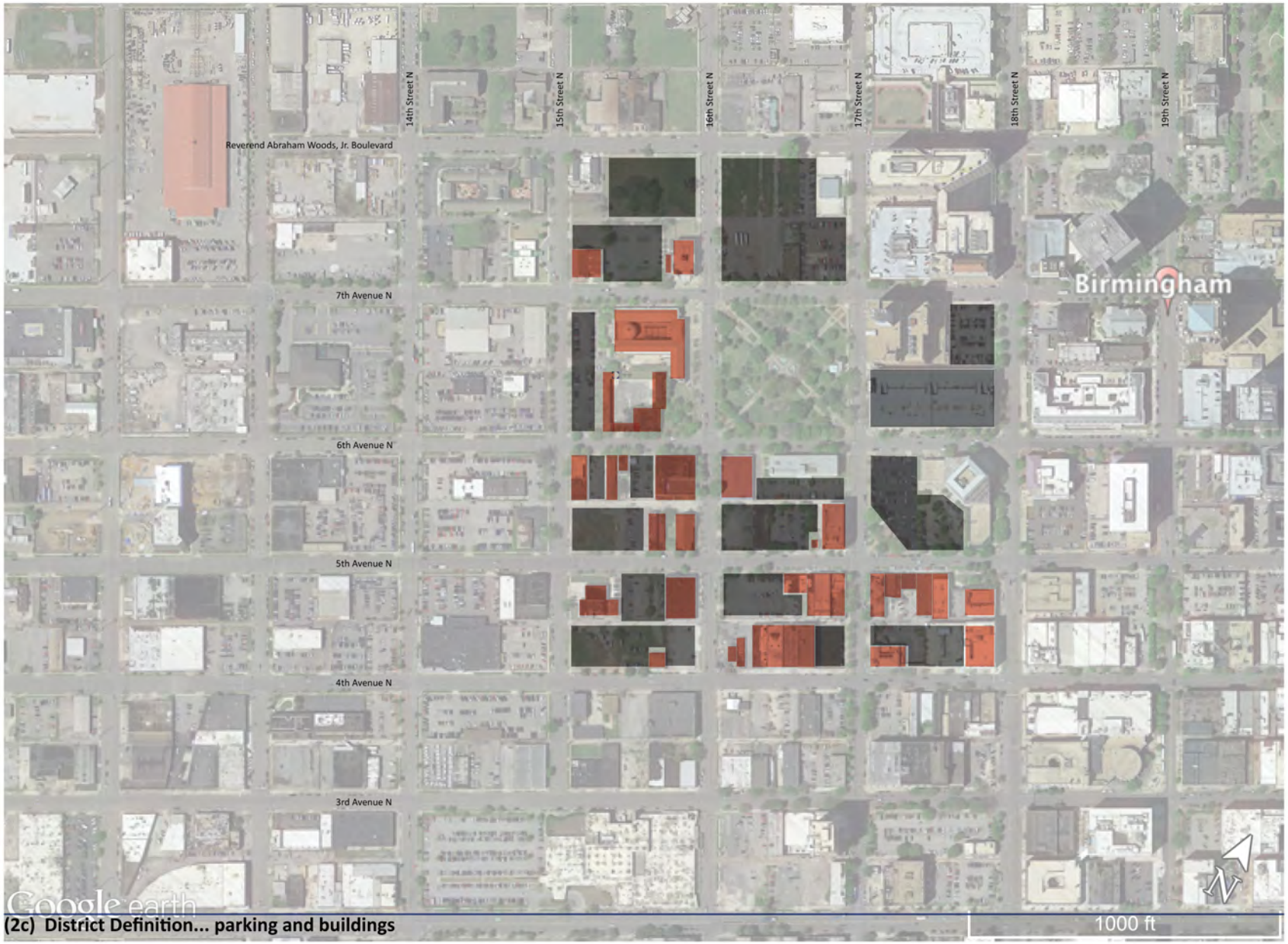
(1) Districts and Connections



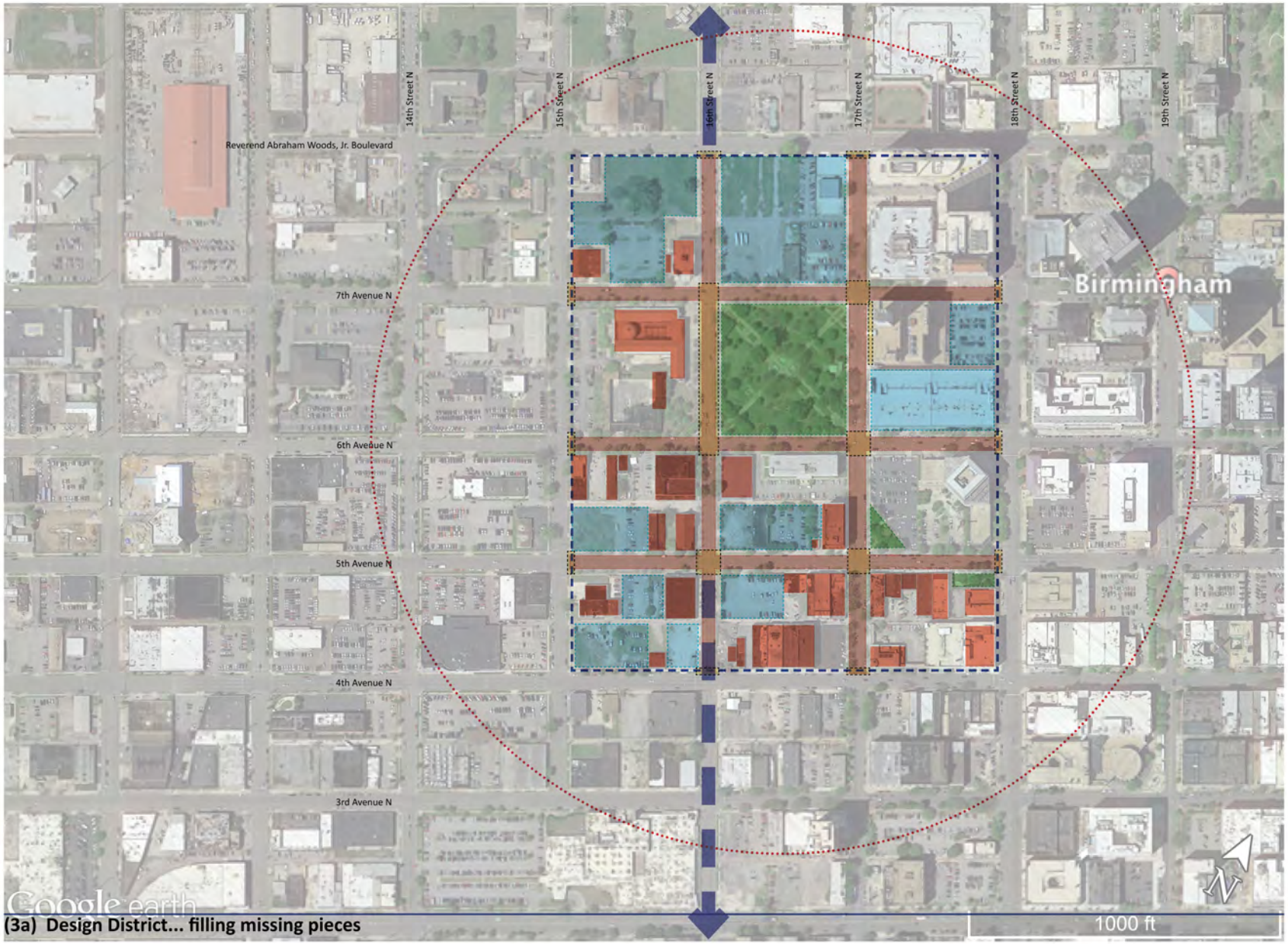
(2a) District Definition... buildings



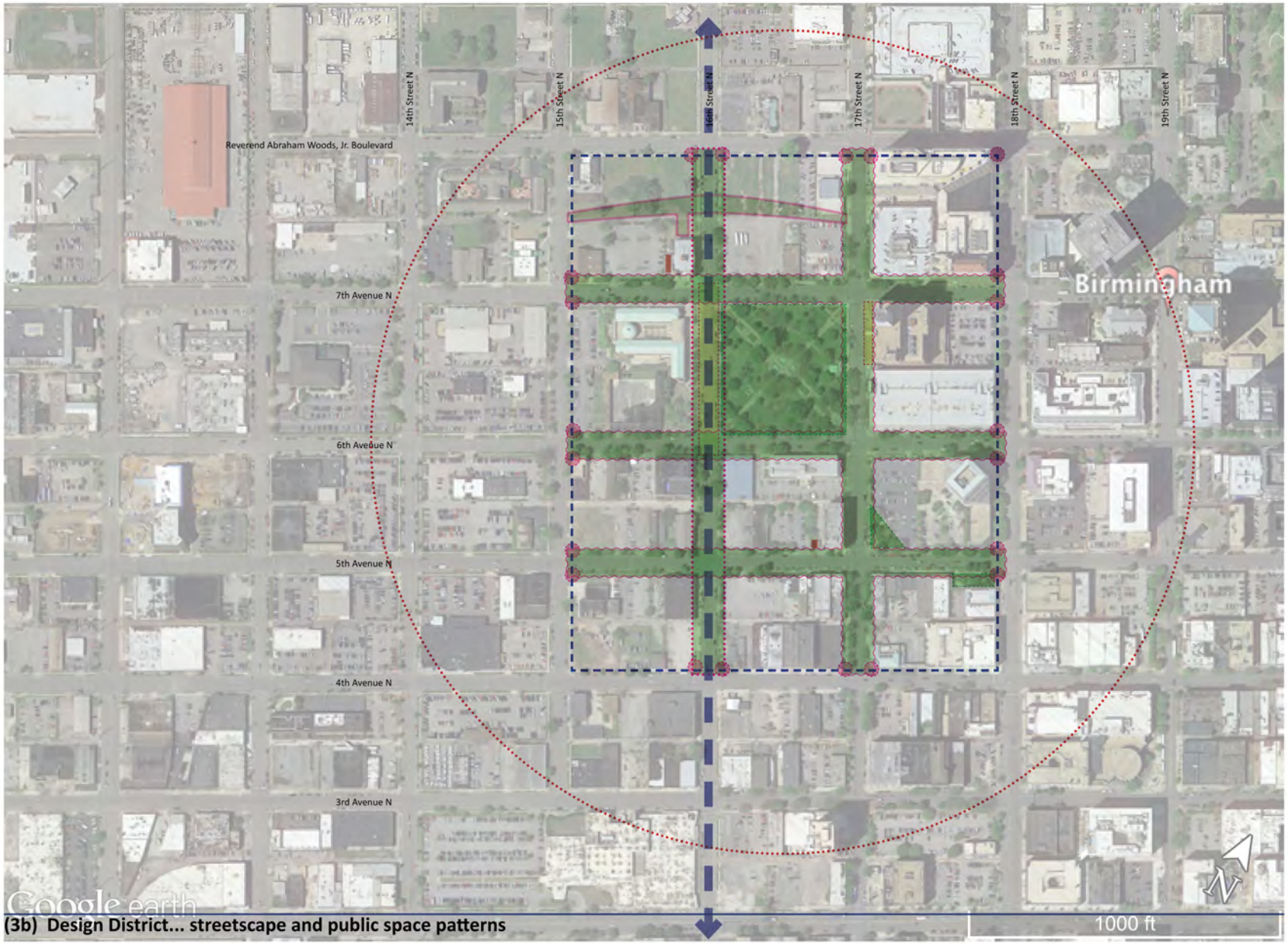
(2b) District Definition... parking



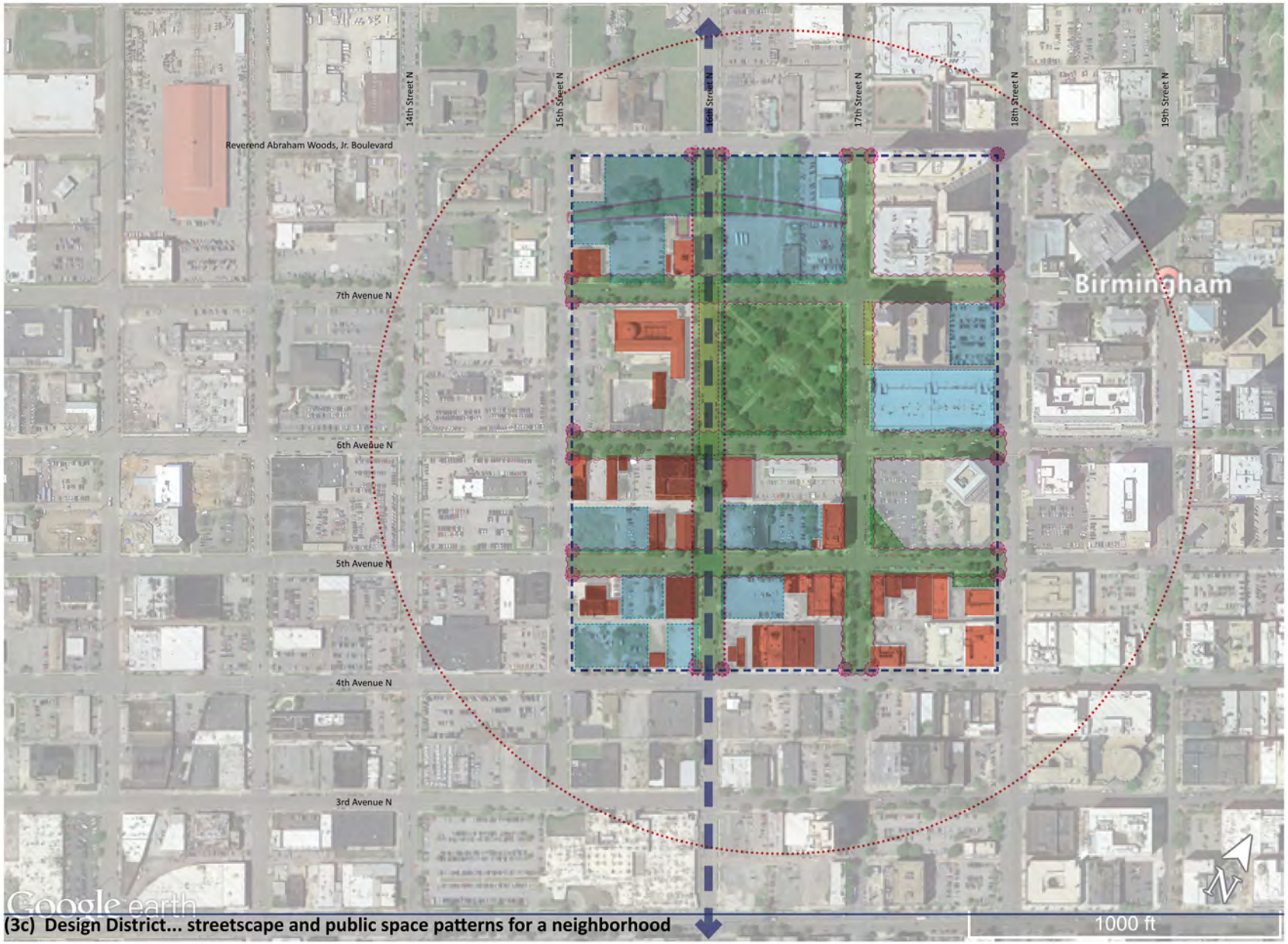
(2c) District Definition... parking and buildings



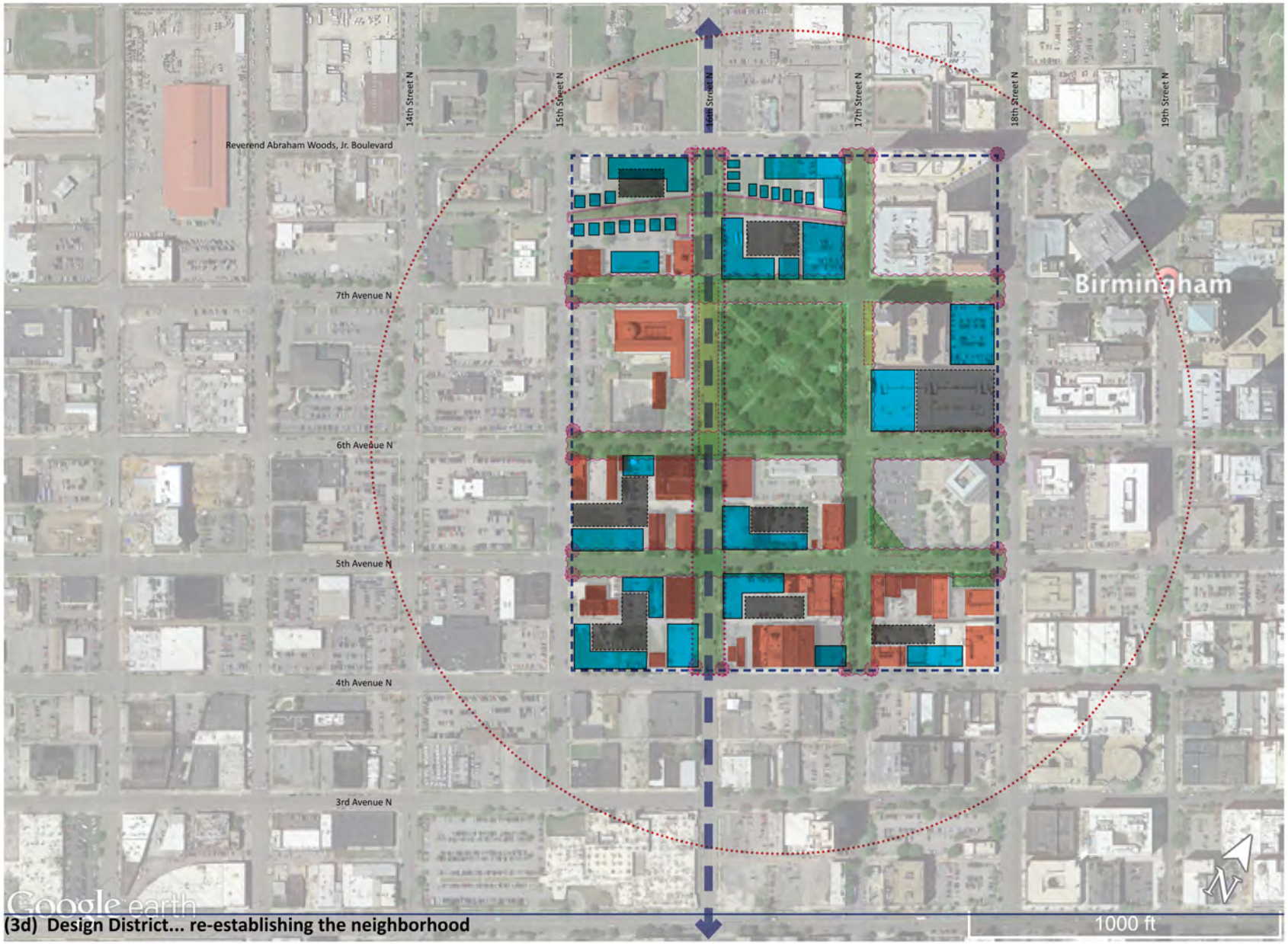
(3a) Design District... filling missing pieces



(3b) Design District... streetscape and public space patterns



(3c) Design District... streetscape and public space patterns for a neighborhood

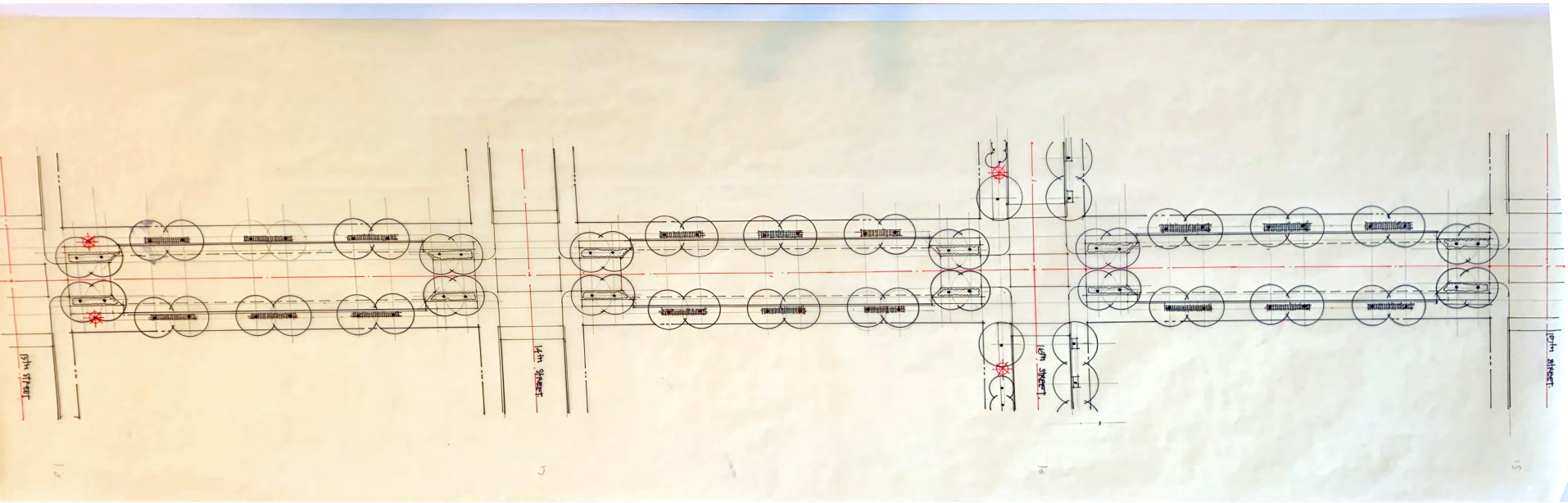


(3d) Design District... re-establishing the neighborhood

(4a) Kelly Ingram Park

(4b) Fourth Avenue History (Mini-Park) and Eddie Kendricks Memorial

DESIGN



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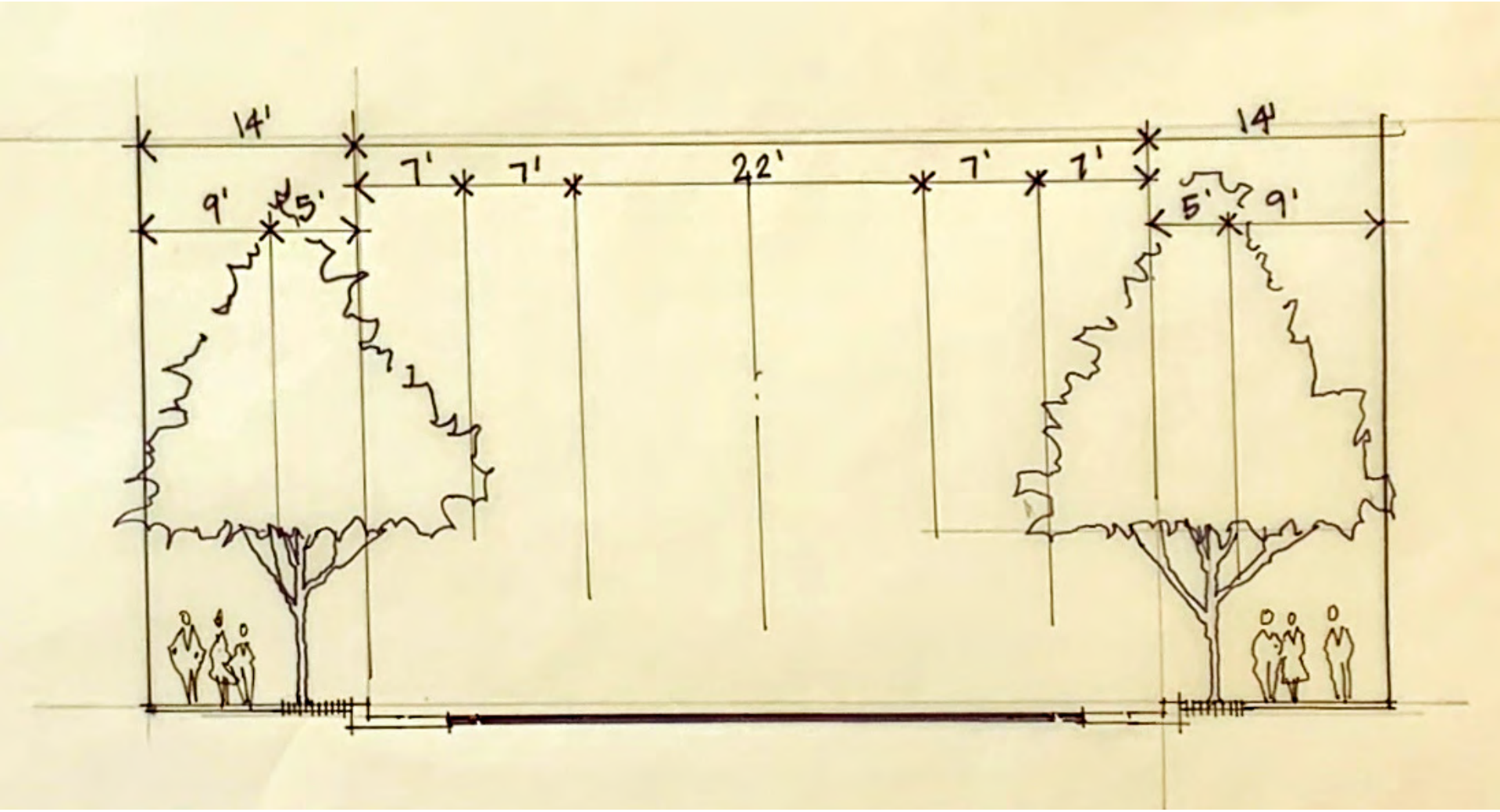

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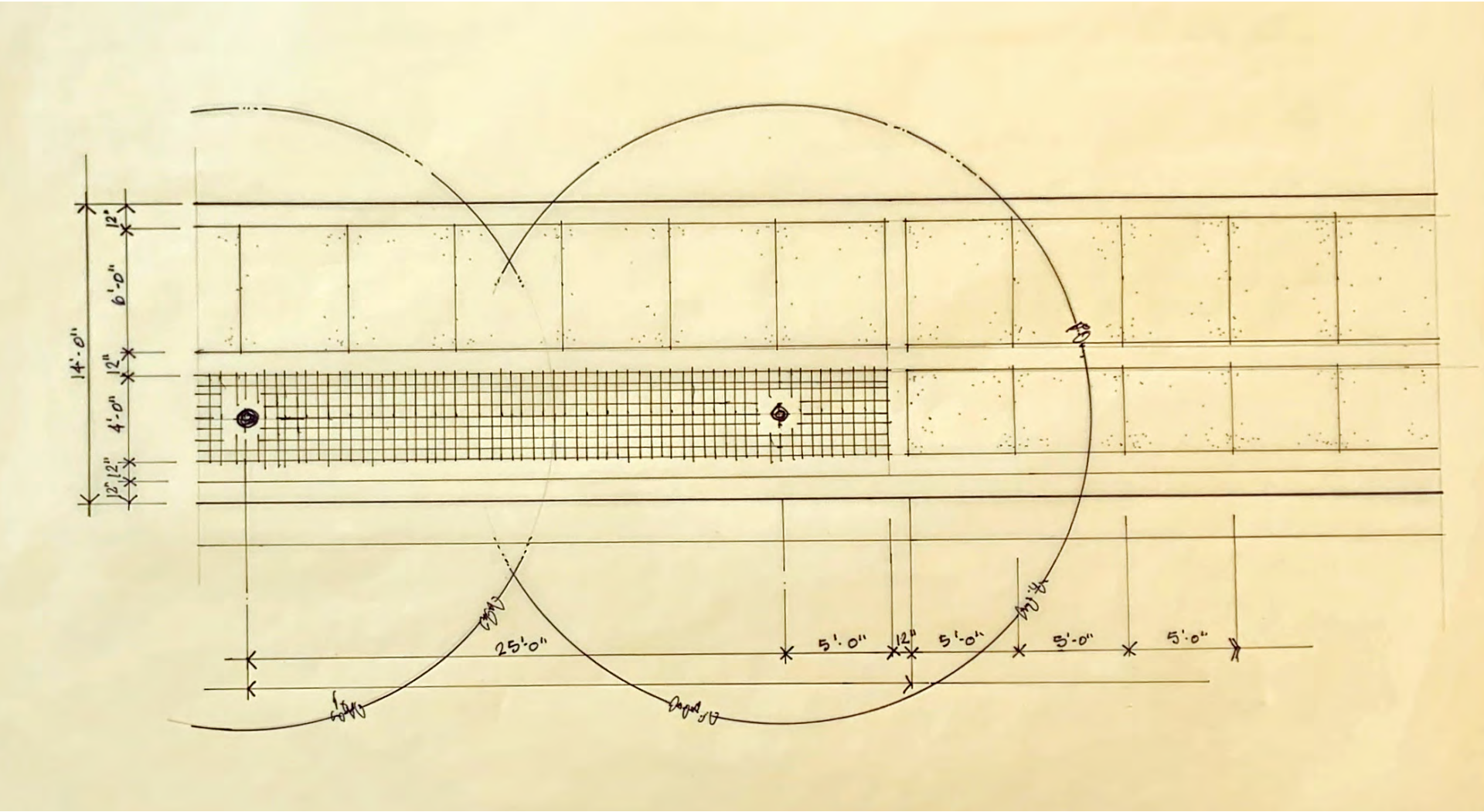

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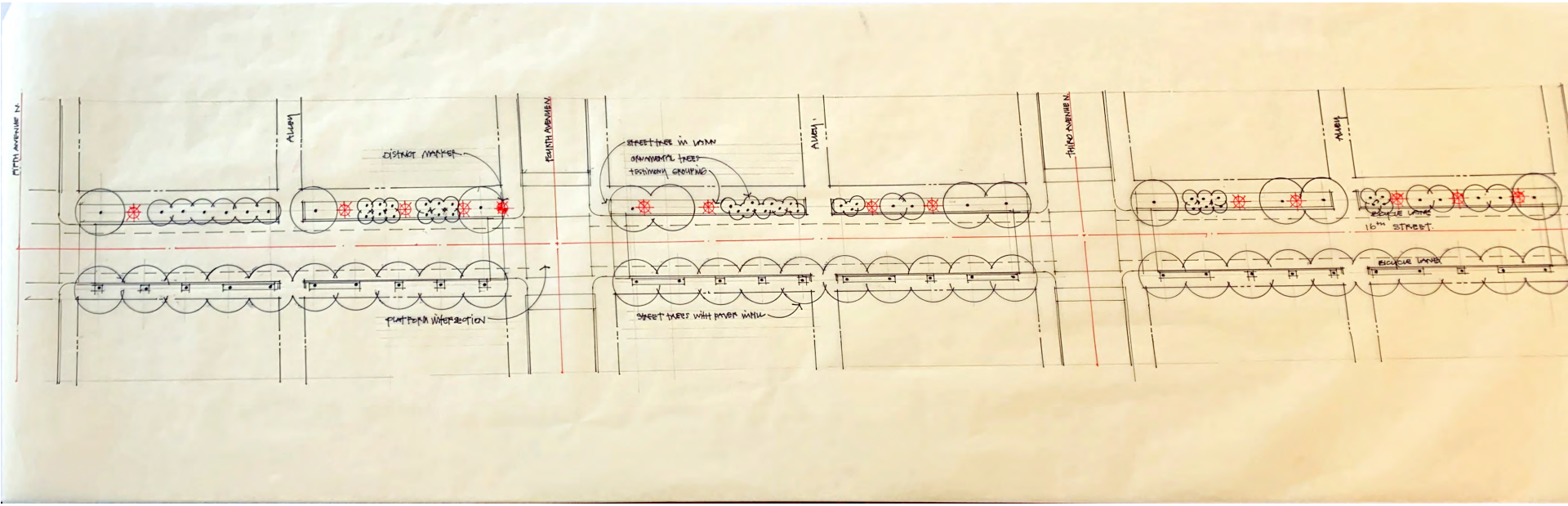
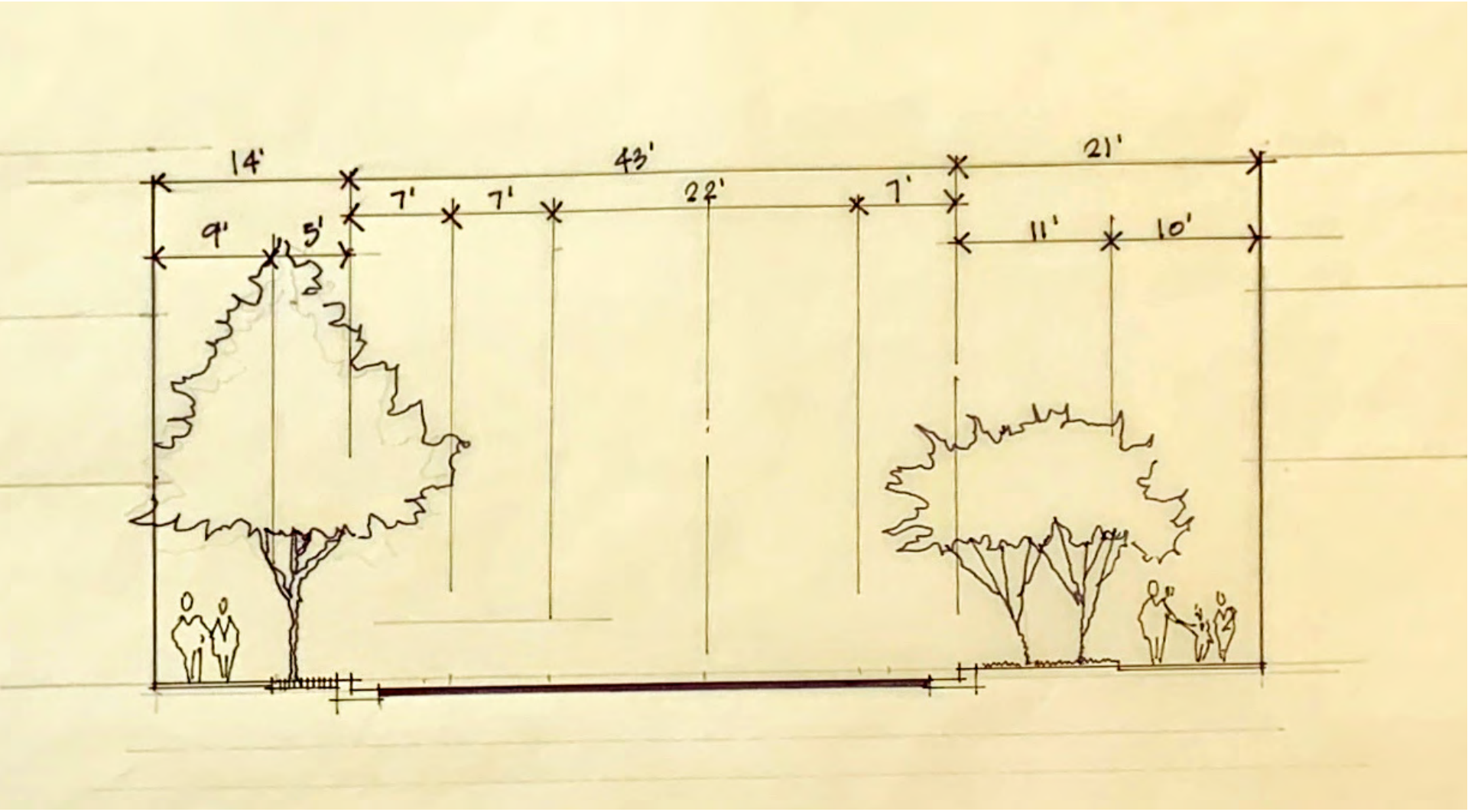

FIFTH AVENUE N.
ALLEY
DISTINCT MARKET
FOURTH AVENUE N.
STREET TREE IN LOAM
ORNAMENTAL TREES
TESTIMONY GROUPING
ALLEY
THIRD AVENUE N.
ALLEY
PLATFORM INTERSECTION
STREET TREES WITH RIVER WALL
16TH STREET
BICYCLE LANES
BICYCLE LANES

DESIGN



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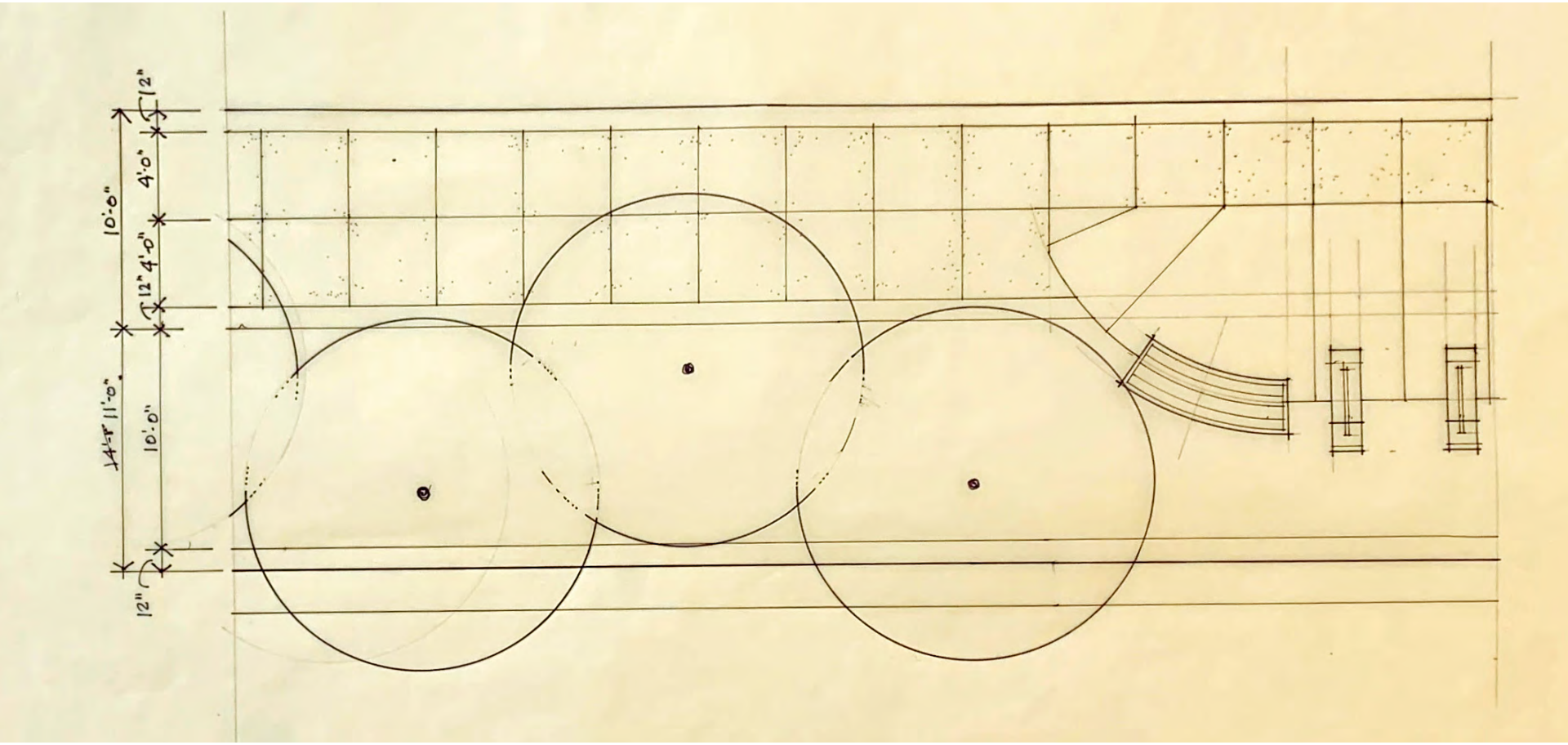

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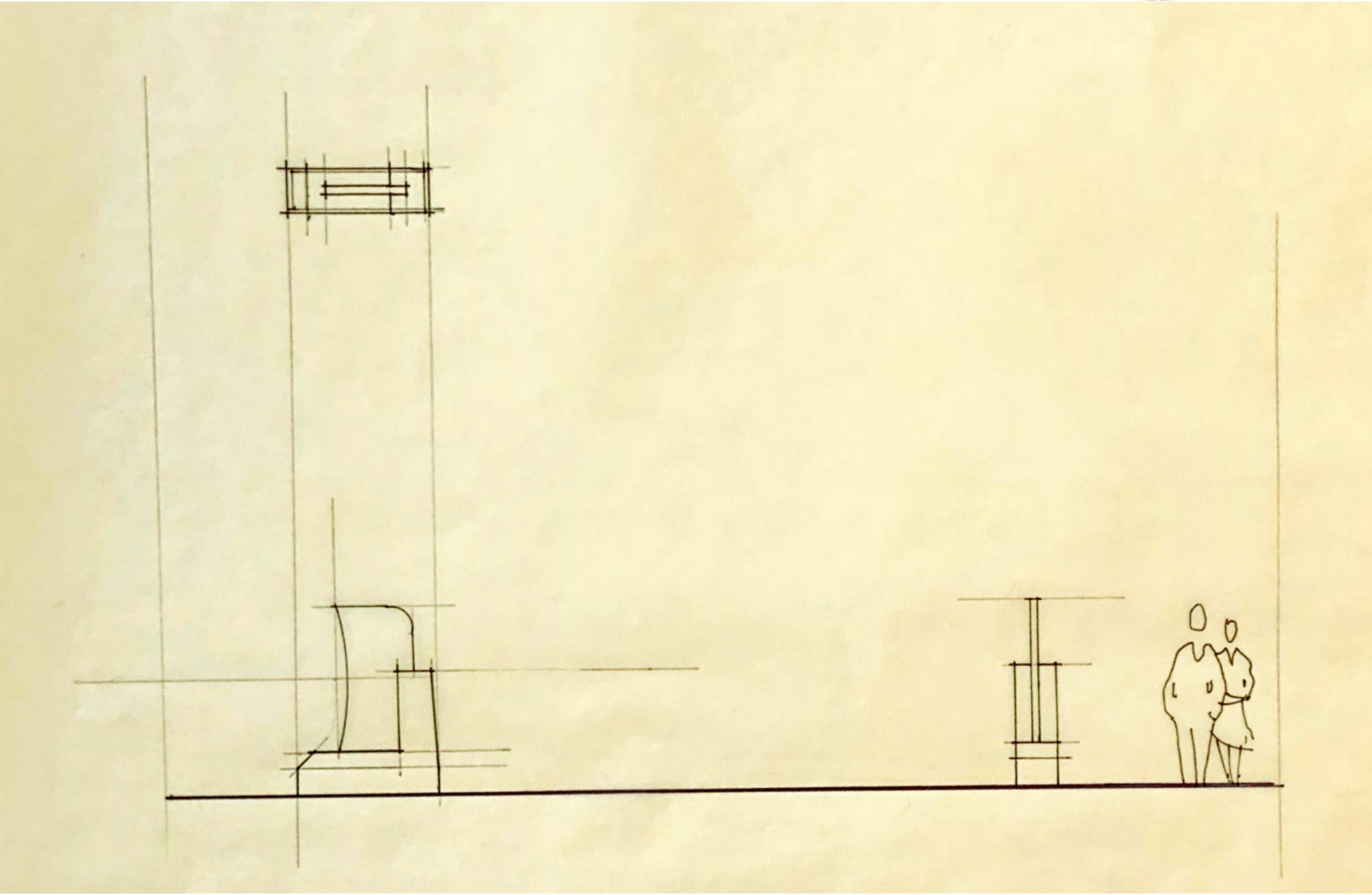

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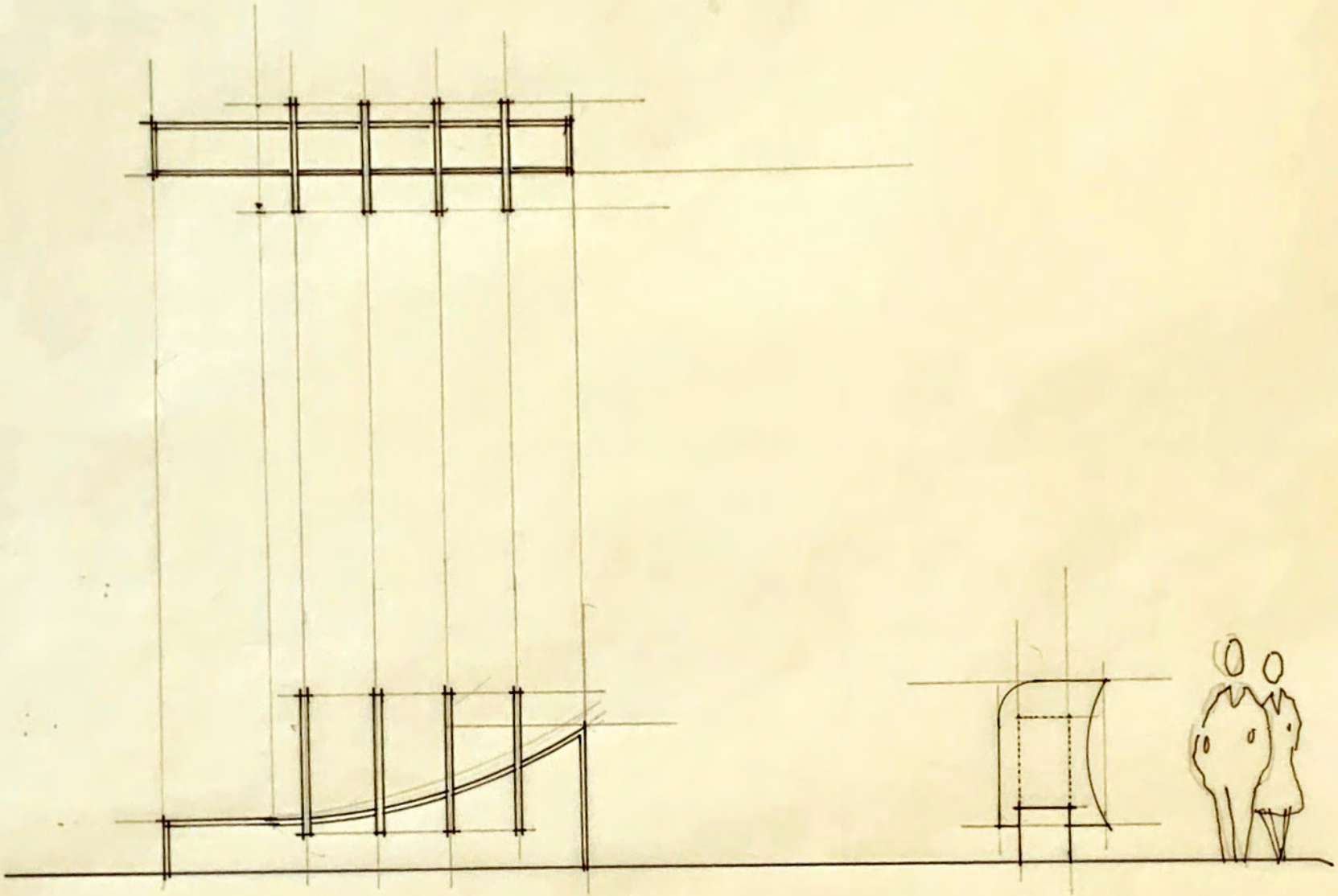

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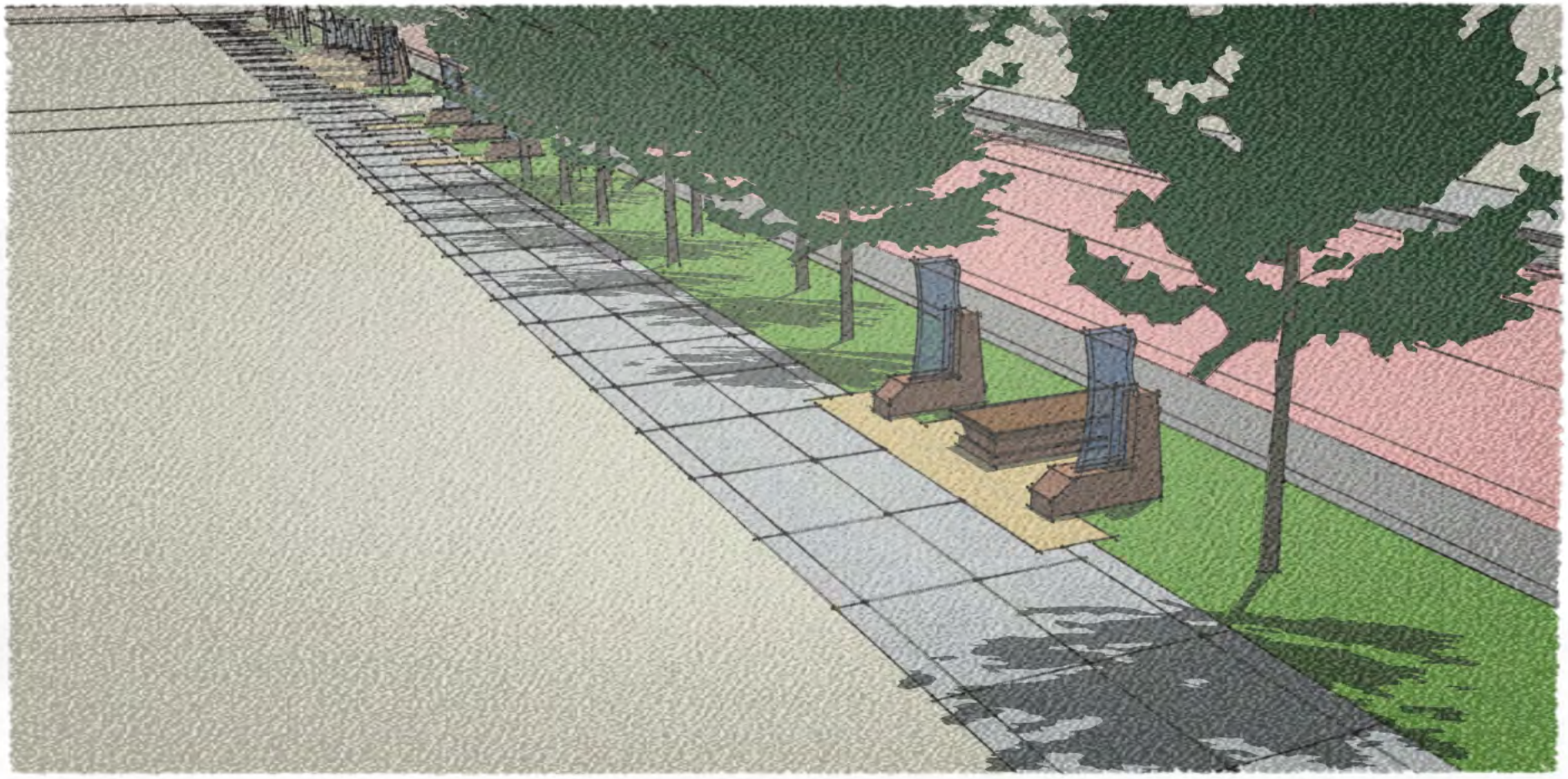
DESIGN



MAIN STREET
ALABAMA
WORKING IT

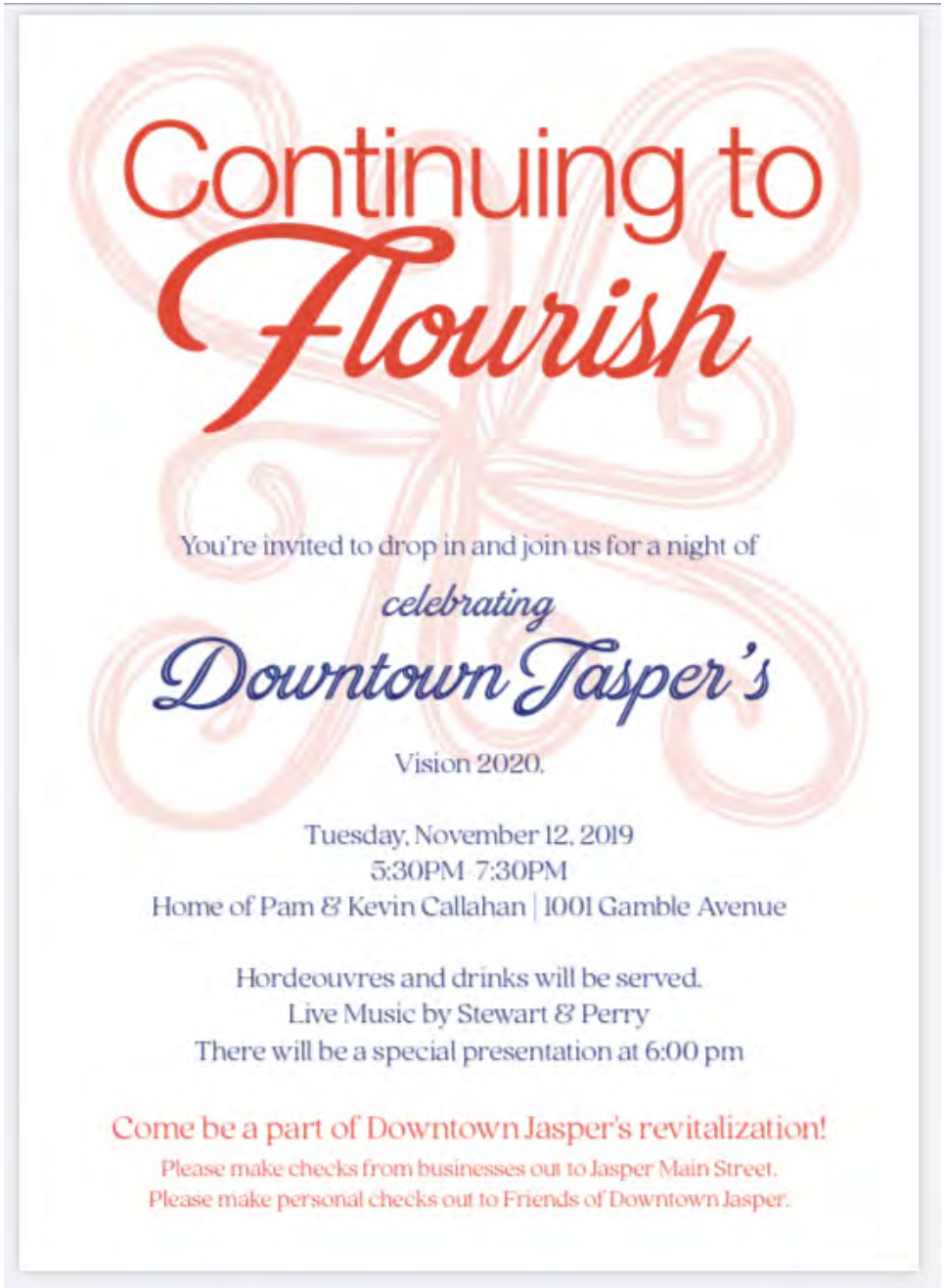
WORKING IT

If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.

WORKING IT

If it works just 2 blocks away, it will work in the Historic 4th Avenue Business District.

WORKING IT



Trawick receives 'Flourish Award' from Jasper Main Street

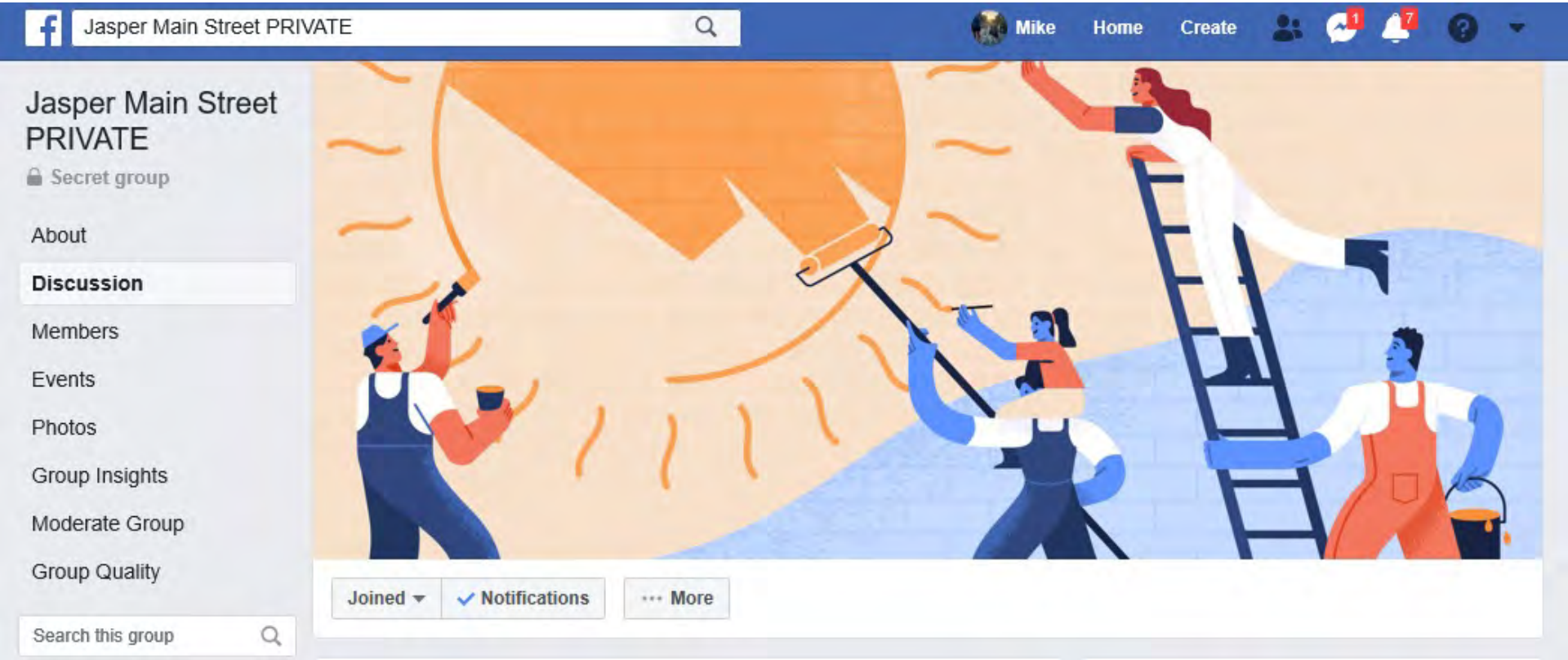
11 hours ago | | |

If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.

WORKING IT

If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.

WORKING IT



If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.

WORKING IT

If it works just 2 blocks away, it will work in the Historic 4th Avenue Business District.

If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.

WORKING IT

If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.

WORKING IT

If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.

WORKING IT

If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.

WORKING IT

If it works 758 miles away, it will work 40 minutes away

AND

in the Historic 4th Avenue Business District.

WORKING IT

If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.

WORKING IT

If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.

NEXT STEPS
MAIN STREET
ALABAMA
Creating Jobs. Keeping Character.

Next Steps

- **Strategic Planning Guide** developed by the Resource Team, including recommendations in each of the four points to support the Main Street program in the first 3 to 5 years
- **Conduct full-day training**, including work plan and goals, for the Program's 4-Point approach.
- **Assistance with general design guidelines** – located on the Main Street Alabama website and in the handbook already delivered on the kick off visit.
- **Basic training** – held onsite November 21 & 22

There's More!

- **Market Analysis** with implementable Transformation Strategies
- **Branding of the District**
- **Branding of the Organization**

RESOURCE TEAM
HISTORIC 4TH AVENUE BUSINESS DISTRICT
BIRMINGHAM, ALABAMA
MAIN STREET
ALABAMA
Creating Jobs. Keeping Character.
(205) 910-8819
www.mainstreetalabama.org