RESOURCE TEAM
HISTORIC 4TH AVENUE BUSINESS DISTRICT

Mary Helmer, Main Street Alabama
Trisha Black, Main Street Alabama
Dionne Baux, NMSC UrbanMain
Keith Stanley, Near West Side Partners | Milwaukee
Jay Schlinsog, Downtown Professionals Network
Michael Schroeder, Landscape Architect | Minneapolis
Mike Putman, Jasper 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.
• 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
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
FOURTH AVENUE
HISTORIC DISTRICT

Prior to 1900 a "black business district" did not exist in Birmingham. In a pattern characteristic of Southern cities found during Reconstruction, black businesses developed alongside those of whites in many sections of the downtown area.

After the turn of the century, Jim Crow laws authorizing the distinct separation of "the races" and subsequent restrictions placed on black firms forced the growing black business community into an area along Third, Fourth, and Fifth Avenue North, from 15th to 18th Streets. Segregation and discrimination created a small world in which black enterprise was accepted and to which blacks had open access. This area served as the business, social, and cultural center for blacks with activities similar to those in the predominantly white districts. The businesses located in the area included barber and beauty shops, mortuaries, saloons, restaurants, theatres, photographic studios, cleaners, shoe shine parlors, and motels. These black businesses and their successors continued to do well throughout the '60s.

(Continued on other side)
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
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](https://www.communityplanningtoolkit.org/sites/default/files/Engagement.pdf)
ENGAGING THE COMMUNITY

Organization
How do you build consensus & cooperation?

Radical Empathy
Grass roots recruiting & Relationship building
Community Culture

Rev Birmingham – Woodlawn Urban Main Process
ORGANIZATION

ENGAGING THE COMMUNITY

**ATTRACTING**
Attract residents & stakeholders 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 Urban Main Process
PORCH PARTIES
outreach is providing 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 host a porch party?

COMMUNICATION
Leverage communication points available in your district/community.

Rev Birmingham – Woodlawn UrbanMain Process
Opportunities to engage in 4th Avenue Business District
ENGAGING THE COMMUNITY

http://www.andersonville.org
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
ENGAGING ALL PARTNERS – PUBLIC & PRIVATE

- City government
- County

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

- Neighborhood Stakeholders
- Community
- Foundations, banks large corporations
ENGAGING ALL PARTNERS – PUBLIC & PRIVATE (EXAMPLES)

Baltimore Main Streets Program
(a key in the community economic development ecosystem)

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

UNIVERSITY OF BALTIMORE

JOHNS HOPKINS UNIVERSITY

MORGAN STATE UNIVERSITY

CITY OF BALTIMORE
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.
ORGANIZATION

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
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-50%</td>
<td><strong>Public funding</strong> (government – city, county, state)</td>
</tr>
<tr>
<td>20-30%</td>
<td><strong>Funding from business district</strong> (BIDS, BIA, business &amp; property owners, residents, partners, corporations, utilities, etc.)</td>
</tr>
<tr>
<td>30-40%</td>
<td><strong>Community funding</strong> (Residents, industry, businesses outside of DT, civic organizations, foundations, etc.)</td>
</tr>
<tr>
<td>5-15%</td>
<td><strong>Miscellaneous</strong> Earned Income [Events &amp; Activities (festivals, etc.), merchandise]</td>
</tr>
</tbody>
</table>
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"

Dear Friends,

I want to extend an invitation to you to join me for a “fundraiser” 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.

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”?
Activities could include:

- To make the event a truly shared meal, consider having different 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.
Volunteer Development: Recruitment, Retention, Recognition

- Maestro work planning
- Group presentation on volunteer opportunities
- Publish program of work, strategy and projects
- Student participation
- Host a volunteer event
- Provide training for the volunteers
- Recognition process
Volunteer Involvement

At least you've got Maestro, Marsha!

Occupancy Rate
70.63%
481 of 681 units occupied

Return on Investment
9:1
Private: $139,990,269.00 Public: $16,170,093.10

Number of Businesses
551
Employees: 9448

Rent / Square Foot
$7.51
11 units

Tasks completed this month
1

Tasks remaining this month
5

Overdue tasks
622

Number of volunteer hours this month
1.25

Contact List

Name | Phone
--- | ---
Emilie Klene | (472)324-7528
John Rokusek | (089)616-5801
Suzanne Marvin | (947)265-7692
Jon Jast | (633)022-5597
Amanda Heaney | (673)475-8831

Todo: Maestro Todo

- Get Maestro
- Call Board President
- Follow-up with Sue

Work Plan List

<table>
<thead>
<tr>
<th>Name</th>
<th>Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 Small Business Saturday</td>
<td>13 / 13</td>
</tr>
<tr>
<td>2019 Small Biz Saturday</td>
<td>0 / 26</td>
</tr>
<tr>
<td>2019 Sunset on the River</td>
<td>0 / 46</td>
</tr>
<tr>
<td>2019 Invitation Magazine</td>
<td>0 / 18</td>
</tr>
<tr>
<td>2019 Cleanup Day</td>
<td>0 / 5</td>
</tr>
</tbody>
</table>
ORGANIZATION

VOLUNTEERS

Recruitment  Retention  Recognition

District Bridges Main Street

Van Ness Main Street
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.

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.

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.

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

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

City of Boston Bowdoin Geneva Main Street - Volunteer of the Year
COMMUNICATIONS / PUBLIC RELATIONS

EnglewoodPortal
News from a Chicago Smart Community

Share your stories

Home  About Us  Calendar  News  Directory  Englewood Quality of Life
Jobs & Internship Postings

[Image of an interactive kiosk]

[Image of a touch screen device]

[Logo for Main Street Alabama]
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
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
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
Forgotten on Fourth
Historic Masonic Temple

Fabric on Fourth
Ferrill African Wear
MONTHLY PROGRAMMING
MONTHLY PROGRAMMING

Fridays on Fourth

Jazz
Children’s Crafts
Food
Vendors
RETAIL PROMOTIONS
Scheduling Promotional Events

- Retail events
- Special events

(c) National Trust for Historic Preservation
CROSS PROMOTION

Mimosas & Makeovers

OCIE AND BELLES

DEC. 2, 2017
10 AM-12 NOON
SHAY-DEAN AESTHETICS

WIN THE WINDOW

Main Street Alexander City
Pages Liked: November 27, 2017

OCIE & BELLES will be hosting Shay Dean Aesthetics on Saturday, December 2 from 10am-12pm for MIMOSAS & MAKEOVERS! Ladies, we will see YOU there!!
#mainstreetac #downtown #shaydeanaesthetics #mimosasandmakeovers #drinklocal #shoplocal
#makeup #makeover #shaydeanaesthetics #alexander city #ocieandbelles #weekendvibes
Chop Around the Clock
Batavia, IL
THE EXPERIENCE SETS THE DISTRICT APART
Elevate Customer Experience

Rosa Lee – Anniston
Live videos
ELEVATE CUSTOMER EXPERIENCE

Exclusive groups

- Pants Store
- The Furry Vest with Hoodie: $21.99
- Colors: Black, Grey, and Large Sizes: Small, Medium, and Large
  - Free shipping on orders over $50
  - Comment separately for more than one color

- The BEST offense IS TO LOOK GOOD on defense

- Facebook
- I love Daily Deals
ELEVATE CUSTOMER EXPERIENCE

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
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.
PROJECT DRIVEN EVENTS

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

Arcy
Light Up the District

LIT
LIGHT + INNOVATION + TECHNOLOGY
Join in the collision of arts + engineering through this projection + light experience

SATURDAY
MARCH 8TH
7 TO 11 PM

DOWNTOWN HUNTSVILLE
The 200WSS Building
next to Big Spring Park

FREE & OPEN TO ALL
infodowntownhuntsville.org

[Image of event poster and photos of illuminated buildings]
Celebrate the District’s Heritage

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

Public Proposals for Public Art

Events & Pop-Ups (living history, competition, launch)
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
Main Street is **Economic Development** within the context of **Historic Preservation**
Economic Vitality

GREEN ACRES
Serving you since 1958 to present
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.
We are South Huntsville
Where eighteen find their space.
We are a home, a place to grow, a community of values. A place where people feel safe and secure. A place where we come together to build a better future for our families and our neighborhood.

Where businesses boost the local economy.
We provide a robust business climate that encourages growth and economic development. Our businesses are thriving, and their success is our success.

Where people enjoy their community.
We create a charming, walkable neighborhood with a variety of services and amenities, from coffee shops to parks. Our community is vibrant and diverse.

Where children are beloved
We are a community that supports children and their families. We offer a range of educational opportunities, from preschool to high school. Our schools are highly rated, and our community is committed to their success.

We invite you to discover South Huntsville. Our Directional Points Mirror.

2019 Market Study and Strategies Executive Summary

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

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, 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
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 troubleshoot 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
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?
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.

Lost Economic Activity $ 386,750
Three Hundred Eighty-Six Thousand Seven Hundred Fifty Dollars

Estimates prepared by Donovan D. Drykema, Place Economics, Washington, D.C.
District Opportunities

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

Leasing Opportunities
- Shores Law Center - Office Space
- Office Space for Lease (temp...
- 1612 - 1614 3rd Ave. N
- 1709 4th Ave. N (Formerly M...

Venues for Rent

Special Development Inquiry
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.

📞 (205) 328-1850
🌐 urbanimpactbirmingham.org
Bring Your Business and Become Part of Our History

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

📞 (205) 328-1850
🌐 urbanimpactbirminghham.org
Start Your Business Here and Write Your History

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

📞 (205) 328-1850
✉️ urbanimpactbirmingham.org
Economic Vitality

THIS PLACE IS FILLED WITH POTENTIAL!

CONTACT MAIN STREET ANNISTON TODAY (256) 689-5479

WINDOW GRAPHIC SPONSORED BY TYSON'S MODEL CITY GLASS (256) 237-4444

MAIN STREET
ANNISTON

THIS SPACE IS FILLED WITH OPPORTUNITY

CONTACT MAIN STREET ANNISTON TODAY (256) 689-5479

WINDOW GRAPHIC SPONSORED BY ALABAMA POWER

MAIN STREET
ALABAMA
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!

milwaukee.gov/CRE (414) 286-5730
Reasonable accommodations upon request. Call (414) 286-3473 or email ADACoordinator@milwaukee.gov
ECONOMIC VITALITY
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

How does one go about finding the space to start your business?

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 retail or service business? Does your business rely on high visibility? Do you need an office setting?

2 FINDING SPACE: Businesses wanting to locate within the downtown or rail district, the Heart of Biddeford is here to help. Downtown Biddeford is home to a variety of property types: storefronts, office spaces, 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/leasing terms, available parking and other important building data. If you’re interested in business parks or existing areas, contact the Office of Economic & Community Development at (207) 282-7118.

“...the Heart of Biddeford’s intention is 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 Wayman, Executive Director
ECONOMIC VITALITY

SHOW OF HANDS
COMMUNITY-DIRECTED FUNDING

Wheeling Heritage

wheelingheritage.org/show-of-hands/
ECONOMIC VITALITY

DATE: September 26, 2018

PAY TO THE ORDER OF: Attention to Detail $5,214.00

Five-thousand Two-hundred Fourteen dollars

FOR: Show of Hands Wheeling Heritage
Welcome to the Family. That’s Foley!
Let’s be “That Place…”

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

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 RHODIS
Encourage and advocate for mixed-use infill development in the district.

Convert 6th Ave to 2-way operation and visually connect to 20th Street.

Respect and celebrate the culturally significant blocks.
ECONOMIC VITALITY

PROBLEMS AND SOLUTIONS FOR THREE KEY ISSUES

Problem

Downtown workers & visitors currently have very little awareness of the 4th Ave. District

There are few activities to keep or attract people into the 4th Ave. District after hours and/or during weekends

Very few residents and overnight visitors in the 4th Ave. District

Solution

Increase the awareness, branding, and access to the 4th Ave. District

Enhance experience at local businesses and host events that bring in more visitors to 4th Ave. District

Increase the residential and overnight visitor presence in the 4th Ave. District
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
(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
monuments and art clustered along 3/4 of Freedom Walk

16th Street along park raised to platform level creating continuous space for events

Great Lawn for play and events; monuments relocated, trees planted at perimeter

new walk connects midpoints of perimeter sidewalk to center of park

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

- remove dead wood from performance pavilion; replace lighting
- fill against back of steps to create a sloped lawn facing the intersection
- remove some (or all) understory trees and ground level plantings
DESIGN
If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.
If it works just 2 blocks away, it will work in the Historic 4th Avenue Business District.
Continuing to Flourish

You're invited to drop in and join us for a night of celebrating Downtown Jasper's Vision 2020.

Tuesday, November 12, 2019
5:30PM 7:30PM
Home of Pam & Kevin Callahan | 1001 Gamble Avenue

Horderves and drinks will be served.
Live Music by Stewart & Perry
There will be a special presentation at 6:00 pm

Come be a part of Downtown Jasper's revitalization!
Please make checks from businesses out to Jasper Main Street.
Please make personal checks out to Friends of Downtown Jasper.

Trawick receives 'Flourish Award' from Jasper Main Street

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If it works 40 minutes away, it will work in the Historic 4th Avenue Business District.
If it works 758 miles away, it will work 40 minutes away
AND
in the Historic 4th Avenue Business District.
If it works 40 minutes 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.
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**