

ORGANIZATION

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

This is one point of the Main Street Four Point Approach for comprehensive, incremental downtown and commercial district revitalization. This point should be implemented in tandem with the other Main Street Four Points as each point works collectively to complement the others towards incremental downtown development.

WITH versus FOR. The Main Street program should strive to work **with** the community, and not for the community, while ensuring public engagement and volunteerism drive the revitalization efforts.

Key objectives

Promote the revitalization effort:

- Board, committee and volunteer training *(MMS Education)*
- Reporting of key reinvestment statistics *(MMS Tool)*

- Initial MS budget *(MMS Tool)*
- Communication plan *(MMS Service)*
- Internal operating procedures *(MMS Tool)*
- Adopting transformation strategy to guide programing/initiative in each of the Four Points *(MMS Service)*
- Annual strategic planning *(MMS Service)*

Foster community engagement:

- Community survey: identify areas of success and challenges across all Four Points *(MMS Tool)*
- Volunteer management *(MMS Tool)*

Encourage investment in revitalization:

- Fund development plan/fundraising strategies *(MMS Service/Tool)*

HELPFUL TIPS

Partnerships:
Develop and maintain partnerships with community stakeholders. Key stakeholders to consider are business and property owners, your municipality, and community organizations such as the chamber of commerce, local schools, library, etc.

Frequently share the impacts of your revitalization effort. Ensure you are promoting the good work of your Main Street regularly. Make your community's Main Street organization a household name.

Share the story of those involved—make it personal!

Connect with and thank your donors often.

HELPFUL TIPS

Important questions to ask

Who do we need to connect with?

Budget: What revenue sources do we have and what expenditures do we have? Do gaps exist where fundraising is needed?

What volunteers do we need?

Looking for additional resources?

Check out the following:

- [Michigan Main Street Resources](#)
- [Main Street America Revitalization Toolkits](#)

