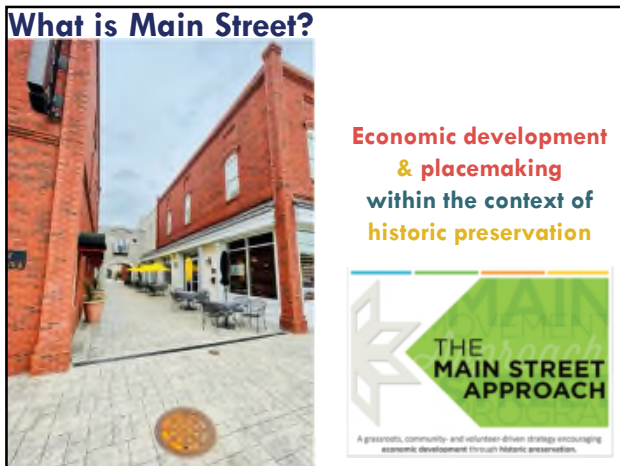
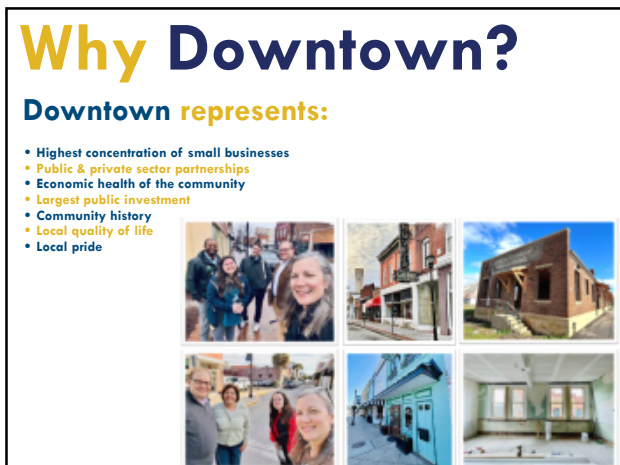


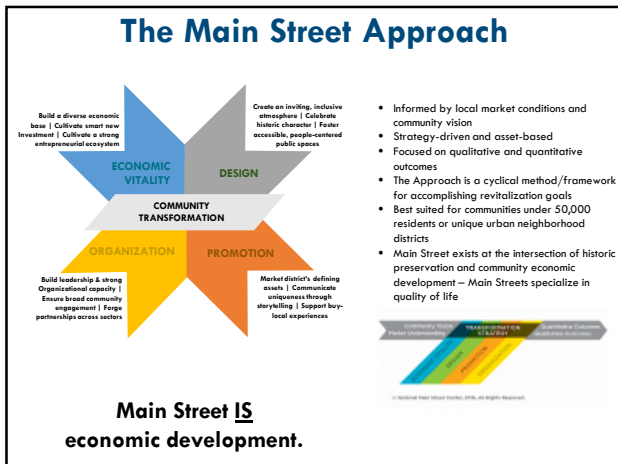
The information provided here is for informational and educational purposes and current as of the date of publication. The information is not a substitute for legal advice. Consult your attorney for advice concerning specific situations.

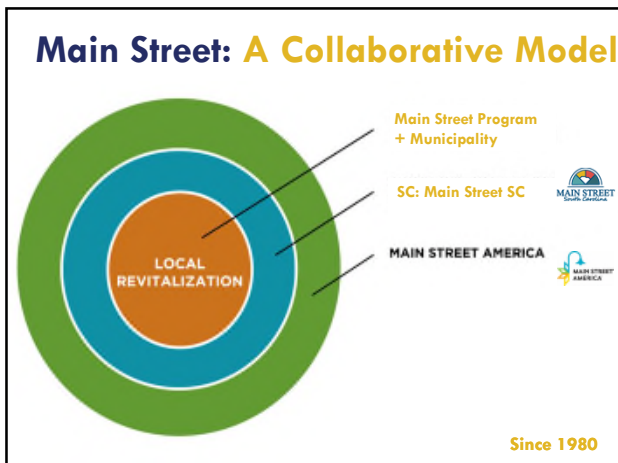












- Launched in 1980
- Over 2,000 local Main St programs nationwide
- Main St SC is SC's Coordinating Program

MAIN STREET AMERICA
Nationally recognized.
Locally powered.™

WHAT is Main Street? A proven, comprehensive framework that empowers local leaders to transform downtowns into thriving centers of commerce, culture, and connection.

HOW does it work? It leverages historic preservation, design, community engagement and partnerships to drive sustainable revitalization.

WHY? To create vibrant downtowns that foster community pride.

State Network

40+ year legacy

1980 Main Street America is founded in Boston, Massachusetts.

1984 Main Street America is incorporated as a non-profit organization.

1985 Main Street America is recognized as a national leader in downtown revitalization.

1987 Main Street America is recognized as a national leader in downtown revitalization.

1990 Main Street America is recognized as a national leader in downtown revitalization.

1995 Main Street America is recognized as a national leader in downtown revitalization.

2002 Main Street America is recognized as a national leader in downtown revitalization.

2008 Main Street America is recognized as a national leader in downtown revitalization.

2010 Main Street America is recognized as a national leader in downtown revitalization.

2018 Main Street America is recognized as a national leader in downtown revitalization.

2023 Main Street America is recognized as a national leader in downtown revitalization.

State Network

Purpose & Role

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As the state Main Street Coordinating Program, Main Street SC helps communities develop Main Street Districts that:

- ✓ ATTRACT residents and businesses
- ✓ PROMOTE private commercial investment
- ✓ SPUR economic growth

State Network

Grants to support local programming resources & technical assistance

State Network Structure

Levels of Participation

Friends
Learning Level

Attend Quarterly Trainings

Aspiring
Engaged Level

3 years assistance
Develop comprehensive plans
Building plan & action plan

Classic
Graduate Level

Full-time Director, volunteers &
active programs
Continuing to build consensus

Accredited
Master Level

Fully integrated Main St
program into community
Demonstrates National
standards +

Local Main Streets

Facilitate Successful Revitalization by:

- Providing a framework & process for sustainable revitalization
- Engaging the community in the future of downtown
- Helping to manage the local market
- Connecting to State support, technical assistance and outside experts
- Accessing the National network of communities and resources



MAIN STREET APPROACH®

COMMUNITY VISION + MARKET UNDERSTANDING

Establish a community vision for the Main Street district that acknowledges market realities and provides a foundation for future (re)development.
Key tools: local surveys, market data

TRANSFORMATION STRATEGIES

Identify a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.
Key tools: focused strategy, implementable goals

IMPLEMENTATION & MEASUREMENT

Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.
Key tools: project work plans, data collection and tracking



Healthy Main Streets...

- ✓Engage in regular, strategic outreach, assessment & planning
- ✓Define & curate their purpose
- ✓Tell their stories
- ✓Build ownership & leadership
- ✓Position downtown as THE center for EVERYONE
- ✓Take ACTION
- ✓Invite and ignite people to GET INVOLVED





Tell the LOCAL story





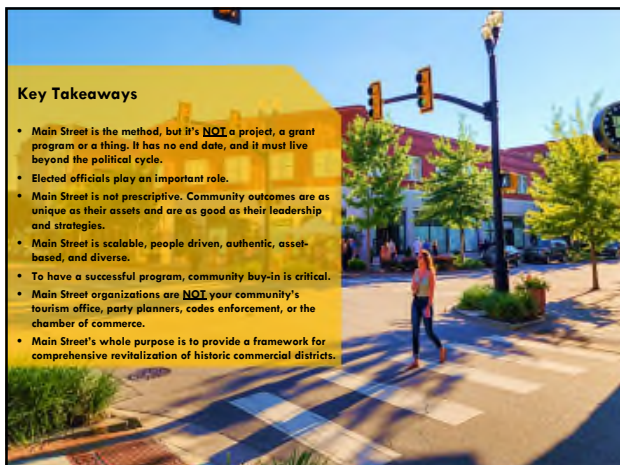






Key Takeaways

- Main Street is the method, but it's **NOT** a project, a grant program or a thing. It has no end date, and it must live beyond the political cycle.
- Elected officials play an important role.
- Main Street is not prescriptive. Community outcomes are as unique as their assets and are as good as their leadership and strategies.
- Main Street is scalable, people driven, authentic, asset-based, and diverse.
- To have a successful program, community buy-in is critical.
- Main Street organizations are **NOT** your community's tourism office, party planners, codes enforcement, or the chamber of commerce.
- Main Street's whole purpose is to provide a framework for comprehensive revitalization of historic commercial districts.







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A program of the Municipal Association of SC
