DOWNTOWN REVITALIZATION

Planning for Success
Hmmm...do I use a process proven to work, one that is tried and true, and likely successful...or not?
FOR POINT APPROACH

- Organization
- Marketing & Promotion
- Design & Heritage Conservation
- Economic Restructuring
FOUR POINT APPROACH Organization
FOUR POINT APPROACH
Marketing & Promotion
FOUR POINT APPROACH
Design & Heritage Conservation
FOUR POINT APPROACH
Economic Restructuring
Model for Success

National Main Street Center
Heritage Canada Foundation
Foundation Rues principales
Alberta Main Street Program
Main Street Saskatchewan
What are the common elements that help tie things together to bring success?

What are the challenges?
Common Elements

- Guiding Principles
- Standards of Performance
Guiding Principles

1. Comprehensive
2. Incremental
3. Self-help
4. Partnerships
5. Capitalizing on existing assets
6. Quality
7. Change
8. Implementation
The Four Point Approach is applied in unison...each point can’t act alone.
“Rome was not built in a day.”

Start slow and steady...quick wins.

SMALLER PROJECTS
QUICK WINS
- PAINT STAR CAFE 2nd FLOOR
- B. C. CAFE
- CORNBELLS HUT
- PHARMA SAVE
- PAINT SALVATION ARMY
- PAINT GLASCOCK BUILDING
- LOG MUSEUM

YEAR #2
- SEARS SLIP COVER
- DAILY GRIND FACADE
- COMPLETE KITCHEN RE-DO
- COMPLETE GALLERY
- ORA LOWER WINDOWS
Before Rehabilitation

Camrose, Alberta

After Rehabilitation
Vilna, Alberta

Before Rehabilitation

After Rehabilitation
Before Rehabilitation

After Rehabilitation

Ponoka, Alberta
Before Rehabilitation

After Rehabilitation

Wainwright, Alberta
Engage the community, mobilize, foster pride and create a sense of community.
3. SELF-HELP
Public and private partnerships are essential.
Historic commercial districts are unique and distinctive.
5. CAPITALIZING ON ASSETS
It should be the backbone of the revitalization program.
Change is good...it will happen...and most times for the better.
7. CHANGE
Visible results create confidence, excitement, and a sense of anticipation.
8. IMPLEMENTATION
Ten Standards of Performance

1. Community Support
2. Vision and Mission
3. Work Plan/Implementation Plan
4. Preservation Ethic
5. Board & Committees
6. Adequate Budget
7. Program Manager
8. Ongoing Training
9. Key Statistics
10. Networking
1. Community Support

- Community representation
- Philosophical commitment
- Public and private sector partnerships
- Public engagement
2. Vision and Mission

- All-encompassing vision statement
- Mission statements for board & committees
- Statements that drive program and press releases
- Reflect results of community engagement
3. Work Plan / Implementation Plan

- Measurable goals & objectives
- Work plans for board & each committee
- Progress reports
- Yearly reviews
- Accountability
4. Preservation Ethic

- Financial incentives
- Design review and guidelines
- Building designations
- Façade improvements
- Supportive land use policies
- Public awareness initiatives
- Local design services
- Educational activities
5. Board & Committees

- Fundraising
- Unified voice to promote and advocate
- Monthly meetings
- Member orientation
- Work plans
- Annual reviews
6. Adequate Budget

- Revenue from varied sources
- Dedicated to downtown revitalization
- Able to achieve goals
- Adequate to cover salary & benefits
- Financial accounting and reports
- Plan for long-term sustainability
7. Program Coordinator

- Full-time employee or contractor
- Trained professional
- Regular monthly reports to board
- Ongoing networking and training
- Fair remuneration for responsibilities
8. Ongoing Training

- Volunteer recruitment & training
- Annual volunteer recognition
- Reference & training materials
- Local, provincial, national opportunities
9. Key Statistics

- Report monthly or quarterly
- Share successes
- Create annual reports
- Utilize results to garner support
10. Networking

- Meet with fellow Main Street managers
- Member of Heritage Canada Foundation
- Member of the NMBC
Challenges

- Lack of vision
- Staying organized
- Dominating personalities
- Sources of funding
- Municipal support
- Time commitments
- Change in coordination
- Lack of expertise
- Securing buy-in
- Big box retailers
- Vacancies
- Accountability
Embracing challenges bring opportunities that can propel you.
If you change nothing, nothing, nothing, nothing, will change
THANK YOU!