



WASHINGTON STATE
MAIN STREET
PROGRAM



Main Street

*Great places
don't just happen*



Why Downtowns Matter



- Centers of commerce and entrepreneurship
- Places where community identity is created
- Gathering spaces for residents and visitors
- Anchors for local economies
- Reflections of community pride
- A strong downtown supports a strong community

Why Main Street

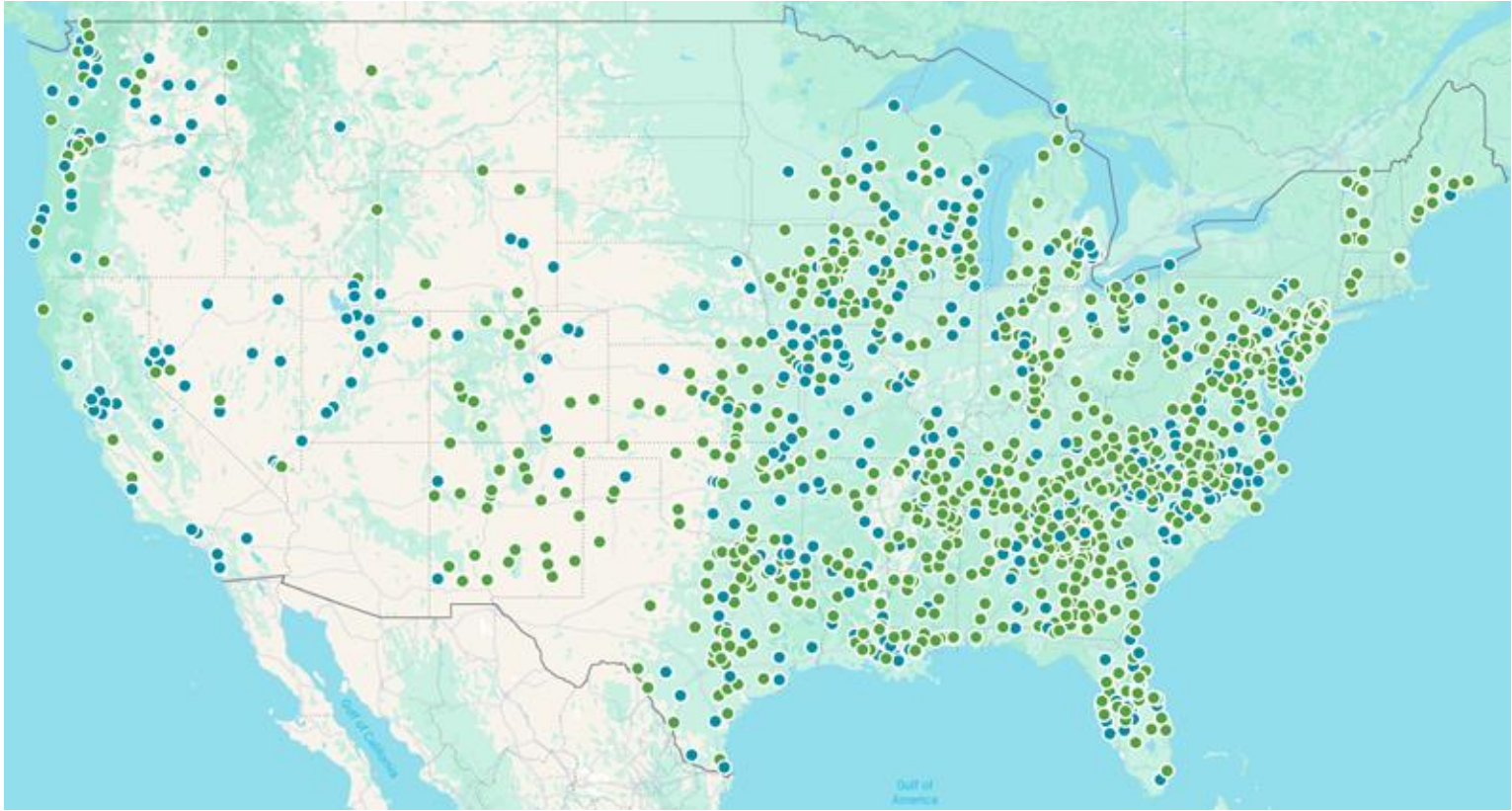




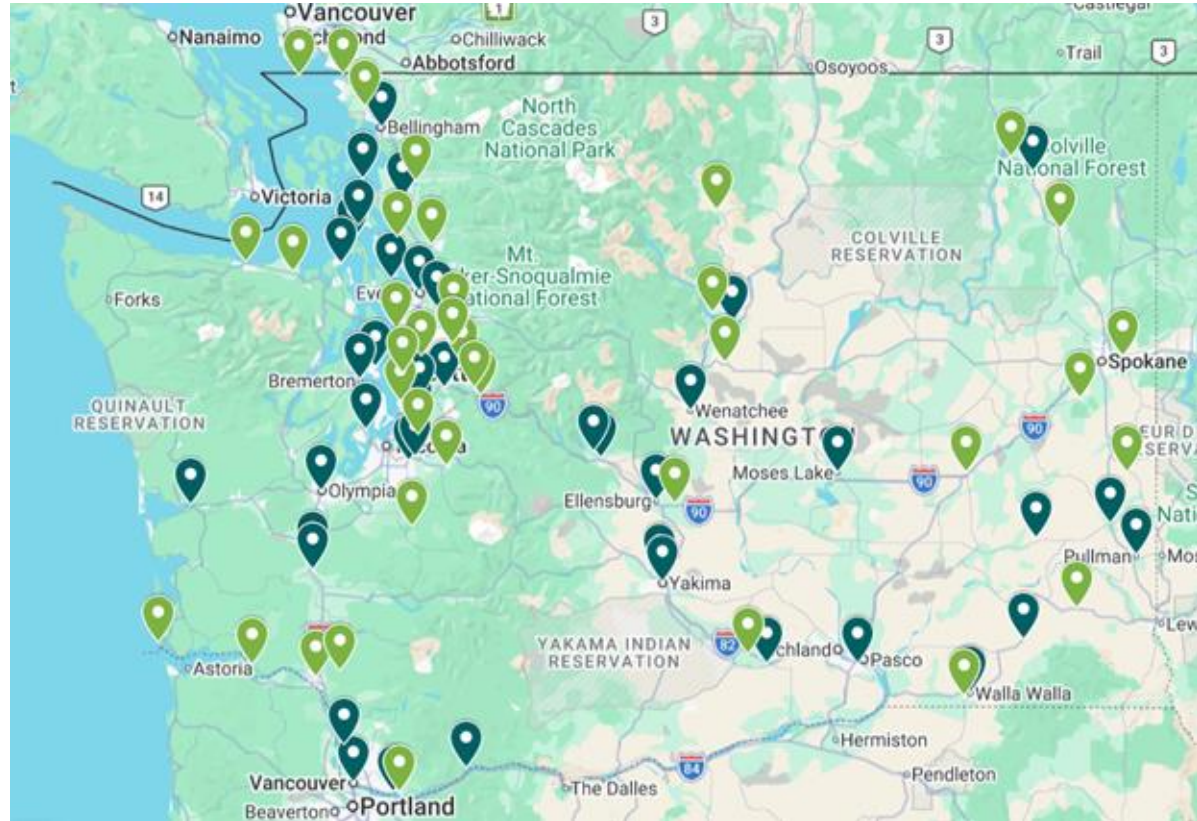
A grassroots
network of
downtown and
neighborhood
commercial
districts across
the country

Place-based
economic
development
& community
preservation

National Main Street Communities



Main Street in Washington



The Main Street Approach



Design

Enhancing the physical appearance, functionality, and character of a downtown district while preserving its unique identity and sense of place.





Economic Vitality

Strengthening the economic foundation of downtown by understanding the local market, supporting existing businesses, attracting new investment, and creating opportunities for long-term prosperity.

Promotion

Creating a positive image and telling the story of downtown in order to attract customers, visitors, investors, community support and creating reasons for people to spend time there.





Outreach (Organization)

The foundation that brings people, resources, and partnerships together to make downtown revitalization successful and sustainable.

Downtown Revitalization is a Journey

1. Beginning
 - a. Building awareness
 - b. Creating partnerships
 - c. Understanding opportunities
2. Building Momentum
 - a. Implementing projects
 - b. Increasing engagement
 - c. Creating confidence
3. Sustaining Success
 - a. Long-term planning
 - b. Continued investment
 - c. Adapting to change



Start Where You Are

- Clean-up days
- Storefront improvements
- Events
- Public art
- Business support
- Beautification projects
- Community conversations



The Importance of Partnerships

- City leadership
- Business owners
- Property owners
- Nonprofits
- Chambers
- Tourism organizations
- Residents
- Volunteers



Getting Started

1. Build a local team
2. Identify your downtown assets
3. Engage your community
4. Choose achievable projects
5. Create momentum
6. Keep showing up





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You're invited!

PLACES

October 6-8 | Ellensburg
preservewa.org/places

Registration open



Thank you!



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