

A nighttime photograph of a city skyline across a body of water, viewed from a bridge with a metal railing in the foreground. The sky is dark, and the city lights are reflected in the water. The railing is a chain-link fence with a metal handrail. The text is overlaid on the image.

Nine Years at Main Street: Lessons & Reflections

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President & CEO, Main Street America

A nighttime photograph of a city skyline across a body of water. In the foreground, a metal bridge railing with a chain-link fence runs diagonally from the bottom left towards the center. The water is dark with some reflections. The city skyline in the background features several illuminated skyscrapers under a dark blue night sky. The overall color palette is dominated by dark blues and greys, with yellow and orange accents from the text and a decorative shape at the bottom.

1) Main Street **IS** Economic Development



HISTORIC MURPHY AVENUE


THE OXFORD
GASTROPUB

Last Man's Stand

COMPASS
OPEN HOUSE
Joe Vetsaco

HISTORIC MURPHY AVENUE



A woman with short, curly grey hair and glasses is standing in front of a stained glass window. She is wearing a purple jacket over a blue top. Her hands are clasped in front of her. The stained glass window behind her features a diamond pattern with various colors including red, green, blue, and yellow. The text "WELL ISN'T THAT SPECIAL" is overlaid at the bottom in a bold, yellow, sans-serif font with a black outline.

WELL ISN'T THAT SPECIAL

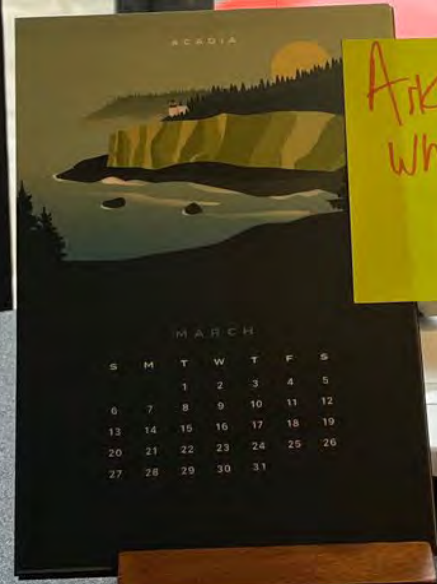
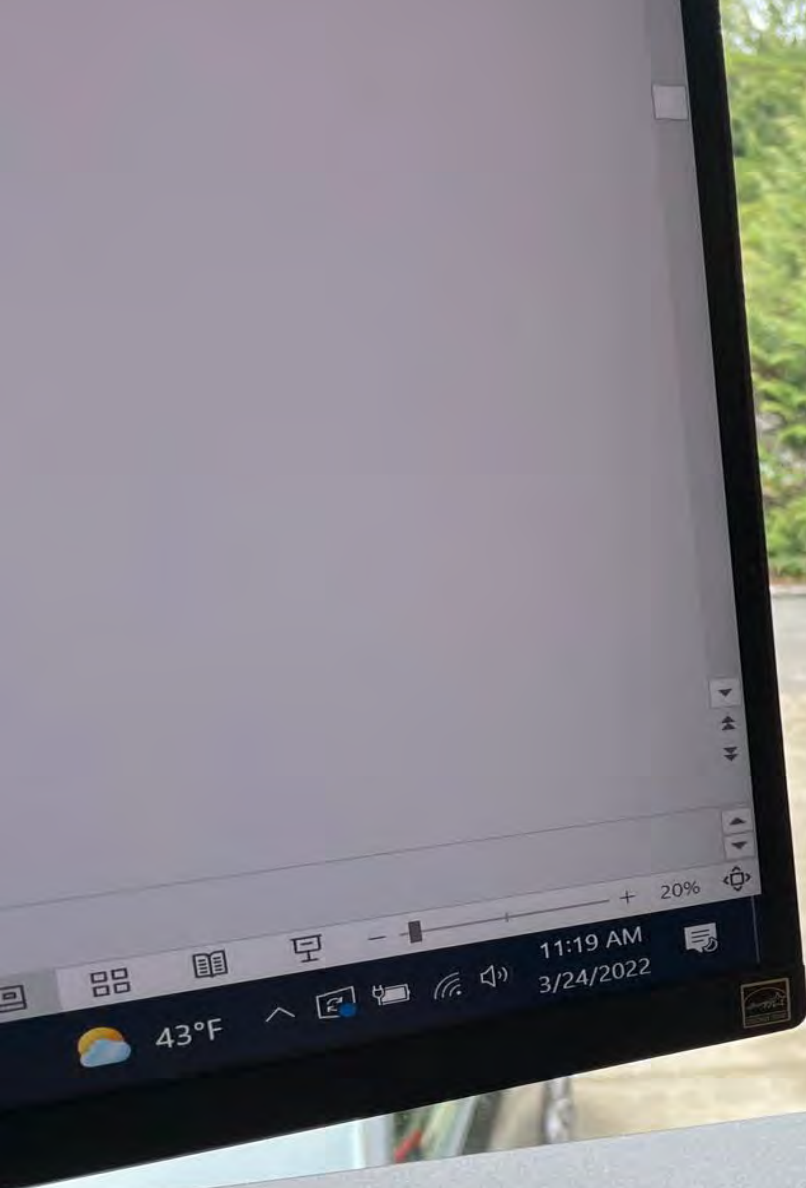
“...in a world where people and capital are footloose, the quality of the community is of critical new importance in economic development.”

- Ed McMahon, Board Chair Emeritus, Main Street America
"New Life for Small Cities"
Richmond Times-Dispatch, May 16, 2022

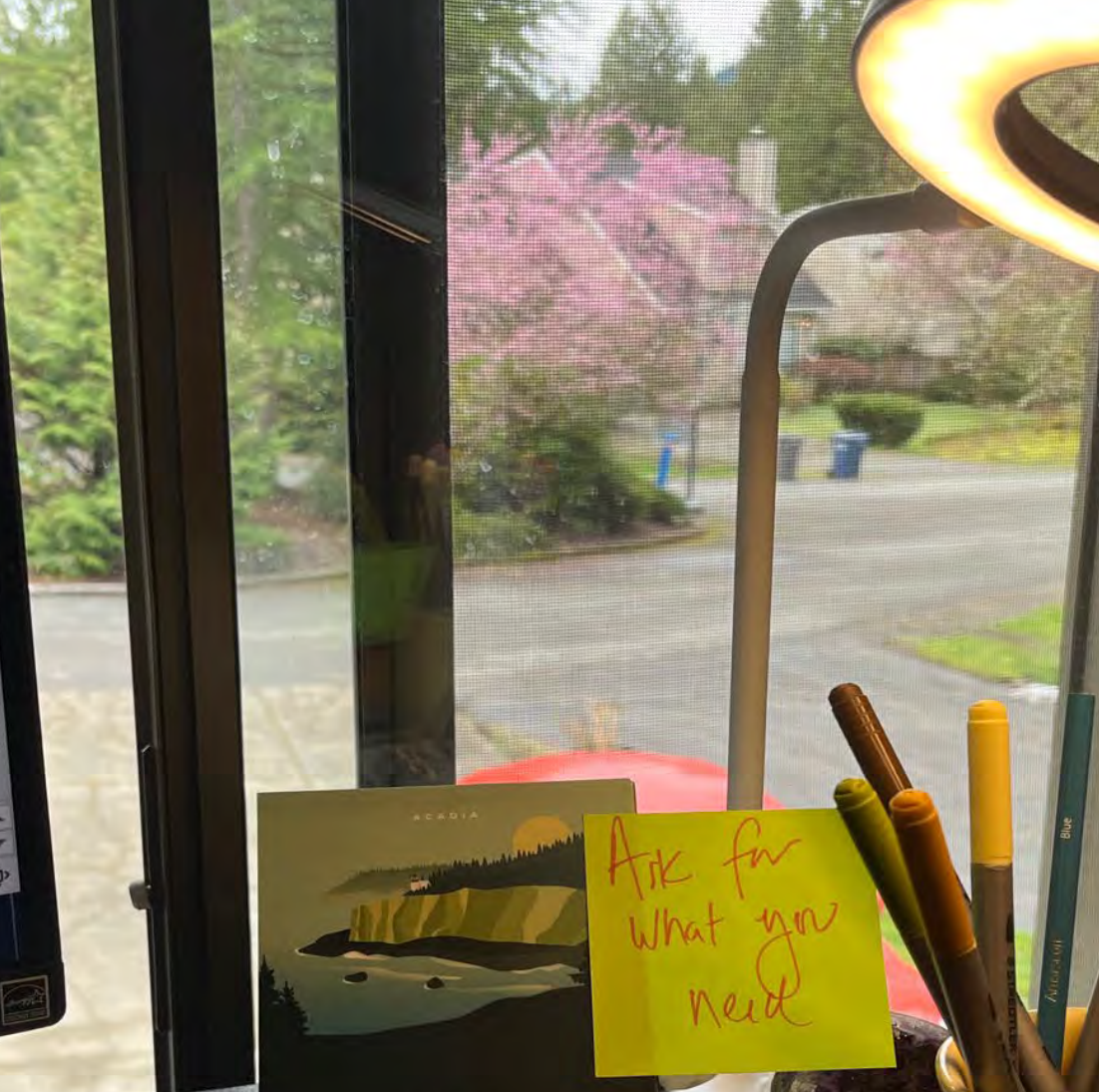


A night cityscape with a long walkway leading towards the water. The walkway is illuminated with blue lights and has a metal railing. The water is dark and reflects the city lights. In the background, several tall buildings are lit up, and a bridge is visible on the right. The sky is dark blue.

2) Leadership **Is** Everything



Ask for
what you
need





3) Re-Evaluate Your Events

Are Your Events Still Serving You?



A nighttime photograph of a city skyline across a body of water, viewed from a bridge. The bridge railing is in the foreground, and the city lights are reflected in the water. The text is overlaid in the center.

**4) Remember the 20-60-20
Rule of Change Management**

20%

of people will focus on
their worries + doubts

60%

Positive actions influence
the people in the middle

20%

of people are naturally
open to change

-
1. Be Curious
2. Learn/Adapt
3. Move On
4. Repeat Step 3

20%

of people will focus on
their worries + doubts

60%

Positive actions influence
the people in the middle

20%

of people are naturally
open to change



5) Be the Connector

Main Streets Are the Connectors!



A night view of a city skyline across a river, with a walkway in the foreground. The scene is illuminated by city lights, creating a vibrant blue and yellow color palette. The walkway is a metal bridge or pier with a chain-link fence, leading towards the city. The river is dark, reflecting the lights from the buildings and the walkway. The city skyline is visible in the background, with several tall buildings lit up. The overall atmosphere is serene and urban.

6) Make All Welcome

Danville: Economic Vitality Dream Launch Bootcamp/Pitch Contest



Danville, VA; Credit: River District Association

A night view of a city skyline across a body of water, with a walkway and railing in the foreground. The scene is illuminated with a blue and yellow color scheme. The text is overlaid in a bold, yellow font.

7) Whatever You're Doing on Housing – Double It

AT HOME ON MAIN STREET

A REPORT ON THE STATE OF HOUSING
IN DOWNTOWNS AND NEIGHBORHOOD
COMMERCIAL DISTRICTS





8) Charge Forward

DeFuniak Springs, Florida

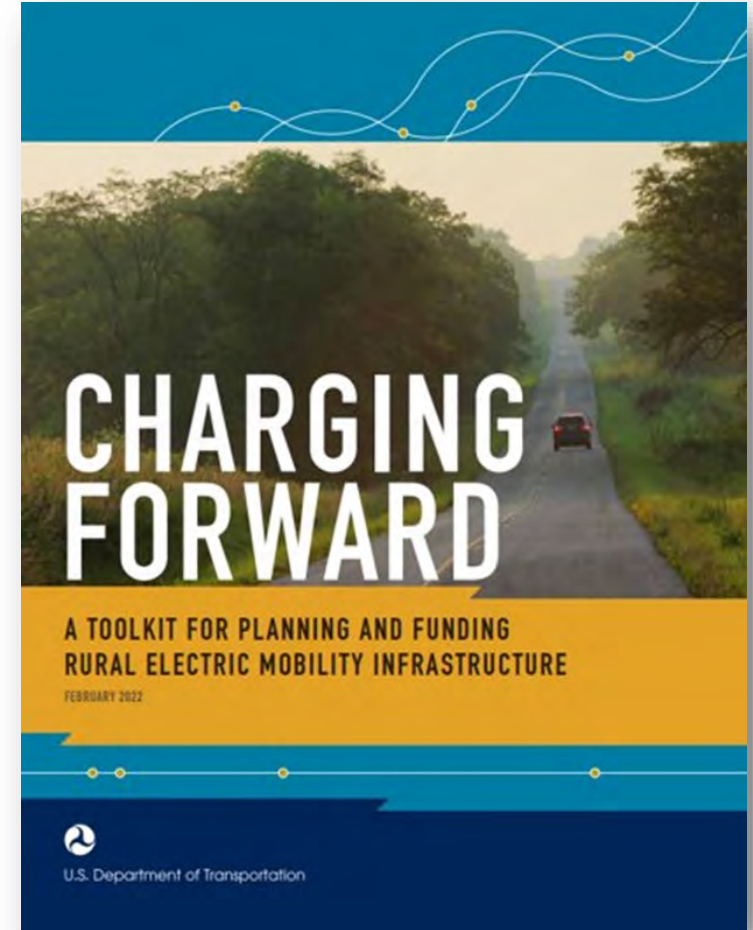
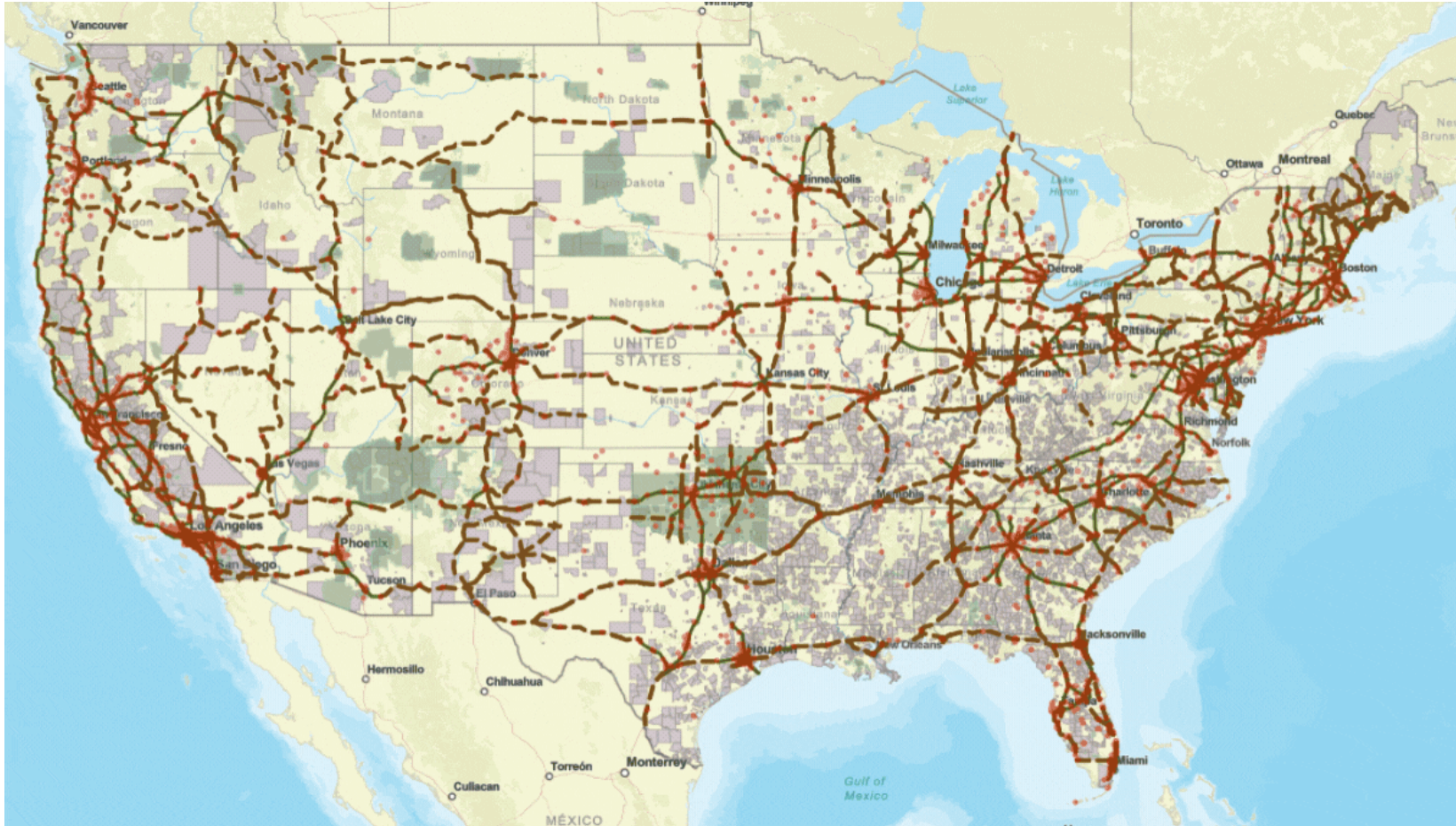


<https://backpackerverse.com/10-most-haunted-hotels-in-florida/>



<https://roadtrippingwithatesla.wordpress.com/2015/09/24/tallahassee-florida-day-32/>

National EV Charging Network



Together, Again.

A nighttime photograph of a city skyline across a body of water. In the foreground, a metal bridge railing with a chain-link fence runs along the edge of the water. The city lights are reflected on the water's surface. The sky is dark blue, and a bright light source creates a starburst effect in the middle ground.

9) Build Your Advocacy Muscle

Advocacy

Activating Federal Support for Entrepreneurs through Business District Networks

Tuesday, May 17
3:15 PM - 4:30 PM
Jefferson/Madison

Kelly Humrichouser

Director of Government Relations
khumrichouser@savingplaces.org

A Visit is Worth 10,000 Words: Planning In-District Tours for Elected Officials

Wednesday, May 18
8:15 – 9:00 AM
Miller/Rhodes

Federal Preservation Programs at Work on Main Street

Wednesday, May 18
3:15 PM - 4:30 PM
Capital Ballroom Salon 1-3





**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™

THANK YOU!

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