

NATIONAL MAIN STREET

Mission: The National Main Street Center leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts.

Organization	Design	Economic Vitality	Promotion
Creates a shared vision that converts the local program mission into clear goals, defines the organization's role in downtown district revitalization using an approach that fits the neighborhood and builds structure for the board/staff. It involves creating a strong foundation for a sustainable revitalization effort through the cultivation of strong partnerships, community involvement, and resources.	Design supports a community's transformation by enhancing the physical and visual elements of downtown while capitalizing on the unique assets that set the commercial district apart.	Involves taking a proactive, collaborative approach to building and growing a diverse economic base through smart new investment, cultivating a robust ecosystem for small businesses, focusing on the unique assets of your community, and fostering equity and inclusion to create an environment to help build local wealth.	Positions the downtown commercial district as the center of the community and hub of economic activity, while creating a positive image showcasing your community's unique characteristics, culture, history, and defining features. Effective activities help change or enhance the image of your downtown, preserve its unique heritage, and support its reputation as the place for residents to shop, work, live, have fun, and invest.

The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy.

A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization. A revitalization program's work - and its Transformation Strategies - need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.

Transformation Strategies - generated through meaningful community engagement and informed by an analysis of the district's market position - help to guide a revitalization program's work. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.

JACKSONVILLE MAIN STREET

Mission: Our mission is to enhance the quality of life, cultivate historic integrity, and help businesses thrive through partnerships and programming in downtown Jacksonville.

Transformational Strategies: Making downtown the destination of choice for small businesses, residents, & visitors (*includes entrepreneurial ecosystem & placemaking development)

Organization	Design	Economic Vitality	Promotion
<ul style="list-style-type: none"> • Deals with issues affecting the organization itself * Annual meeting * Annual partnership/fundraising drive * Policies, bylaws, overall budget/finances, board * Program education/training/communication * Partnership development 	<ul style="list-style-type: none"> • Focuses on beautification/aesthetic issues within the district * Banners/signage * Heritage tourism murals/public art * Preservation-friendly design guidance/education/advocacy/policy development * Financial resource access 	<ul style="list-style-type: none"> • Focuses on business community & owners * Promote businesses * Recruiting/business development * Business education info * Promote available space * Upper story development * Advocate adaptive reuse * Market/business analysis 	<ul style="list-style-type: none"> • Activities that promote the district & program * Events & activities that bring people downtown * Marketing activities of businesses & others within the district * Program publicity * Event fundraising

- To fulfill Transformational Strategy goals, projects and work often overlaps committees, so no single committee operates in a silo, oblivious to the work of others.
- Community partnerships ensure less duplication of efforts, uniform public messaging, and more effectiveness.
- Committees do the work that supports the Transformational Strategies and fall under the umbrella of these general categories. Specific project ideas within these areas of focus are derived from community feedback, committee brainstorming, and guidance from outside sources. Committees may have subcommittees of more volunteers to complete projects. Ideally, projects will be self-funding or also raise money for future JMS projects and work does not take away or duplicate the efforts of other organizations, but rather works to enhance efforts and build partnerships.

JACKSONVILLE MAIN STREET – RECENT PROJECTS

Mission: Our mission is to enhance the quality of life, cultivate historic integrity, and help businesses thrive through partnerships and programming in downtown Jacksonville.

Transformational Strategies: Making downtown the destination of choice for small businesses, residents, & visitors (*includes entrepreneurial ecosystem & placemaking development)

Organization	Design	Economic Vitality	Promotion
<ul style="list-style-type: none"> • Deals with issues affecting the organization itself * Annual meeting * Annual report * Annual partnership/fundraising drive * Bylaw revisions * Website updates * Community branding * Staff/new board member training * Newspaper articles/e-newsletters * Grant solicitation for project funding 	<ul style="list-style-type: none"> • Focuses on beautification/aesthetic issues within the district * Banners * Wayfinding signage * Heritage tourism murals: trolley & Dr. Alonzo Kenniebrew; repairs to other 10 murals * Downtown National Register Historic District * Then & Now Book * Design Guidelines * Tree planting/landscaping * Christmas decorations 	<ul style="list-style-type: none"> • Focuses on business/owners * Discover Downtown online interactive maps * Tear-off & kiosk maps * Santa Stroll shopping promotion * Sip 'n' Shop * Available space online list * Resource listings online (including JEZDC loans, access to/information on other sources) * Back 2 Business Grants * 16 security cameras & free park WiFi 	<ul style="list-style-type: none"> • Activities that promote the district & program * Downtown Dash * Maifest/craft brew event * Over 1 million social media posts/year promoting JMS, businesses, & other events (3 platforms + weekly email + radio/newspaper ads) * 8 Downtown Concerts * Fundfest * Homecoming parade announcing * Pumpkin Festival * Mistletoe Market

- Jacksonville Main Street follows the National Main Street 4-Point Approach model for revitalization
- Often, projects overlap between committees or work is shared by members of multiple committees
- Many projects are ongoing or happen every year with new enhancements or necessary changes
- Projects may drop off and be brought back as needed

JACKSONVILLE MAIN STREET – PROJECTS/OFFERINGS

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What can you expect from Jacksonville Main Street besides a warm welcome downtown and the opportunity to share ideas with committees?

Organization	Design	Economic Vitality	Promotion
<ul style="list-style-type: none"> • Annual meeting • Annual report • Board member training • Weekly e-newsletters • Involvement in projects/committees/board • Involvement in organization planning • Advocating on behalf of downtown small businesses and building owners 	<ul style="list-style-type: none"> • Provide downtown banners • Provide downtown wayfinding signage • Produce public heritage tourism murals & beautification projects • Information on Downtown National Register Historic District tax credits, JEZDC loans, & property improvement incentives • Provide Design Guidelines • Provide downtown tree planting/landscaping • Provide Central Park Christmas decorations 	<ul style="list-style-type: none"> • Free listing in tear-off, kiosk & Discover Downtown online interactive maps • Offer participation in Santa Stroll shopping promotion • Free participation in Sip 'n' Shop promotion • Provide free listing on Available Space online list • Provide information on business resources (including Online Marketing Playbook & access to/information on other sources) • Provide information on Back 2 Business Grants • Maintain free Wi-Fi in park for downtown patrons • JMS Network Facebook conversation private group 	<ul style="list-style-type: none"> • Provide free booth space at all events for district businesses • Provide free social media promotion for district businesses & events (3 platforms + weekly email = 1.5+ million impressions/year, reaching over 30,000 people/week) • Ability to post directly to JMS public Facebook page • Provide public events that attract over 14,000 people/year downtown to increase exposure