

V I R G I N I A

MAIN



DOWNTOWN
INTERSECTIONS

VIRGINIA DEPARTMENT
OF HOUSING AND
COMMUNITY DEVELOPMENT

Street



WELCOME!

Welcome to the first session of the **Virginia Main Street Downtown Intersections Virtual Conference**, an interactive, remote learning and asset-based economic development experience to guide you toward creating and sustaining a vibrant downtown and commercial district.



JOY RUMLEY

PROGRAM MANAGER
COMMUNITY REVITALIZATION OFFICE



VIRGINIA DEPARTMENT OF
HOUSING & COMMUNITY DEVELOPMENT

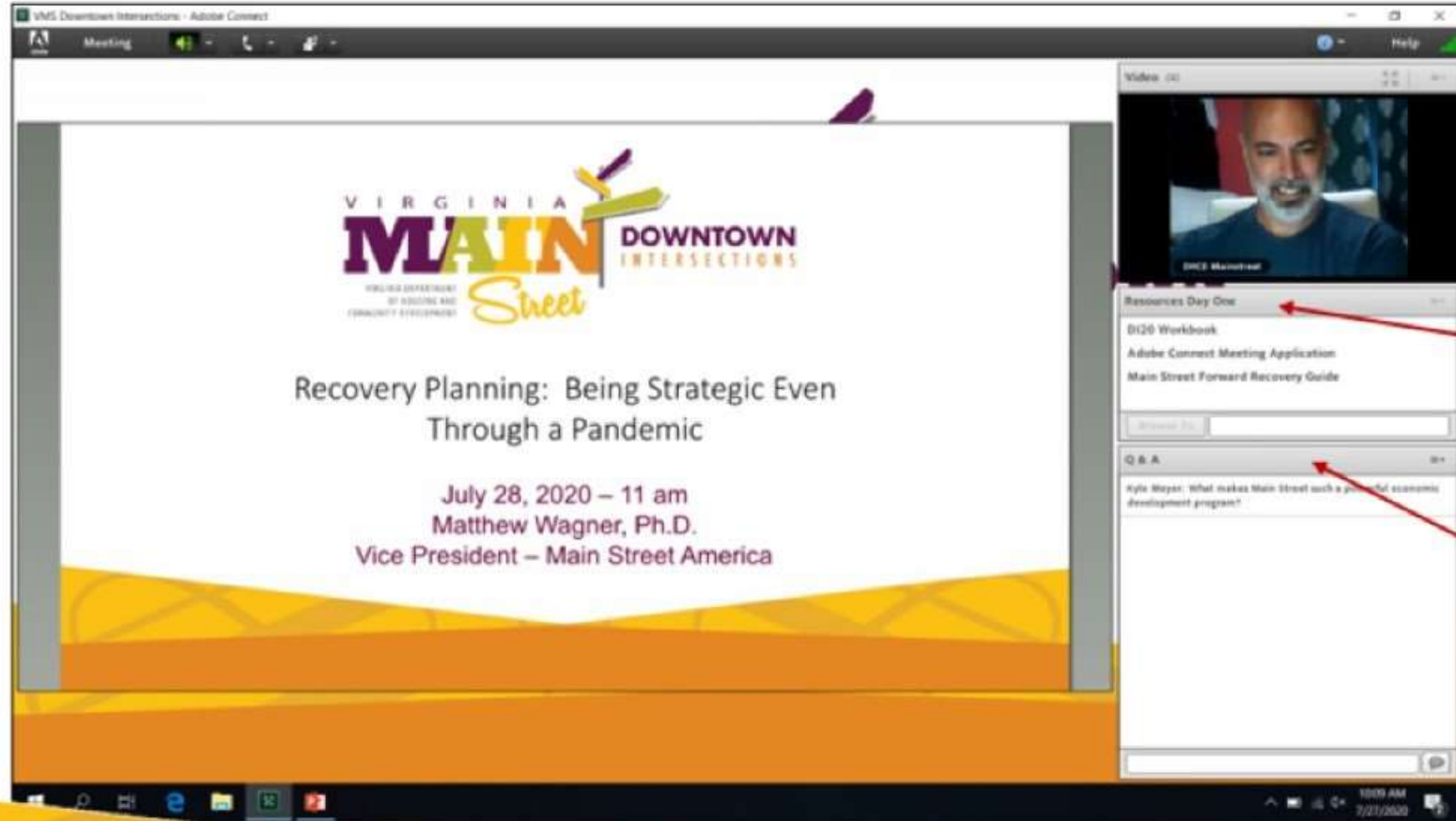


35

**YEARS
TOGETHER**



THE INS AND OUTS



The screenshot shows an Adobe Connect meeting window. The main content area displays a presentation slide with the following text:

VIRGINIA MAIN DOWNTOWN INTERSECTIONS
VIRGINIA DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT
Street

Recovery Planning: Being Strategic Even Through a Pandemic

July 28, 2020 – 11 am
Matthew Wagner, Ph.D.
Vice President – Main Street America

The sidebar on the right contains a video feed of a man, a "Resources Day One" section with links to "B120 Workbook", "Adobe Connect Meeting Application", and "Main Street Forward Recovery Guide", and a "Q & A" section with a question from Kyle Meyer: "What makes Main Street such a powerful economic development program?".

**DOWNLOAD
ADOBE CONNECT**



**HELPFUL DOCUMENTS
CAN BE FOUND UNDER
THE RESOURCES TAB**

**USE THE Q&A POD TO ASK
QUESTIONS AT ANY TIME**

THE INS AND OUTS

WWW.VIRGINIAMAINSTREET.COM

The screenshot shows the website virginiamainstreet.com. The browser's address bar and tabs are visible at the top. The main content area features a large banner image of a street scene with a 'VIRGINIA MAIN Street' logo overlaid. Below the banner is a navigation menu with links: HOME, COVID-19 RESOURCES, ABOUT, COMMUNITIES, TRAINING RESOURCES, and DOWNTOWN INTERSECTIONS. The main article is titled 'Small Town America Civic Volunteer Award' with a date of July 27, 2020. The article text mentions that Main Street America will be a co-sponsor of a new awards program. On the right side, there is a sidebar with a 'Recent Posts' section. At the bottom of the sidebar, there is a 'Follow' button circled in red, which is part of a social media or newsletter sign-up widget. The widget also includes a 'Sign me up' button and a link for users who already have a WordPress.com account.

Click "Follow" in the bottom right to sign up to receive posts and updates

JULY 28 | DAY 1 | AGENDA

Welcome & Keynote | 9:30 - 10:30 a.m. | **Patrice Frey**

Networking Break | 10:30 - 11:00 a.m.

Main Street Forward: Road to Recovery | 11:00 a.m. - Noon | **Matt Wagner**

Challenge Session | 1:00 - 1:30 p.m.

**Download the conference workbook to learn more about sessions, speakers and how to experience 2020 Downtown Intersections*

JULY 29 | DAY 2 | AGENDA

Fundraising for Main Street | 9:30 - 10:30 a.m. | **Mary Helmer**

Networking Break | 10:30 - 11:00 a.m.

Know Your Audience on Social Media | 11:00 a.m. - Noon | **Ilsa Loeser**

Challenge Session | 1:00 - 1:30 p.m.

**Download the conference workbook to learn more about sessions, speakers and how to experience 2020 Downtown Intersections*

JULY 30 | DAY 3 | AGENDA

Strategic Doing | 9:30 - 10:30 a.m. | **Debbie Irwin**

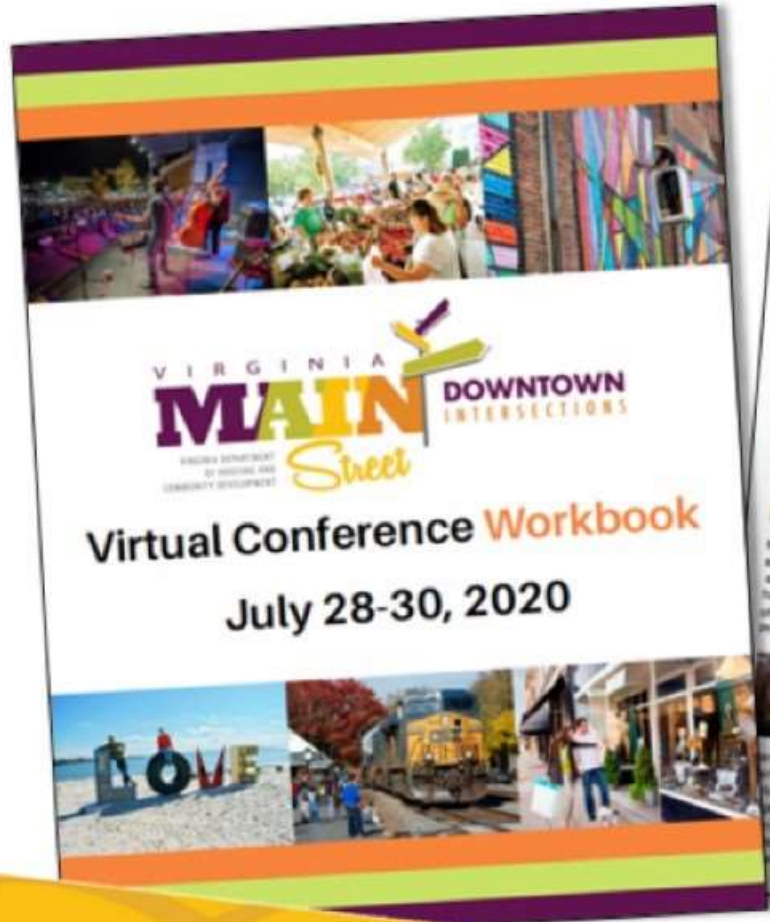
Networking Break | 10:30 - 11:00 a.m.

VMS Merit Awards & Closing | 11:00 a.m. - Noon

Challenge Session | 1:00 - 1:30 p.m.

**Download the conference workbook to learn more about sessions, speakers and how to experience 2020 Downtown Intersections*

SESSION WORKBOOK



2020 Downtown Intersections Virtual Conference 3

Speaker Bios

Patrice Fray
President and CEO
National Main Street Center
pfray@mainstreetusa.org

Patrice Fray is president and CEO of the National Main Street Center, where she oversees the center's work and offers technical assistance, research, advisory and education and training opportunities for Main Street's network of approximately 1,800 members. Based in Chicago, Illinois, the National Main Street Center is a subsidiary of the National Trust for Historic Preservation, and it has participated in the renewal of more than 2,000 older commercial districts during its 30-year history. Before joining the National Main Street Center in May 2013, Fray served as the director of sustainability at the National Trust for Historic Preservation. There she oversaw the trust's efforts to promote the reuse and greening of older and historic buildings, including research and policy development work through the Seattle-based Preservation Green Labs.

Matt Wagner
Vice President of Revitalization Programs
National Main Street Center
mwagner@mainstreetusa.org

Matt Wagner has more than 20 years of nonprofit management experience in downtown development, entrepreneurship and tech-based economic development. At the National Main Street Center, Wagner is leading the launch of the renewed and reimagined Four Point Approach, as well as helping the center teach new communities with this refreshed framework. Overseeing the field services team, Wagner also leads the center's efforts to expand technical service offerings and offer preservation-based economic revitalization services directly to communities. Wagner received his Ph.D. in urban affairs, with specialization in urban economic development, from the University of Wisconsin-Milwaukee.

Mary Helmer
President and State Coordinator
Main Street Alabama
mary@mainstreetalabama.org

Mary Helmer brings a wealth of experience to downtown and neighborhood commercial district revitalization. She is an experienced professional specializing in community and economic development strategies, relationship building, training and leadership development. With 10 years as a local Main Street director in Emporia, KS, Helmer has a strong interest in district revitalization and community development. Emporia was the first Main Street community recognized with the prestigious Great American Main Street Award from the National Trust Main Street Center. In 2007, Mary became a coordinator for the Kansas Main Street Program, and, following in 2013, she became the president/state coordinator of Main Street Alabama.

2020 Downtown Intersections Virtual Conference 7

Downtown vs. Out-of-Town: The Power of Knowing Your Audience on Social Media

Risa Loeser | Letterpress Communications

This social media deep-dive session will focus on Facebook and Instagram. We will discuss the key similarities and differences between in-town, community-building social accounts and out-of-market fourth accounts. We'll proceed to dive into your analytics and discuss results. We will help you better understand your existing audience and discuss strategies to reach the audience you want.

What question, if answered, could make the greatest difference in understanding your existing audience and reaching the audience you want?

Notes:

Reflection: What are the top three ideas you can implement?

MAIN STREET **IDEA** PITCH

- 1** Connect to the community's vision to create vibrant, people-centered places to live, work and invest.
- 2** Support any of the four key areas Main Street programs have been using as a guiding framework for over 35 years: economic vitality, effective promotion, quality design and sustainable organization.
- 3** Focus on highly visible changes, measuring progress, and results that demonstrate the revitalization effort is under way and succeeding.



Do you have an idea for a new Main Street revitalization project you would like to start? Then you won't want to miss Virginia Main Street's third annual Main Street Idea Pitch competition.

More information at
www.virginiainstreet.com

REBUILD VIRGINIA

The Rebuild VA Grant Fund is a program to help small businesses and nonprofits whose normal operations were disrupted by COVID-19.

Businesses and non-profits that are approved for a Rebuild VA grant may receive up to 3 times their average monthly eligible expenses up to a maximum of \$10,000.

The Rebuild VA program has been capitalized with \$70 million and will provide assistance to approximately 7,000 businesses and nonprofits. Half of the program funds will be distributed to eligible small businesses and nonprofits operating in low-income and economically disadvantaged communities, including ensuring there is adequate representation of minority-owned and women-owned businesses.



Applications Available

on August 10, 2020

www.governor.virginia.gov/rebuildva/



Erik Johnston

.....
DIRECTOR
.....

VIRGINIA DEPARTMENT OF
HOUSING & COMMUNITY DEVELOPMENT





JAY GRANT

DEPUTY DIRECTOR OF
COMMUNITY DEVELOPMENT

VIRGINIA DEPARTMENT OF
HOUSING & COMMUNITY DEVELOPMENT





PATRICE FREY



PRESIDENT & CEO



NATIONAL MAIN STREET CENTER

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**MAIN STREET
AMERICA™**

Nationally recognized.
Locally powered.™

CELEBRATING MAIN STREET! WELCOME & KEYNOTE

July 28, 2020



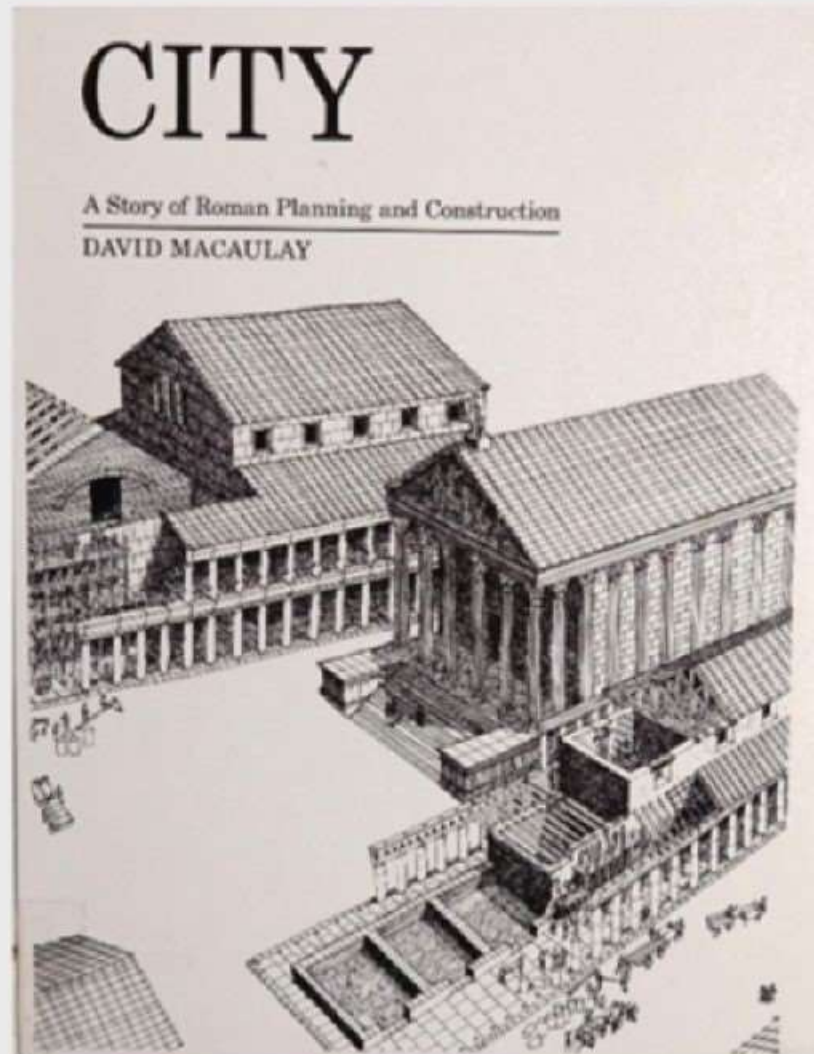


Harrisonburg, VA

Thermopolis, WY



LET'S START...WITH CHILDREN'S BOOKS?



LET'S START...WITH CHILDREN'S BOOKS

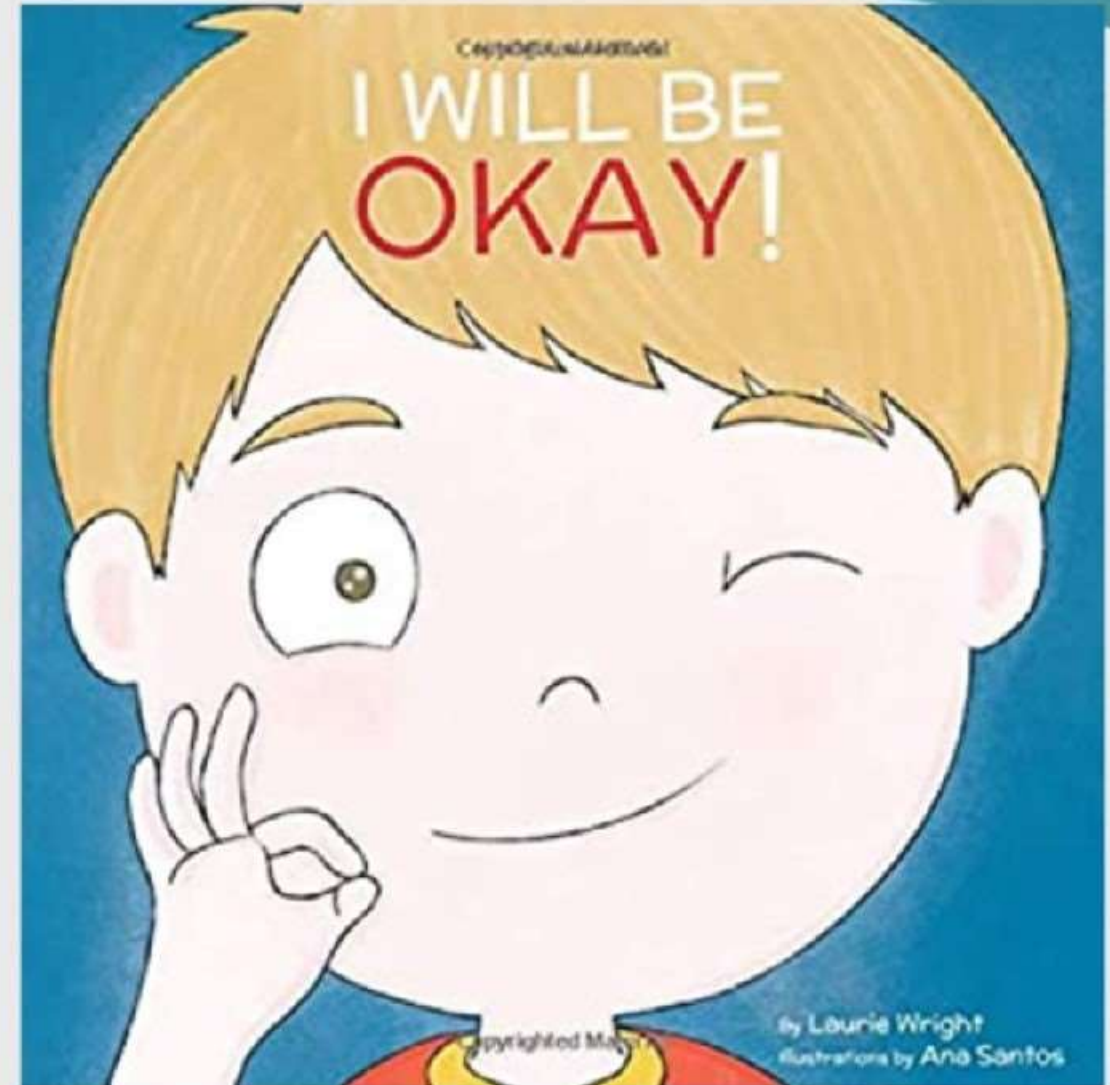




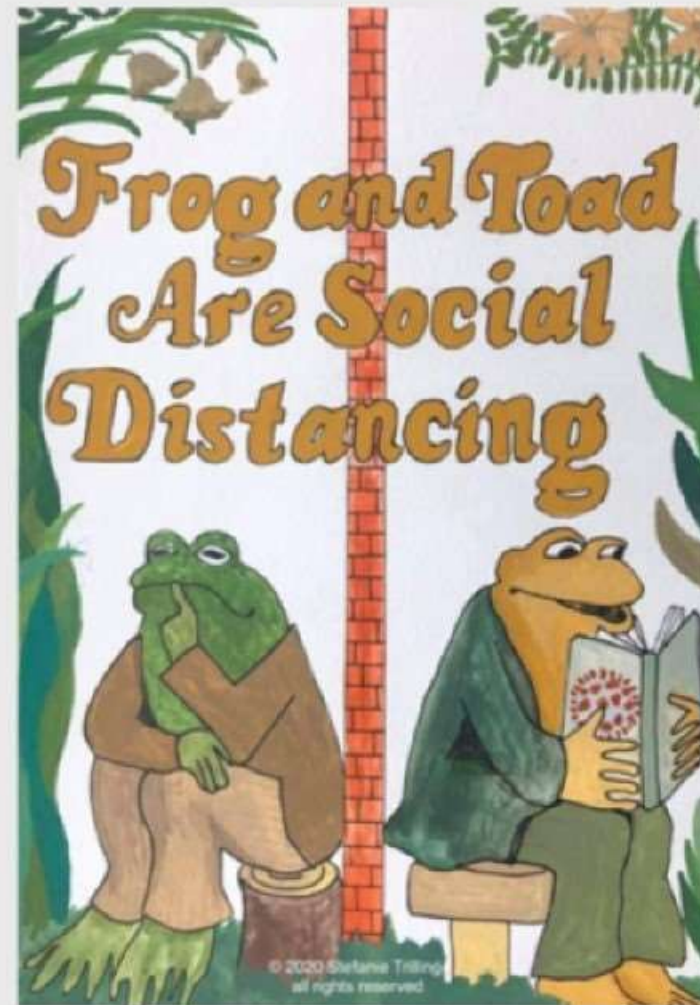
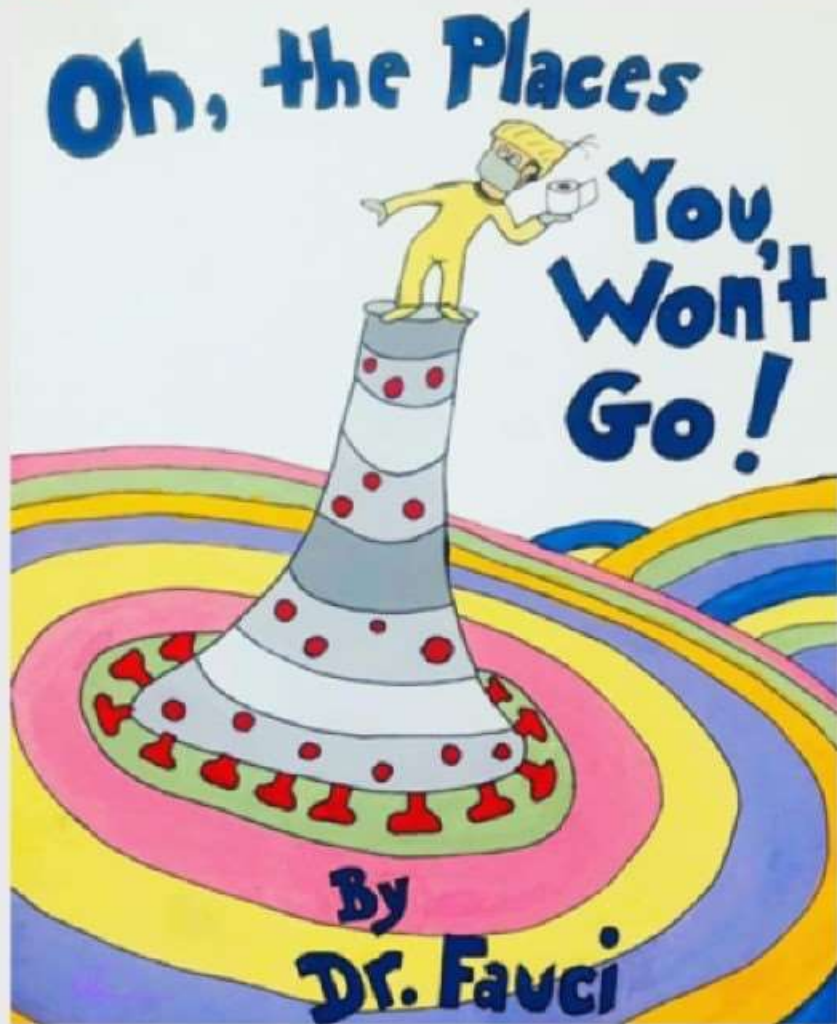
Main Streets Endure!

MAIN STREET ARE RESILIENT & ADAPTABLE...

...and Five Other Reasons
Main Streets will Thrive
Post-Covid



1. HUMANS ARE SOCIAL BEINGS



Stefanie Trilling, Children's Parody

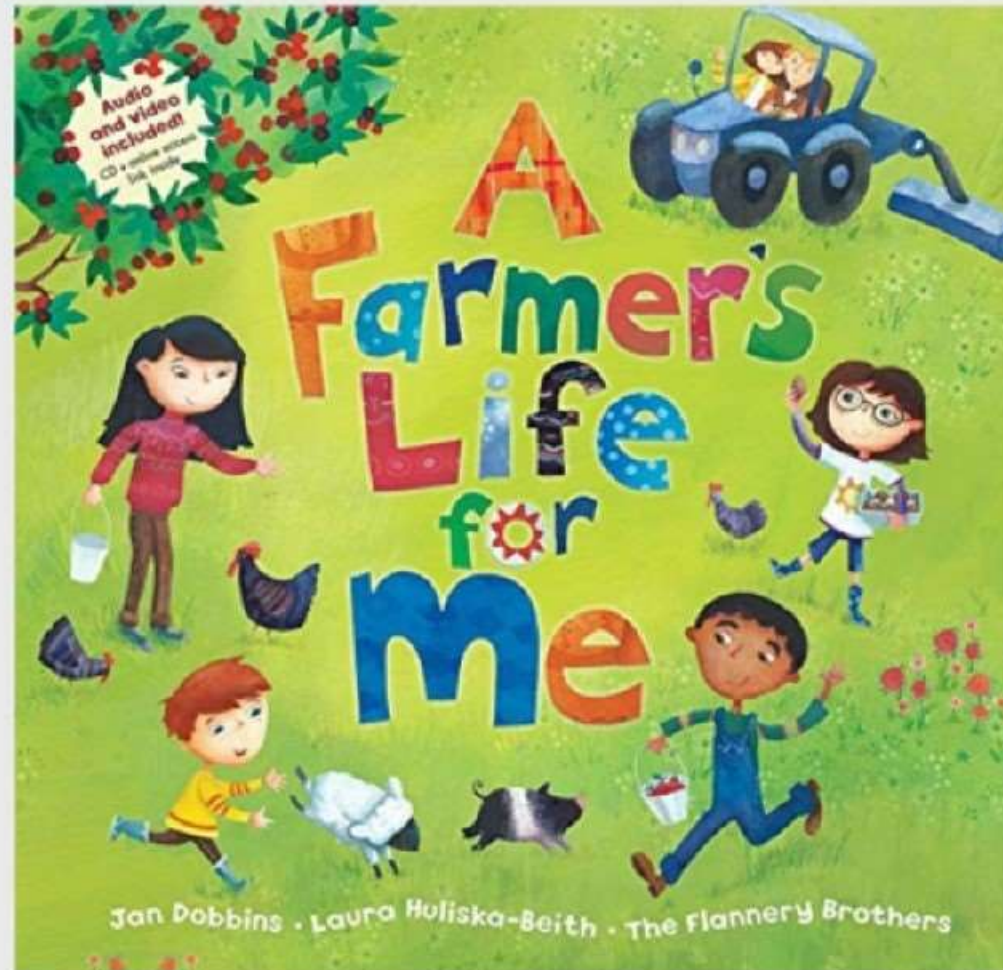
1. HUMANS ARE SOCIAL BEINGS

“There is no substitution for the connection to people, place, and products that Main Streets provide.”

- Matt Wagner, Vice President for Revitalization Programs
Main Street America



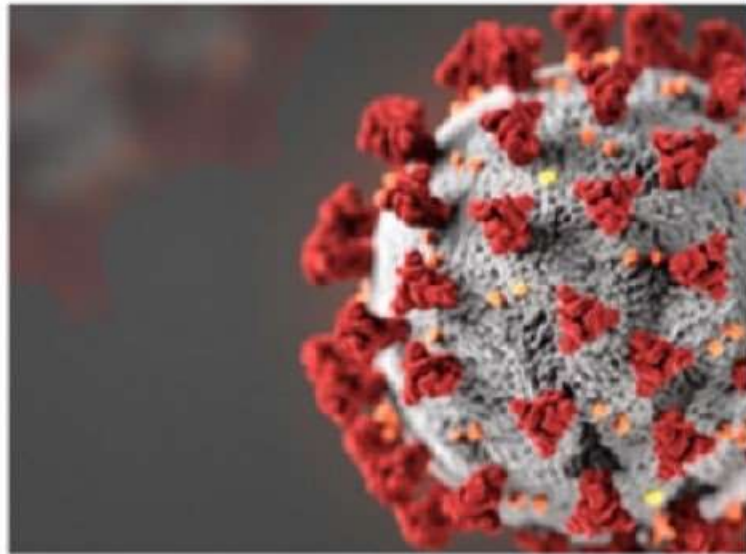
2. NEW OPPORTUNITIES FOR RURAL REVIVAL



2. NEW OPPORTUNITIES FOR RURAL REVIVAL

Va. Realtors: COVID-19 could shift preferences of homebuyers

SUN GAZETTE NEWSPAPERS Jul 7, 2020 Updated Jul 7, 2020



US DEPARTMENT OF AGRICULTURE

MORE INFORMATION



Rural real estate prices rise as people consider leaving cities

The virus is impacting how we spend money, how we shop and, perhaps, even where we want to live.



THE HILL

Americans leave large cities for suburban areas and rural towns

BY KRISTIN HOLT, SPECIAL CONTRIBUTOR — 2020/07/07 10:00 AM EDT
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

ADD COMMENT

8,343



Just In...

Watch live: Memorial service for John Lewis in Alabama
NEWS — 5M 46 AGO

Starbucks barista punched over face mask policy, authorities say
NEWS — 5M 28 AGO

Cuomo wishes good day to 'everyone wearing a mask'
NEWS — 5M 28 AGO

Our democracy could be in peril from within ...



A combination of the coronavirus pandemic, economic uncertainty, and social unrest is prompting waves of Americans to move from large cities and permanently relocate to more sparsely populated areas. The trend



2. NEW OPPORTUNITIES FOR RURAL REVIVAL



CHARLEVOIX
**LIVE ON
THE LAKE**



THE VAULT
CO-WORKING DOWNTOWN CHARLEVOIX

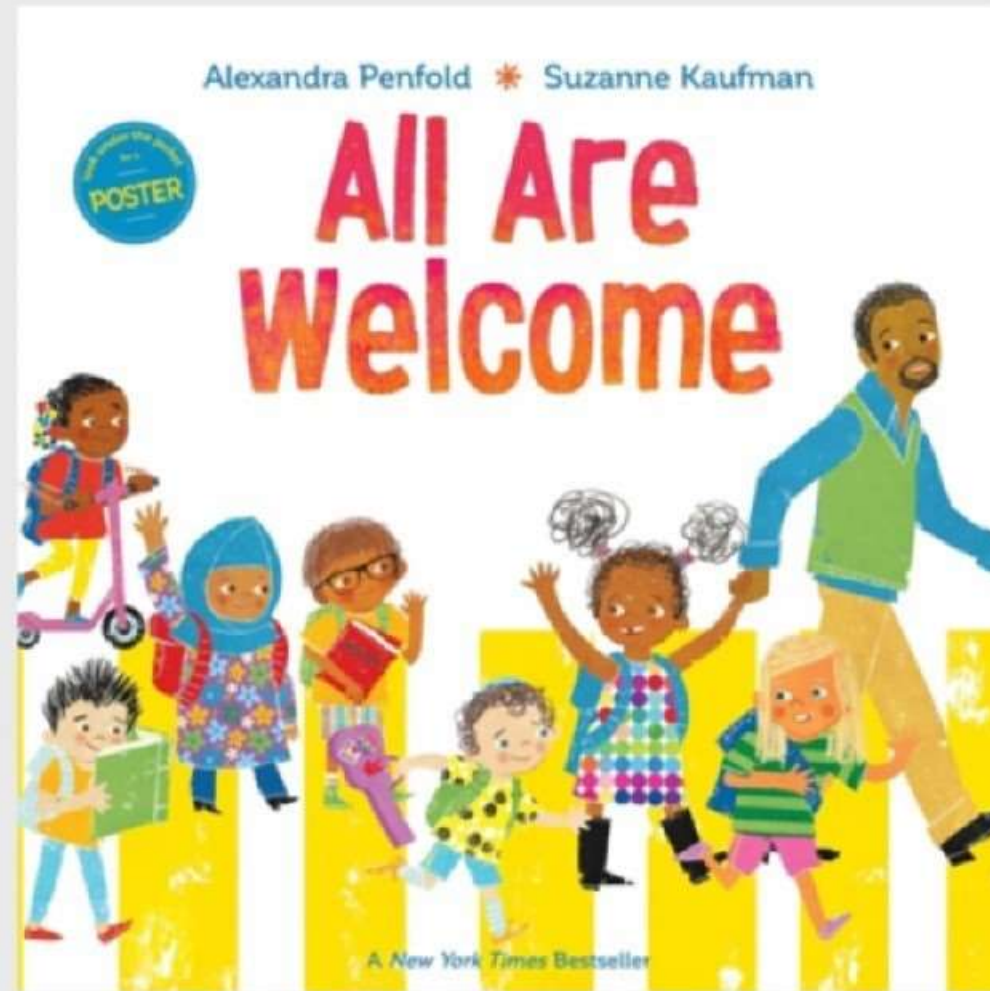
NOW OPEN!

**JOIN OUR DIVERSE GROUP
OF BUSINESS OWNERS,
REMOTE WORKERS, AND
ENTREPRENEURS.**

THEVAULTCHARLEVOIX.COM

201 State Street, Lower Level
(below Huntington Bank)
Charlevoix, MI | 231.437.3454

3. MAIN STREET CAN OFFER OPPORTUNITY FOR EVERYONE



3. MAIN STREET CAN OFFER OPPORTUNITY FOR EVERYONE



Danville, VA

Picture: Kathy LaPlante

3. MAIN STREET CAN OFFER OPPORTUNITY FOR EVERYONE



Danville, VA

Photo: River District Association



Danville, VA

Photo: River District Association

4. (THREATENED) ABSENCE
MAKES HEART GROW FONDER



**CLOSED DUE TO
COVID-19**

4. (THREATENED) ABSENCE MAKES HEART GROW FONDER

- + 71% percent of those surveyed said they're now **shifting their shopping habits to supporting local businesses** rather than big corporations or chain stores.
- + 79% of respondents said the COVID-19 pandemic has **changed their perspective on just how important small businesses are to their communities.**
- + Another four in 10 respondents said they've shown support by **visiting their websites** and ordering online, while another
- + 38% say they have been **donating money.**
- + 77% of respondents said they plan on **supporting more local businesses** once things return to normal after the coronavirus pandemic.

THE FONDNESS IS MUTUAL...

Mostly Cooperative Teamwork following Poor Family Working together safe taking time
Nonexistent Collaboration People Government confused support local businesses compliant
Struggling Panic ok business fearful Slow denial responsible little help Caring
Sad Trying Frustrated Concerned Unified positive Unsure
support Average helpful Closed together measured
supportive Scared community enough good
necessary help Support local strong shut None Appropriately cautious
Cautious quiet Mixed collaborative Proactive United Awesome cooperation
response Thoughtful Great leadership Fear challenging local Unprepared
small businesses Heartwarming Complying compassionate Overwhelming Adequate lacking
seriously Togetherness s effective Hopeful

5. MAIN STREETERS ARE SUPERHERO-LEVEL PROBLEMS SOLVERS



TEN LITTLE SUPERHEROES



Mike Brownlow



Simon Rickerty

5. MAIN STREETERS ARE SUPERHERO-LEVEL PROBLEMS SOLVERS

Response and Recovery Efforts Across the Map

This map features ideas and approaches that local Main Street America programs are taking in response to the pandemic and during the recovery process. Please [fill out this form](#) if you'd like to share your community's approach with us. We also encourage you to connect with your peers via [The Point](#), MSA's online member networking platform .



Join us downtown
for open-air dining
at a distance.



BRICKS AND CLICKS: SMALL BUSINESS RECOVERY PROGRAM

Applications are now closed

Bricks and Clicks offers training, free and customized technical assistance, and the opportunity to receive up to \$5,000 in grant funding to small businesses impacted by COVID-19. Applications are now closed, but you can learn more about the program below.

LEARN MORE



The image shows a perspective view of a city street lined with historic, multi-story brick buildings. The street has a double yellow line down the center and several cars parked along the sides. A dark blue gradient is applied over the top half of the image, and the title text is centered in this area in a bright yellow, sans-serif font.

**THREE THINGS TO DO
NOW TO REINFORCE
YOUR MAIN STREET'S
RESILIENCE**

1. JOIN OUR ADVOCACY CAMPAIGN!

MAIN STREET ADVOCACY

Speak up for Main Street

Main Street
FORWARD

1. JOIN OUR ADVOCACY CAMPAIGN!

- + \$100M ask in Phase 4 Package
 - 75% pass through to Coordinating Programs
 - 25% direct support to small businesses
- + Much pressure for Congress to pass week of August 3rd
- + Bi-Partisan targeted approach to Senate Appropriations, House Appropriations and general grass roots advocacy
- + Encouraging response from key Senate offices including Blunt, Collins, Durbin, Schumer.

1. JOIN OUR ADVOCACY CAMPAIGN!



Dear Main Street America Network,

I want to update you on two crucial advocacy efforts that impact our work.

First, Main Street America and the coordinating programs are seeking federal support in the form of a \$100 million allocation to provide critical funding for our Network and small businesses through this challenging period. We want all Senate offices to be aware of our request and hear your concerns about your Main Street program and the small businesses in your community.

Now is the time to raise the collective voice of our Network! We urge all members of our Network and supporters to use the link below to send a message to your United States Senator:

TAKE ACTION NOW

mainstreet.org/speakupformainstreet

2. TELL YOUR MAIN STREET STORY



3. TALK TO US & TELL US WHAT YOU NEED



A return to bricks and mortar shopping and other downtown activities will all be greatly dependent on having an informed and strategic recovery plan. We put together a detailed process that you can use to create your plan along with useful tips and tools.

[LEARN MORE](#)



Main Street America is advocating to Congress for \$100M to be included in an upcoming stimulus to sustain and expand the essential work of Main Street leaders in every corner of the country over the next 12 to 24 months. We need your voice!

[LEARN MORE](#)

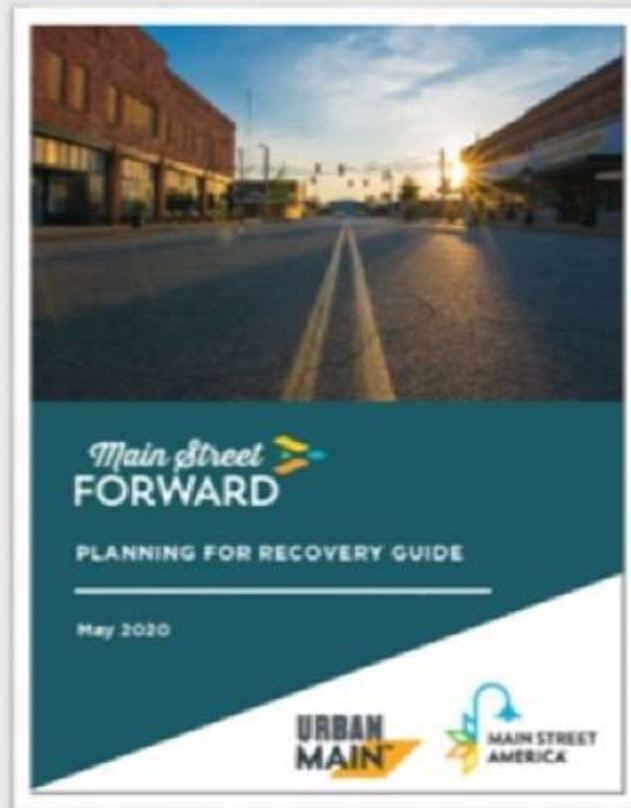


We are conducting research to assess the impact of the COVID-19 on small businesses and the challenges they face in the months ahead. We are using this ongoing research to inform our advocacy efforts as well as our development of resources and recovery tools.

[LEARN MORE](#)

3. TALK TO US & TELL US WHAT YOU NEED

Main Street FORWARD



- **Patrice Frey, CEO**
PFrey@savingplaces.org
- **Matt Wagner, VP of Revitalization Programs**
MWagner@savingplaces.org
- **Kathy LaPlante, Director of Coordinating Programs and Senior Field Officer**
KLaPlante@savingplaces.org

GRANTS FOR SMALL BUSINESSES



The HartBeat of Main Street Grant Program

Helping small businesses respond and adapt to COVID-19

mainstreet.org/hartbeat





PATRICE FREY

Q & A

Please use the Q&A pod to enter your questions and we will moderate as many as we can with Patrice in the remaining time.