



Service

Directory



Service Directory



Contact us for pricing information on the below services.

THINKING ABOUT MAIN STREET

The Main Street Four-Point Approach is the foundation on which Missouri Main Street Connection operates. This approach fosters community involvement as economic development with historic preservation ethics to capitalize on those assets that make each community unique.

Main Street 101 (1.5 hours)

Overview of Missouri Main Street Connection, National Main Street Center, and the overall approach to downtown revitalization.

Community Visioning (3 hours)

Creating community buy-in is vital to the success of the downtown revitalization process. Missouri Main Street will facilitate a community visioning session to educate the community on the importance of a vibrant downtown while also brainstorming and prioritizing ideas for your downtown.

Forming the Non-Profit (phone consultation)

Do you need help with the process and paperwork to form your Main Street 501(c)3 organization? Missouri Main Street can help you with the process and steps necessary for success.

MAIN STREET SUPPORT SERVICES

Main Street Bootcamp (6 or 12 hours)

A 1- or 2-day learning event that teaches the basics of the Main Street Four-Point Approach to new board members, staff, stakeholders, city officials, and other volunteers.

Reactivation Visit (3 hours)

Reinvigorate the director, board and community stakeholders with a solid understanding of what the Main Street program is, why it is important, and the concrete roadmap for future efforts. If you are looking for more in-depth assistance, look at the People Energizing Places Grant and Strategic Teams Engaging People Grant.

Community Visioning (3 hours)

It is advised that a community conduct a visioning every

few years to facilitate the buy-in between the Main Street program and the community. This is also the first step in the Transformation Strategy process. See the Transformation Strategy Development service for a complete package.

Strategic Planning (3 hours)

This service brings together the Main Street board of directors, committee chairs, volunteers, and community partners for a strategic planning session to set the Transformation Strategy(s) for the next 2-3 years. Pair this service with Action Plan facilitation or look for the Transformation Strategy Development service for the entire process from start-to-finish.

Action Plan Facilitation (2 hours)

How do we implement the great ideas that are generated within a Main Street organization? Action planning is the secret weapon to success. Learn the process for creating action-oriented plans that energize volunteers and partners to get things done.

Transformation Strategy Development (5 hours)

Pair community visioning, strategic planning, and action plan facilitation for the whole package in creating your plan for successful downtown revitalization using the Main Street Four-Point Approach.

Board of Director Training (2 hours)

The leadership of the organization sets the stage for success of the Main Street program. Learn about assessment, recruitment, training, and orienting these leaders as we bring them onto the board. Board roles and responsibilities will be taught along with ethics and regulatory obligations.

ORGANIZATION SERVICES

Committee Refresher – Organization 101 (3 hours)

Committees sometimes need a refresher on the purpose, mission, and fundamentals of their work in Main Street. This service provides 3 hours of in-depth information on the Organization point from resources and partnerships to funding and communications.

Fund-Raising (2 hours)

What are the many options for funding the Main Street program? Learn about the various sources and tactics for reaching out to stakeholders, crafting the message for investors, selling your Main Street program, and leveraging the organization's past successes. Or are you just starting out and need help compiling that first fund-raising plan?

Basic Management and Operations for a Main Street Program

(phone consultation)

Board handbooks, employee manuals, and financial checks-and-balances are all tools that a successful Main Street program needs in their operations toolkit. Missouri Main Street can help you put these documents together for your organization.

Communications Toolkit (2 hours)

Examine all the tools available for communicating the importance of downtown and the Main Street program. Compile an annual communications schedule that corresponds with your events and activities along with examining online fund-raising efforts. Compose an annual report to demonstrate the value and impact of your Main Street program.

Volunteer Development (2 hours)

Missouri Main Street can help you create a recruitment, orientation, and appreciation plan for your organization. Volunteers are the life blood of the organization, so we need a plan to utilize and support these great people. This service will also include looking at leadership development within the organization and involving youth in the Main Street efforts.

DESIGN SERVICES

Committee Refresher – Design 101 (3 hours)

Committees sometimes need a refresher on the purpose, mission, and fundamentals of their work in Main Street. This service provides 3 hours of in-depth information on the Design point from resources and partnerships to funding and communications.

Façade, Alley, Gateway Signage or Streetscape Renderings (varies)

You have heard the expression that a picture is worth a thousand words. A rendering

can portray those words for a property owner, developer, committee, city, and the community when it comes to projects downtown. Missouri Main Street has an architect and landscape designer on retainer that can work with you to provide the visual inspiration for a project.

Historic Preservation Basic or Advanced Training (3 hours)

We all know that the historic fabric of our downtown is what makes us unique, but how do we educate the public, property owners, and developers on the principles and value of historic preservation. Missouri Main Street can provide either basic or more advanced historic preservation training.

One-On-One Historic Preservation Consultation (varies)

Do you need a preservation expert to meet with a property owner that is looking at options and assistance with their building? Historic tax credits? Missouri Main Street has consultants on call for such services.

Asset Mapping (3 hours)

Assistance in identifying the current assets in your downtown district that includes a physical inventory of the current assets and the creation of a map identifying the current mix of business and location of assets. This service is done in conjunction with the Design and the Economic Vitality Committee so you can update the map in the future as conditions change from year-to-year.

Design Guidelines/Standards Creation Or Review (varies)

Missouri Main Street has consultants to assist your downtown in the creation or review of design guidelines or standards. These documents are critical to good design in the district and help property owners understand the process and expectations of good design.

ECONOMIC VITALITY SERVICES

Committee Refresher – Economic Vitality 101 (3 hours)

Committees sometimes need a refresher on the purpose, mission, and fundamentals of their work in Main Street. This service provides 3 hours of in-depth information on the Economic Vitality point from resources and partnerships to funding and communications.



Market Analysis Training (4 hours)

Transformation Strategies are based upon the community's vision and market information. What does that mean? Missouri Main Street can teach you how to conduct your own market analysis as well as provide the demographic information (ESRI data) you need to make those critical decisions on the direction of the revitalization efforts.

Asset Mapping (2 hours)

Assistance in identifying the current assets in your downtown district that includes a physical inventory of the current assets and the creation of a map identifying the current mix of business and location of assets. This service is done in conjunction with the Design and Economic Vitality Committees so you can update the map in the future as conditions change from year-to-year.

Business Recruitment Packaging (3 hours)

What are the current tools to assist in business recruitment? What are other communities doing to recruit new businesses? How are other communities selling downtown? What should be included in a recruitment piece? How we package these items is important so everyone is on the same page when speaking to potential business owners and entrepreneurs.

Missouri Main Street will assist in creating this package to help in recruiting business to the district.

PROMOTION SERVICES

Committee Refresher – Promotion 101 (3 hours)

Committees sometimes need a refresher on the purpose, mission, and fundamentals of their work in Main Street. This service provides 3 hours of in-depth information on the Promotion point from resources and partnerships to funding and communications.

Website and Promotional Material Review (2 hours)

It can be beneficial for someone outside of your organization and community to review your promotional materials and website for functionality and effectiveness. Missouri Main Street can do that review for you and provide advice and

examples that may assist you in improving your on-line and visual presence.

Measuring Economic Impact of Events (2 hours)

Are your events doing what you expect? How do you measure success? Let Missouri Main Street help you conduct a "return on investment" (ROI) on your current events. This can be helpful for soliciting sponsors or partners but also when evaluating if you have the resources to successfully continue the event. Learn the various ways to measure ROI.

MATCHING GRANT SERVICES

Community Empowerment Grant

Missouri Main Street offers a 60/40 matching grant to help you start a Main Street program or convert a downtown organization into a Main Street program through 2 years of onsite technical assistance and expertise. This is a competitive grant for services with a limited number of communities accepted each year.

Strategic Teams Engaging People Grant (STEP)

This one-year grant is available as a matching grant for services to help a Main Street organization with a specific project or initiative. Missouri Main Street can help get you to the next level with any project including implementing a Community Improvement District (CID), developing a board and employee procedures manual, providing guidance and expertise in creating a plan for second floor housing development and many more. This grant is currently a 75/25 matching grant.

People Energizing Places Grant (PEP)

Missouri Main Street has a grant to provide guidance and direction for a Main Street program over two-years for more complex opportunities. This grant is a 75/25 grant providing services such as developing Transformation Strategies from start-to-finish with community visioning, market analysis, choosing strategies and creating an implementation plan. Other services could include developing a funding plan for a major project, human resource or succession planning, or developing a long-range downtown strategic plan.

