MAIN STREET: WHERE PRESERVATION MEETS ECONOMIC DEVELOPMENT

National Preservation Partners Network
Thursday, November 12, 2020 | 2:00PM ET
AGENDA

+ Introduction
+ Main Street Program Overview
+ NPS Main Street Community Disaster Preparedness and Resilience Program
+ NPS Main Street Façade Improvement Grant Program
+ Historic Commercial District Revolving Fund
+ Q&A
Main Street America is a program of the National Main Street Center. It is a national network of 1,000+ local affiliate organizations and 45 State, City, County-level Main Street Coordinating Programs.

Main Street programs support revitalization of small towns, mid-sized communities, and urban commercial districts.

The Main Street Approach equips local leaders and residents with a practical framework for improving the quality of life in their own communities.

Main Street America is united by a commitment to revitalizing older and historic commercial districts, supporting strong local economies, and enhancing the distinctive character that makes communities attractive to residents, visitors and businesses.
THE MAIN STREET APPROACH™

**ECONOMIC VITALITY**

- Build a diverse economic base
- Catalyze smart new investment
- Cultivate a strong entrepreneurship ecosystem

**DESIGN**

- Create an inviting, inclusive atmosphere
- Celebrate historic character
- Foster accessible, people-centered public spaces

**COMMUNITY TRANSFORMATION**

**ORGANIZATION**

- Build leadership and strong organizational capacity
- Ensure broad community engagement
- Forge partnerships across sectors

**PROMOTION**

- Market district’s defining assets
- Communicate unique features through storytelling
- Support buy-local experience
WHAT WE DO: TRAINING

MAIN STREET NOW
ONLINE CONFERENCE
APRIL 12-14, 2021
RENEW. RECHARGE. REIMAGINE.

MAIN STREET REVITALIZATION AND RECOVERY
Advocacy in Focus Webinar Series
Our free 5-part online training series develops and hones your advocacy skills.

5 Key Advocacy Areas
1. Media Communications for Advocacy
2. Lobbying and Political Action
3. Developing a Grassroots Network
4. Communicating with Elected Officials
5. Working with an Advocacy Coalition

MAIN STREET AMERICA INSTITUTE™

NEW WEBINAR OPPORTUNITY
Winter Places
Creating Outdoor Spaces in Colder Months
Friday, November 20, 11am EST
WHAT WE DO: RESOURCES

Main Street America

Urban Main

The Impact of COVID-19 on Small Businesses

Main Street Conversations

Exclusively for Main Street America Members

Advancing Inclusive Entrepreneurship

October 14, 2020 at 2PM CT

Space is still available!

Main Street America

Point

Main Street Innovation Lab
Rent Relief Program

GAP Servicing Projects

Announcing The HartBeat of Main Street Grant Program
WHAT WE DO: TECHNICAL SERVICES

One-on-one coaching, tailored workshops and webinars, and in-community engagement for downtowns and commercial districts on topics like:

- Comprehensive Main Street Approach™ planning and implementation
- Design: Historic preservation, building assessments and inventory, energy efficiency, streetscapes, trail-oriented development
- Capacity building and leadership development
- Economic Vitality: market analysis, demand assessment, working with real estate developers, feasibility studies
OHIO ENTREPRENEURS
SUPPORTING PLACE-BASED SMALL BUSINESS DEVELOPMENT ON MAIN STREET

Initial Assessment

Transformation Strategies Identification

Place-Based Entrepreneurship Asset Mapping

Implementation

Local capacity support

Network trainings

Work planning

Research

Coshocton

Cambridge

Martins Ferry

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VIRGINIA SMALL SCALE MANUFACTURING PILOT PROGRAM

+ Norfolk, Luray, Farmville, Middle Peninsula, and Bristol selected to participate in a pilot program

+ Program includes: site visits, market analysis, and written report with recommendations and implementable next steps in a small scale manufacturing strategy

+ Timeline for the pilot will be March 2020 – July 2021
• **ORGANIZATION** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

• **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.

• **ECONOMIC VITALITY** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for the scores of entrepreneurs and innovators that drive local economies.

• **PROMOTION** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community’s unique characteristics.
DESIGN

HISTORIC PRESERVATION
ARCHITECTURAL ASSISTANCE
DESIGN REGULATION + REVIEW
PUBLIC SPACES
SIGNAGE
STREETSCAPES
BUILDING MAINTENANCE + IMPROVEMENTS

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CYCLE OF INVESTMENT

More Reinvestment in Business & Property

Improved Image

More Customers

Higher Profits
DESIGN IS ABOUT:

• Making sure everyone in your community can access public spaces and has a say in how physical space is used
• Protecting historic properties and celebrating historic culture, while allowing new (compatible) development
• Creating more physical space in the district for people to engage with safely
• Leveraging unique historic, cultural, and natural assets for place-based, sustainable economic development
• Connecting local building owners with design resources, experts, tools, and incentives
• Partnerships with other local leaders working with physical elements in your district: State Historic Preservation Offices, local preservation commissions, Departments of Transportation, Zoning, and Parks and Recreation (and more!)
Advanced Preservation Resources
Take a deeper dive into preservation resources with guidance and training on project design compliance with Secretary of the Interior’s Standards for the Treatment of Historic Properties, preservation advocacy, preparation of National Register of Historic Places nominations, and more.

Main Street Saves: Energy and Money
Find out about the inherent energy efficiency of small commercial districts and get practical advice on how to help small business owners save money while also saving energy. You’ll learn what green tools, programs, and incentives are available for your community, as well as how to help your small businesses save money (and energy).

Navigating Main Streets as Places
While transportation issues are often viewed as heavily regulated processes that only specialists can control, Main Street and community leaders have a crucial role in influencing their district’s transportation network. This service will increase your understanding of streets and transportation, placemaking, and equitable community engagement; help you decode and translate the transportation lingo in order to build cross-departmental relationships; help you assess your streets-focused assets and prioritize projects; and develop collaborative implementation strategies.

People-First Design
Explore placemaking, accessibility, equity, and safety, as well as strategies and methods for intentional public engagement in the design process. You’ll learn about placemaking basics and the partners and resources available to help you advocate for people-centered design.

Placemaking and the Main Street Approach
As a philosophy and practice, placemaking promotes a comprehensive approach to the planning, design, and management of places. Learn how to integrate placemaking with the Main Street Approach as a strategy to bolster place-based economic development, local entrepreneurship support, and quality design.
COMMERCIAL DISTRICT DESIGN: COVID-19 RESPONSE AND MANAGEMENT

About the Series
Produced in collaboration between Main Street America and AARP’s Livable Communities, Commercial District Design: COVID-19 Response and Management is a series of design-centered briefs developed to equip community leaders with safe, equitable, age-friendly strategies to support economic recovery from the impacts of COVID-19 in rural downtowns and urban neighborhood commercial districts.
DESIGN SOLUTIONS + COVID-19 RESPONSE

Trails, Parks + Economy

Amenities + Infrastructure

Creative Approaches to Small Biz

Open Streets

Parklets + Pedlets
NPS MAIN STREET COMMUNITY
DISASTER PREPAREDNESS AND
RESILIENCE PROGRAM
DISASTER PREPAREDNESS AND RESILIENCE PROGRAM

Be Prepared

From recent breaching hurricanes to quickly spreading fires, disasters are all too common occurrences in Main Street communities across the country. Despite their frequency, there are very few disaster preparedness and resiliency related resources available to commercial district revitalization organizations. Without a comprehensive preparedness plan in a box and tools to support both short and long-term recovery efforts, the physical and economic well-being of businesses can be devastating, especially to the residents, local businesses in Main Street communities, historic districts, and public spaces.

Program Overview

To address the need for more resources, Main Street America (MSA) has launched the National Park Service Main Street Community Disaster Preparedness and Resilience Program, funded through generous support from the Emergency Preparedness Program. Through this program, MSA will partner with the National Park Service to provide resources to Main Street revitalization organizations to use in preparing for and responding to disasters. Specifically, through this program, MSA will provide training and consultation, create a robust library of curated resources, create a toolkit with strategies and worksheets for the most frequent disasters, and hold workshops and trainings related to disaster preparedness and resiliency.

We want to hear from you!

If you are interested in attending one of our workshops or in being added to our stakeholder mailing list, please complete the survey. If you want to recommend any disaster programs and resilience plans, reports, or other resources, please complete this survey.

Upcoming events

- Main Street Community Disaster Preparedness and Resilience General Session and Breakouts: October 21, 2021, beginning at 11am ET. This event is free of charge and is being held in conjunction with the National Trust for Historic Preservation’s MainStreet Congress. You may register and attend here.
Disasters affect Main Street’s community members, local economy, physical spaces, health, and culture.

When faced with disaster mitigation and response, many local leaders do not have a plan to follow or roles and responsibilities identified.

There is a strong need for preparedness and resilience planning.
Many disaster preparedness resources focus specifically on the built environment.

There is opportunity for more comprehensive resource to address both various disaster types but also their myriad effects in Main Street communities.
National Park Service (NPS): Emergency Historic Preservation Fund (ESHPF) allocation for Hurricanes Harvey, Irma and Maria (HIM) and Hurricanes Florence and Michael, and Typhoon Yutu (FYM)
HIM and FYM - FEMA issued major disaster declarations in:

- Alabama
- Florida
- Georgia
- Louisiana
- North Carolina
- Commonwealth of the Northern Mariana Islands
- Puerto Rico
- South Carolina
- Texas
- Virginia
- U. S. Virgin Islands
PROGRAM OVERVIEW: SUBJECT AREAS

- Hurricanes/Typhoons
- Fires
- Floods
- Tornadoes
- Earthquakes
- Pandemics
## Program Overview: External Advisory Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>City</th>
<th>State/Territory</th>
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</thead>
<tbody>
<tr>
<td>Amanda Elliott</td>
<td>California Main Street Alliance/MSA</td>
<td>Richmond</td>
<td>CA</td>
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<tr>
<td>Katharine Burgess</td>
<td>Urban Land Institute</td>
<td>Washington</td>
<td>DC</td>
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<tr>
<td>Rhonda Sincavage</td>
<td>National Trust for Historic Preservation</td>
<td>Washington</td>
<td>DC</td>
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<tr>
<td>Mileyka Burgos-Flores</td>
<td>Allapattah Collaborative</td>
<td>Miami</td>
<td>FL</td>
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<tr>
<td>Shonterria Charleston</td>
<td>Housing Assistance Council</td>
<td>Atlanta</td>
<td>GA</td>
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<tr>
<td>Joseph Quinata</td>
<td>Guam Preservation Trust</td>
<td>Hagatna</td>
<td>Guam</td>
</tr>
<tr>
<td>Ray Scriber</td>
<td>Louisiana Main Street/LA DHP</td>
<td>Baton Rouge</td>
<td>LA</td>
</tr>
<tr>
<td>Madeline Fraser-Cook</td>
<td>LISC, Government Investments and Technical Assistance</td>
<td>Cambridge</td>
<td>MA</td>
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<tr>
<td>Laurie Schoeman</td>
<td>Enterprise Community Partners</td>
<td>New York</td>
<td>NY</td>
</tr>
<tr>
<td>Ivonne Sanabria</td>
<td>Conservation Trust of Puerto Rico</td>
<td>San Juan</td>
<td>PR</td>
</tr>
<tr>
<td>Diana Luna</td>
<td>Conservation Trust of Puerto Rico</td>
<td>San Juan</td>
<td>PR</td>
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<tr>
<td>Debra Drescher</td>
<td>Texas Main Street/THC</td>
<td>Austin</td>
<td>TX</td>
</tr>
<tr>
<td>Jake White</td>
<td>National Association for Latino Community Asset Builders</td>
<td>San Antonio</td>
<td>TX</td>
</tr>
<tr>
<td>Jan Opper</td>
<td>Opper Strategies and Solutions</td>
<td>Alexandria</td>
<td>VA</td>
</tr>
<tr>
<td>Seth Tinkham</td>
<td>National Park Service</td>
<td>Washington</td>
<td>DC</td>
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</tbody>
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PROGRAM OVERVIEW: DELIVERABLES

+ National workshops (virtual)
  - September 9, 2020
    - 50 attendees
    - Focus on Louisiana, Texas, and Virginia
  - National Trust PastForward Conference: October 27
    - 200+ attendees
    - Focus on South Florida
PROGRAM OVERVIEW: DELIVERABLES

+ Third National Workshop: early 2021
+ Toolkit
  - Digital handbook
  - Preparedness assessment and planning evaluation tool + checklist
  - Online resource library
  - Two-page community profiles
+ Regional workshops/technical assistance + webinars
+ Calculator Tool: needs assessment and feasibility
NPS MAIN STREET FAÇADE IMPROVEMENT GRANT PROGRAM
MSA
FAÇADE IMPROVEMENT PROGRAMS

Our Work
Project Spotlight
Façade Improvements

www.mainstreet.org
HISTORIC REVITALIZATION SUBGRANT PROGRAM (HRSP)

- Run through the National Park Service
- Created to support the rehabilitation of historic properties and fosters economic development of rural communities
- Funded through the Historic Preservation Fund using revenue from Outer Continental Shelf oil lease revenue, not tax dollars.
- Funds physical preservation projects through subgrants to communities determined rural by the US Bureau of the Census—populations 50,000 and below (citywide scale)
- Approximately $5 million was available for grant funding
- Grant awards ranging between $100,000 to $750,000
HRSP PRIMARY GOALS

- Historic preservation in rural communities (population: 50,000 or less)
- Demonstrated economic impact and growth
PROGRAM STRUCTURE: FUNDING

NPS HRSP Program

Main Street America

Grantee (building or business owner on Main Street)
PROGRAM STRUCTURE: PARTICIPANTS

Four States

Twelve communities (3 in each state)

2-9 grants in each community
PARTICIPATING STATES + COMMUNITIES
GRANTEES ELIGIBILITY

+ Building owners and business owner tenants of commercial and/or mixed-use buildings are eligible to apply.

+ Project buildings must be located within commercial districts and either already listed in the National Register of Historic Places (NRHP, either individually or as contributing to a district) or eligible to be listed (individually or as contributing to a district).

+ Business owner tenants must demonstrate written approval from the building owner in order to be considered eligible.
GRANT SIZE

+ Each grant will require a match of at least 30% of the total project cost.
+ Match can include in-kind: donated time, etc.
+ If $25,000 is less than 70% of the total project cost, the grantee covers anything above $25,000.
+ Allowable expenses:
  – Construction costs/labor
  – Architectural drawings/plans
  – Costs to list in the NRHD (if not already listed)
GRANT DISBURSEMENT SCHEDULE

- 50% within 30 days of the finalization of the subgrant agreement.
- 30% of the remaining funds when project is 50% complete.
- Final 20% when project is completed.
- Grantees have 24 months to complete their projects.
The funds must be used towards exterior rehabilitation or improvement of existing commercial or mixed-use buildings within the Main Street District.

Eligible projects include, but are not necessarily limited to:

- Awnings, roof, canopies, storefronts, doors, paint;
- Exterior lighting;
- Window repair;
- Landscaping;
- Masonry work;
- Signage.

No portion of the funds may be utilized for interior improvements to the building.

No portion of the funds may be utilized for work completed prior to the grant.
**GRANTEE REQUIREMENTS: FIVE-YEAR PRESERVATION AGREEMENT OR COVENANT**

<table>
<thead>
<tr>
<th>Federal Assistance ($)</th>
<th>Time Requirement/Type of Document</th>
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<tbody>
<tr>
<td>1 -- 10,000</td>
<td>5-year minimum preservation agreement. A covenant amending the deed is not required.</td>
</tr>
<tr>
<td>10,001 -- 25,000</td>
<td>5-year minimum covenant (recorded on the property deed).</td>
</tr>
<tr>
<td>25,001 -- 50,000</td>
<td>10-year minimum covenant.</td>
</tr>
<tr>
<td>50,001 -- 100,000</td>
<td>15-year minimum covenant.</td>
</tr>
<tr>
<td>100,001 and above</td>
<td>20-year minimum covenant.</td>
</tr>
</tbody>
</table>

**Source:**
Historic Preservation Fund Manual, Chapter 6, Section M

GRANTEE REQUIREMENTS: NRHP LISTING

Grantee is required to get their project property listed in the NRHP by the time the project is complete.

See

www.nps.gov/subjects/nationalregister/index.htm
GRANTEE REQUIREMENTS: REPORTING

- Semi-annual + final reports, tracking metrics that may include:
  - Number of new or increase in customers or clients (includes increase in foot traffic);
  - Sale percentages;
  - New partnerships;
  - **Local investment leveraged** (required for all);
  - Volunteer hours;
  - Other kinds of renovation taken on during the project timeframe;
  - Change in building use/vacancy status;
  - **Change in project timeline** (required for all);
  - Improvements to structural integrity (where applicable);
  - Before, during, and after photos
HISTORIC COMMERCIAL DISTRICT
REVOLVING FUND
MSA
FAÇADE IMPROVEMENT PROGRAMS

www.mainstreet.org

Our Work

Project Spotlight

Façade Improvements
PRESERVATION REVOLVING FUNDS

+ Used to save or rehabilitate historic properties

+ Initially funded by capital OR property assets that can then take the form of an acquisition or loan

+ Replenished by property sales or repayment of loans

+ Funds can extend beyond preservation and become a comprehensive community revitalization tool
HISTORIC COMMERCIAL DISTRICT REVOLVING FUND

+ Revolving loans for façade improvements and COVID-19 related projects
+ Texas, Maine, and Nampa, Idaho
+ Loans between $5,000-$10,000
+ 0% interest, 36 months
+ Supports building owner bottom line and district vitality
+ All projects evaluated for compliance with SOIS
+ Generous support from The 1772 Foundation, Inc.
HCDRF IN MAINE

- Biddeford, Gardiner, Skowhegan
- $40,000 per community
STOREFRONT REHABILITATION
Texarkana, TX

Project Scope
- Masonry and mortar repair of the façade brick
- Transom restoration
STUCCO REPAIR AND RESTORATION
Texarkana, TX

Project Scope
• Stucco repair
• Repainting facade
NEW SIGNAGE
San Augustine, TX

Project Scope
• Façade cleaning
• New signage

Before

After
MSA DESIGN-FOCUSED RESOURCES

+ Commercial District Design: COVID-19 Response + Management
  www.mainstreet.org/commercialdistrictdesign

+ Main Street Approach Handbook: Design
  www.mainstreet.org/designhandbook

+ Navigating Main Streets as Places: a People-First Transportation Toolkit
  www.mainstreet.org/navigatingmainstreets
QUESTIONS