

Services of Montana Main Street

Pilot Communities

- Onsite visits to help each community develop its strengths and plan for success
- Training for local staff and volunteers
- Facilitation of community driven consensus vision of district
- Facilitation of an annual planning session to identify goals, objectives, and specific projects
- Quarterly training of the Main Street Four-Point Approach and other specific issues
- Issue Specific Technical Assistance
- Annual Conference

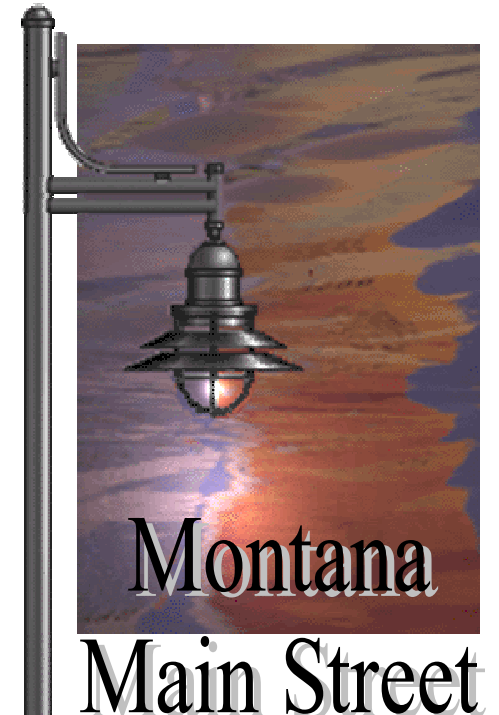
Non-Pilot Communities

- Resource Material and technical assistance information
- Introduction of Montana Main Street available in presentation or packet form
- Annual Conference

For More Information about the Montana Main Street Program please contact:

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*Achieve your Vision
for Revitalization*



WHAT IS THE MONTANA MAIN STREET PROGRAM?

The Montana Main Street program is a comprehensive approach to the revitalization of traditional business districts. The underlying premise of the program is to encourage economic development within the context of historic preservation. The program strives to assist communities in restoring and retaining the historic character of their downtown areas, while also stimulating business investment and strengthening the local tax base. It seeks to create employment opportunities in community downtown areas and generally enhance the economic and social viability of these areas. Montana Main Street advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

There is an application and selection process to be chosen as a pilot community to receive services of Montana Main Street, however services are available statewide to any community needing assistance with revitalization efforts.

The Four-Point Approach

The program is tailored to meet local needs and opportunities. It follows the National Trust Main Street Center's Four-Point Approach and guidelines of:

Design involves creating an environment where people want to shop and spend time. First impressions can have a lasting influence. Rehabilitated buildings, attractive storefronts, enticing window displays, clean streets and sidewalks, and properly designed signage together present an appealing image to potential customers, tenants and investors.

Organization involves building a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials, and chambers of commerce. Everyone must work together to renew downtown/commercial districts. Fundraising, volunteer development, and public relations are examples of organization activities.

Economic Restructuring involves analyzing current market forces to develop long-term solutions. Sharpening the competitiveness of Main Street's traditional merchants, recruiting new businesses, and creatively converting unused space for new uses are examples of economic restructuring activities.

Promotion creates excitement in the downtown/commercial district. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

This methodology is an effective tool for community-based grassroots revitalization efforts.

This approach is incremental; it is not designed to produce immediate change. Communities often fail to address the underlying causes of commercial district decline, and expensive improvements do not always generate the desired economic results. In order to succeed, a long-term revitalization effort requires careful attention to every aspect of downtown — a process that takes time and requires leadership and local capacity building.

