

# Main Street in Virginia

National Man Street Conference - May 16 – 18

Richmond, Virginia

# What is Main Street?

- Started in 1980 by the National Trust for Historic Preservation
  - *We revitalize older and historic commercial districts to build vibrant neighborhoods and thriving economies.*



# Main Street is Economic Development

- [Soul of the Community Study](#)  
(Knight Foundation)
  - Ties higher local GDP to ten (10) areas of Place Attachment
  - Aesthetics
  - Social Offerings
  - Local Economy
  - Social Capital
- Main Street Approach™
  - **Design (aesthetics)** – place making, facades, public spaces
  - **Promotions (social offerings)** – events and marketing for businesses and the district
  - **Economic Vitality (local economy)** – entrepreneurial ecosystems, filling vacancies, investing in locally grown businesses
  - **Organization (social capital)** – securing the human and financial resources to sustain the work

# Main Street

- Nationally
  - 1200 communities, 45 coordinating programs
  - Since 1980
    - \$89.57 Billion reinvested
    - 687,321 net new jobs
    - 154,435 net new businesses
    - 303,836 buildings rehabilitated
- Virginia
  - 28 Nationally Accredited communities, 90 at various levels of participation
  - Since 1984
    - \$1.5 Billion in private investment
    - 3:1 leverage
    - 16,000 net new jobs
    - 4,000 net new businesses

# What's Happening in Virginia?

- Currently funded at \$500,000 annually (GF); Community Business Launch \$180,000
- In FY 2022 allocated \$1.5M for CBL and VMS grants; COVID Response – Resurgence
- Special Session - \$8M in ARPA funds, including potential for up to five (5) new FTEs
  - Preallocated \$954,000 to fund additional Resurgence applications
  - Program expansion into localities with population higher than 75,000
    - Central Business Districts and Neighborhood Business Districts

MAY 16-18

MAIN

STREET

2022

RICHMOND, VIRGINIA

Maww

*Together, Again.*

# National Main Street Conference

## May 16-18, 2022

- Who

- Nonprofits
- Local Government Officials
- Economic Developers
- Community Developers
- Planners
- Real Estate Developers
- Community Volunteers

- What

- Approximately 1800 attendees in person and even more through a virtual component
- Class room sessions, mobile tours, workshops, and tactical sessions
- Special events in locally owned and operated venues around the city featuring local and Virginia made products
- National and hyper local perspective

# 2022 in Virginia!

- Mobile Tours, Regional and Local
  - Williamsburg, Fredericksburg, Hopewell, Petersburg, Jackson Ward, Monument Avenue, Shockoe Bottom
- Special Events
  - *Opening Reception* – Sunday evening
  - *Opening Plenary* – Carpenter Center
  - *VIP Reception* – Blue Bee Cidery
  - *Big Bash* – VA Makers Market and Food Hall at Main Street Station
- Three Themes
  - ***Main Streets for the New Economy*** – economic development innovations, entrepreneurship, small scale production
  - ***Community Preservation and Expression*** – inclusive public art, place making and preservation
  - ***Small Scale Development and Housing*** – grow local developers and create a diversity of housing options



# How can you participate?

- Attend - bring your friends and coworkers
- Sponsor scholarships for local officials, entrepreneurs, building owners, community development professionals, students
- Promote – share the conference information with your networks
- Volunteer
- Exhibit
- Sponsor

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- Community Business Launch (CBL)
- Enterprise Zone (EZ)
- Industrial Revitalization Fund (IRF)
- Port Host Communities Fund
- Virginia Individual Development Accounts (VIDA)
- Virginia Main Street (VMS)
- Virginia Small Business Resiliency Fund (Resiliency, or, the Fund)