THE FOUR POINTS EXPLAINED

Transformation Strategies are carried out through the Four Points—key areas that Main Streets have used to guide their work for more than 45 years:

ECONOMIC VITALITY: Focuses on funding and financial tools to help new and existing businesses,jumpstart property development, and nurture entrepreneurs and innovators.

DESIGN: Improves the look, feel, and function of downtown districts, highlighting assets that set the community apart.

PROMOTION: Positions the downtown as the heart of the community through special events,marketing materials, and storytelling.

ORGANIZATION: Builds partnerships, develops local leaders, and expands resources to support a local Main Street's revitalization work.

COMMITTEE	FOCUS	GOOD FIT FOR
DESIGN	Improving the look, feel, and function of the district—building facades, streetscape, beautification, signage, and historic preservation	**People:** Architects, designers, city planners, property owners, local artists, accessibility advocates, preservationists **Groups:** Trade or technical schools (construction, design, landscaping programs); local arts councils; garden clubs; disability access groups; historic preservation societies
ORGANIZATION	Handles capacity building, fundraising, volunteer recruitment, communications, and board development	**People:** Connectors, HR professionals, accountants, nonprofit leaders, community organizers, retired executives, civic-minded professionals **Groups:** Chambers of commerce, alumni associations, faith-based organizations, LGBTQ+ groups, corporate volunteer programs, service clubs (Rotary, Kiwanis, Lions)
PROMOTION	Markets the district as a destination to shop, dine, visit, and live. Develops events, branding, storytelling, and communications.	**People:** Creatives, event planners, marketers, PR pros, local influencers, photographers, and marketing or media teachers or students **Groups:** Cultural centers, museums, performing arts groups, tourism bureaus, professional associations, chambers of commerce
ECONOMIC VITALITY	Supports businesses and entrepreneurship and works with property owners on real estate and development issues	**People:** Business owners, bankers, realtors, developers, financial experts, retired entrepreneurs, small business mentors **Groups:** Business schools, farmers markets, chambers of commerce, small business development centers

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