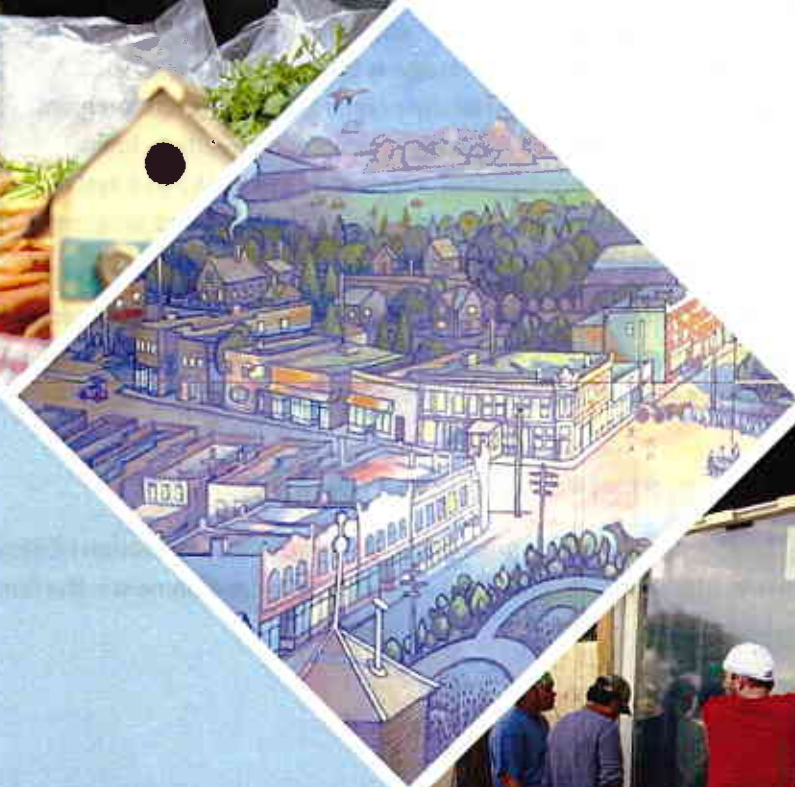




MAIN STREET *Canada*

A PROGRAM OF HERITAGE CANADA THE NATIONAL TRUST

BUILDING
STRONG & VIBRANT
COMMUNITIES





BUILDING STRONG & VIBRANT COMMUNITIES

REVIVING CANADA'S MAIN STREETS

A downtown commercial district is the most visible indicator of a community's economic and social health. Its vitality and commercial success is an asset when recruiting new residents, enticing tourists, and stimulating new investment, businesses and industries.

Canada's Main Streets have enormous potential. They are places where you can meet your neighbours and shop an array of local stores. On Main Street, community members, from business owners and municipal leaders to artists and youth, come together to find new and creative ways to celebrate both their history and diversity. It can be a place where creativity, entrepreneurship and innovation thrive.

First launched in 1979, Heritage Canada The National Trust's trademarked Main Street® methodology has impacted hundreds of Canadian communities, with three active province-wide programs established in Saskatchewan, Alberta and Quebec.

The goal of the Main Street® approach is to unlock the potential of a community and enhance quality of life with an equal emphasis on the physical, economic, social and cultural health of the town.

WHY THE MAIN STREET® APPROACH WORKS

The National Trust's trademarked Main Street® approach is a proven and comprehensive downtown revitalization strategy. It is a bottom-up approach that puts local citizens in the driver's seat of their community revitalization plans. Main Street provides a framework and the tools a community needs to break down silos and weave these threads together, treating a community as a system. Main Street programs coordinate action among a range of players and programs that otherwise tend to operate in isolation.



Main Street revitalizes the business area through a combination of design, economic development, marketing and promotion, and organizational development – the famous four-points. Activities and projects initiated by the Main Street project must consider simultaneously all four components.

HOW THE MAIN STREET® APPROACH WORKS

Main Street® systematically revitalizes business areas through a combination of design, economic development, marketing and promotion, and organizational development – the famous 4-points.



Organizational Development: The key to the Main Street® approach is community involvement and self-help. A fulltime local coordinator, supported by a volunteer Main Street Board, identify and grow a stable of volunteers, develop a sustainable funding model and coordinate activity among a range of players including businesses, municipal government, building owners, service clubs, local organizations and the media to form an action plan for downtown.

Marketing and Promotion: Highlighting the positive image of the downtown as a pleasant place to live, shop, eat, work, visit and play, marketing and promotion strategies may include the development or creation of marketing campaigns, merchandising and communication tools. Festivals and events can shine a light on local artists, artisans, businesses, food producers and service organizations and bring local citizens and tourists of all ages into the downtown.



Design: The Main Street approach offers communities a way to facilitate good design practices. Design activities might include instilling good maintenance practices or developing design guidelines, enhancing the physical appearance of the downtown, restoring historic buildings, encouraging appropriate new construction or stimulating incentives.

Economic Development: Economic revitalization is fostered through techniques in competitive management, business recruitment, real-estate principles, tourism development, and through the appropriate use of planning, legislation, funding and incentive programs. The Main Street approach helps sharpen the competitiveness of business owners and recruits compatible new businesses, building a commercial district that is diverse and responds to today's consumers' needs.

RESULTS ON THE GROUND

Main Street has the potential to increase the number of visitors to the downtown, increase sales for local businesses, create jobs, increase volunteerism and create new businesses. No less significant is the increased sense of local pride as well as increased communication among stakeholders.

In its first decade, Main Street Canada® (1980-1990) chalked up some astonishing statistics:

- 700 major building renovations
- 6,000 jobs and 1,500 new businesses created
- \$90 million invested in participating communities
- Each dollar invested by Main Street Canada generated \$30 of private investment.

The US Main Street Centre has been in operation for over 30 years and has helped over 2,000 communities implement the Main Street approach. They report that for every \$1 spent on the program an additional \$18 dollars in private and community investment is generated.



BUILDING STRONG & VIBRANT COMMUNITIES

COMMUNITY CASE STUDIES

Saskatchewan - Main Street® Projects (2011-2014)

- In August, 2011, the Government of Saskatchewan invested 1.65 million over three years to implement the Main Street® approach to downtown revitalization.
- Four Main Street Demonstration Projects are underway in Wolseley, Indian Head, Maple Creek and Prince Albert, Saskatchewan.
- \$6,141,000 private dollars invested in property acquisitions on the Main Street districts.
- \$10.2 to 1 is the estimated leveraging rate of private investment dollars.

Rimouski, Quebec - Main Street® project since 2003 (results over 5 years)

- 34 new businesses created
- 131 new jobs created
- \$56 million in municipal investments and \$11 million in private investments
- 14% drop in the commercial vacancy rate

Caraquet, New Brunswick – Main Street® (results from 1993 to 1998)

- 8 new businesses and 32 new jobs were created.
- \$1 million in private investment was generated.
- There was a 30% drop in commercial vacancy rate
- There was a 64% increase in average property selling price
- Participation of business people rose from 10% to 70%.
- More than 10 new events were created and supported by 340 volunteers

Building Capacity

The National Trust has a long track-record of success, experienced in-house staff and an essential network of expertise. At The National Trust our goal is to build the capacity of Canadian communities to develop and implement comprehensive revitalization strategies, helping to build healthy, productive and vibrant communities. Contact us today and tell us about your community!

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Cover Photo Credits:

2nd from top: Main Street Indian Head Farmers' Market
3rd from top: Main Street Maple Creek: Mural
Bottom: Main Street Maple Creek: Restoration of the Commercial Hotel