

Montana Main Street Four-Point Approach

Framework for Downtown Revitalization From Main Street America

The **Economic Vitality** team is responsible for improving the economic performance of the district. Its responsibilities include helping existing businesses better meet the needs of customers and expand their sales; developing and attracting new businesses, ensuring that adequate capital is available to support business and property development; and creating and managing tools and incentives to encourage and support business and property development.

Economic Vitality team members might include individuals with expertise in business management, real estate development, finance or economic development.

The **Design** team is responsible for improving the physical and visual components of the district, that include building rehabilitation, infill development, public spaces, signs, window displays, logos, transportation and parking.

Design team members might include individuals with expertise in architecture, landscape architecture, urban planning, product design, graphics, visual merchandising, historic preservation and civil engineering, as well as individuals with a strong appreciation for aesthetics and the importance of developing a sense of place.

The **Promotion** team is responsible for marketing the district to area residents, district workers, visitors, investors and others. Its responsibilities include planning and implementing three specific types of promotional programming:

- Special events and festivals
- Business and retail promotional activities
- Image-building activities

Promotion team members might include individuals with expertise in marketing, advertising, event planning, website design, graphics, public relations and retail management.

- Special events and festivals also require many volunteers to help staff and ensure smooth implementation. These events offer a great opportunity to involve school groups, civic organizations, social clubs and other civic-minded organizations.

The **Organization** team is responsible for ensuring that the revitalization program has the financial resources, volunteers and partnerships it needs to accomplish its mission and to successfully implement a work plan or strategic plan.

Organization team members might include individuals with expertise in business management, public relations, media relations, fundraising, organizational development, project management or leadership.









ECONOMIC VITALITY
DESIGN
PROMOTION
ORGANIZATION

Images courtesy of Montana Department of Commerce and Main Street America.

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