Nine Years at Main Street: Lessons & Reflections

Patrice Frey
President & CEO, Main Street America
1) Main Street *IS* Economic Development
WELL ISN'T THAT SPECIAL
“…in a world where people and capital are footloose, the quality of the community is of critical new importance in economic development.”

- Ed McMahon, Board Chair Emeritus, Main Street America
"New Life for Small Cities"
*Richmond Times-Dispatch*, May 16, 2022
2) Leadership *Is* Everything
3) Re-Evaluate Your Events
4) Remember the **20-60-20** Rule of Change Management
20% of people will focus on their worries + doubts

60% of people are naturally open to change

Positive actions influence the people in the middle
1. Be Curious
2. Learn/Adapt
3. Move On
4. Repeat Step 3
5) Be the Connector
Main Streets Are the Connectors!

ENTREPRENEURIAL ECOSYSTEM

EDUCATION & TRAINING
FINANCIAL CAPITAL
HUMAN CAPITAL
PLACE
CULTURE
SOCIAL CAPITAL
REGULATION
6) Make All Welcome
Dream Launch Bootcamp/Pitch Contest
7) Whatever You’re Doing on Housing – Double It
AT HOME ON MAIN STREET

A REPORT ON THE STATE OF HOUSING IN DOWNTOWNS AND NEIGHBORHOOD COMMERCIAL DISTRICTS

Loft apartments along the river in Portland, Michigan. © Portland Main Street
8) Charge Forward
DeFuniak Springs, Florida

https://backpackerverse.com/10-most-haunted-hotels-in-florida/

https://roadtrippingwithtesla.wordpress.com/2015/09/24/tallahassee-florida-day-32/
National EV Charging Network
9) Build Your Advocacy Muscle
Advocacy

Activating Federal Support for Entrepreneurs through Business District Networks
Tuesday, May 17
3:15 PM - 4:30 PM
Jefferson/Madison

Kelly Humrichouser
Director of Government Relations
khumrichouser@savingplaces.org

A Visit is Worth 10,000 Words: Planning In-District Tours for Elected Officials
Wednesday, May 18
8:15 – 9:00 AM
Miller/Rhodes

Federal Preservation Programs at Work on Main Street
Wednesday, May 18
3:15 PM - 4:30 PM
Capital Ballroom Salon 1-3
THANK YOU!

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