



Take Your Skills  
to the Next Level

## 2021 MAIN STREET AMERICA INSTITUTE COURSE LIST

The Main Street America Institute is the National Main Street Center's professional development training program aimed to equip downtown and commercial district leaders with the tools and skills needed to lead results-oriented and preservation-based community revitalization organizations. Visit [www.mainstreet.org/msai](http://www.mainstreet.org/msai) for more information about the curriculum, course structure, certificate programs and more. Register for courses at [mainstreet.talentlms.com](http://mainstreet.talentlms.com).

---

### WORKSHOPS

*The Main Street America Institute offers two annual workshops that are considered the capstone opportunities for each of the two certificate programs offered. These in-person events coalesce learning from online courses and aim to create interactive environments where peer to peer learning is emphasized.*

*Due to the COVID-19 pandemic, in 2021, both of the Main Street America Institute's core workshops will be offered virtually, with a goal to maintain participant networking and engagement.*

---

#### Leadership Development Workshop

March 2021 | Virtual

Registration forthcoming

The Leadership Development Workshop, an essential component of the Main Street America Institute, will be held virtually in 2020-2021. Typically offered as an intensive two-day experience, content will be organized in 4 interactive modules over a month. The Leadership Development Workshop is aimed at empowering revitalization professionals with tools and strategies to connect, motivate, and lead people effectively.

Led by expert leadership coach and facilitator Patricia Clason, the workshop's focus on emotional and conversational intelligence will enrich participants' knowledge base, strengthen their personal and interpersonal skills, and elevate their position as successful revitalization leaders. Whether navigating board conflicts or creating accountability with volunteers, participants will walk away with action plans to elevate their leadership approach. Additional networking activities will provide opportunities throughout the program to build a strong and supporting network with other revitalization professionals from across the country.

This workshop is required to earn the MSAI Leadership Development Certificate.

---

## Community Transformation Workshop

February 18, 19, 25 and 26, 2021 | Virtual

Registration forthcoming

The Community Transformation Workshop, an essential component of the Main Street America Institute, is held annually in Main Street communities. An intensive, interactive three-day experience, the workshop will be filled with educational sessions and exercises aimed to provide participants with advanced tools and strategies to address complex revitalization projects and initiatives through the lens of the refreshed Main Street Approach, with a strong emphasis on Economic Vitality.

The workshop will include instructional sessions led by an expert in the field and include hands-on projects and assignments in communities and commercial districts actively engaged in revitalization efforts in host communities. Emphasizing the importance of partnerships and collaboration, this format provides a learning environment that draws upon the experience and expertise of both the instructors and the participants. Tours and networking activities will be offered to enhance the participants' overall learning experience.

This workshop is required to earn the MSAI Community Transformation Certificate.

---

## ADVANCED PRINCIPLES COURSES

*Advanced Principles Courses are three-week, live online courses that offer a thorough overview of the subject area relative to its implementation as an essential element of the Main Street Approach. Each Advanced Principles course is a requirement for the Main Street America Revitalization Professional credential path.*

*Participants are highly encouraged to attend sessions live to participate in discussion with instructors and complete coursework each week. Session recordings are available for those who are unable to attend a live session. Each week features 1.5-hour online program with pre-readings, assignments or quizzes, and interaction with peers.*

---

## Advanced Principles of Sustainable Organization

January 12, 19, and 26, 2021 | All live webinars at 1:00 – 2:30 p.m. CST

Building a healthy organizational foundation is key to attracting engagement and investment for your commercial district revitalization efforts. Whether you are positioned in a long-standing program or starting anew, Advanced Principles of Sustainable Organization will give you tools in three key areas to strengthen your organization. In this course, you will learn to:

1. Define and share your organization's message with key stakeholder to expand your reach.
  2. Foster active community engagement through a solid volunteer development program.
  3. Understand how to develop a diverse funding structure and alignment of resources.
-

## Advanced Principles of Quality Design

February 9, 16, and 23, 2021 | All live webinars at 1:00 – 2:30 p.m. CT

Engaging, effective design improves the district's physical elements while preserving unique character and enhances a sense of place for all those who live, work, or visit. From the basics of downtown design to comprehensive planning, join Advanced Principles of Quality Design to learn:

1. The role and value of design and historic preservation in commercial district revitalization.
  2. Best practices in planning and enhancing the look and feel of the district.
  3. Assembling resources and innovative incentives to support your efforts.
- 

## Advanced Principles of Economic Vitality

March 16, 23, and 30, 2021 | All live webinars at 1:00 – 2:30 p.m. CST

How can your organization best position your commercial district program to catalyze the local economy? Let us show you the way! Join Advanced Principles of Economic Vitality for the key tools to strengthen and diversify the local economic base. This three-week course will build your skills to:

1. Engage and work with existing stakeholders to lay strong foundations for economic vitality.
  2. Develop business retention, expansion and succession initiatives throughout the district.
  3. Identify opportunities for strategic use of space for business and real estate development.
- 

## Advanced Principles of Effective Promotion

May 4, 11, and 18, 2021 | All live webinars at 1:00 – 2:30 p.m. CST

Effective downtown promotions are much more than memorable events. Commercial district revitalization professionals need an ever-growing toolbox of marketing solutions. In Advanced Principles of Effective Promotion, gain the strategic insights to position your commercial district as the center of community activity, culture and local commerce. Join the course to:

1. Identify and package the district's unique position in the marketplace.
  2. Market your district's assets and engage the community as stakeholders in your brand.
  3. Understand and communicate the role of events and their impact in revitalization.
- 

## Advanced Principles of Leadership Development

June 8, 15, and 22, 2021 | All live webinars at 1:00 – 2:30 pm CST

Effective leaders demonstrate a great ability to influence people towards a common goal. For commercial district revitalization professionals, this means bringing diverse stakeholders together in the pursuit of community transformation. Elevate your focus and skill set as a revitalization leader through Advanced Principles of Leadership Development. In this three-week course, you will learn to:

1. Understand the distinction between leadership and management and their important application in community-driven revitalization.
2. Recognize the value of strategy and your role in defining strategic direction for your organization.
3. Integrate strategy in your organizational structure to leverage resources, including people and build proactive partnerships to achieve measurable results.

---

## TOPICS COURSES

*Topics Courses take a deep dive into a specific sub-area of the Main Street Approach, focusing on current trends and best practices and expanding on ideas presented in Advanced Principles courses. These OnDemand online programs allow flexibility for participants and choice of coursework to meet specific needs. Each course includes three, 1.5-hour webinars supplemented with readings, case studies, and quizzes.*

---

### Getting Retail Ready

Topic Area(s): Economic Vitality

A strong retail tenant mix is at the heart of a thriving commercial district. For commercial district practitioners, a clear strategy is essential to improve the retail concentration of districts and influence decision making processes of business and property owners. In *Getting Retail Ready*, assess your district's retail readiness and lay the groundwork for your tenant attraction plan. In this course, you will learn to:

- Diagnose district readiness for a retail attraction campaign and identify opportunities.
- Mobilize your district vision in cooperation with business and property owners.
- Celebrate success and evaluate your strategy.

*Getting Retail Ready* is a three-part, on-demand course taught by Larisa Ortiz, an expert in commercial district retail strategies who has worked in over one hundred communities, both nationally and internationally.

---

### Promoting the Local Economy

Topic Area(s): Effective Promotion, Economic Vitality

At the heart of a thriving Main Street economy, independent businesses look to their commercial district programs for resources and support to attract and retain customers. Orchestrating a successful "shop local" campaign requires a vision and plan, as well as a boots-on-the-ground mentality to bring people together around it. In *Promoting the Local Economy*, learn how you can orchestrate a thriving shop local environment every day. You will learn to:

- Champion the power of the local economy through national trends and utilize local-level data to bring the message home.
- Organize your district's strategy for participating in national-level and grassroots shop local campaigns.
- Work with businesses and entrepreneurs in your community to implement initiatives and measure success.

*Promoting the Local Economy* is a three-part, on-demand course instructed by Elissa Sangalli Hillary, President of Local First, a Grand Rapids, Michigan – based leader in the movement to create and sustain local wealth.

---

### Strong Leadership Teams

Topic Area(s): Sustainable Organization, Leadership Development

For the leadership of a revitalization entity, one of the most important relationships for the success of the organization is

between the board of directors and the executive director or Main Street manager. From a successful onboarding process to the ability to build positive communication lines, every executive director needs skills to work effectively with board members while simultaneously helping them define and implement strategic direction and oversight. In the three-part online course *Strong Leadership Teams*, join the National Main Street Center's Director of Leadership Development Norma Ramirez de Miess to:

- Utilize the Main Street Approach to highlight essential board roles and responsibilities in leading revitalization.
- Build a solid leadership base through appropriate onboarding, continued development, and confirmed stewardship.
- Develop a strong foundation for clear and positive communication -internally and externally-, and explore tools to address difficult situations.

---

## Funding Revitalization Programs

Topic Area(s): Sustainable Organization, Leadership Development

An essential piece of building a successful Main Street program or neighborhood commercial district entity is a robust, sustainable funding structure. From developing your prospects to making the approach and planning for growth, you need a solid understanding of the tools and best practices at your disposal. In *Funding Revitalization Programs*, take a deep dive into these methods to ensure sustainability for your program to:

- Understand the structures you should have in place to develop funding sources.
- Identify, target, and acquire funding through various sources.
- Manage funding sources to ensure programmatic sustainability.

*Funding Revitalization Programs* is taught by Donna Ann Harris, principal of Heritage Consulting, Inc., a consultant with over 20 years of experience in education, government, and non-profit programs.

---

## Commercial District Planning

Topic Area(s): Quality Design, Economic Vitality

A good downtown or neighborhood commercial district plan can empower Main Street professionals to be intentional in how they approach design issues, from physical improvements to preservation and infill development. Initiating or participating in a planning process requires an understanding of the process, from leveraging resources and engaging stakeholders to aligning implementation steps with the Main Street Approach. Participating in *Commercial District Planning*, you will learn to:

- Advocate for your Main Street district's needs as part of a comprehensive or commercial district planning process.
- Participate in the planning process as a commercial district professional through a solid understanding of terminology, timelines, and key players.
- Engage and work with municipal and community stakeholders to implement the plan and establish ongoing support.

*Commercial District Planning* is a three-part, on-demand course instructed by Nicholas Kalogeresis, a planning professional with over 25 years' experience in planning for traditional commercial districts.

---

## OTHER LEARNING OPPORTUNITIES

*At times, the Main Street America Institute will offer additional learning opportunities that can be applied as credit towards either the Community Transformation Certificate or the Leadership Development Certificate. Those opportunities will be listed here and updated as needed.*

---

### **National Development Council Historic Real Estate Finance Certification**

Typically consists of two, week-long in-person workshops. In 2021, both will be held virtually.

With the generous support of The 1772 Foundation, MSAI is pleased to offer the National Development Council's Historic Real Estate Finance Certification series to Main Street professionals who are interested in deepening their knowledge of and participation in real estate development transactions, particularly in the utilization of Historic Tax Credits. Participants in this two-course training program will be equipped with the real estate finance and development techniques needed to accomplish Main Street revitalization and preservation goals.

Completion of each course will count as a substitute for one online course in the area of Economic Vitality or Quality Design towards the MSAI Community Transformation Certificate.

More information can be found at <https://www.mainstreet.org/howwecanhelp/msai/historicrealestate>.



