



COVID-19 AND MAIN STREET: LEADING THROUGH CRISIS

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HOW TO PARTICIPATE TODAY

All attendees are in listen-only mode. You are automatically muted.

You can change your audio functionality from phone to computer (or vice versa) on the control panel under audio.

Type your question in at anytime in the program. Staff will read questions aloud to presenters for response.

We may not be able to address all questions during the program, but any follow-up questions can be emailed to mainstreet@savingplaces.org.

The screenshot shows the GoToWebinar interface. The 'Audio' section is expanded, showing 'Computer audio' selected and 'Phone call' unselected. A red 'MUTED' indicator is visible. Below this, there are dropdown menus for 'Microphone (HD Webcam C510)' and 'Speakers (High Definition Aud...)'. A volume slider is also present. The 'Questions' section is expanded, showing a text input field with the placeholder '[Enter a question for staff]' and a 'Send' button. At the bottom, it says 'Multi sessions different registrants' and 'Webinar ID: 980-960-603'.

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MAIN STREET AMERICA COVID-19 RESOURCES

Mainstreet.org/covid19resources





Guidance for Your Community

Community is at the heart of everything we do. As COVID-19 begins to have an increasingly significant impact on communities across the country, we are compiling existing resources, opportunities, and community response examples to help Main Street districts during this crisis. We also encourage you to visit your [state health department website](#) for local information.

We are updating this page frequently so please keep checking back for the latest information.

Latest Updates

2020 Main Street Now Conference Canceled View Entry
 April 3, 2020 | 2020 Main Street Now Conference Canceled We have made the difficult but necessary ...

COVID-19 Community Response Roundup: Quilters Creating for Caretakers & Dinosaurs on Main Street View Entry
 April 3, 2020 | COVID-19 Community Response Roundup: Quilters Creating for Caretakers & Dinosaurs on ...

COVID-19 & Main Street Webinar Series Updates View Entry
 April 2, 2020 | COVID-19 & Main Street Webinar Series Updates The COVID-19 & Main Street Webinar ...

TAKE ACTION

FEDERAL & NATIONAL RESOURCES

MAIN STREET TOOLS & INFO

FUNDING PROGRAMS

WEBINARS

NONPROFIT SUPPORT

PEER EXCHANGE



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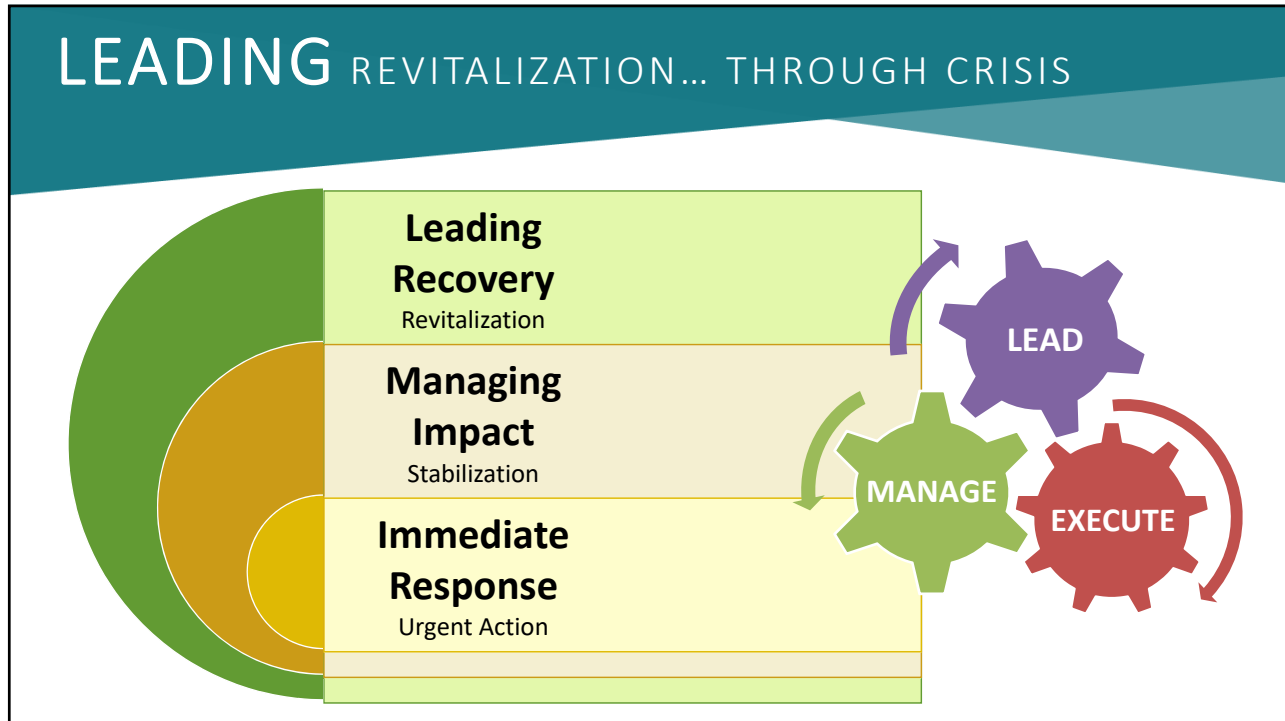
LEADING REVITALIZATION



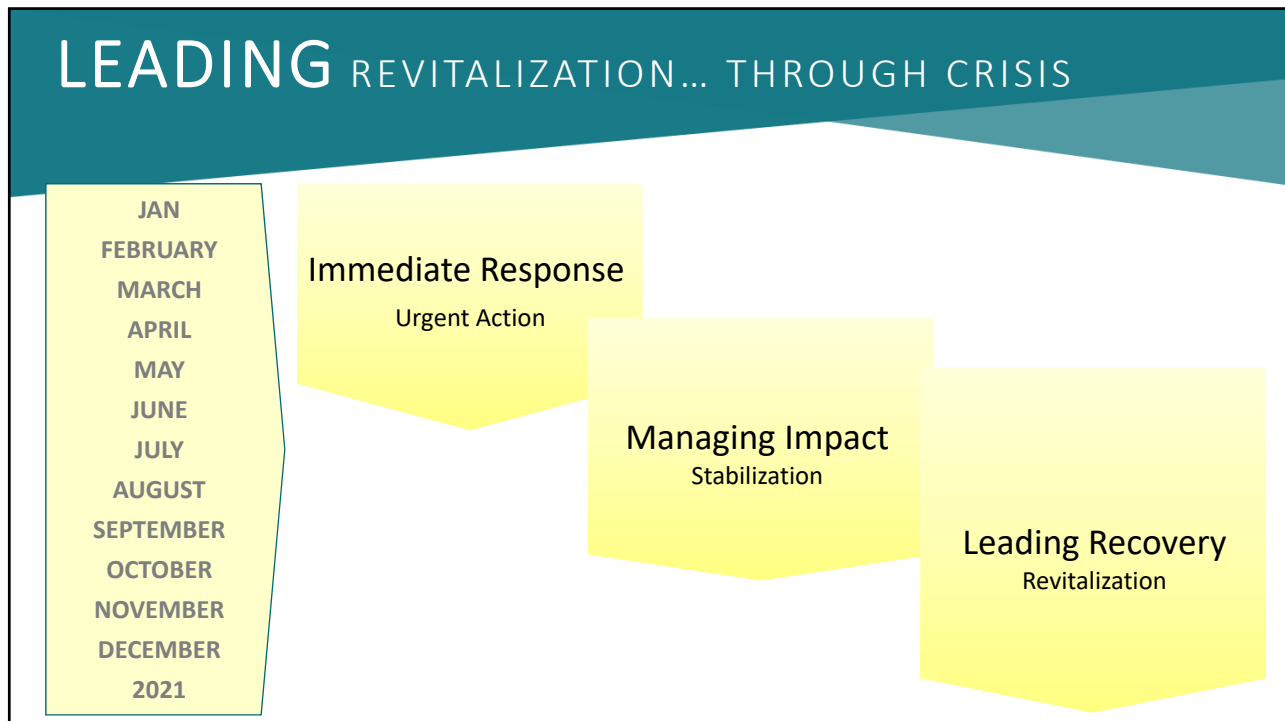




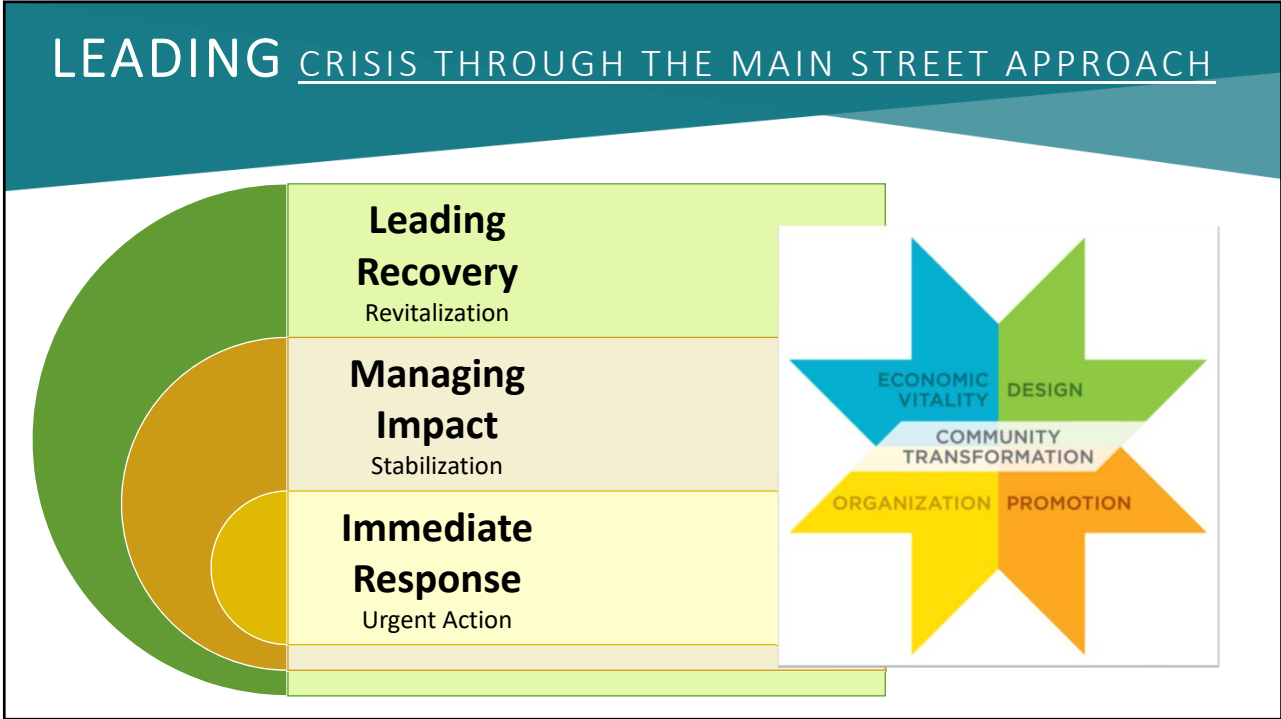
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LEADING CRISIS THROUGH THE MAIN STREET APPROACH



This section highlights the focus areas of the Main Street Approach during crisis. It features a graphic with **Managing Impact** (Stabilization) and **Immediate Response** (Urgent Action) with red arrows pointing left, indicating a shift in focus. Below this, a horizontal bar contains five categories: **ECONOMIC VITALITY**, **PROMOTION**, **ORGANIZATION**, and **DESIGN**. The first three categories are enclosed in a red border.

- Working with and supporting existing economic base
- Working with partners to assemble economic resources

Supporting resources include:

- DOWNTOWN HARRISONBURG** website with a **COVID-19 DOWNTOWN UPDATES** section. Text: "See How You Can Support Downtown Businesses During This Unprecedented Time. We're doing our best to keep this updated proactively. To please email info@downtownharrisonburgva.gov if your business has information to include or changes to your existing directory entry." [LEARN MORE](#)
- HARRISONBURG-ROCKINGHAM SMALL BUSINESS RESILIENCE GRANT**. Text: "Apply for a grant (up to \$5,000) to support your small business during the COVID-19 pandemic." HDR has worked in partnership with the Harrisonburg-Rockingham COVID-19 Business Support Taskforce to coordinate support and resources for businesses in the Harrisonburg and Rockingham area in response to the COVID-19 pandemic. The Taskforce has raised \$50,000 for small business grants for quick distribution to downtown Harrisonburg, City of Harrisonburg, and Rockingham County businesses. This fund would not be possible without the generous donation of T&M Bank. Maximum grant amount up to \$5000. This is not a loan.

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LEADING CRISIS THROUGH THE MAIN STREET APPROACH

ECONOMIC VITALITY

PROMOTION

ORGANIZATION

DESIGN



- Postponing or canceling community activities
- Marketing district assets - **retail promotions**, etc.
- Promoting positive image



SAN LUIS OBISPO COUNTY FARMERS' MARKETS



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LEADING CRISIS THROUGH THE MAIN STREET APPROACH

ECONOMIC VITALITY

PROMOTION

ORGANIZATION

DESIGN

Taking Care of Our Caretakers - Batavia



- Communicating the importance & value of the revitalization - program
- Engaging the community in revitalization – partners, volunteer leadership
- Fostering investment in the revitalization efforts

Niantic: Spread the Love



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LEADING CRISIS THROUGH THE MAIN STREET APPROACH

ECONOMIC VITALITY

PROMOTION

ORGANIZATION

DESIGN



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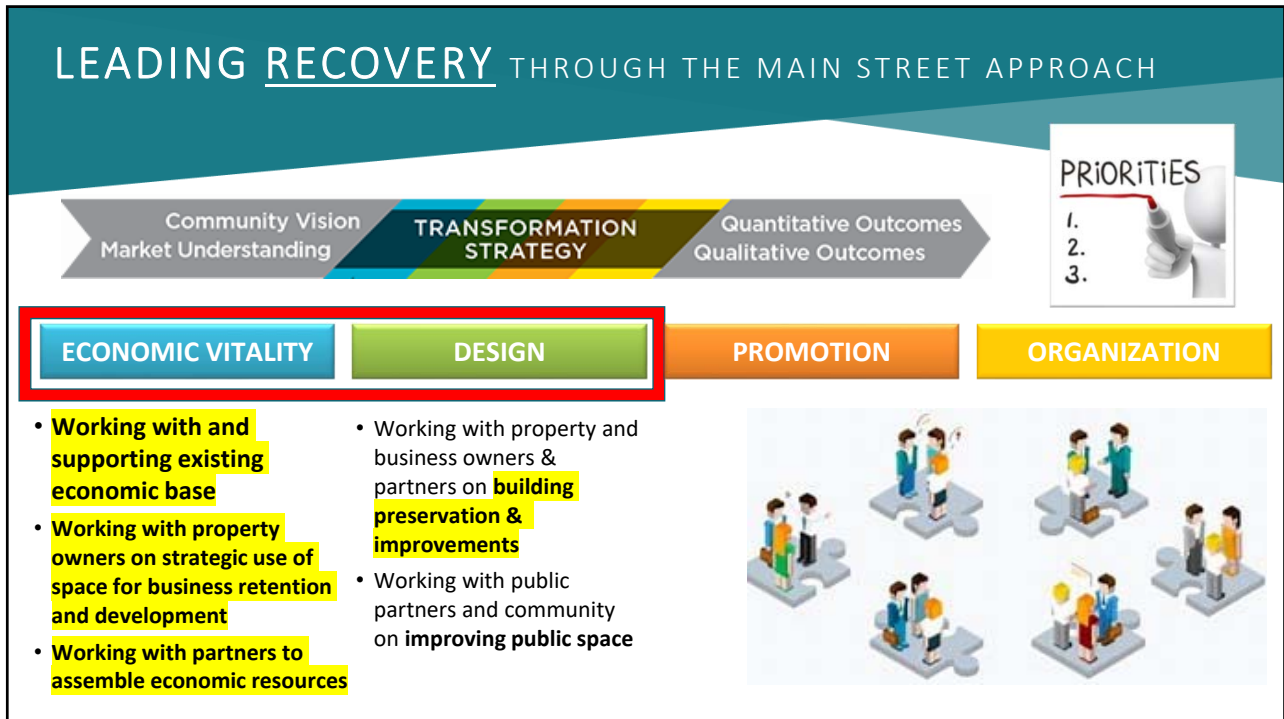
LEADING CRISIS THROUGH THE MAIN STREET APPROACH



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LEADING RECOVERY THROUGH THE MAIN STREET APPROACH

Community Vision
Market Understanding

**TRANSFORMATION
STRATEGY**

Quantitative Outcomes
Qualitative Outcomes



PRIORITIES
1.
2.
3.

ECONOMIC VITALITY

DESIGN

PROMOTION

ORGANIZATION

- Working with and supporting existing economic base**
- Working with property owners on strategic use of space for business retention and development**
- Working with partners to assemble economic resources**

- Working with property and business owners & partners on **building preservation & improvements**
- Working with public partners and community on **improving public space**

- Positioning district** as a center of community **activity**
- Marketing unique assets - retail promotions**, etc.
- Promoting identity and positive image**

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LEADING RECOVERY THROUGH THE MAIN STREET APPROACH

Community Vision
Market Understanding

**TRANSFORMATION
STRATEGY**

Quantitative Outcomes
Qualitative Outcomes



PRIORITIES
1.
2.
3.

ECONOMIC VITALITY

DESIGN

PROMOTION

ORGANIZATION



VALUE



WHAT WILL
THE WORLD MISS IF
YOU DON'T TELL
YOUR STORY?
— Donald Miller —

- Communicating the importance & value of the revitalization** - program
- Engaging the community** in revitalization – partners, volunteer leaders
- Fostering investment** in the revitalization efforts

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SUGGESTED READS:

- + **Are You Leading Through the Crisis ... or Managing the Response?**
 - <https://hbr.org/2020/03/are-you-leading-through-the-crisis-or-managing-the-response?ab=hero-subleft-3>
- + **Leadership in the time of covid-19**
 - https://blog.ioangarry.com/ep-105-leadership-in-the-time-of-covid-19/?utm_source=ActiveCampaign&utm_medium=email&utm_content=Some+advice+in+this+time+of+struggle&utm_campaign=Podcast%3A+JG+Solo
- + **How to Lead Through a Crisis**
 - <https://www.ccl.org/articles/leading-effectively-articles/how-to-lead-through-a-crisis/>
- + **Two Principles for Leading Your Organization Through the COVID-19 Crisis**
 - <https://insight.kellogg.northwestern.edu/article/two-principles-leading-organization-covid-19-crisis>
- + **Leading Through Crisis - 8 Tips For Navigating Turbulent Times**
 - <https://www.randstadrisessmart.com/blog/leading-through-crisis-8-tips-navigating-turbulent-times>
- + **What Boards Can Do to Prepare for Crises**
 - <https://hbr.org/2019/06/what-boards-can-do-to-prepare-for-crises>
- + **Meta Leadership**
 - <https://npli.sph.harvard.edu/meta-leadership-2/>
- + **What Nonprofit Boards should be doing right now**
 - <https://blog.boardsource.org/blog/what-nonprofit-board-members-should-be-doing-right-now-to-address-the-covid-19-situation>
- + **3 Ways to Lead through the Coronavirus Crisis**
 - <https://www.forbes.com/sites/benjaminlaker/2020/04/02/3-ways-to-lead-through-the-coronavirus-crisis/#a22235b721db>

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MAIN STREET AMERICA
Nationally recognized.
Locally powered.™

In This Together

All of us at Main Street America stand with you during this very challenging moment. As COVID-19 begins to have an increasingly significant impact on communities across the country, we are developing and compiling resources and opportunities to help Main Street districts during this crisis.

Community is at the heart of everything we do. Our work together today will help ensure the health of our communities in the days to come.

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