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.
LEADING CRISIS THROUGH THE MAIN STREET APPROACH

- **Leading Recovery**  
  Revitalization

- **Managing Impact**  
  Stabilization

- **Immediate Response**  
  Urgent Action

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

- **PROMOTION**

- **ORGANIZATION**

- **DESIGN**

**COVID-19 AND MAIN STREET: LEADING THROUGH CRISIS**  
Hosted by Main Street America – April 7, 2020  
Presented by Norma Ramirez de Miess, National Main Street Center
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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

SUPPORT LOCAL
"I WANT TO BUY WITH _____" VIDEO CONTEST
SUPPORT LOCAL

• Communicating the importance & value of the revitalization program
• Engaging the community in revitalization – partners, volunteer leadership
• Fostering investment in the revitalization efforts
LEADING CRISIS THROUGH THE MAIN STREET APPROACH

ECONOMIC VITALITY

PROMOTION

ORGANIZATION

DESIGN

LEADING CRISIS THROUGH THE MAIN STREET APPROACH

Leading Recovery
Revitalization

Managing Impact
Stabilization

Immediate Response
Urgent Action

Community Vision
Market Understanding

TRANSFORMATION STRATEGY

Quantitative Outcomes
Qualitative Outcomes
LEADING RECOVERY THROUGH THE MAIN STREET APPROACH

ECONOMIC VITALITY
- 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

DESIGN

PROMOTION

ORGANIZATION

ECONOMIC VITALITY

AUTHENTIC PLACE

COMMUNITY ACTIVITY

COMMUNITY OWNERSHIP
LEADING RECOVERY THROUGH THE MAIN STREET APPROACH

ECONOMIC VITALITY
- 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

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

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

ORGANIZATION
- 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?

+ Leadership in the time of covid-19

+ 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

+ Leading Through Crisis - 8 Tips For Navigating Turbulent Times
  – https://www.randstadrisesmart.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

+ 3 Ways to Lead through the Coronavirus Crisis

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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.