

Main Street Pandemic Recovery

Talking Points



Main Street: A Partner in Recovery

These Talking Points are designed to be used as a template for your community to use in association with the Pandemic Recovery Worksheet. After considering different metrics for your programs' response to the pandemic, combine your local data with these talking points and testimonials to share your impact.

Talking Point #1

Main Street is the heart of the community, a place where businesses form and thrive, where community comes together. A healthy commercial district is a harbinger of a healthy city. Main Street programs are essential tools for coordinating the

Since the beginning of the pandemic, Main Street programs have stepped up to provide on-the-ground support for mom-and-pop small businesses, offering technical assistance in modifying operations to fit social distancing requirements and support in grant and loan applications to help businesses survive.

Personalize: (Your Main Street) has offered (support calls, events, social media marketing, safe shopping promotion)

Talking Point #2

Small businesses in downtowns rely on Main Street programs for support. In fact, 91% of Main Street programs nationwide report an increased demand for business support services.

Personalize: At/in (Your Main Street program), we have stepped up to support businesses through (add figures for support services).

Talking Point #3

Small businesses in downtowns rely on Main Street programs for support. In fact, 91% of Main Street programs nationwide report an increased demand for business support services.

Personalize: At/in (Your Main Street program), we have stepped up to support businesses through (add figures for support services).

Funding through the American Rescue Plan and other federal and state resources offer a key pathway to support Main Street and develop projects that drive economic recovery. The existing organizational infrastructure, data collection, and strategy of Main Street programs can help your community organize with impact for downtown.

Share a Story!

In addition to your quantitative impact and talking points about your program's work, consider gathering testimonials from businesses you supported. Including the stories of the people impacted by Main Street helps communicate your value to local leaders and partners.