



**URBAN  
MAIN™**



# BALDWIN CITY MAIN STREET

## STRATEGY IDENTIFICATION & DEVELOPMENT

DECEMBER 13-14, 2021

Offered by:  
**KANSAS MAIN STREET**  
Scott Sewell, Main Street Program Director

In Partnership with:  
**NATIONAL MAIN STREET CENTER**  
Joi Cuartero Austin, Senior Program Officer and Director of Illinois Main Street

# THE MAIN STREET APPROACH FOR COMPREHENSIVE REVITALIZATION

*Work with the district's property & business owners, and public & private sector partners*



Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces



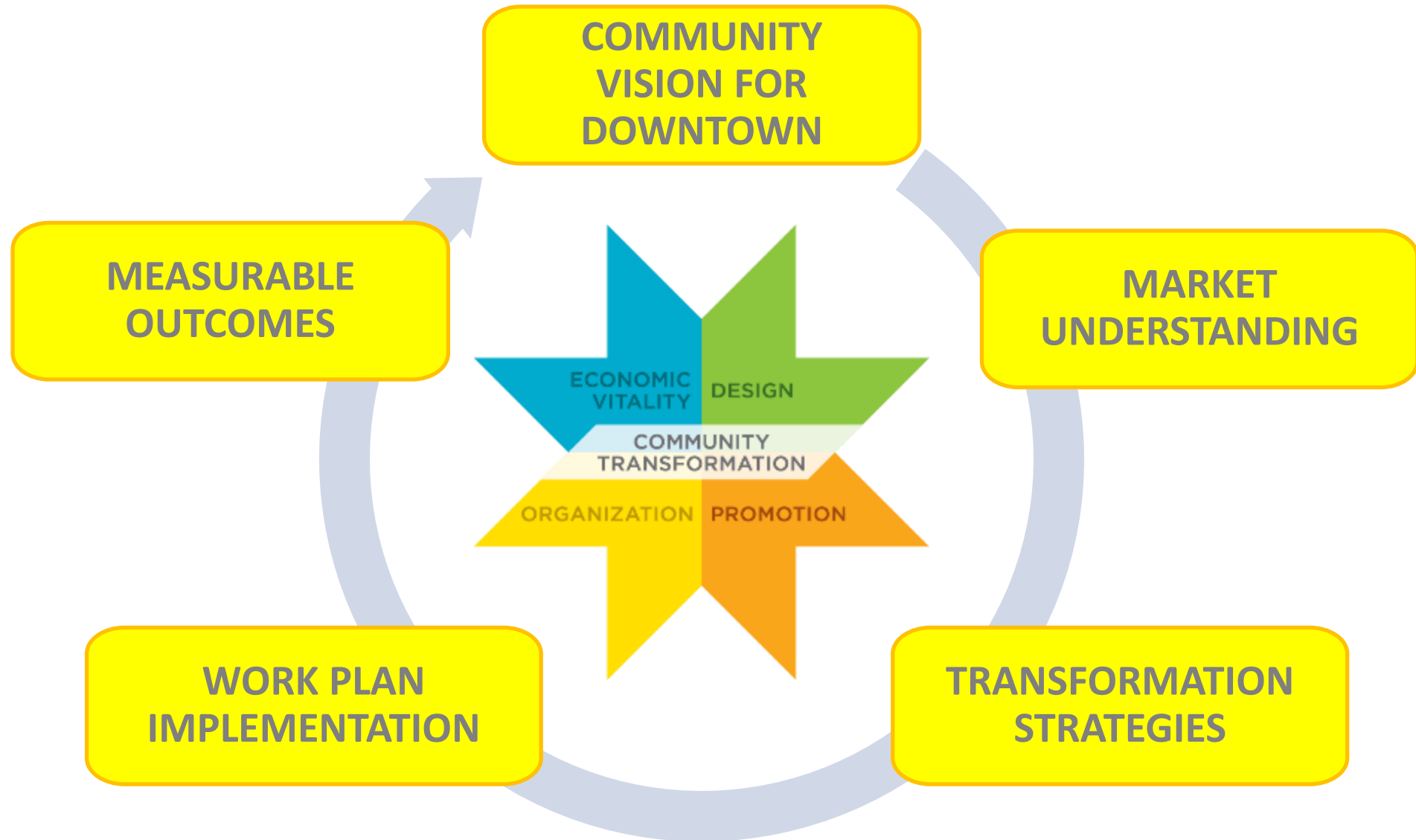
Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience



*Work with ALL sectors of the community – residents, corporations, organizations*

# LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH





# ORGANIZATION



- + Main Street programs helps communities build broad-based support for their commercial district.
- + Main Street brings the community together to reach consensus, lead revitalization, develop partnerships and assemble resources (human and financial).

# The Main Street Approach®

Organization

Design

Econ/Vitality

Promotion

- Brings the community together to build consensus & common vision, assemble resources, and lead revitalization

➤ **Promotes the Revitalization Efforts**

Communication & Public Relations

➤ **Fosters Community Engagement**

Partnerships/Collaborations, Volunteer leadership

➤ **Encourages Investment in Revitalization**

Funding, Volunteers & other resources



# PROMOTION

- + Main Street Programs provide communities with the tools to bring people back to the community center by positioning the downtown as a center of activity, marketing the district's unique characteristics, and fostering its positive image.





# The Main Street Approach®

Organization

Design

Econ/Vitality

Promotion



- Positions district as the center of activity, culture, commerce, and community life, market its assets, and positive image

➤ ***Positions the District as a center of activity***

Community and special events

➤ ***Markets the districts assets***

Retail promotions, marketing

➤ ***Enhances positive image***

Image building and branding

# DESIGN



- + Main Street programs provide communities with tools they need to improve the appearance of the commercial district, while preserving its character.
- + Public and private spaces, buildings, look and feel



# The Main Street Approach®

Organization

Design

Econ/Vitality

Promotion

- Improves physical elements while preserving the community's authentic fabric, character & identity

- **Promotes physical improvements**  
Buildings & public space
- **Preserves and enhances historic fabric**  
Education & awareness
- **Encourages planning & best practices**  
Planning, standards, assistance



# ECONOMIC VITALITY



- + Main Street programs help communities reposition their district's economy through market-driven business retention & development strategies. Attracting new investors, developing housing, and incentivizing Economic Development projects.



# The Main Street Approach<sup>®</sup>

Organization

Design

Econ/Vitality

Promotion

- ***Supports existing economic base***  
Advocacy, assistance – retention, expansion, succession
- ***Promotes fitting and strategic use of space & development***  
Business recruitment, real estate development
- ***Assembles Economic Dev Resources***  
Partnerships, strategic planning, supporting incentives

- Strengthens & diversifies the local economy supporting existing base, entrepreneurship, and appropriate development



# OUR REVITALIZATION WORK IS A BALANCING ACT

Design

Econ/Vitality

Promotion

Organization





A photograph of a downtown street scene. On the left, there are multi-story brick buildings with ornate architectural details and arched windows. A mural is visible on the ground floor of one building. The street is lined with parked cars, including a dark sedan in the foreground and a white SUV. In the distance, a tall, classical-style building with columns is visible. The sky is blue with some clouds. A dark, semi-transparent diagonal overlay covers the right side of the image, where the text is placed.

# Community Vision for Downtown

What has taken place so  
far in the Four Points?



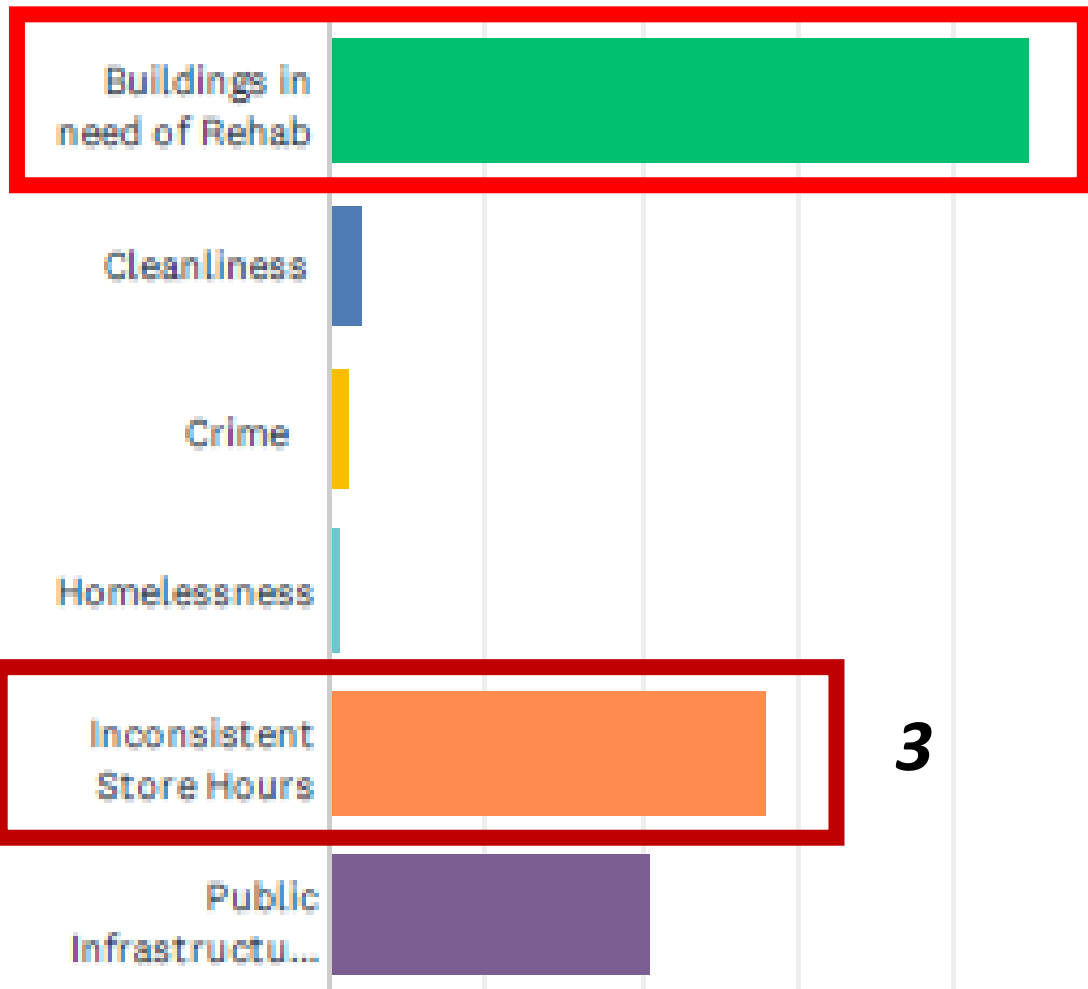
# COMMUNITY SURVEYS – 434 RESPONSES



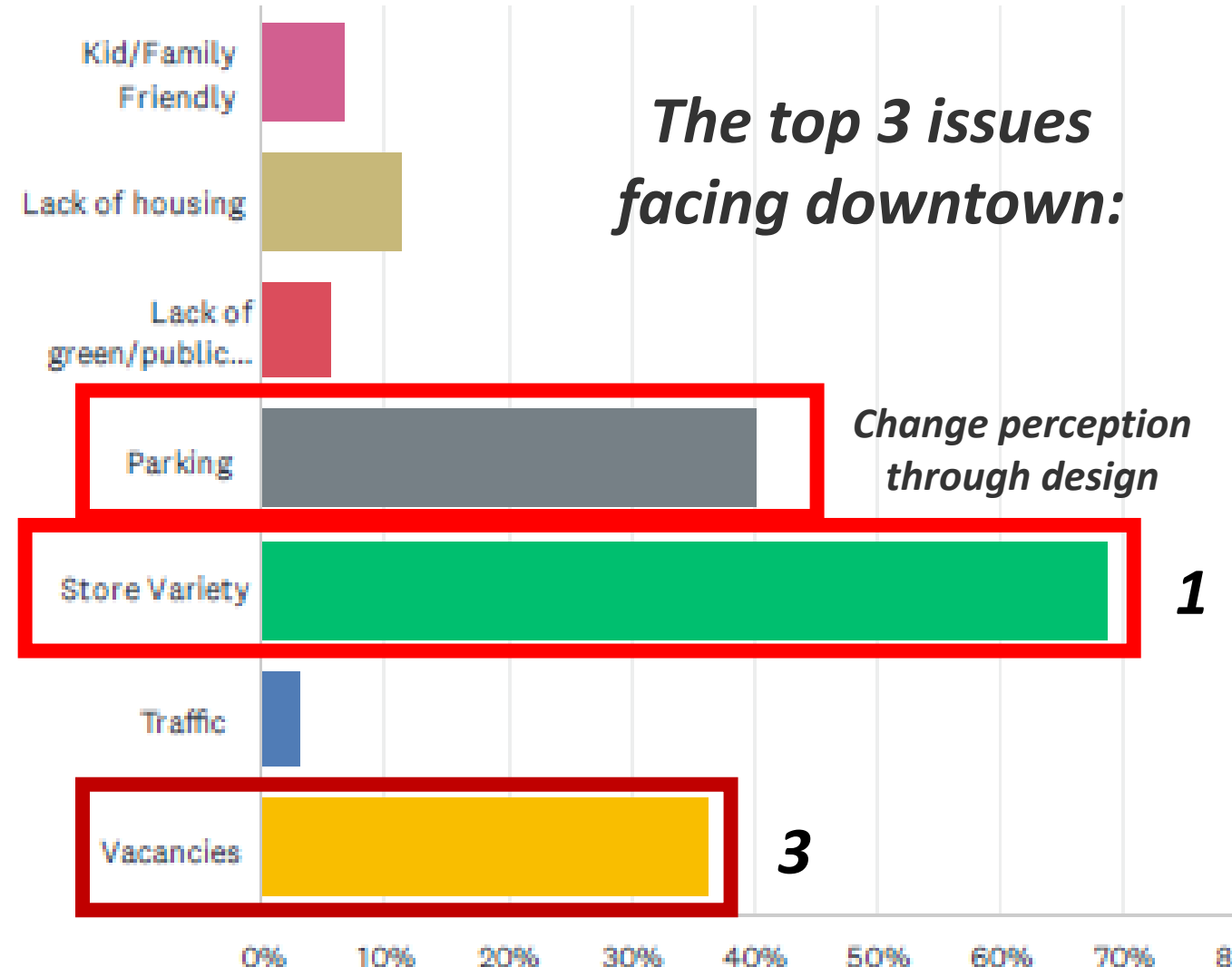




Baldwin City, KS Community Survey



2



*Change perception through design*

1

3





**COMMUNITY VISION FOR DOWNTOWN**

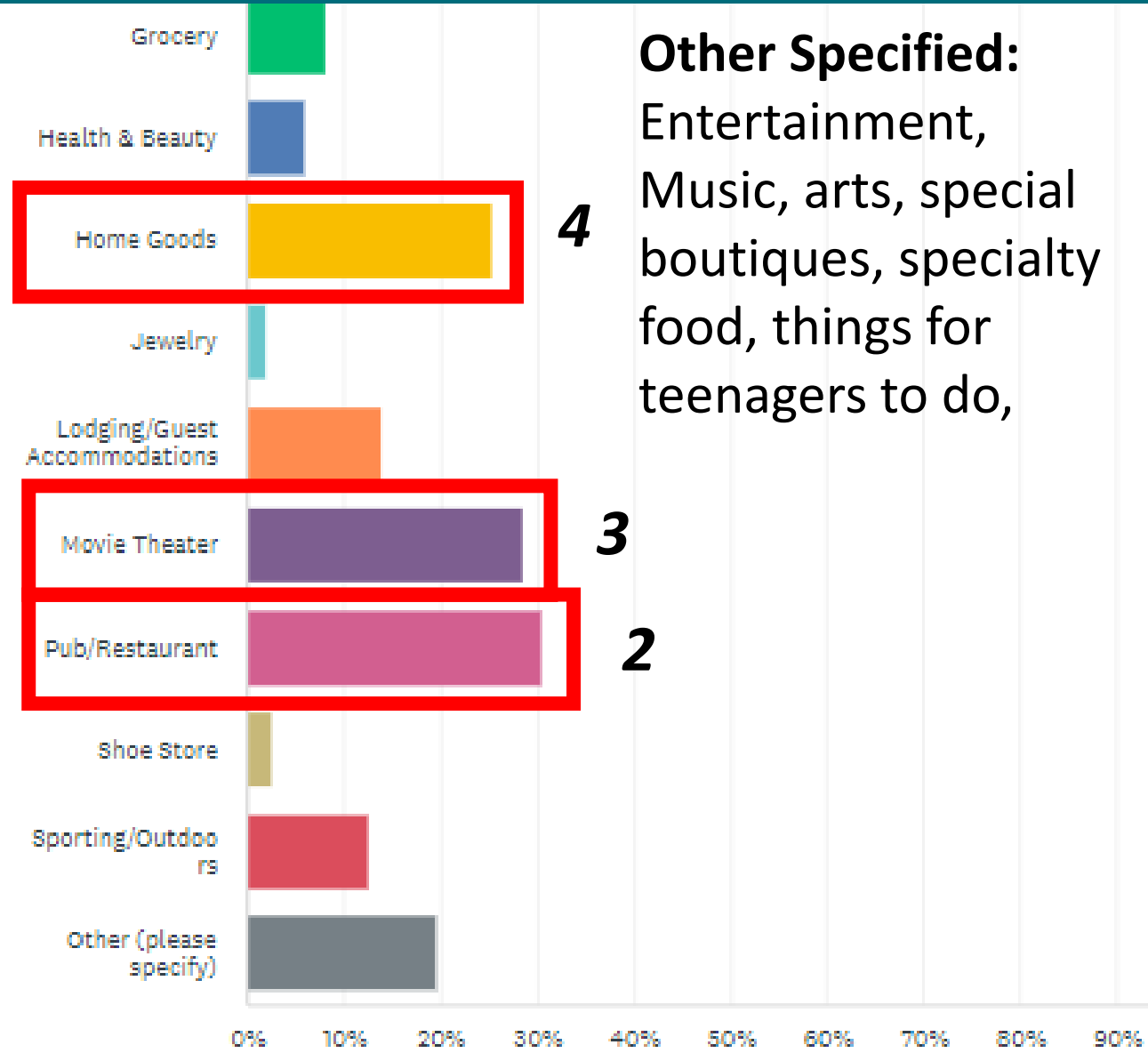
**COMMUNITY INPUT THROUGH ONLINE SURVEYS**

*What business types would you like to see within the district that are not currently present?*



**1**

**3**



**Other Specified:**  
Entertainment, Music, arts, special boutiques, specialty food, things for teenagers to do,

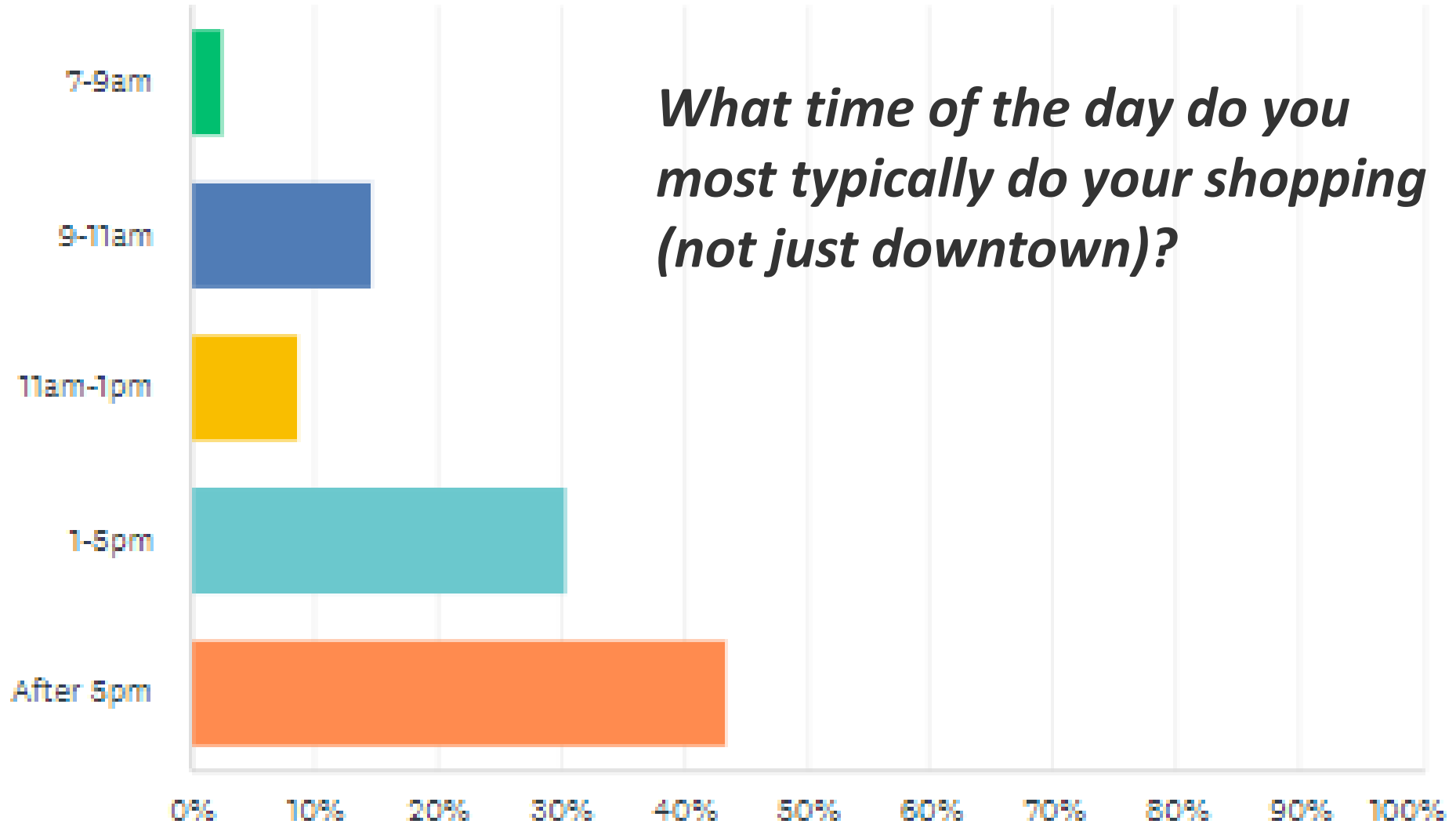
**4**

**3**

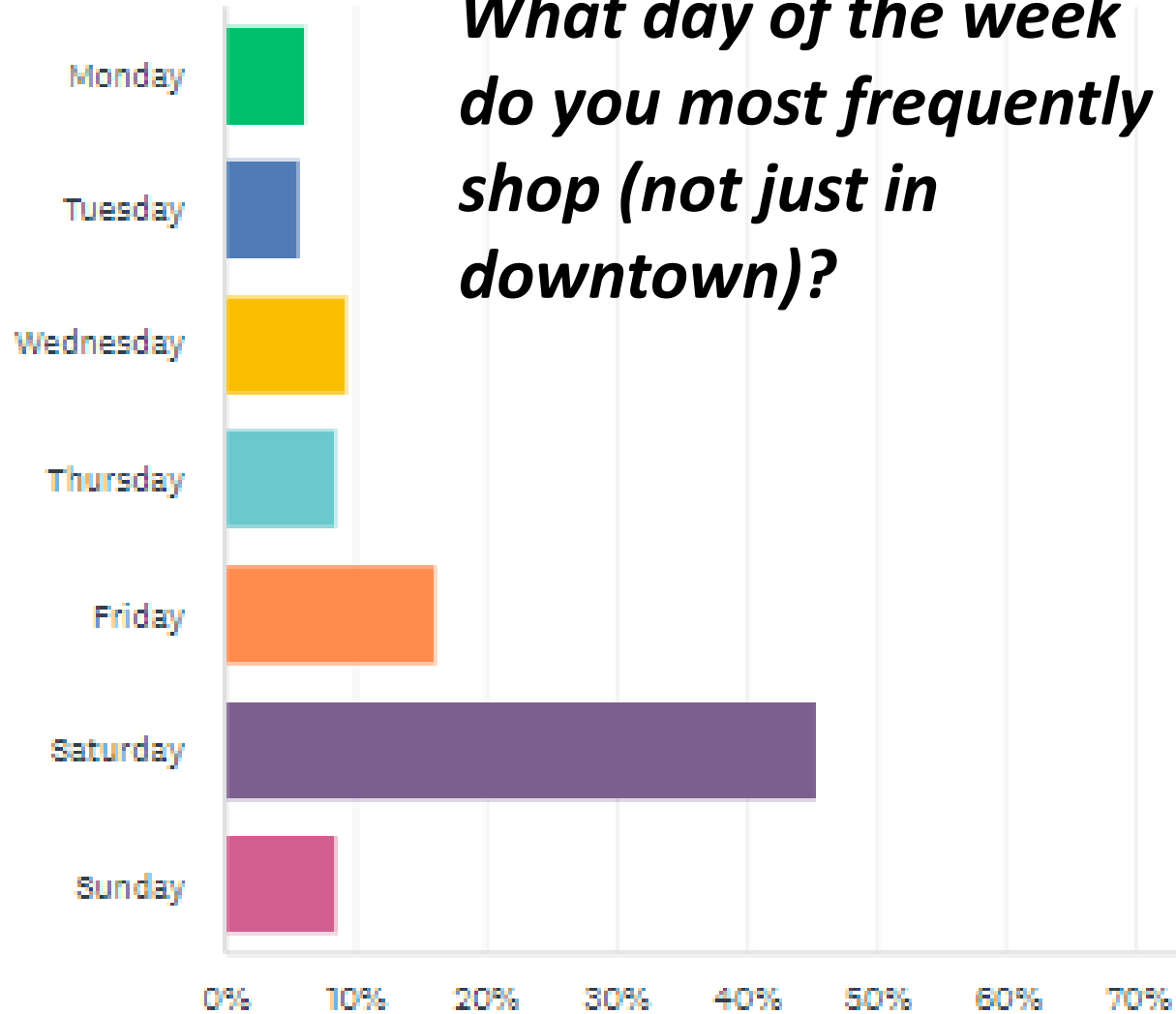
**2**

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

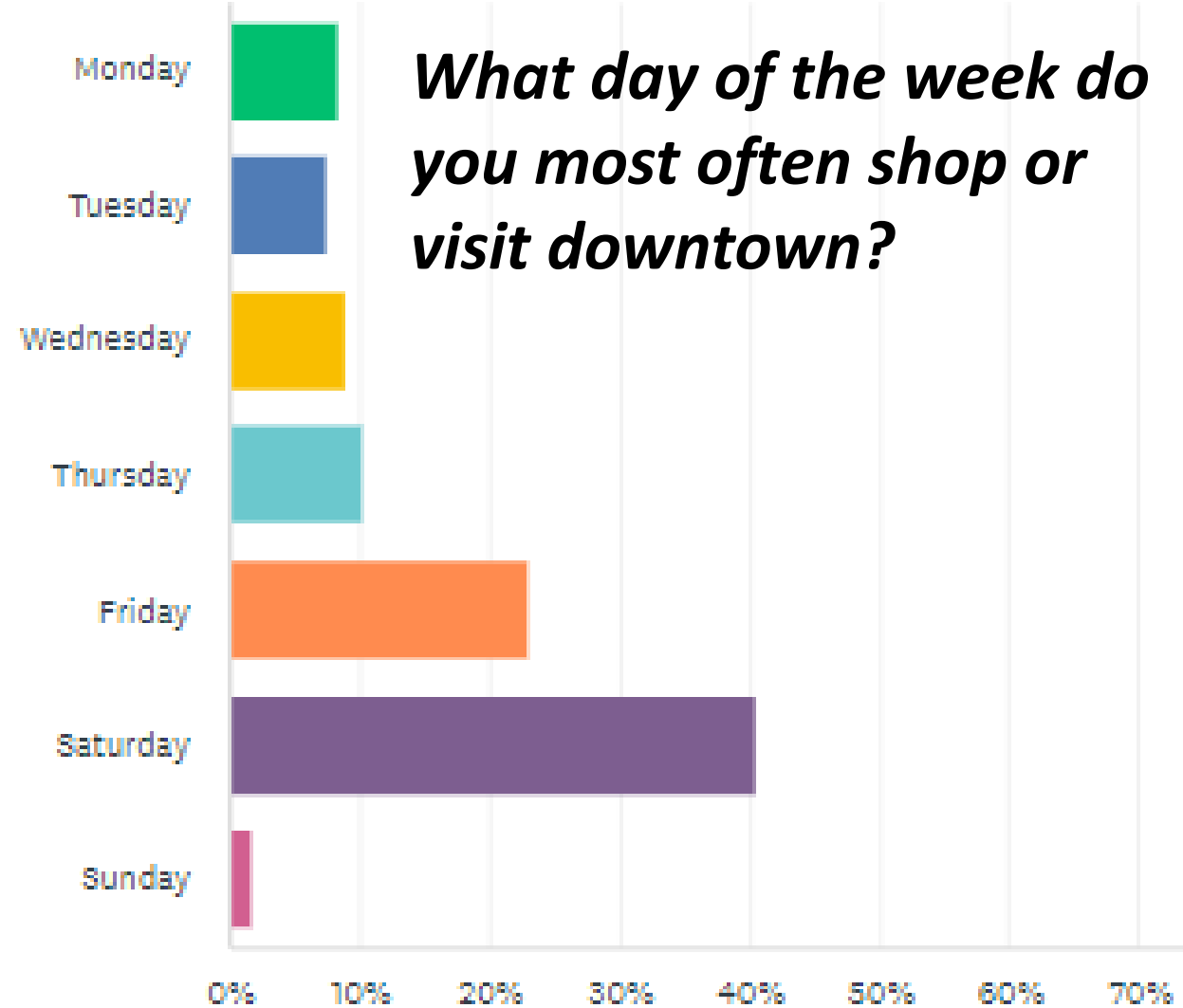




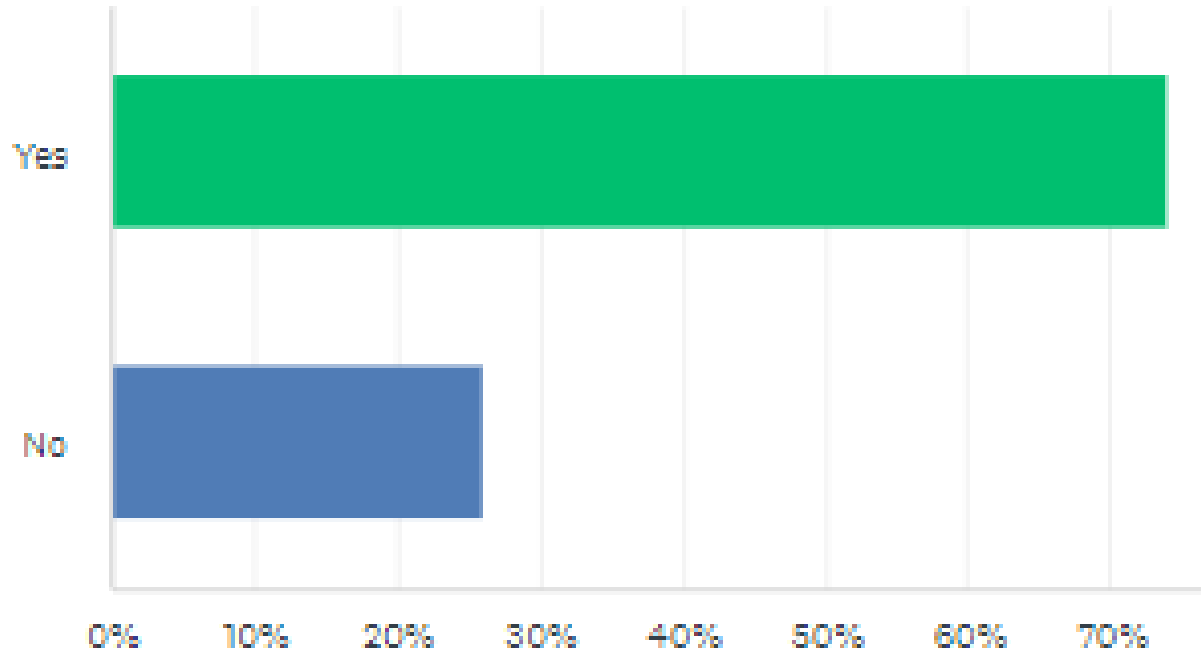
***What day of the week do you most frequently shop (not just in downtown)?***



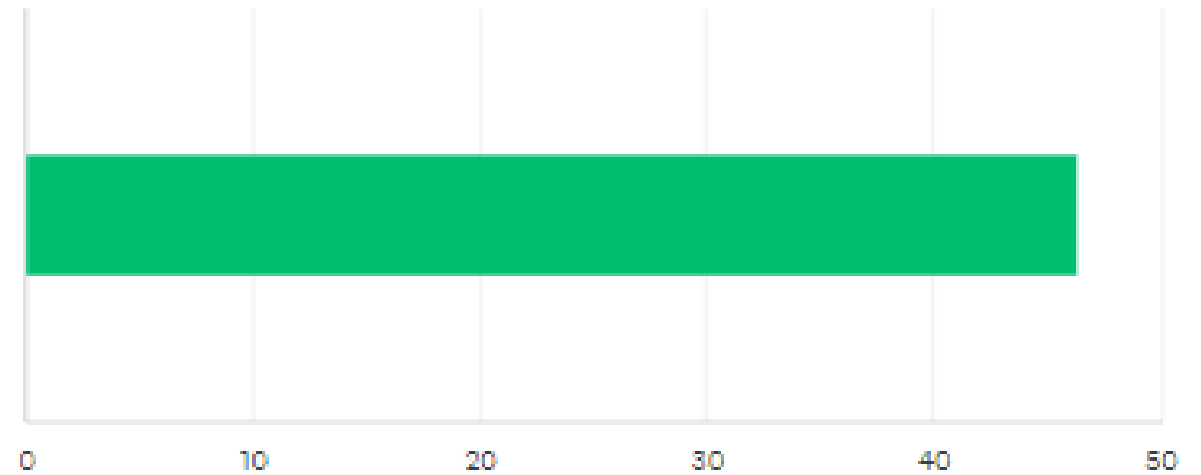
***What day of the week do you most often shop or visit downtown?***



*Has your online ordering increased since the pandemic?*

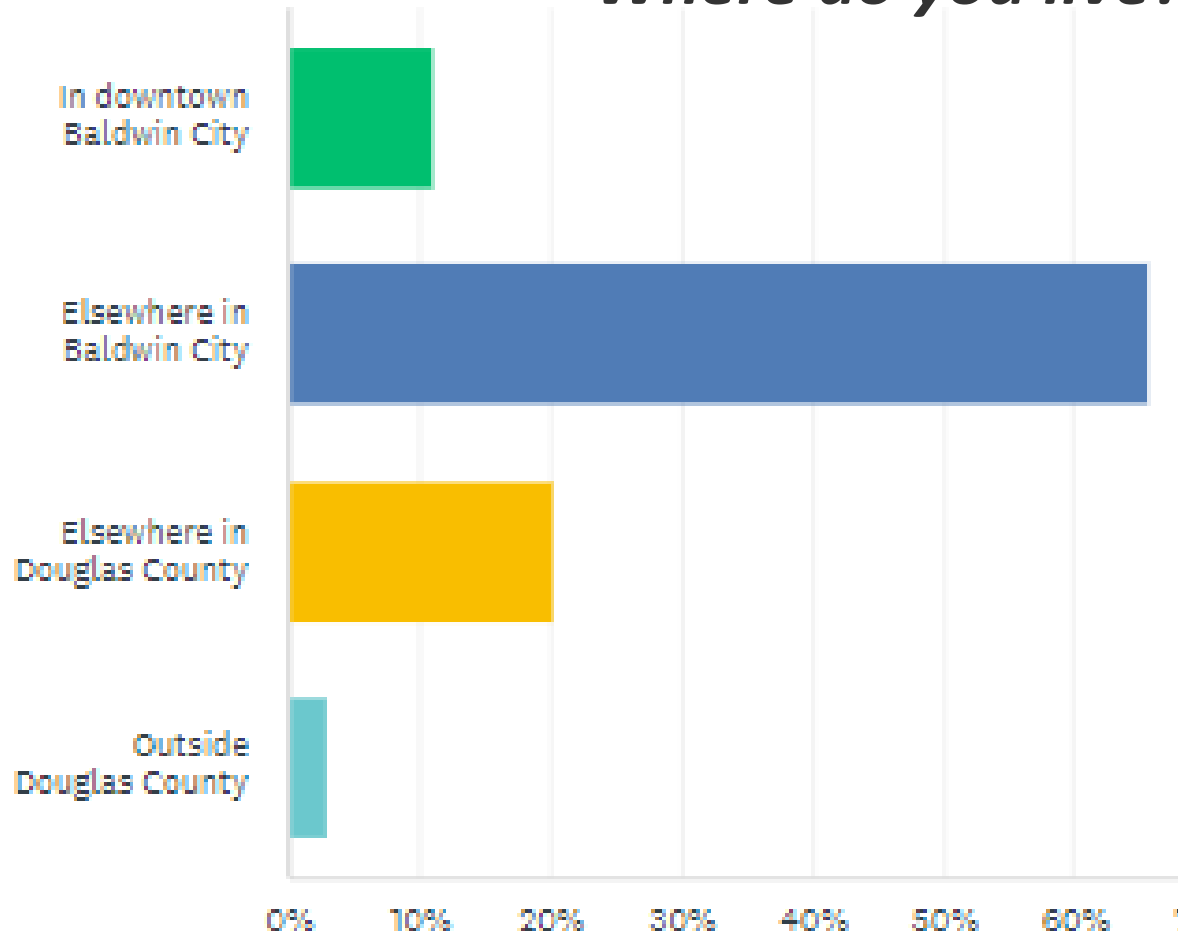


*Approximately, what percentage of your purchases are now done online?*

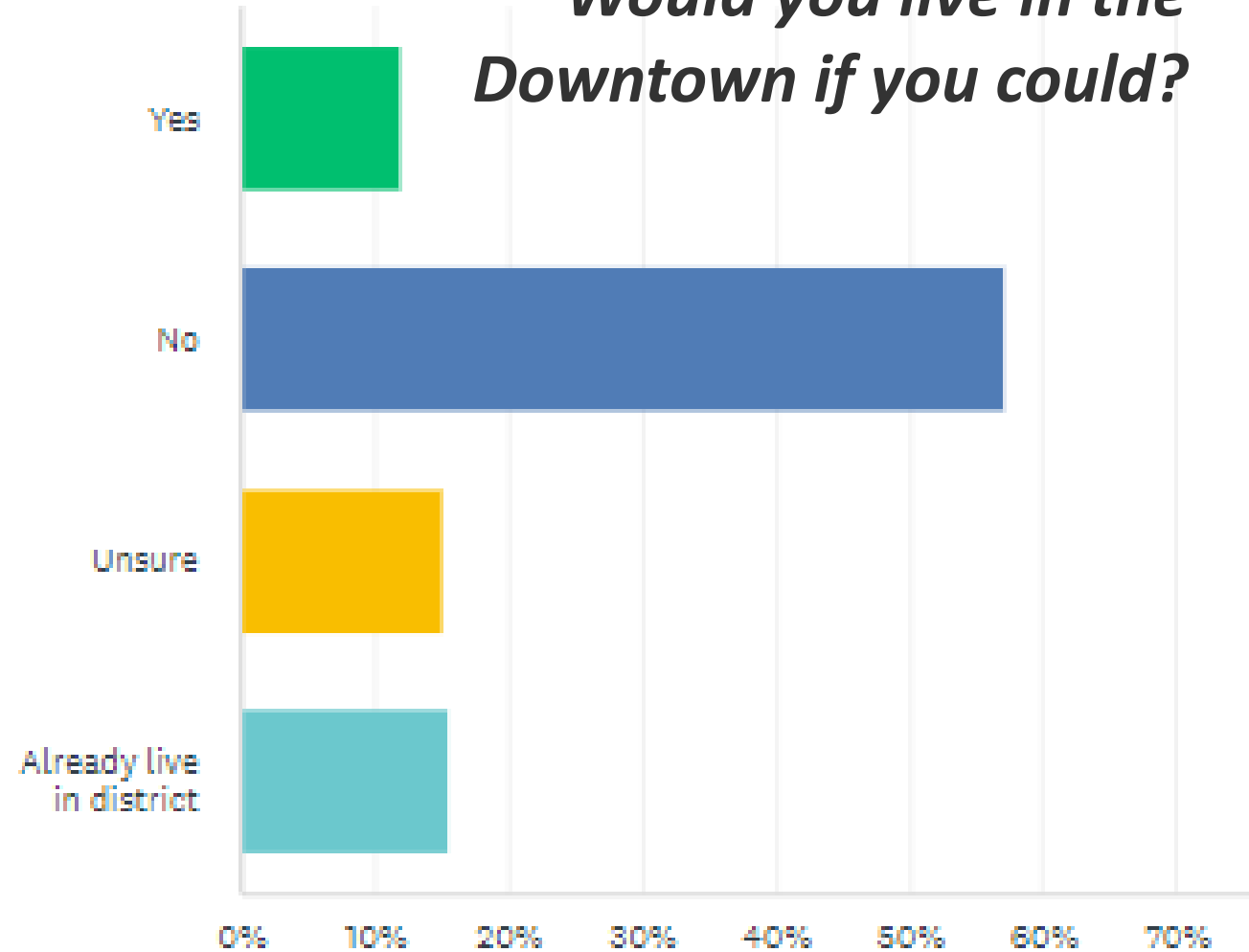




*Where do you live?*



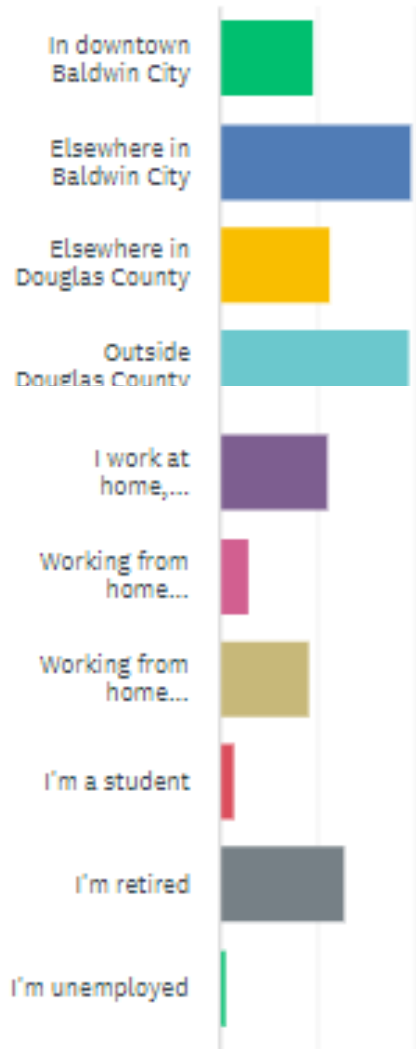
*Would you live in the  
Downtown if you could?*



- + Like living outside of town, current place of residence
- + Like the country, open space, yard
- + Nothing available for families
- + Not well kept
- + Expensive, more traffic
- + Feel it's more for dining, shopping and entertainment, not residential
- + Like being close to downtown and walking

# COMMUNITY VISION FOR DOWNTOWN

# COMMUNITY INPUT THROUGH ONLINE SURVEYS



*Where do you work?*

Under 18

18-24

25-34

35-44

45-54

55-64

65-74

75 or older

Prefer not to answer

*How old are you?*

0% 10% 20% 30% 40% 50% 60% 70% 80%



***What is one thing you would change about downtown?***

- + Variety: More specialty retail, restaurants (Chinese), entertainment, music
  - Fill Available Space: business recruitment/retention, growth, better hours
- + Arts & Culture plan
- + Kid and Teen friendly activities, overall activities
- + Infrastructure: repair/adequate sidewalks, pavers and parking, accessibility
- + Outdoor places & spaces: welcoming entry, seating, biking, walking
- + Building Rehabilitation: Façade, residential loft living

### ***What is one thing you would change about downtown?***

- + More shops, like downtown Ottawa. Boutiques with clothing, shoes, home decor. There's a cute little market that's reasonably priced with items you may not find at the grocery store. I miss the papa's nest to swing into to get a quick gift for someone.
- + The entrance to downtown used to be cute but now is very ugly. It used to have huge Victorian houses and a cute old gas station.
- + we only have about 5 blocks of downtown and we need to preserve it and be very selective about what comes and goes.
- + More kid friendly activities for ages 3-18. It would be nice to have a safe and fun place for teenagers to hang out.

***What is one thing you would change about downtown?***

- + Help buildings with bad facades covering great architecture.
- + I'd like to see the unattractive remodels (from 70s, 80s, 90s—stucco etc) to the facades of the old buildings restored to something more representative of the original facades
- + Although I'm in my 40's, having a late night spot for entertainment as an option is still very much important to me, I'm a night owl and a lot of young people are as well so having a place for entertainment ranging from a single movie screen (indoor or outdoor aka Drive-In) to a dedicated music venue would be ideal for gathering and conversing with others in the community. It would keep the young people in town rather than heading to nearby larger cities.





***Describe your downtown of the future in one sentence***

- + Thriving retail and restaurants. Live entertainment and community events.
- + Safe, family oriented, clean with lots of activities for all ages.
- + A bustling downtown with a variety of shops, restaurants, and activities for families and college students alike, reducing the loss of revenue and life sent to other places.
- + Family, children and young people- coming together to share encouragement through the arts with music and food and vendors
- + We need to maintain the quaintness of our small town while making necessary improvements and updates
- + It would be like Gilmore Girls.

***Describe your downtown of the future in one sentence***

- + Walkable and welcoming to all ages with variety of food, arts and shopping which encourages one to spend time downtown
- + Downtown would be made up of unique, varied venues (stores, restaurants, events) that bring people into the community for memorable experiences.
- + Our downtown of the future will featured local, unique businesses that cater to both the family and college crowd, with accessible community resting and celebratory spaces available for anyone to enjoy the beauty of our quaint town.
- + Inclusive and welcoming for all people.
- + Since I'm an older citizen, I would like to be able to walk to downtown or have easy access to transportation to find products (food, clothing, household necessities, entertainment) so that I don't have to leave Baldwin at all.



***Describe your downtown of the future in one sentence***

- + Continue tourism events and get train back
- + A destination town with a small-town charm that would be a place any age group would appreciate at any time of their life. I would build on the fall flavor and take that into each season.
- + I think it should be more of an entertainment district then shopping.
- + Vibrant area filled with local owner/operator establishments with a few more annual events like Maple Leaf Festival or Polar Express that increase our economy.
- + Our Downtown will be used for family events, lots of green space and musical entertainment, with several varieties of restaurants to choose from. Downtown (Baldwin) is known for Maple Leaf, but could really be known for so much more! I love all of the live entertainment we have, and festivals. Sullivan Square is a great space, and would love to see more family-friendly green spaces like that as well.

## COMMUNITY VISION FOR DOWNTOWN

# COMMUNITY INPUT THROUGH ONLINE SURVEYS

### ECONOMIC VITALITY

- + **Business variety:** restaurants (open later), clothing, antique, live entertainment
- + **Building vacancy:** Retention & attraction strategy
- + **Entrepreneurial / Small Business Ecosystem** to help businesses thrive
- + **Align with property owners:** business mix and affordability

### DESIGN

- + **Safe and Clean**
- + **Streetscape & green space:** outdoor seating and dining options, recreational space
- + **Infrastructure:** Parking, streets, sidewalks, pavers
- + **Building rehabilitation** façade updates, welcoming interiors, preservation
- + **Walkability & Bikeability**
- + **Public art**

### PROMOTION

- + **Family oriented** programming for young and old
- + **Special events / activities** ongoing beyond annual events, capture student and family population
- + **Arts & Cultural activities**

### ORGANIZATION

- + **People** as greatest asset
- + **Partnerships:** co-brand efforts for community and businesses
- + **Community driven**
- + **Volunteer base**
- + **Baker University:** Engage student population and young professionals

## COMMUNITY VISION FOR DOWNTOWN

# COMMUNITY INPUT THROUGH FOCUS GROUPS

### ECONOMIC VITALITY

- + **Business variety:** Retail, dining, entertainment capturing all hours.
- + **Building vacancy:** Upper story developments
- + **Entrepreneurial / Small Business Ecosystem** to help businesses thrive. Incubator space
- + **Align with property owners:** business mix vision and affordability
- + **Renovation incentives**
- + **Capitalize on work from home:** Fiber services

### DESIGN

- + **Polished Buildings & Streets**
- + **Keep Brick Pavers** (but help maintain)
- + **Clean Storefronts**
- + **Façade Improvements**
- + **Walkability & Bikeability**  
Trail connectivity

### PROMOTION

- + **Maple Leaf Festival**
  - + **Rail Tourism**
  - + **Sullivan Square**
  - + **Increase Cultural Heritage Awareness & Tourism**
  - + **Multiple Events & Activities**
  - + **Family oriented**
  - + **Arts & Cultural activities**
  - + **Lumberyard**
- Activate promotions to increase foot traffic and deliver repeat customers

### ORGANIZATION

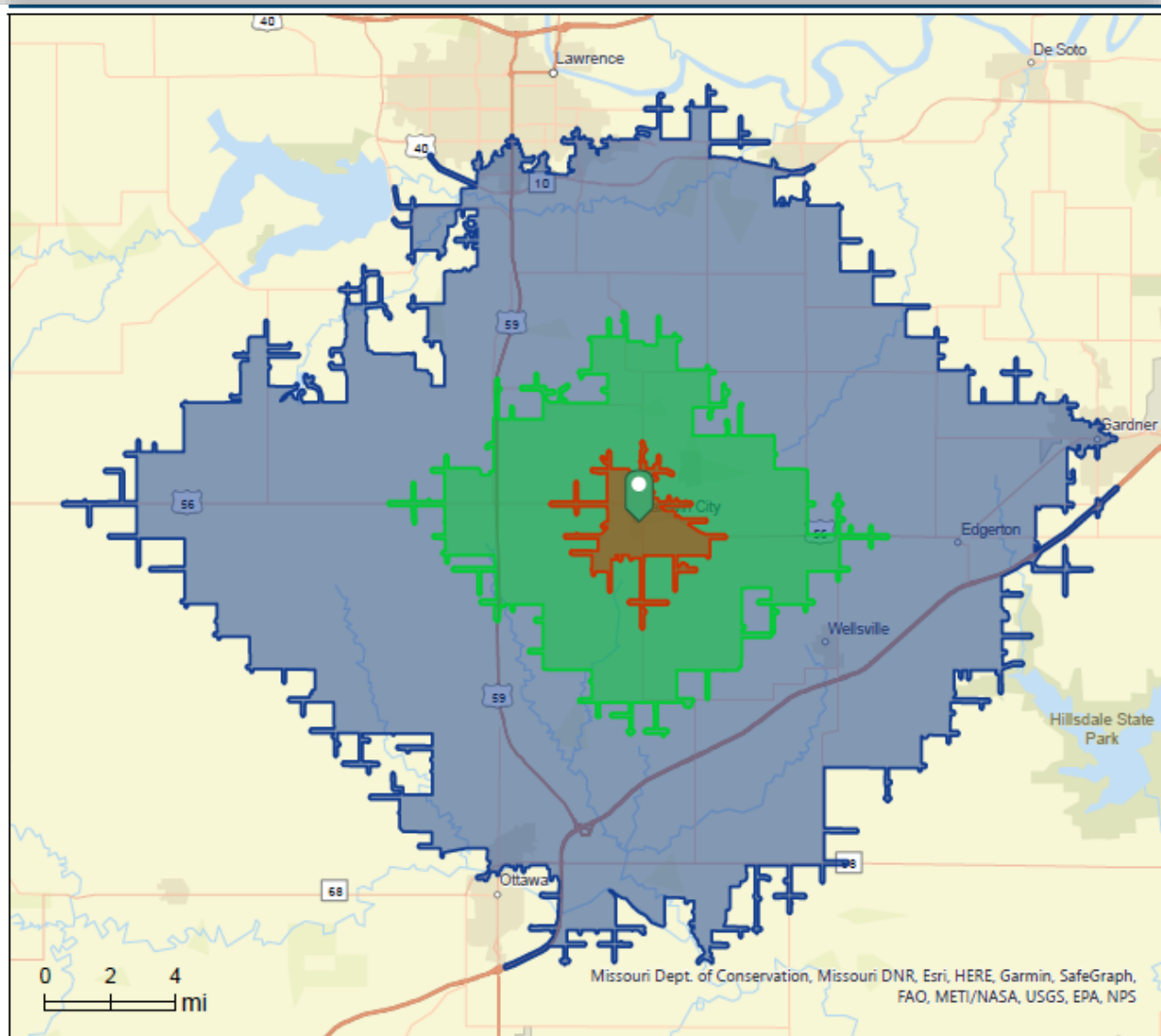
- + **Partnerships:** Engage rural residents, property owners and University populations
- + **Communication Hub:** continue co-branding efforts

A street scene with historic buildings and cars, overlaid with a dark blue gradient and yellow text. The text is centered and reads: Market Overview & Understanding Tapestry Segmentation Surplus & Leakage.

# Market Overview & Understanding Tapestry Segmentation Surplus & Leakage



# LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH



COMMUNITY  
VISION

MARKET  
UNDERSTANDING

ECONOMIC  
VITALITY

DESIGN

COMMUNITY  
TRANSFORMATION

ORGANIZATION

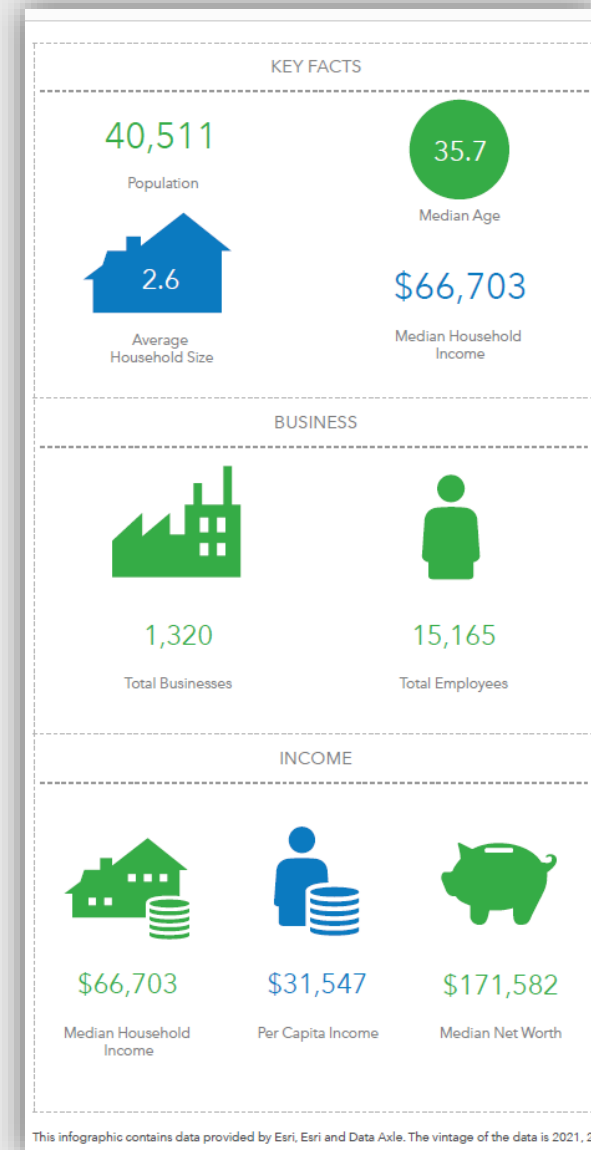
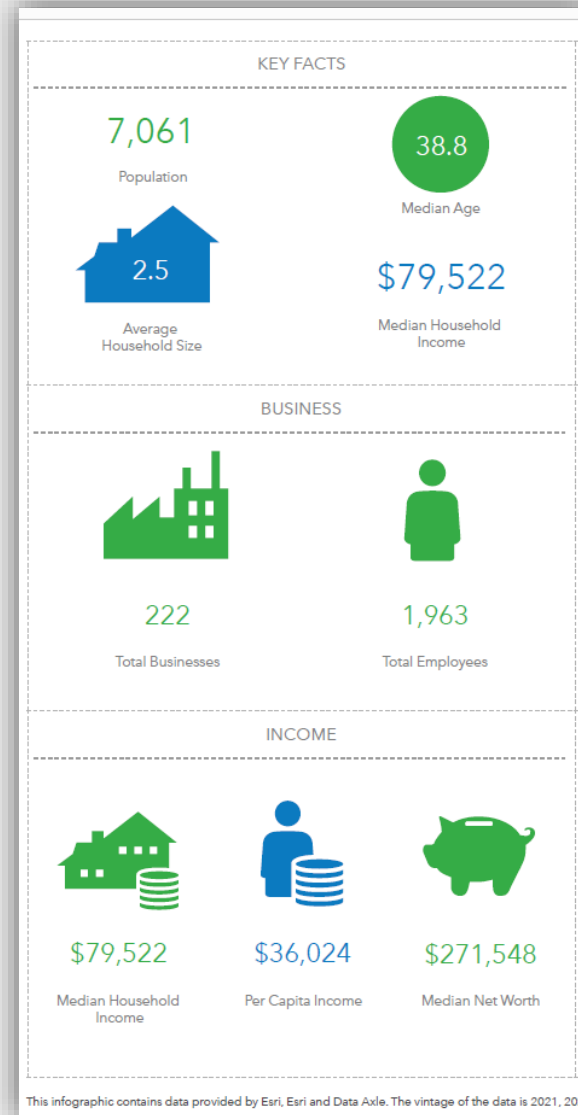
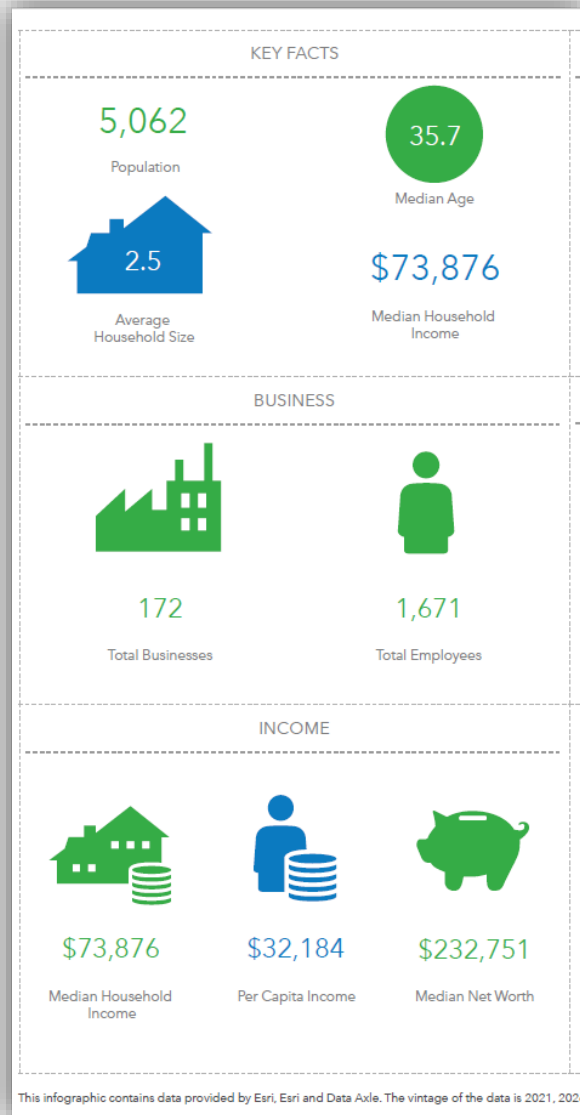
PROMOTION

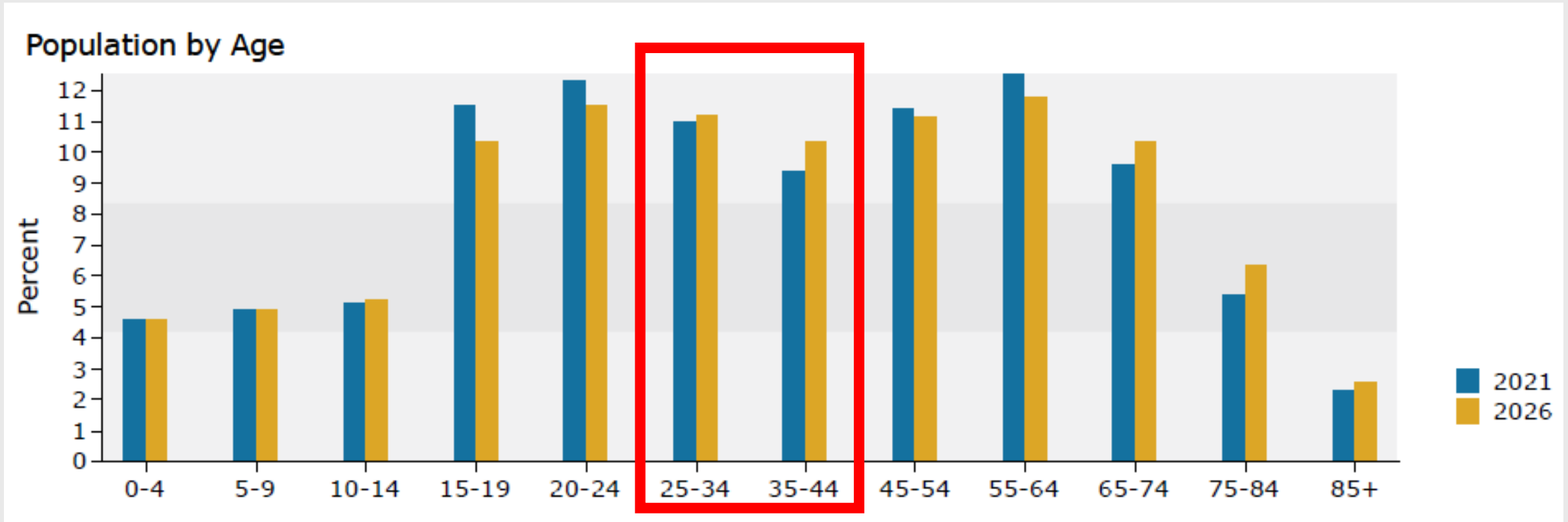
Trade Area  
Delineation  
5 min.  
10 min.  
20 min.  
drive times

# MARKET UNDERSTANDING

# DEMOGRAPHICS

- + Overall trending growth of population
- + Much higher than average household income for area
- + Younger families or young professionals – attributed to cost of living.
- + Market to focus on.





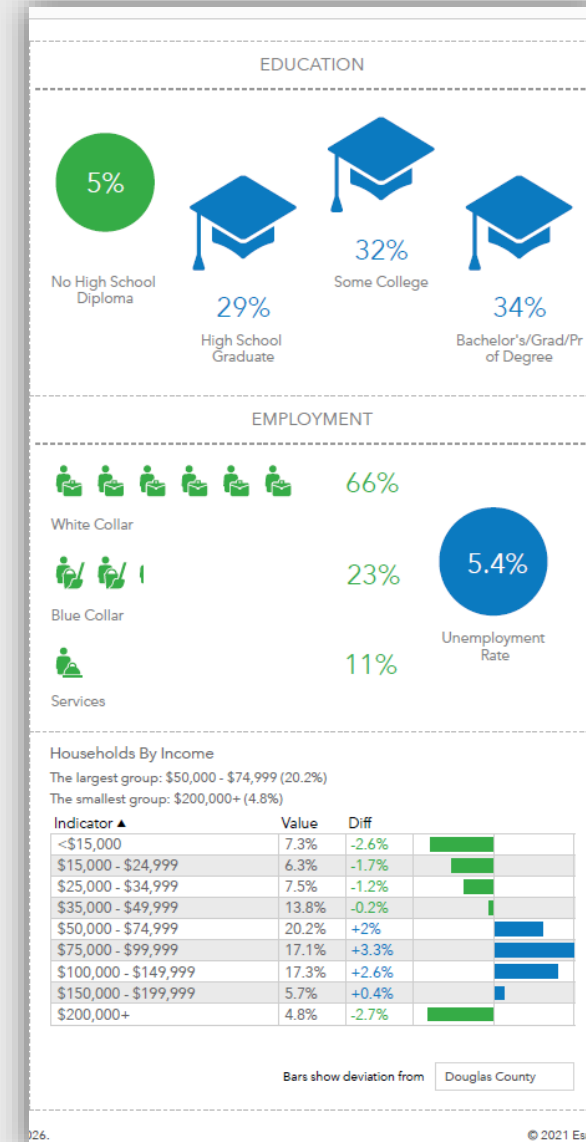
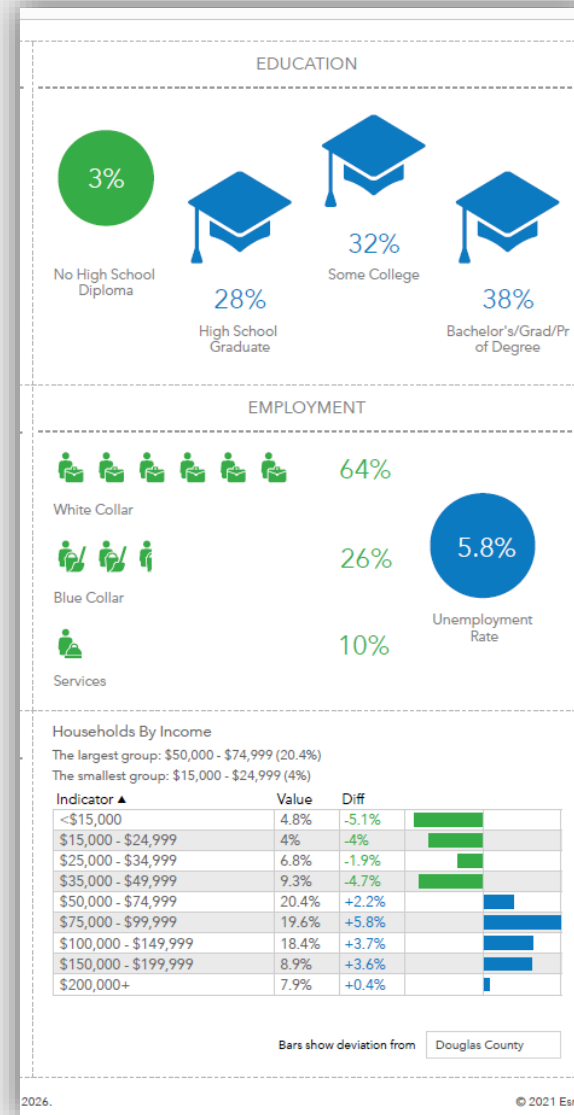
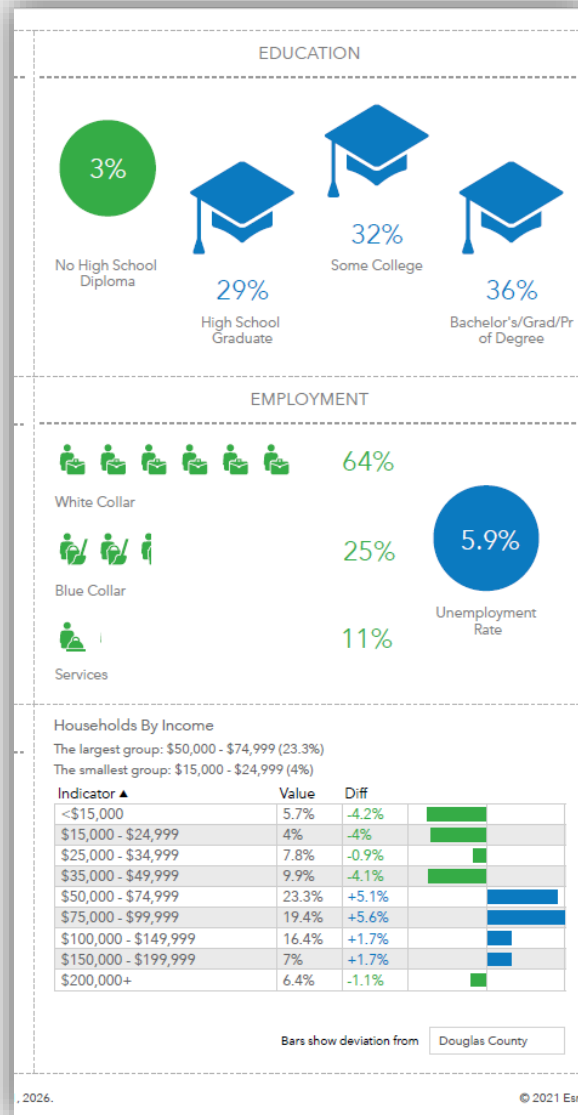
- + Growing rather than losing population.
- + Growth in age range: 25-24 and 35-44: disposable income
- + Experience & specialty shopping. Buying homes, furniture, household goods, going out to eat, entertainment, growing families.

# MARKET UNDERSTANDING

# DEMOGRAPHICS

+ Have higher incomes, nearly 40% bachelor degrees, younger, and higher overall net worth.

+ Capital and disposable income suggesting more boutique shopping potential, food, entertainment and household goods.





**MARKET  
UNDERSTANDING**

# TAPESTRY SEGMENTATION PSYCHOGRAPHICS

## 5 Min

+ In Style – 45%

+ Midlife Constants – 37%

## 10 Min

+ In Style – 42%

+ Green Acres – 31%

## 20 Min

+ Green Acres – 20%

+ Up & Coming Families /  
Middleburg – 10%



## MARKET UNDERSTANDING

- + 5 Min – 45%
- + 10 Min – 42%
- + Professional couples with Urban Lifestyle
  - + Arts & Travel
- + Focus on homes & interests
- + Above average Budget Index. Could focus on most markets: food, apparel & services, entertainment & recreation.



LifeMode Group: GenXurban

## In Style

Households: 2,764,500

Average Household Size: 2.35

Median Age: 42.0

Median Household Income: \$73,000

5B

### WHO ARE WE?

*In Style* denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

### OUR NEIGHBORHOOD

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children (Index 112) or single households (Index 109); average household size at 2.35.
- Home ownership average at 68% (Index 108); nearly half, 47%, mortgaged (Index 114).
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes (Index 132) and smaller (5–19 units) apartment buildings (Index 110).
- Median home value at \$243,900.
- Vacant housing units at 8.6%.

### SOCIOECONOMIC TRAITS

- College educated: 48% are graduates (Index 155); 77% with some college education.
- Higher labor force participation rate is at 67% (Index 108) with proportionately more 2-worker households (Index 110).
- Median household income of \$73,000 reveals an affluent market with income supplemented by investments (Index 142) and a substantial net worth (Index 178).
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



# MARKET UNDERSTANDING

+ 5 Min – 37%

+ Approaching retirement  
+ Living outside larger city with above average net worth

+ Country lifestyle vs. urban, but want to be close urban amenities

+ Lower average Budget Index. Spending on Healthcare, Transportation, Entertainment & Recreation, Housing & Food



## LifeMode Group: GenXurban Midlife Constants

5E

Households: 3,068,400

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: \$53,200

### WHO ARE WE?

*Midlife Constants* residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

### OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100 (Index 74).

### SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

## MARKET UNDERSTANDING

+ 10 Min – 31%

+ 20 Min – 20%

+ Country lifestyle with DIY mentality at home and in the garden

+ Outdoor sports: hunting, fishing, hiking, golf, motorcycles, camping

+ Above average Budget Index. Could also focus on most markets: food, apparel & services, entertainment & recreation.



### LifeMode Group: Cozy Country Living

## Green Acres

6A

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: \$76,800

#### WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

#### OUR NEIGHBORHOOD

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

#### SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.




Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## Up & Coming and Middleburg

+ 20 Min – 10%

- + Transition from country to semirural suburban
- + Traditional & family oriented and tech savvy
- + Slightly lower than average household budget index in most all markets



LifeMode Group: Sprouting Explorers

### Up and Coming Families

7A

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: \$72,000

**WHO ARE WE?**  
Up and Coming Families is a market in transition—residents are younger and more mobile than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

**OUR NEIGHBORHOOD**

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 217).

**SOCIOECONOMIC TRAITS**

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



TAPESTRY SEGMENTATION  
esri.com/tapestry

- + In transition, younger, mobile families
- + Fast growing market
- + Average household budget index. Strong in apparel and services



LifeMode Group: Family Landscapes

### Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800

**WHO ARE WE?**  
Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

**OUR NEIGHBORHOOD**

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of \$175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

**SOCIOECONOMIC TRAITS**

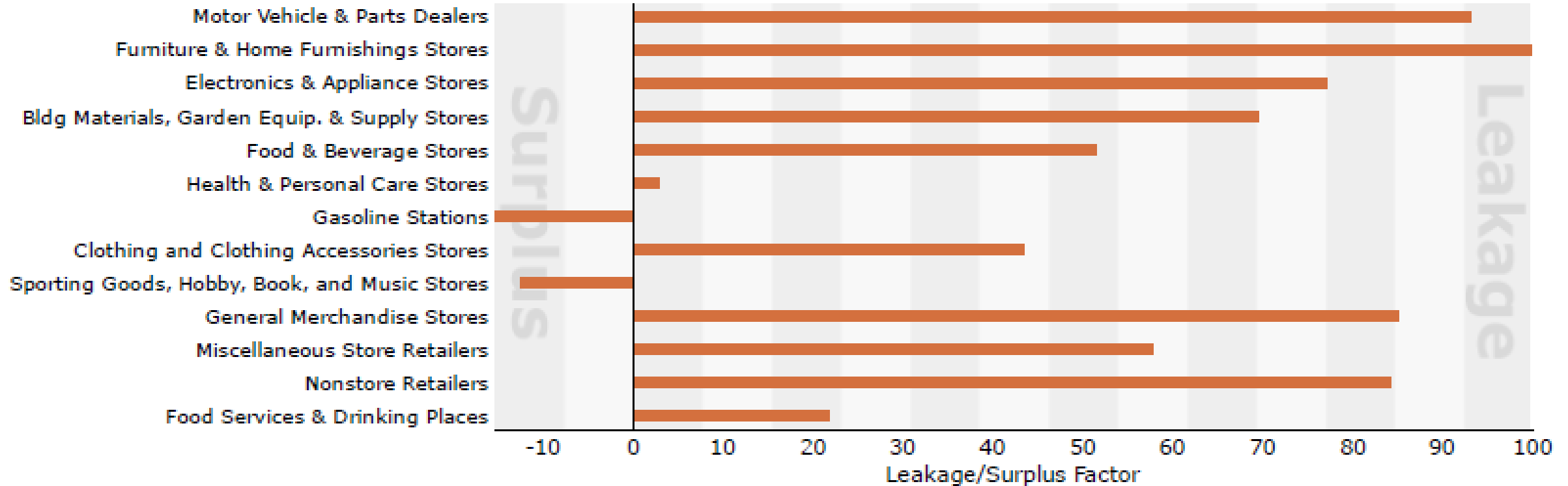
- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



TAPESTRY SEGMENTATION  
esri.com/tapestry

## 2017 Leakage/Surplus Factor by Industry Subsector



### *Focus Items*

Specialty stores: food, beverage,

Apparel: boutique, clothing and shoes, grocery, gifts

Restaurants: food and beverage

Population growth & home purchases: home goods or furniture

MARKET UNDERSTANDING

RETAIL LEAKAGE & SURPLUS 10 MIN

2017 Leakage/Surplus Factor by Industry Group





**Retail growth  
15.3%**



**Apparel and  
Services  
projected  
growth \$1.03M**



**Entertainment  
& Recreation  
projected  
growth \$1.6M**

Pets projected  
growth \$368K



**Food projected  
growth \$4.4M**



**Housing: Home  
mortgage  
projected  
growth \$5.6M**

Furniture & Major  
Appliances  
projected growth  
\$511K

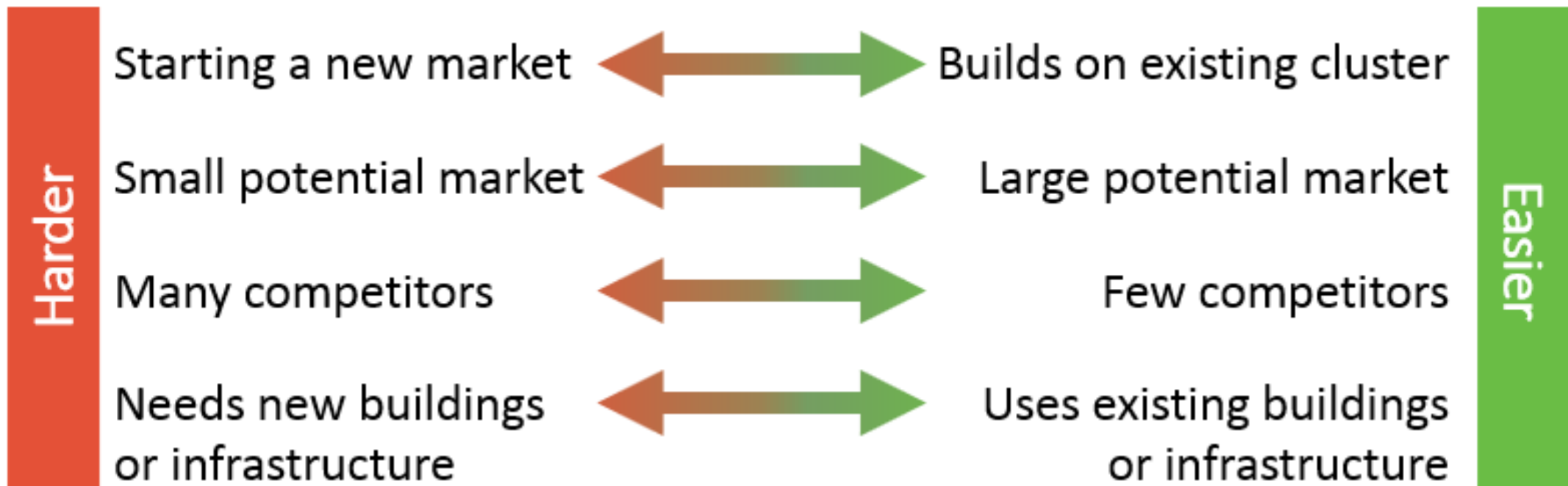


**Transportation:  
Vehicles  
projected  
growth \$1.3M**

Gas & Motor Oil  
projected growth  
\$1.1M



# Which strategies are a good fit?



A photograph of a city street with historic, multi-story buildings. The buildings have varied facades, including red brick and light-colored stone or plaster. Some have decorative architectural details like arched windows and cornices. A semi-transparent dark blue overlay covers the right half of the image, and the title text is centered over this overlay. The street has parked cars on the left and a few cars driving on the right. The sky is blue with some clouds.

# Transformational Strategies & Implementing Work Plans

# LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH

Community Vision  
Market Understanding

TRANSFORMATION  
STRATEGY

Quantitative Outcomes  
Qualitative Outcomes

## STRENGTHS:

- Third-space for social gatherings
- Premier community event + special events throughout the year
- Strong appreciation for the arts
- One-of-a-kind tourism with railroad and cultural heritage amenities
- University adjacent to downtown
- Upper story opportunities
- Trailways opportunities
- Overall Design elements





# LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH



- **Tourism through Arts, Culture (Cultural Heritage) & Entertainment District**
  - *Be a destination to Increase foot traffic and cultivate repeat customers*
  - *One-of-a-kind tourism through heritage and use of railroad*
- **University Town:** *Connect with students, their families and workforce*
- **Visionary Future Inventory:** *Develop plan to activate and strengthen downtown properties*
  - *Create Business Mix Profile based on community vision + market understanding*
  - *Build Entrepreneurial Ecosystem: supporting small businesses, elevating business incubator, promote tech connectivity*
  - *Infrastructure, façade and building restoration*



# COMMUNITY INPUT + MARKET UNDERSTANDING

## ECONOMIC VITALITY

- + **Property Inventory**
- + **Businesses diversity and experience:** Retail, entertainment, food, arts, experiences. All hours. Intentional first floor businesses to increase foot traffic.
- + **Small business / property owner support:** education on overall vision and incentives
- + **Development:** Upper story opportunities, cost analysis, incentives

## DESIGN

- + **Brick Streets:** Part of overall identity, heritage and culture
- + **Façade & building renovation:** educate and encourage owners
- + **Welcoming front doors:** Businesses take ownership of their entrances.
- + **Active outdoor lifestyle:** walkability/bikeability. Connectivity of Downtown and to larger trail. Awareness

## PROMOTION

- + **Streamline Branding:** One voice with Chamber
- + **Arts, Culture/Heritage & Entertainment District**
- + **Sullivan Square Activities:** Tie with EV and business sales. Programs to impact businesses & community
- + **Family Oriented**
- + **Rail Activities:** One-of-a-kind family experience. Dining Car, Thomas the Train and Polar Express.
- + **Continue to Embrace Identity:** Maple Leaf, heritage (enhance), rail activities

## ORGANIZATION

- + **Bankers & Property Owner:** Vision alignment and education
- + **University Engagement:** Show School spirit, sports related, entertainment for students and family
- + **Rural Community Member Engagement**
- + **Communications Hub:** Community Annual Calendar. Know about businesses & events

**WORK PLAN  
IMPLEMENTATION**

# COMMITTEE WORK PLAN BRAINSTORM

**ECONOMIC VITALITY**

+ Work Plans

**DESIGN**

+ Work Plans

**PROMOTION**

+ Work Plans

**ORGANIZATION**

+ Work Plans

**NEXT STEPS FOR  
BALDWIN MAIN STREET  
& COMMITTEES**



[www.mainstreet.org](http://www.mainstreet.org)



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**THANKS!**

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**NATIONAL MAIN STREET CENTER**