



SERVICES DIRECTORY



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SERVICES DIRECTORY

THINKING ABOUT MAIN STREET

***The Main Street Four-Point Approach** is the foundation on which Oklahoma Main Street operates. This approach fosters community involvement as economic development with historic preservation ethics to capitalize on those assets that make each historic commercial area unique.*

Main Street 101 (2 hours)

Overview of the Oklahoma Main Street Center, Main Street America, and the overall approach to downtown revitalization through the use of the Four-Point Approach.

Building the Case for Main Street (2 hours)

Begin answering the question: "why should my community care about a healthy downtown?" This service explains the Main Street methodology, and highlight some of the most successful downtown revitalization programs in the state you can use to recruit additional community support, including your municipality.

MAIN STREET SUPPORT SERVICES

*All available to Fully Designated level; Associate level **

Forming a Non-Profit (1 to 2 hours)*

Do you need help with the process and paperwork to form your Main Street 501c(3) organization? The Oklahoma Main Street Center can help you with the process and steps necessary for success.

Main Street 101 (Varies; All standards)

This workshop, training, or webinar series briefly overviews the Four Point Approach, committee or task force roles and responsibilities, and typical activities within the Main Street Approach.

Reactivation Visit (3 hours; St 1, 2, 3)

Reinvigorate the director, board and community stakeholders with a solid understanding of what the Main Street program is, why it is important and the concrete roadmap for future efforts.

Transformation Strategy Development (1.5 days; St 4)

This service helps historic commercial districts translate market data and community visioning into transformative, measurable change. Deliverables will include a set of district specific strategies, a community survey, and a debriefing session to discuss recommendations and next steps. This should be repeated every 2-3 years, or as strategy action plans are fully executed.

Strategic Planning (6 hours)

This service brings together the Main Street board of directors, committee chairs, volunteers, and community partners for a strategic planning session after Transformation Strategy(ies) have been selected. Pair this service with Action Plan Facilitation (below) for the entire process from start to finish.

Action Plan Facilitation (2 hours)

How do we implement the great ideas generated within a Main Street organization? Action planning is the secret weapon for success. Learn the process for creating action-oriented plans that energizes volunteers and partners to get things done.

Board Member 101 (3 hours; St 2)*

The leadership of the organization sets the stage for success of the Main Street program. Learn about assessment, recruitment, training and orienting these leaders as we bring them onto the board. Learn about all aspects of a board member's role and responsibilities including personnel management, fiduciary oversight and organizational leadership.

Forming Committees (2 hours; St 2)

Committees are the backbone of a Main Street program, providing the workers who actually do the work, from planning to project implementation. This training helps identify the best committee member candidates as well as committee-specific work planning.

ORGANIZATION SERVICES

Organization Committee Training (2 hours; St 1, 2, 3)*

Committees sometimes need a refresher on the purpose, mission and fundamentals of their work in Main Street. This training provides two hours of in-depth information on the Organization point from resources and partnerships to funding and communications.

Fundraising (2 hours; St 2)

Learn about the various sources and tactics for reaching out to stakeholders, crafting the message for investors, selling your Main Street program, and leveraging the organization's past successes.

Basic Management & Operations for a Main Street Program (Varies; St 2)*

Board handbooks, employee manuals and financial checks-and-balances are all tools that a successful Main Street program needs in their operations toolkit. OMSC can review what you have and recommend examples for your organization.

Communications Toolkit (2 hours; St 6)

Examine all the tools available for communicating the importance of the historic commercial district and the Main Street program. Compile an annual communications schedule that corresponds with your events and activities and examine online fundraising efforts. Compose an annual report demonstrating the value and impact of your program.

Volunteer Development (2 hours; St 1, 2)*

Volunteers are the life blood of the organization, so you need a plan to utilize and support these great people. This service will also include looking at leadership development with the organization and involving youth in the local efforts.

Succession Planning (2 hours; St 2)

It is crucial for a program to plan for succession of not only your program director but board members. Long term viability depends on a successful transfer of information, processes and people.

Asset Mapping (2 hours; St 5)

Assistance in identifying the current assets in your local community such as possible partners, resources, individuals, groups, businesses, institutions and more to assist with projects or other aspects of programming. Works in conjunction with Promotion point.

PROMOTION SERVICES

Promotion Committee Training (2 hours; St 1, 4)*

Committees sometimes need a refresher on the purpose, mission and fundamentals of their work in Main Street. This service provides two hours of in-depth information on the Promotion point from resources and partnerships to funding and communications.

Website and Promotional Materials Review (2 hours; St 6)

It can be beneficial for someone outside of your organization and community to review your promotional materials and website for functionality and effectiveness. OMSC can do that review for you and provide advice and examples that may assist you in improving your online and visual presence.

Measuring Economic Impact of Events (2 hours; St 6)

Are your events doing what you expect? How do you measure success? Learn the various ways to measure "return on investment" for your current events. This can be helpful for soliciting sponsors or partnerships but also when evaluating if you have the resources to successfully continue the event.

Asset Mapping (2 hours; St 5)

Assistance in identifying the current assets in your local community such as possible partners, resources, individuals, groups, businesses, institutions and more to assist with projects or other aspects of programming. Works in conjunction with Organization point.

Social Media for Merchants (Varies; St 1, 5)

OMSC staff will help merchants target their social media efforts tailored to their business goals and needs. This includes help with shop streaming, Point of Sales systems (POS), website mapping, and other E-commerce related features.



DESIGN SERVICES

Design Committee Training (2 hours; St 5)*

Committees sometimes need a refresher on the purpose, mission and fundamentals of their work in Main Street. This service provides two hours of in-depth information on the Design point from resources and partnerships to funding.

Historic Preservation Training (3 hours; St 5)

We all know the historic fabric of our historic commercial districts is what makes each of us unique, but how do we educate the public, property owners, and developers on the principles and value of historic preservation? OMSC staff and consultants can provide historic preservation training to your audience.

Facade, Alley, Placemaking, or Interior Design Renderings (Varies; St 5)*

A rendering can help property owners, developers, committees, city officials and the community visual the projects in your historic commercial district. OMSC has an architect on retainer that can work with you to provide the visual inspiration for a project.

Building and Business Inventory (2 hours; St 5)

Assistance in identifying the current assets in your historic commercial district that includes a physical inventory of the current assets and the creation of a map identifying the current mix of businesses and location of assets. This service is done in conjunction with the Economic Vitality Committee so you can update the map in the future as conditions change from year to year.

District Vibrancy (2 hours; St 5)

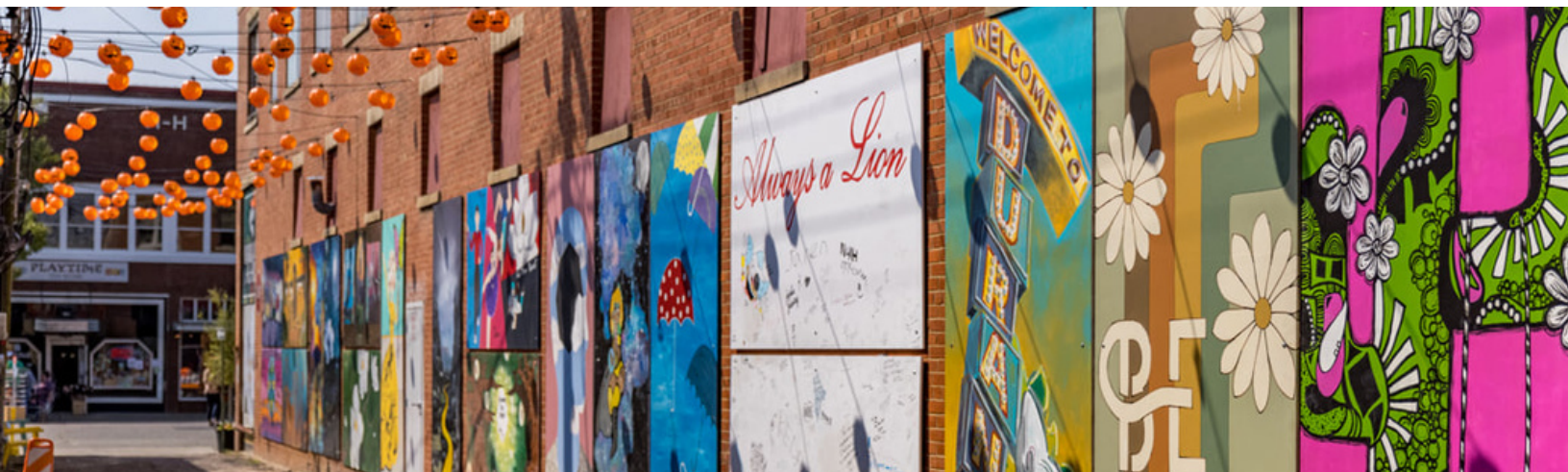
The places we call home exist outside of our living rooms and these surroundings never stop adjusting our behavior and shaping our actions. Learn ways to make your historic commercial district more inviting, colorful and animated. Let's get creative with outdoor seating, public art, flags, banners, flower baskets and more.

Window Display and Retail Merchandising (2 hours; St 5)

Window displays and retail merchandising are a customer's first impression. Both highlight your brand's personality, engage shoppers, and encourage them to walk into, and through, your store. Learn how to create eye catching window and product displays to maximize foot traffic and sales. This session is available for both holiday and general information as well as individual appointments after the workshop.

Vacant Buildings (2 hours; St 5)

Vacant buildings are a detriment to our historic commercial districts for many reasons. Cities lose sales tax revenue, neighborhoods lose character and needed activity and buildings can easily fall into disrepair without tenants. Learn to calculate the cost of an empty storefront, research ownership, work with code enforcement, and explore strategies to take action.



ECONOMIC VITALITY SERVICES

Economic Vitality Committee Training (2 hours; St 5)*

Committees sometimes need a refresher on the purpose, mission and fundamentals of their work in Main Street. This service provides two hours of in-depth information on the Economic Vitality point from resources and partnerships to funding.

Market Analysis Training (3 hours; St 1, 2)

Transformation Strategies are based upon the community's vision and market information. What does that mean? OMSC can teach you how to conduct your own market analysis as well as provide the demographic information (ESRI data) you need to make those critical decisions on the direction of the local program's revitalization efforts.

Asset Mapping (2 hours; St 5)

Assistance in identifying the current assets in your historic commercial district that includes a physical inventory of the current assets and the creation of a map identifying the current mix of businesses and location of assets. This service is done in conjunction with the Design and Economic Vitality Committees so you can update the map in the future as conditions change from year to year.

Business Recruitment Packaging (3 hours; St 5)

What are the current tools to assist in business recruitment? What are other programs doing to recruit new businesses? How are other programs selling their districts? What should be included in a recruitment piece? How we package these items is important so everyone is on the same page when speaking to potential business owners and entrepreneurs. OMSC will assist in creating this package to help in recruiting business to the district.

Business Retention and Expansion (2 hours; St 1, 5, 4)

Often times efforts are focused on the recruitment of new business to the historic commercial district and little attention paid to supporting the established businesses in the program area beyond events. Retaining and expanding these businesses is a common economic development strategy as this is typically less costly and time intensive than recruiting new businesses. Learn tools and techniques to support and grow those who have already invested in your district and assist in their growth.

Entrepreneurial Ecosystem Identification and Development (3 hours; St 1)

An entrepreneurial ecosystem is a group of interconnected and specialized organizations working together for the greater good of the community. It sounds simple, but putting these elements together is always a collective effort from passionate individuals. These include policy (corporate leadership and management structure), finance (traditional and nontraditional access to capital), market data (examining market trends to leverage existing assets and expose what's missing), strategic partnerships and more.

