South Huntsville Resource Team
August 7, 8, 9, 2018
South Huntsville Resource Team

- Mary Helmer, Main Street Alabama
- Trisha Black, Main Street Alabama
- Joe Borgstrom, Place & Main Advisors
- Tripp Muldrow, Arnett Muldrow & Associates
- Jay Schlinsog, Downtown Professionals Network
- Ben Wieseman, REV Birmingham
Main Street is Economic Development!

Main Street Programs are more than having great events and making downtown look better. At its core, Main Street is an Economic Development tool that:

• Enhances the tax base of a community
• Fosters entrepreneurship
• Builds community capacity
• Creates partnerships among key groups in a community
District top strengths and assets:
• Ditto Landing & Improvements
• Schools
• Safe, attractive neighborhoods
• Strong financial base
• Greenway and recreational opportunities

District weaknesses/problems are:
• Vacant storefronts
• Waterfront is under deployed
• Nothing to attract younger people
• Aesthetics
• Lack of restaurants
Goods and services you will find in the district:

- Restaurants and other entertainment
- Town center – mixed use development

Attractions and activities in the district:

- Vibrant Haysland Square
- Indoor/outdoor recreation
- Bike lanes
- Outdoor concerts and events at Ditto Landing
- Adventure activities
Insights
1. How strong is the sense of community or sense of place in the South Parkway District?
How strong is the sense of community or sense of place in the South Parkway District?

5 Extremely strong

3.56

1 Not at all strong
2. What is the South Parkway District "known for?"
3. Which of the following best describes recent trends in the South Parkway District?

- Improving or making progress
- Steady or holding its own
- Declining or losing ground
Q3 Which of the following best describes recent trends in the South Parkway District?

- Improving or making progress: 29%
- Steady or holding its own: 24%
- Declining or losing ground: 47%

Answered: 126 Skipped: 24

**ANSWER CHOICES RESPONSES**
4. How promising is the future of the South Parkway District?

Not at all promising                     Extremely promising

❤️❤️❤️❤️❤️
How promising is the future of the South Parkway District?

3.86

Extremely strong

Not at all strong
5. What do you like most about the South Parkway District?
6. What is the **first** thing you would do to improve the South Parkway District? Remember, we're asking for just **one** thing.
IN THE SOUTH PARKWAY DISTRICT?
Rosie’s Jr
* 6 Eleazer Murphy LIBRARY
Home!
Rooster’s Crow
Senior Helpers (in trailer)
STAPLES
Odyssey Skate Cater!
Terry’s Pizza

SurveyMonkey.com/R5SoHunt

What’s Missing in The South Parkway District?
Gerrit’s
Landtrust
hiking trails

SurveyMonkey.com/R5SoHunt

Medical
Restaurant
College
Community
The Arts

SurveyMonkey.com/R5SoHunt

More
Green
Specials
What's your favorite place in the South Parkway District?

Rosie's

*Ekaterina Murphy Library

Home!

Rooster's Crow

Senior Helpers (In Home Care)

STAPLES

Odyssey Skate Center!

Terry's Pizza

SurveyMonkey.com/R/soHunt

What's missing in the South Parkway District?

Kid Splash Pad

Dog Park

Gelato

Butcher Shop

Gym (South of Hobbs)

Medical

Vietnamese Restaurant

Homes

Patio/Retirement

Tennis Ball Fields

Restaurants w/ patio seating & happy hour specials

The ARTS

Boutiques

More at the Tem. River!

Neighborhood Bar

Local restaurants

Shops for Kids: Toys, clothes, interactive/sensory

Bicycle rally which makes a Loop out of the newly freed service roads

More Green
Local Flavor
The River District is part of a state and national effort to revitalize and strengthen downtown communities. An important part of our mission is helping existing downtown businesses reach their goals.

As a River District business, you have access to FREE powerful tools:
- Small business consultation from experienced consultants, including:
  - Business plan development
  - Inventory management
  - Operations
  - Budgeting
- Sign grants
- Façade renovation, design assistance, and funding
- Group marketing tools

You also have a say in what we do! We want to hear from you, and we value your experience and input.

We want to help your business bloom!

Resources for Savvy River District Business Owners

To find out more about these resources or to share your thoughts about Wausau’s downtown, please stop by the River District office at our new location: 316 Scott Street, call Leah Alters at 845-1328, drop a line to leah@wausauareaevents.org, or visit www.WausauRiverDistrict.com.
What is it?
Cost of an Empty Storefront

A small building sitting empty for one year in a small-town commercial district will have the following impact on the community.

- **Lost sales, $250,000**
- **Lost property tax revenue to local government, $1,500**
- **Lost property management fees, $750**
- **Lost sales tax revenue to state and local government, $12,500**
- **Lost rents to the property owner, $15,000**
- **Lost loan demand to local banks for the business, $15,000**
- **Lost employee payroll, $16,250**
- **Lost business profits and owner compensation, $24,750**
- **Lost loan demand to local banks for the building, $51,000**

Estimates prepared by Donovan D. Rykema, Place Economics, Washington, D.C.}

Graphic by Georgia Municipal Association.
This Space is Not Empty.

It’s Full Of Opportunity!

Contact South Huntsville Business Association for information on this and other opportunities.

✆ (256) 705-3535  shba.biz
PROMOTING OPPORTUNITIES

THIS PLACE IS FILLED WITH POTENTIAL!

CONTACT
MAIN STREET
ANNISTON TODAY
(256) 689-5479

MAIN STREET
ANNISTON

WINDOW GRAPHIC SPONSORED BY TYZON'S MODEL CITY GLASS (256) 237-4444
THIS PLACE IS FILLED WITH POTENTIAL!

CONTACT MAIN STREET ANNISTON TODAY (256) 689-5479

MAIN STREET ANNISTON

WINDOW GRAPHIC SPONSORED BY J. BRITTAINE ASSOCIATES

THIS SPACE IS FILLED WITH OPPORTUNITY

CONTACT MAIN STREET ANNISTON TODAY (256) 689-5479

MAIN STREET ANNISTON

WINDOW GRAPHIC SPONSORED BY ALABAMA POWER
YOUR DOWNTOWN
SPECIALTY RETAIL
OR
CLOTHING STORE

YOUR DOWNTOWN
SPECIALTY RETAIL

YOUR DOWNTOWN
BREW PUB

DowntownLansing.org/RealEstate
How do I find a space?  
What are the steps I need to follow?  
How much time should I allow for the process?  
Where do I find help?

A GUIDE TO  
Starting your  
Business in  
BIDDEFORD

1. LOCATING YOUR BUSINESS.  
   Where does it make sense for your business to be?  
   Is it a retail or service business?  
   Does your business rely on high visibility?  
   Do you need an office setting?

2. FINDING SPACE:  
   For best results, look within the downtown or mall districts.  
   The Heart of Biddeford is home to a variety of spaces, including stores,  
   residential, and office spaces.  
   Our database includes square footage, rental rates, parking,  
   and other important details.  
   If you're interested in business parks or curving areas,  
   contact the Economic & Community Development at (207) 292-7193.

3. RESEARCHING OPTIONS & ECONOMIC INCENTIVES:  
   A number of loan programs and other economic incentives are available for  
   prospective businesses in downtown Biddeford.  
   Some include:
   • Downtown Revolving Loan Fund (DRLF):  
     Biddeford-Saco Economic Development Corporation (BSEDC)  
     administers a low-interest loan fund for businesses locating in downtown  
     Biddeford. Call BSEDC at (207) 292-1748 or visit bsedc.org.
   • Downtown TIF District:  
     Biddeford is a Tax Incremental Financing district.

FAQs

0. I simply need to get a “Doing Business As” (DBA) license.  
   What do I do now?
   A. City Clerk’s Office.  
      A DBA is required for all sole proprietors and partnerships.  
      All business entities that are corporations (C, LLC, L.P., and S Corps)  
      must first file the appropriate paperwork with the State of Maine before  
      obtaining a business license.

1. I need a sign for my business.  
   What do I do first?
   A. Signage must comply with City ordinances.  
      Download the signage guidelines at heartofbiddeford.org.  
      Bring your sign design to the Codes Office to ensure it complies  
      with local guidelines.  
      Then schedule review with the Historic Preservation Commission.  
      Once the Commission reviews your sign, they will either make recommendations  
      or approve your design on an advisory basis.  
      The Codes Office is the final authority regarding signage and  
      will either issue a sign permit or advise for modifications  
      to the signage.  
      Allow approximately 8 weeks once you’ve got your sign designed to get it produced and  
      installed.  
      Time varies with complexity of production and vendors’ schedules.

2. I’m opening a restaurant.  
   How do I apply for a “Victualer’s” and/or liquor license?
   A. Complete a form provided by the City Clerk’s office.  
      Your application will be reviewed by City Council and approved  
      or rejected if your business has not passed appropriate inspections  
      or does not meet City ordinances.

Biddeford Profile

Biddeford, along with its neighboring city, Saco, forms the largest urban center in York County, Maine.  
The two cities have a year-round population of 60,000 and are experiencing  
strong growth in population, housing, and income.  
The area’s population booms in the summer months as well.  
The Biddeford-Saco area also has a strong economy, with about 30,000  
people employed in the two cities.

“It is the Heart of Biddeford’s intention  
to assist potential business owners and  
entrepreneurs in starting businesses  
here in Biddeford.  
We want to make the process as easy as possible  
because we want you here.”  
—Rachael Weyand, Executive Director

Biddeford is located along the Maine Turnpike, just 20 minutes from Portland,  
Maine’s largest city, and 45 minutes from Portsmouth.  
New Hampshire. The Amtrak Downeaster rail line serves the city;  
Boston is just two hours away by train.  
Biddeford is also located on the Atlantic Coast  
and offers miles of sandy beaches.
DOWNTOWN OSKALOOSA

A Thriving District
A healthy downtown reflects a healthy community. A community’s downtown is a symbol of its economic health. Successful downtowns are a key element in industrial, commercial, and professional recruitment to the community.

Oskaloosa’s historic downtown encompasses an iconic bandstand in City Square Park surrounded by downtown businesses. The area serves as the location for numerous community events and gatherings throughout the year, attracting thousands of visitors every year.

For almost three decades, Iowa’s Main Street communities have made a commitment to the long-term revitalization of commercial, historical districts. Oskaloosa Main Street has served to maintain this promise to the community since 1986.

175+ Downtown Residents
115 Upper Story Residential Units
400 Full Time Employees
14% First Floor Vacancy Rate within the Main Street District

Investment & Progress on Main Street

Main Street Iowa Investment
Over $753K in Main Street Iowa Challenge Grants have been awarded to downtown Oskaloosa projects since 2009.

Public/Private Investment
Currently underway, the Community Development Block Grant Downtown Facade Revitalization Program has invested $1.164M of City, State, and Private Funds into 18 downtown buildings.

Local Investment
Main Street Oskaloosa’s Local Facade Grant is a small-scale matching grant that can be utilized by district building and business owners to fund misc. facade repairs, signage, etc.

Private Investment
Over $3.8M have been invested in Main Street district rehabilitation and revitalization projects and property acquisition since 2014. (2017 CDBG Program Private Investment Not included in this Number)
Application Due Feb 15

Business Idea to Business Plan → Get started

Up to $10,000 Grant Award
Up to $20,000 Low-interest Loan

For Start-Ups & Business Expansions located in Woodbine IA City Limits

WOODBINE
2018 Business Plan Competition

Guidelines & Application
www.woodbineia.com - main street tab

Questions: woodbinemainstreet@windstream.net or 712-647-3434

Competition Sponsors: Woodbine Betterment & Development, Farmers Trust & Saving Bank, Woodbine Main Street
RED WING, MINN.
RETAIL CHALLENGE

We want you to open up shop in Red Wing!
APPLY NOW FOR YOUR CHANCE TO WIN UP TO $40,000 TOWARDS YOUR BUSINESS!

APPLY ONLINE NOW AT STARTUPDOWNTOWN.COM
Groundwork
Groundwork

- Asset Mapping
- Real Estate Inventory
- Baseline Data
- Walkability Audit
- Parking Survey
- Individual Business Meetings
- Major Employers Meetings
Asset Mapping

• Identify Community Assets
  • Key Employers
  • Schools
  • Libraries
  • Parks
  • Churches
  • Daycares
  • Restaurants/Cafes/Coffee Shops
  • Neighborhoods
Major Employer: Torch

Hotels: Double Tree, Hampton Inn, Hilton Garden Inn
Real Estate Inventory

• Inventory on all commercial real estate in the district
  • Building
    • Square Footage
    • Zoning
    • Condition
    • Special Amenities (commercial kitchen, etc)
    • Age
    • Updates
  • Land
    • Acreage
    • Zoning
    • Available Utilities
119 W. Grand River Ave

For Lease: $2500/month
Size: 2500 sq. ft.

Contact: Sharon Fisher
517.540.0065

1015-1017 E. Grand River Ave

For Sale - $450,000
Size: 6800 Sq. Ft.

Contact: Steve Kozak
248.948.9000

309 E. Grand River Ave.
The Pearl

For Lease - Restaurant Space
4500 Sq. Ft

Contact: Jeff Doyle
P: 517-548-4774
C: 517-404-8257
jeff@doylifestyles.us

Stay Connected

Howell Main Street
Cello is opening early for Mother’s Day! Spots are limited, so make your reservation now to save your table for the... https://t.co/bZ5y0P3tbT
2 hours ago

Howell Main Street
RT @KnotHowell: Excellent sunflower #class with Annette last night. Couple more openings for this Saturday, 2-5 if you are interested... https://t.co/d9Mx61HuqZ
3 hours ago
Louisiana Main Street
Building Inventory

Date: May 1, 2018

Louisiana Main Street District: **Olde Towne Slidell Main Street**
Parish: St. Tammany

Building Name: 2836 Front Street
Building Owner Contact Name and Title (owner, realtor, owner representative) – **REALTOR: Latter & Blum**
985-641-1000 Office

Sharon DeLong, Director
1808 Front Street
Slidell La 70458
985-643-5678
www.oldtowenemainstreet.org
mailstreet@etrchamber.com

Building Contact Email Address: n/a
Building Contact Telephone Number: n/a

**BUILDING INFORMATION**
Total Space, in square feet: 2400 sq. ft.
Number of Floors: 1
Year of Original Construction: 1930’s
Year of Major Additions or Alterations: 2010
Building Potentials/Community Needs
Tax Millage Rate: City - $27.08
Tax Value
Annual Taxes: no tax records available
Annual Insurance Premium: unknown
Monthly Utilities per Sq Ft

**INCENTIVES**

Districts
- Main Street District
- Local Historic District
- National Register Historic District – applying for
- Cultural District
- Special Taxing District
- Other: City Tax Abatement Program

Eligible Incentives
- Louisiana Main Street Redevelopment Grant
- Federal Rehabilitation Tax Credit
- Louisiana Rehabilitation Tax Credit
- Local Façade Grant
- Other:

Zoning: C 2

**SALES INFORMATION**
Sales Status
- For Sale by Owner
- Listed with Realtor
- For Lease Only

Asking Price: $257,000
Current Monthly Income: 0
Current Tenants/Terms of Lease/Lease Expiration Date: None

Vehicle Traffic Count
Parking Availability
- Onsite Parking (for upstairs tenant)
- Nearby Lot
- Adjacent Street Parking
113 2nd Avenue
Office Space for Lease

- Perfect for Small Business
- 4 Spaces Available for Lease
  - Walk to Courthouse
  - Walk to Restaurants
  - Plenty of parking

Office space right in the heart of revitalized downtown Decatur.

Multiple ready to move in spaces available.

Suite 1: $500/mo. Potential retail. Space 1a has 12' ceiling, hardwood flooring throughout. Will work with lessee to modify space for retail if desired.

Space 2: $275/mo, hardwood flooring.

Space 3: $250/mo, carpet

Suite 4: $350/mo (three offices)

Pictures and information available at www.facebook.com/113at2ndAve

EOM Process Solutions
113 2nd Avenue
Decatur, Al 35601

Andrew Bouchillon, Owner
256-227-4884
abouchillon@yahoo.com
Baseline Information

- Vacancy Rate
- Property Values
- Population
- Sales Tax

Exhibit 14:
Spread in vacancy rate

Source: CBRE EA, Q2 2016.
Walkability Audit

• Pedestrian Experience
  • What is like now?
  • What routes are people walking?

• 8/80 Rule
Parking Survey

• How much parking is available?
• Where is parking…
  • Used most?
  • Used least?
• When is parking…
  • Used most?
  • Used least?
Individual Business Meetings

• Undiscovered Gems

• Find out:
  • How long have they been here?
  • Why did they come here?
  • What do they offer?
  • What is special about them?
Major Employers Meetings

• Communication between largest employers and District
  • Redstone Arsenal
  • Torch Technologies
  • Abaco Systems
Increase Density & Housing Options
Increase Density & Housing Options

- Demographics are changing
  - Boomers aging, needs changing
    - Downsize
    - No/Low Yard Work
- Millennial desires
  - Walkability/Bikability
  - More rental based
  - More “finished” homes over DIY/Updates

- 80% of Housing Built Between 1960-88
- Product demand doesn’t match supply
Increase Density & Housing Options

• Other benefits of density
  • Higher Return on Investment for City
  • More Rooftops = More Retail Options
  • Proper Development Bolsters Exiting Real Estate

• 60s-80s Era Housing
  • Single Family Detached
  • Apartments

• Need More “Missing Middle”
Mixed-Use
Brownstone Housing
Quadplex
Single Family
Single Family
Quadplex
Duplex
Single Family
Mixed-Use
Telling the Story
“It’s Over” Campaign

• Consider an “It’s Over” campaign, possibly a ”Whew!” celebration to communicate that construction has ended.
Create a South Huntsville Brand

• After initial campaign develop a unique South Huntsville brand including consistent typeface, colors, tagline, positioning statement, and possible logo. (Destination vs. Organization)

• Highlight what makes this part of Huntsville truly different:
  • Outdoor recreation
  • Family orientation
  • Easily accessible
  • Independent Businesses
Example: Brand Statement

We are place with direction. We were the second city to incorporate in King County. Our valley transformed from exclusively farming into the second largest distribution and manufacturing center on the West Coast and the fourth largest in the nation. From here we make things that not only travel the world but fly into space. Our city is an economic engine that powers the dynamic Puget Sound region.
Example: Brand Statement

We are Kent, Washington. Bringing the World Home.
Kent
WASHINGTON
Bringing the World Home
Street Banners
Available Property Signs

This Building Isn’t Empty.
It’s a World of Opportunity.

Downtown Kent
Bringing the Groceries Home.
Starbucks & Kent
Together, we're roasting.
Airways & Kent
Together, something’s brewing.
It's Natural

Kent, Washington
Bringing the World Home

For more info, go to www.ChooseKent.com
Fresh.

Kent, WASHINGTON

Bringing the World Home

For more info, go to www.ChooseKent.com
You should take another look at Kent.
Cultivating the Destination
Patterns
Concept: Build off Existing Anchors
Concept: Reinforce Neighborhood Nodes and Connections
LEGEND

△ Study Boundary

Key Charrette Opportunity Site

KEY

A) Vista Hills
B) Connection To Timmons Park
C) JSN Capital
D) Potential Bradley St Reorganization
E) Intersection/Node Treatment To Be Selected From One Identified
F) Streetscape Treatment

Wade Hampton Strategic Plan | KEY CHARRETTE OPPORTUNITIES
Vista Hills

JSN Capital

North Gateway Road Network

Hampton North

White Oak Road Network

La Habana

Hotel Opportunity

Roadway Cross Section

Chick Springs Neighborhood Node

Asada | Adjacent Property

Road Map

KEY

A Vista Hills
B Connection To Timmons Park
C JSN Capital
D Potential Bradley St Reorganization
E Intersection/Node Treatment To Be Selected From One Identified
F Streetscape Treatment

Legend

Study Boundary

Key Charrette Opportunity Site
Regional Context

[Map of Greenville, South Carolina with surrounding areas marked.]
Chick Springs
Neighborhood Node
Timmons Park Gateway

Access/Parallel Parking

Timmons Park

Ex Gas Station

Flexible Gathering Area

“Switchback” Trail Connection to Timmons Park
Redevelopment
Revitalizing Existing Properties

Recommendations:

• Provide realistic, yet impactful, façade improvements

• Demonstrate the potential for “prototypical” properties (*strip center, former automotive use, stand-alone buildings, etc.*)

• Balance code/guideline-compliance with economic development incentives
Hampton North Plaza
Connectivity
Observations

- **Useful**—everyday means for people to do errands and live a non-car-dependent life.
- **Safe**—pedestrians need to stand a fighting chance of getting around safely sans car.
- **Comfortable**—like an outdoor living room.
- **Interesting**—vibrant life on sidewalks, diverse building architecture, welcoming vibe.

**8/80 Test** –
- Can a 8 year old and a 80 year both navigate safely?
Connectivity

The Ten Steps Of Walkability

The Useful Walk
   Step 1: Put Cars in Their Place.
   Step 2: Mix the Uses.
   Step 3: Get Parking Right.
   Step 4: Let Transit Work.

The Safe Walk
   Step 5: Protect the Pedestrian.
   Step 6: Welcome Bikes.

The Comfortable Walk
   Step 7: Shape the Spaces.
   Step 8: Plant Trees.

The Interesting Walk
   Step 9: Make Friendly and Unique Faces.
   Step 10: Pick your Winners.
Connectivity | City

• **Proposed Greenways** *(red)*: Corridors planned to begin construction within five years from plan adoption.

• **Visionary Greenways** *(orange)*: Corridors planned to begin construction beyond five years from plan adoption. *Some corridors may be built sooner based on land and funding availability.*

• **Existing Greenways** *(solid green)*: Greenway segments that have been completed.

• **Greenlinks** *(dashed green)*: Existing sidewalk connections between greenway segments.

• **Visionary Greenlinks** *(orange)*: Proposed sidewalk connections between greenway segments.
Connectivity | District & Nodes

- **Proposed Greenways (red):** Corridors planned to begin construction within five years from plan adoption.
- **Visionary Greenways (orange):** Corridors planned to begin construction beyond five years from plan adoption. Some corridors may be built sooner based on land and funding availability.
- **Existing Greenways (solid green):** Greenway segments that have been completed.
- **Greenlinks (dashed green):** Existing sidewalk connections between greenway segments.
- **Visionary Greenlinks (orange):** Proposed sidewalk connections between greenway segments.
Connectivity I Neighborhood

• Visible
  – Destinations
  – Perceptions – Safety/ Beauty

• Convenient
  – Incentivize behavior
  – Easy

• Accessible
  – Standards
  – Users – Strollers, bikes, etc.
Connectivity | Neighborhood
Connectivity | Short Term

- Standards -
  - ADA
  - City/ State
  - District

- Paths
  - Where are they walking now – work with Private owners to build connections

- Interests
  - Wayfinding – Organized or Tactical
  - Beauty
Design Elements

• Landscaping
• Architecture
• Wayfinding
• Lighting
• Street Furniture
• Street Design
Design Elements

A Design Element – many facets

Trees
• Environmental Benefits
• Aesthetics
• Economy
Air Quality - Trees remove CO2 to create a carbon sink.
Trees provide significant low-carbon options for building and energy.

Tempering Severe Weather - The capacity of trees to attenuate heavy rain and floods slows run off and renders Sustainable Urban Drainage Systems more effective.

Moderating temperatures - The ability of trees to evaporate water, reflect sunlight and provide shade combine to cut the 'urban heat-island' effect.

Cutting Soil Erosion - Preserves the valuable soil resource and keeps carbon locked in.

Positive Impact on Water Quality - Trees act as natural filters.

Contributing to Wildlife - Increased biodiversity as countryside becomes more porous with extra links. Brings wildlife closer to people.
Tree | Environmental Benefit
Tree | Aesthetics

Valuable aesthetic contributions
• More attractive landscape
• Eye-sores hidden
• Greener more natural
• Linking town to country
Tree | Aesthetics
Tree | Aesthetics
Tree | Economics

Providing profitable by-products
• Firewood/woodchip/ Compost/leaf litter mulch
• Timber, Fruit – community orchards

Reducing green space maintenance costs
• Trees are much less maintenance-intensive

Contributing indirectly to local economies
• People more productive
• Increased job satisfaction
• Inward investment encouraged
• Adds tourism & recreation revenue
• Retail areas with trees perform better
• Increased property values
Tree | Economics

Perception
Many Facets

Trees
• Perception
• Drainage
• Shade
• Parking
• Traffic Speeds
• Walkability
• Economic Development
How do your Places measure up?

• Vision
  – Assets

• Implementation
  – Design Elements

• Place Making
  – Quality of Life

• One Simple Design Element, well placed, well meaning, can and will make a difference.
Promotions

• Street Markets
Groundwork

- Asset Mapping
- Real Estate Inventory
- Baseline Data
- Walkability Audit
- Parking Survey
- Individual Business Meetings
- Major Employers Meetings
Wrap-up
Next Steps

- **Strategic Planning Guide** developed by the Resource Team, including recommendations in each of the four points to support the Main Street program in the first 3 to 5 years.
- **Conduct full-day training**, including work plan and goals, for the Program’s 4-Point approach.
- **Assistance with general design guidelines** – located on the Main Street Alabama website and in the handbook already delivered on the kick off visit.
- **Basic training** – held onsite October 2 & 3
There’s More!

- **Market Analysis** with implementable Transformation Strategies
- Branding of the District
- Branding of the Organization
South Huntsville Resource Team
205.910.8819

www.mainstreetalabama.org