

# Main Street Commercial Revitalization

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# The Decline of US cities What Happened?

1. American's love the automobile – not transit
2. WWII – returning to the American Dream
3. Highways bisected our cities; increasing traffic speeds
4. Air Conditioning – draw of the sun belt
5. Riots – the economic drain
6. Shopping Malls – no need to go downtown



# Why Main Street

Started in four communities in 1977

Reacting to the draw of enclosed shopping malls

Based on a shopping mall management strategy

1. Uses storefront design, retail design, merchandising, great public spaces
2. Has a professional management organization
3. Markets and brands the shopping mall, retail promotions, special events
4. Studied the spending power, sales, and retail market analysis – no risk



# Main Street organization

- Private nonprofit, usually tax deductible 501 (c) (3)
- Comprehensive revitalization: Four-Point Approach
- Small budget
- Volunteer driven
- Historic Preservation based

# Main Street Four-Point Approach©

- 1. Design:** Uses storefront design, retail design, merchandising, public space, historic preservation
- 2. Organization:** Has a management organization, fundraising, membership, volunteers
- 3. Promotion:** Markets and brands the commercial area through image campaigns, special events, etc.
- 4. Economic Restructuring:** Studies the spending power, sales, and retail market analysis

***Each of the four points has a committee to implement work***

# DC Main Streets DSLBD

1. Barracks Row
2. *Shaw*
3. *H Street*
4. *Dupont Circle*
5. *North Capital*
6. *Rhode Island Avenue*
7. *Deanwood – Ward 7*
8. *Anacostia*
9. \_\_\_
10. \_\_\_



# Main Streets: Design

Improved storefronts: education and motivation

- Historic preservation ethic,
- Sign guidelines
- Façade guidelines
- Better retail displays
- Sign grants
- Façade grants
- Glass grants
- Window competitions
- Holiday decorations

*Spin off benefit – keeping up with the Jones'*



# Main Streets: Organization

Volunteer attraction, education, retention, promotion

Board rotation: term limits to prevent founders syndrome

Fundraising: grants, sponsorships, membership

Fundraising events: gala sponsorships, ticket sales, silent auction

Website, social media

Broadcast emails

Newsletters

***Board development: forming, storming, norming, performing***

# Main Streets: Promotion

**Special Events:** Taste of Wisconsin, Van Ness Street Festival

**Retail Events:** sidewalk sales, Winterfest, turkey sales

**Image campaigns:** banners, ad campaigns, trashcan logos, dog poop bags

***501 (c) (3) is prohibited from coordinating a group advertisement.***

# Main Streets: Economic Restructuring

Understand your commercial market: office and retail

Retail: shops, restaurants, and services

Database buildings and owners

Database retailers

Understand your density and spending power (US Census)

Understand your spending power (Bureau of Labor Statistics)

Look for sales leakages: spending elsewhere

Now, retain, expand, and attract retailers that should thrive in your studied environment

*This is more art than science, but banks like “credit-worthy tenants”*

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