



V I R G I N I A
MAIN
Street

VIRGINIA DEPARTMENT
OF HOUSING AND
COMMUNITY DEVELOPMENT



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities



600 East Main Street, Suite 300
Richmond, VA 23219

dhcd.virginia.gov | virginiastreet.com

(804) 837-6268

kyle.meyer@dhcd.virginia.gov



Kyle Meyer

Community Revitalization Specialist

VMS

Main Street is...

- Reinvigorating your traditional downtown neighborhood / commercial district
- Economic development through leveraging your place-based assets, i.e. historic buildings
- Grassroots revitalization strategy, i.e. responsive to the *community* (bottom up approach)





- Partnership: Town & St. Paul Tomorrow
- CDBG Business District Revitalization
- VMS Designation (2011)
- Strategy Development
- Community Business Launch
- Financial Feasibility Grant
- Industrial Revitalization Fund





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2023 Economic Impacts: 5 Years

\$10 mil

Total Reinvestment

19

Net Business Created

101

Net Job Growth

\$1/\$27

Reinvestment Ratio

\$343,000

**Volunteer Investment
(Market Value \$33.49/hr)**

What is Main Street?

- Network of over 2,000 commercial districts
- Grassroots revitalization framework that creates vibrant people-centered places
- Asset-based economic development
- Made up of passionate advocates, dedicated volunteers, influential stakeholders, and community organizers



**MAIN STREET
AMERICA™**

Nationally recognized.
Locally powered.™

The Main Street Approach

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

ECONOMIC
VITALITY

DESIGN

COMMUNITY
TRANSFORMATION

ORGANIZATION

PROMOTION

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

Main Street Roles



Nationally Accredited

National Main Street Center (NMSC)



State-Coordinated

Virginia Main Street (VMS)



Locally Driven

Your VMS Program

Exploring Main Street

Mobilizing Main Street

Advancing Main Street

VMS Tier Levels of Participation



Local Program Types



Economic Impacts: 5 Year Leveraging

\$498 mil

Total Reinvestment

1276

Net Business Created

4,089

Net Job Growth

\$1/\$16

Reinvestment Ratio

\$6.3 mil

Volunteer Investment (Market Value, \$28.54/hr)





Benefits to Key Stakeholders



Business Owners

- Increased Sales
- Educational Opportunities
- District Marketing
- Grant Opportunities
- Other Needs Addressed



Residents

- Enhance Marketplace
- Sense of Community
- Opportunity to Participate
- Preservation of Heritage



Property Owners

- Increased Occupancy Rates
- Increased Property Values
- Design Assistance
- Grant Opportunities
- New Uses



Local Government

- Increased Tax Base
- Job Growth
- New Development
- Coordinated Vision / Goals
- Improved Relations
(Town and Private Sector)



Evaluation Framework

**Broad-based
Community
Commitment to
Revitalization**

[Mini-Video Explanation](#)

**Inclusive
Leadership and
Organizational
Capacity**

[Mini-Video Explanation](#)

**Diverse Funding
and Sustainable
Program Operations**

[Mini-Video Explanation](#)

**Strategy-Driven
Programming**

[Mini-Video Explanation](#)

**Preservation-Based
Economic
Development**

[Mini-Video Explanation](#)

**Demonstrated
Impact and
Results**

[Mini-Video Explanation](#)



Main Street - Partnerships

All three play a role

- Shared Goals
- Shared Responsibilities
- Shared Vision
- Collaboration and Coordination –
not Competition and Confrontation



Questions / Contact:



600 East Main Street, Suite 300
Richmond, VA 23219

dhcd.virginia.gov | virginiainmainstreet.com

(804) 371-7000

mainstreet@dhcd.virginia.gov



Thank
You