Main Street Matters

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Department of Community & Economic Development

Julie Fitzpatrick, Executive Director
Pennsylvania Downtown Center

Today's Presenters

Pennsylvania
Department of Community
& Economic Development

- **Christie Yerger**, Director, Center for Community Enhancement - PA Department of Community & Economic Development - Business Finance, Center for Community Enhancement

- **Julie Fitzpatrick**, Executive Director, Pennsylvania Downtown Center

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Who is in the audience?
Which type of community?

- Do you serve/live in a…
  - City?
  - Borough?
  - Township?
  - County?
  - Other?
- Who relates to…
  - Urban?
  - Suburban?
  - Rural?

WHO are we?

- Pennsylvania Downtown Center (PDC) is the only statewide nonprofit dedicated solely to the revitalization of the commonwealth's core communities.
- PA State Coordinator for the National Main Street Center® – Main Street America, subsidiary of the National Trust for Historic Preservation

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MAIN STREET AMERICA™

WHAT do we do?

- In partnership with DCED, PDC provides outreach, education & technical assistance to support the Main Street Matters: Main Street & Elm Street programs
- As a membership-based organization, PDC's role is to build and support the capacity of local non-profit organizations, municipalities and individuals to enhance the overall well-being and sustainability of Pennsylvania's central business districts and surrounding residential neighborhoods.

main street

elm street

Pennsylvania
Department of Community
& Economic Development

Main Street & Elm Street in PA

Relationship between:

- PDC & Main Street America
- PDC and DCED

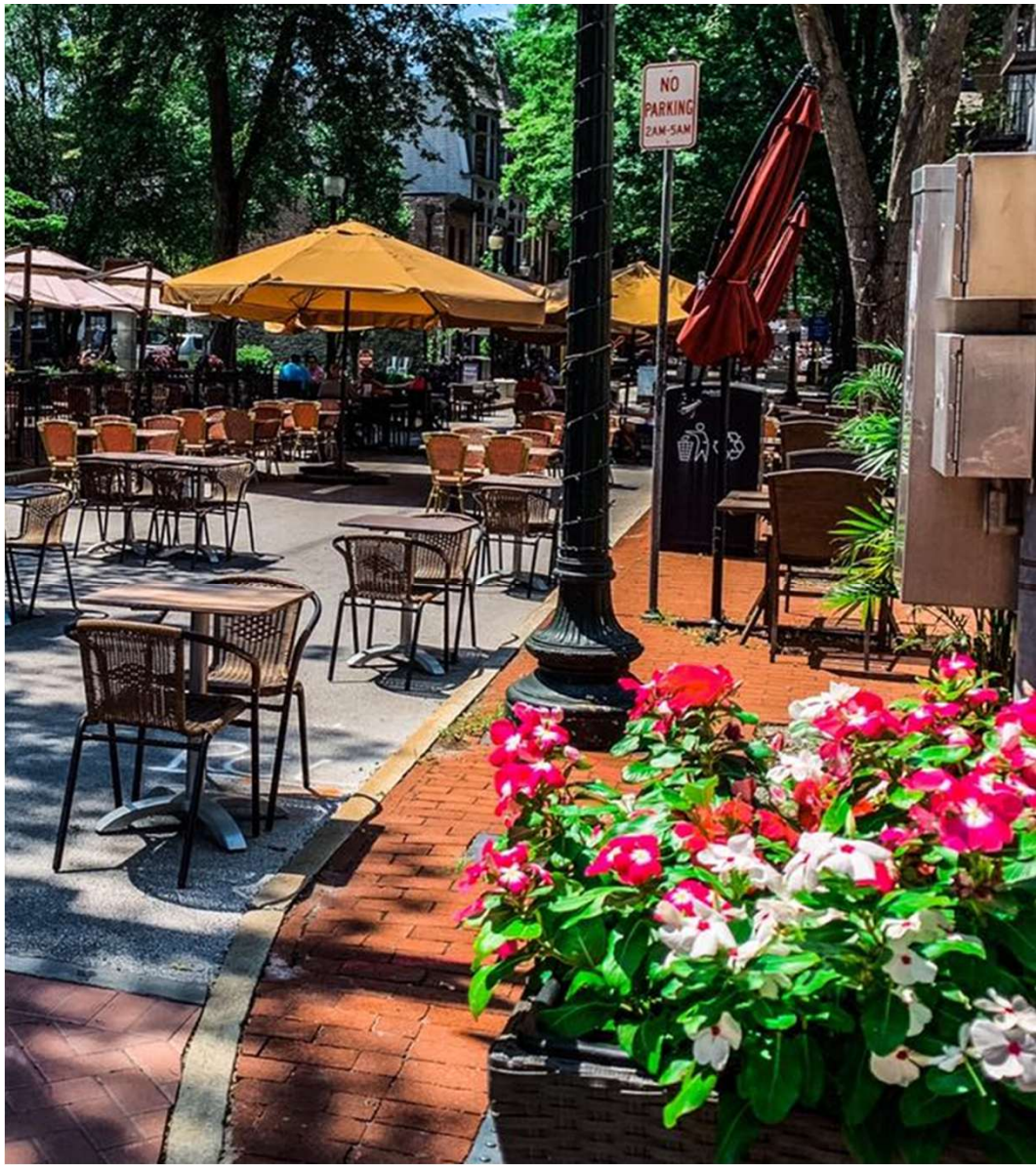
Overview of Main Street & Elm Street Concepts

NATIONAL MAIN STREET CENTER

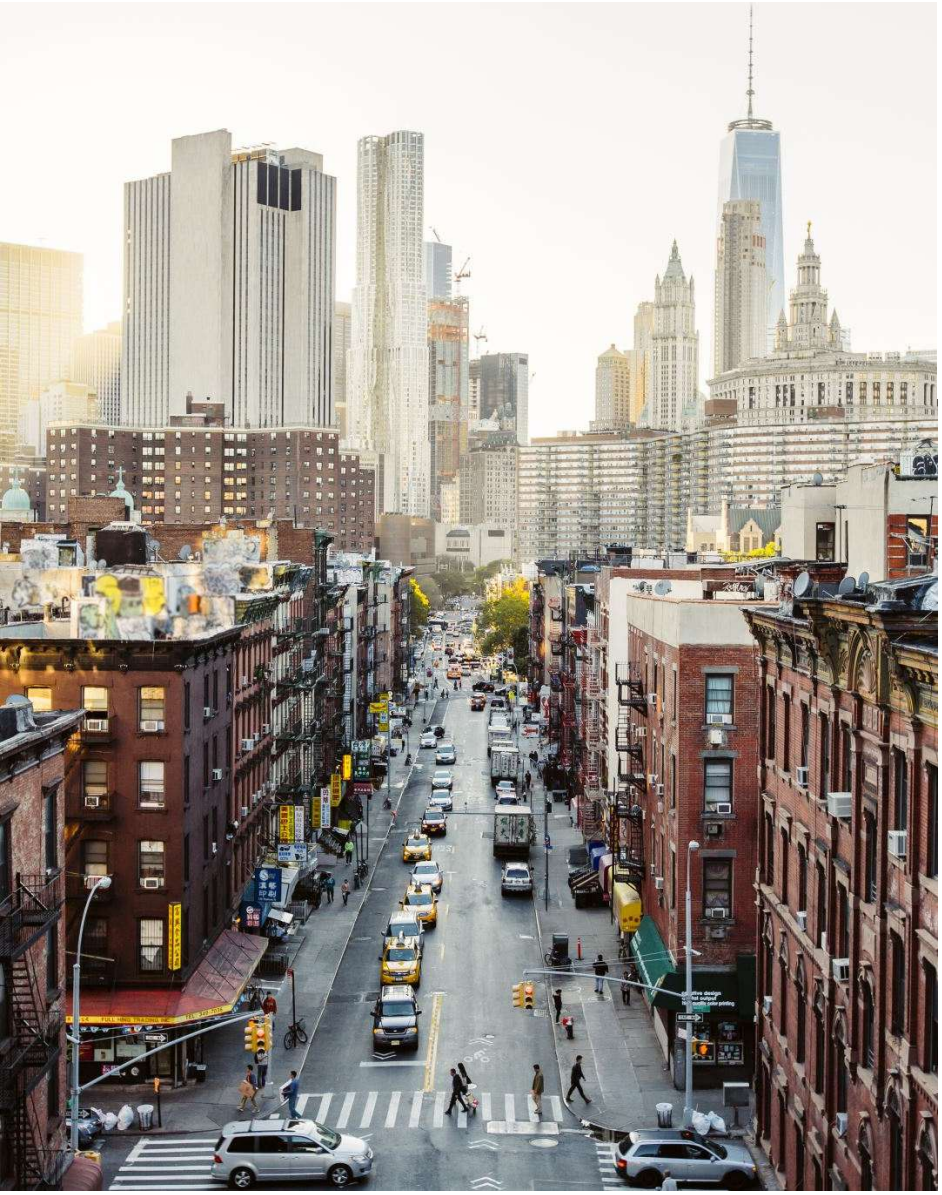
- Main Street America has been helping revitalize older and historic commercial districts for more than 45 years.
- Today it is a network of more than 1,600 communities, rural and urban, through place-based economic development & community preservation in downtowns & neighborhood commercial districts.
- Main Street America is a program of the National Main Street Center, Inc., a subsidiary of the National Trust for Historic Preservation.

Main Street Approach™

- Tried and true model for place-based community revitalization
- Based on the four factors that impact the value of real estate



Who is familiar with Main Street?



Taking the temperature

- Who has heard of the Main Street Approach™?
- Does anyone have experience using it for downtown or neighborhood revitalization efforts?

Main Street Approach™

- **Economic Vitality** - establishing new uses for downtown while creating new assets and better utilizing existing assets
- **Design** - getting downtown into top physical shape
- **Promotion** - marketing the best attributes of a downtown
- **Organization** - creating consensus and cooperation amongst downtown stakeholders

MAIN STREET APPROACH®

Economic Vitality - focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for the scores of entrepreneurs and innovators that drive local economies.

Design - supports a community's transformation by enhancing the physical and visual elements of downtown while capitalizing on the unique assets that set the commercial district apart.

MAIN STREET APPROACH®

ECONOMIC VITALITY
DESIGN
PROMOTION
ORGANIZATION

Promotion - positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Organization - involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

THE MAIN STREET- ELM STREET APPROACH

Design	Design
Economic Vitality	Neighborhood Vitality
Promotion	Image and Identity
Organization	Sustainable Organization
Safe-Clean-Green	

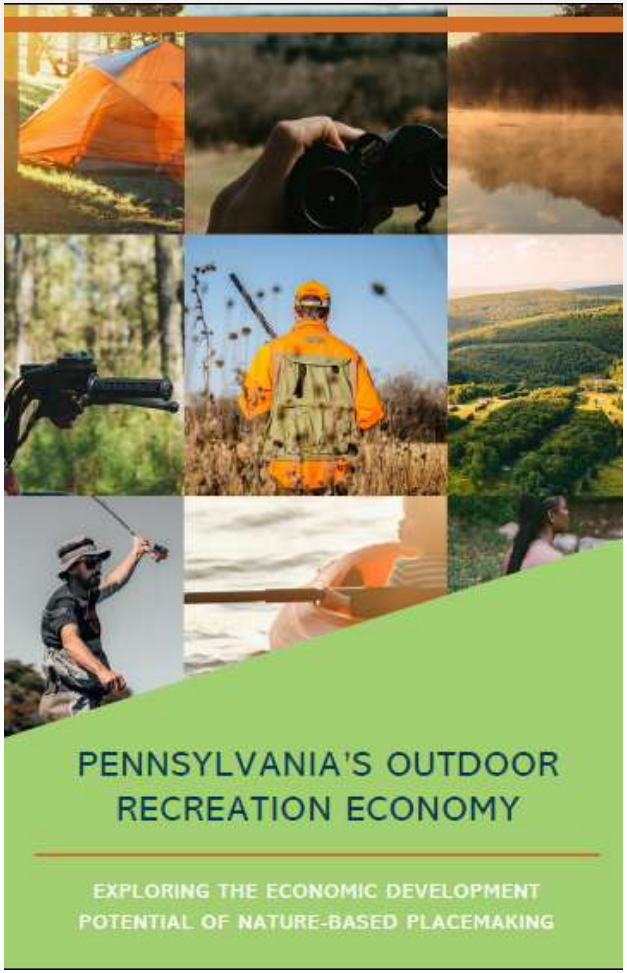
A HEALTHY DOWNTOWN/BUSINESS DISTRICT AND SURROUNDING RESIDENTIAL NEIGHBORHOODS CAN:

- Spur business development
- Increase the local tax base
- Create jobs
- Stimulate the housing market
- Increase occupancy rates
- Fight sprawl
- Draw investors
- Rehabilitate empty buildings
- Reflect the history of the community
- Promote civic pride
- Utilize existing infrastructure
- Increase community involvement
- Reaffirm commitment and inspire involvement from local leaders

Which of these outcomes speaks most to you and your community?
Success in what areas could have the greatest impact in your community?

Partnership with Dept. of Conservation & Natural Recreation (DCNR)

- Nature-Based Placemaking improves & enhances your community's
  - Attractiveness as a place to live
  - Attractiveness as a place to work
  - General health & wellness
  - Economic health & wellness



Partnership with PA Department of Health

- Supports the development and adoption of active transportation plans or related policies
- Mission of WalkWorks - to increase access and opportunities for physical activities, such as walking, biking, wheeling, and using public transit.

WalkWorks

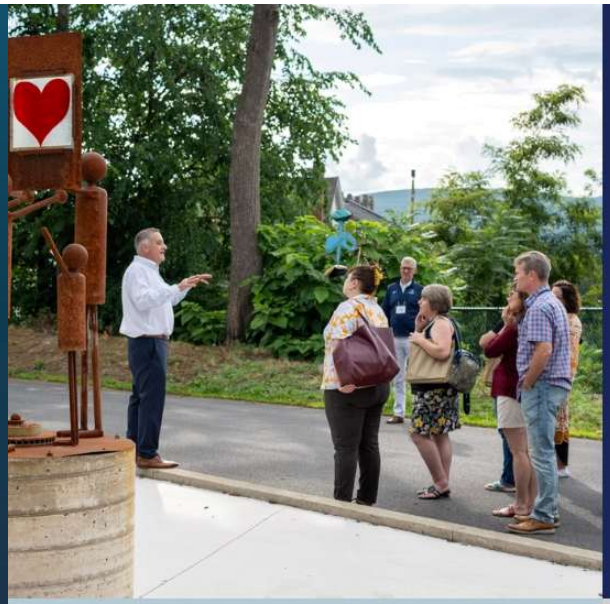
pennsylvania
DEPARTMENT OF HEALTH

Keystone CORE (Community Oriented Real Estate) Services

- The mission of KCS is to act as a redevelopment partner for the reclamation and rehabilitation of blighted and deteriorated properties in which the private sector has not reinvested or redeveloped.

Advocacy for Keystone Communities Main Street & Elm Street Programs

- **Proposed $20 Million in FY25-26 Governor's Budget** (level funded from FY24-25)
- In 2009, there was $56 million available - $5.00 for each person in the commonwealth
- In recent years Keystone Communities had about $6.4 million - $.54 for each person
- Decrease of almost 90%



MAIN STREET *Matters*
MAIN STREET *Works*
MAIN STREET *Unites*
MAIN STREET *Lasts*

JOIN US IN ADVOCATING FOR $20 MILLION FOR MAIN STREETS & ELM STREETS ACROSS PENNSYLVANIA

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PA
Pennsylvania
Department of Community
& Economic Development

The Main Street Matters program (MSM) is designed to support our **downtown cores and surrounding neighborhoods** with tools to **create healthy, vibrant, and welcoming communities.**

Funding is available to support revitalization efforts in planning, business support, aesthetic improvements, and the increase of safety and security.

$20 million in FY 24/25 – Main Street Matters Program

Have you heard of Main Street Matters – Main Street or Elm Street Designation?

Designation: Main Street Matters – applications on a rolling basis

- Benefits of designation may include:
  - **Funding for operational support**, including the salary and benefits of the area manager
  - **Priority consideration** for a variety of DCED programs
  - **Technical assistance** and training for the designated area manager, local board, and committee members
  - **Networking** opportunities with other designated program areas
  - Eligibility for **consideration under the Neighborhood Assistance Program** (NAP) and Neighborhood through DCED and other subject matter experts, and assistance in accomplishing designation goals and strategies, Assistance Program Enterprise Zone Tax Credit (NAP/EZP)

Designation: Main Street Matters – who is eligible to apply?

- The following entities are eligible to submit requests for designation under the Main Street Matters Program:
  - Units of **local government** to include counties, cities, boroughs, townships, towns, and home rule municipalities
  - Redevelopment and/or housing **authorities**
  - **Nonprofit** organizations to include economic development organizations, housing corporations, etc.
  - Community development corporations **(CDCs)**
  - **Business improvement districts**, neighborhood improvement districts, downtown improvement districts, and similar organizations incorporated as authorities.

Designation: Main Street Matters – examples of MS goals and strategies

- **Preserve and strengthen existing retail, local government, and business centers of communities.**
- **Improve the quality of life** in a community by making the traditional downtown area a more attractive places to live and work.
- **Act as a catalyst for small business development** thereby increasing employment and tax revenues in downtown locations.
- **Assist** local governments and small businesses **in the development of relevant, state-of-the-art technology** to provide cost-effective solutions for business and community development opportunities.
- **Develop and maintain continuous contact with Main Street businesses** regarding opportunities and solutions for impediments to business growth.
- Utilize a well-thought-out planning process, **ensuring brick and mortar projects** funded with public funds **are making a meaningful difference in the downtown economy**.
- **Ensure the importance of reinvestment in traditional downtowns** is considered in the overall economic development strategy at all levels of the private and public sectors.

Designation: Main Street Matters – examples of ES goals and stategies

- **Revitalize neighborhoods in proximity to the existing downtown by improving the exterior appearance of the buildings and streetscapes.**
- Formalize a **connection between** established residential **neighborhood areas with downtown** revitalization activities.
- **Prevent neighborhood decline** by developing a plan that includes the establishment of a sustainable community organization that will implement a Five-Year Strategy based on the Elm Street Five Point Approach.
- **Assist municipalities** in implementing a revitalization strategy for established residential neighborhoods either in the vicinity of a Main Street program or project or in proximity to an existing commercial district.

Designation: Main Street Matters – application requirements

- **Five Year Strategic Plan**
- **Current Operating Budget**
- **Organizational Sustainability Plan**
- **Map of Designated Area**
- Municipal Resolution*
- **Identification of implementing organization responsible for daily oversight & administration of the designation program**
- **Market Assessment**
- Image Development Report*
- Commitment to Historic Preservation*

- **Completed as part of Blueprint Communities® planning process**
- *PDC can provide assistance

Designation – Main Street Matters

- **Designation approval = invitation to apply for operations grant**

- **Up to $225,000 to support eligible uses of funds:**
  - Direct salary and benefits of a professional Main Street or Elm Street manager or coordinator responsible for the administration of the approved designation strategy and direct support staff.
  - Travel and training costs required by designation.
  - Rent or mortgage.
  - Utilities to include electric, water, internet, and phone.
  - Professional support service contracts to include:
    - Bookkeeping – Accounting - Social media management - Advertising

Designation – Main Street Matters

Updated Project Match Requirements:

- **Designated Elm Street Programs:**
  - Projects require a match of 10% of the total project cost
- **Designated Main Street Programs:**
  - Projects require a match of 25% of the total project cost

Funding

Planning:

- **Max Award: $50,000**

Façade:

- **Max Award: $100,000**

Funding

Business Improvement:

- Similar to façade, this will be a grant to the applicant to operate a local Business Improvement program.
  - Microgrant and/or Microloans
- **Max Award: $100,000**
  - **Each eligible business is capped at:**
    - **Microgrant - $5,000**
    - **Microloan - $25,000**
  - Microgrants: capital purchases; structural/interior improvements; hardware, software, connectivity upgrades; professional marketing and promotions
  - Microloans: All of the above plus operating expenses.

Funding

District Development:

- Combo of the former Development Grants and Public Improvement Grants
- **Max Award: $1,000,000**

Accessible Housing:

- Reminder – this is funding for an eligible applicant to run a local program.
- **Max Award: $300,000**

Funding

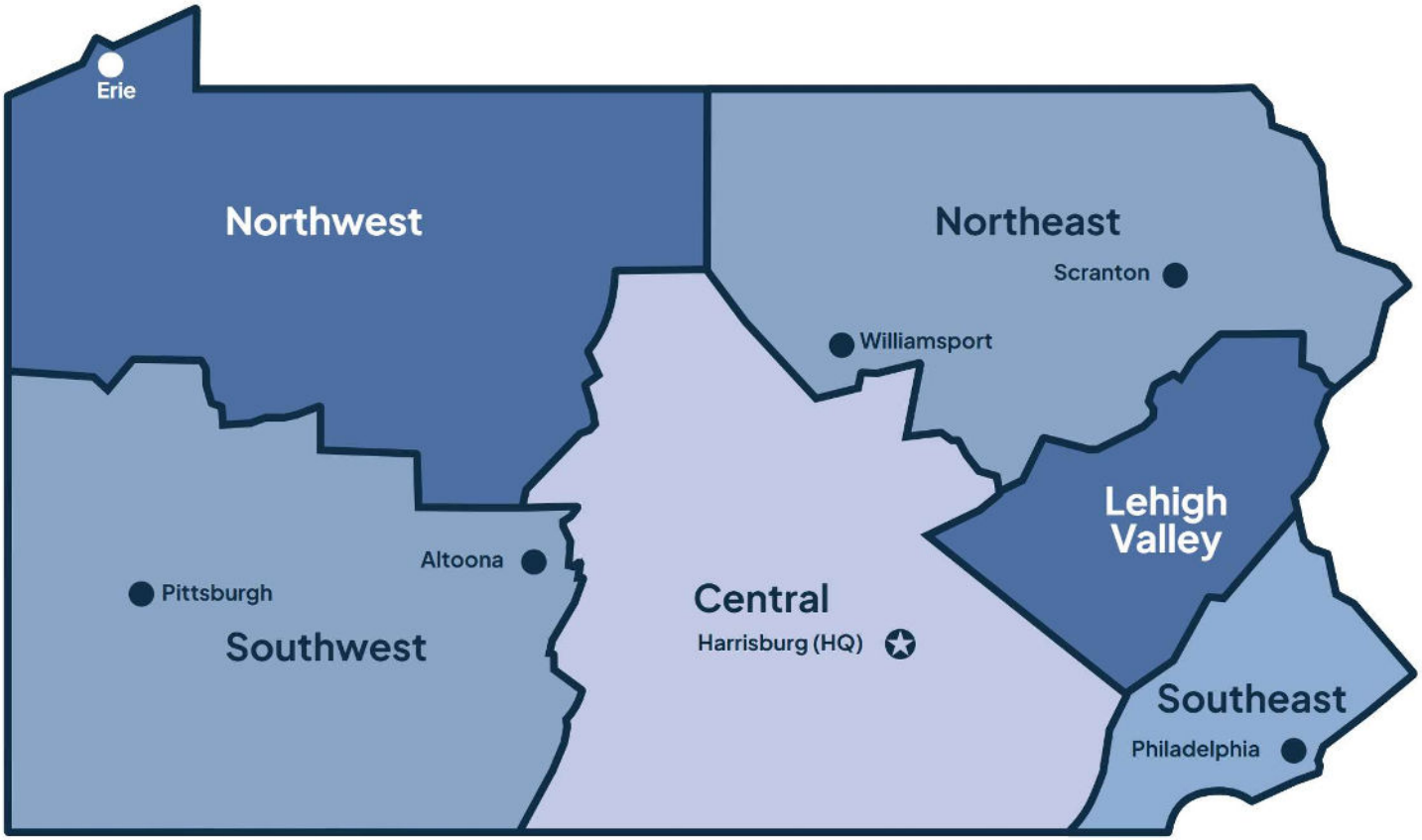
Implementation:

- Designated MSM programs for implementing critical Five-Year Strategy components
- **Max Award: $100,000**
- **Match:**
  - **No match required for the first $50,000 in requested grant funding**
  - **Any funds requested in excess of $50,000 will be matched as follows:**
    - **Main Street – 50%**
    - **Elm Street – 10%**

What's right for you?

- How can we help?
  - Outreach?
  - Technical Assistance?
  - Learn more about Designation?
  - Learn more about Funding Opportunities?

DCED Regional Offices



Erie, PA
Making Waves on Main Street
BIG BOLD IDEAS THAT PUSH THE BOUNDARIES
June 28 - July 1, 2026
PENNSYLVANIA DOWNTOWN CENTER PREMIERE REVITALIZATION CONFERENCE

Thank you!

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