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MAIN STREET WEST VIRGINIA WEST VIRGINIA ON TRAC PROGRAM

Revitalizing Downtown Neighborhoods



Main Street West Virginia • West Virginia ON TRAC
Capitol Complex, Building 6, Room 553 • Charleston, WV 25305
(304) 558-2234 • 1-800-982-3386 • Fax: (304) 558-2246
WVMainStreet.com



CHARLESTON



FAIRMONT



SUTTON



MANNINGTON



MANNINGTON



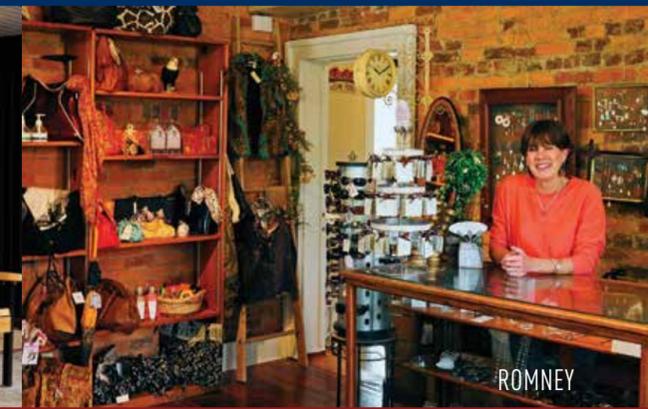
RIPLEY



MORGANTOWN



ELKINS



ROMNEY

MAIN STREET WEST VIRGINIA

The very name brings to mind thriving economies and bustling downtown businesses where streets are filled with residents and visitors. Main Street West Virginia is working throughout the state to realize and continue that vision in West Virginia communities.

The program uses a common-sense approach to tackle

the complex challenges of downtown and neighborhood commercial district revitalization, capitalizing on the history and unique assets of each community.

Main Street West Virginia is a program of the Community Development Division of the West Virginia Development Office, in affiliation with the National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

MAIN STREET FOCUS

Started in 1988, Main Street West Virginia works with state-certified and nationally-accredited communities throughout West Virginia. The program focuses on economic revitalization of the historic central business districts using the Main Street Four Point Approach®. This proven method has been successfully utilized in more than 2,000 communities nationwide.

The Main Street Four Point Approach®:

- Organization: Organize community resources
- Promotion: Promote the community, events, business
- Design: Improving all physical aspects of town
- Economic Restructuring: Restructuring and improving the downtown economy

Through program technical assistance and using the Main Street Four Point Approach®, West Virginia's Main Street communities learn to make revitalization efforts more effective and customized to meet local needs, such as:

- Business retention and recruitment
- Retail promotion
- Market analysis
- Vision and strategic planning
- Fundraising
- Property development
- Downtown design
- Plus other innovative efforts



CHARLESTON

WHY MAIN STREET

Revitalizing communities provides a sense of pride and commitment in neighborhoods, and empowers the people, businesses and organizations to achieve ongoing transformation.

Main Street communities experience: an increase in local and visitor traffic through shopping, cultural and social activities; a stabilized or improved housing market; an increase in customers and sales; and an improved image. By revitalizing a downtown area, a community:

- Protects the existing tax base. The Main Street program protects and enhances private investment in banks, businesses and commercial property and public investment in water and sewer lines, streets and sidewalks.
- Creates an incubator for business development. A viable downtown offers opportunities and incentives for new entrepreneurs, such as lower rent and technical assistance.
- Attracts industrial development. A well-rounded commercial district reflects the overall image a community projects to potential investors. An invigorated downtown makes a positive statement about the entire community.
- Provides a point-of-focus and stability. A vibrant downtown connects the whole community and region with a sense of pride and a positive self-image. It serves as an anchor by providing stability that is necessary for economic growth.



FAIRMONT

MAIN STREET BENEFITS

Technical Services and Resources

Main Street West Virginia programs are required to meet annual certification through the National Criteria for Recognition as Main Street communities to receive technical assistance from the State Program. These services include:

- Program manager and board member training
- Operational and strategic plan recommendations
- Professional design assistance
- Educational workshops for business and retailers, organizations and volunteers
- Annual assessments
- On-site technical assistance designed to meet the unique needs of each community
- Resource library of information
- Networking with hundreds of other Main Street communities throughout the United States

ELIGIBILITY

Any historic downtown or neighborhood commercial district in West Virginia, which has participated in the ON TRAC program for at least two years, is eligible to apply for the Main Street West Virginia program.

WEST VIRGINIA ON TRAC PROGRAM

ADVANCING COMMUNITY AND ECONOMIC VITALITY

In 2008, Main Street West Virginia created the West Virginia ON TRAC (Organization, Training, Revitalization and Capacity) program to assist West Virginia communities in their efforts to boost economic and community growth. One of the first in the country, the ON TRAC program evaluates, educates and assists communities to prepare them for more advanced technical services through the Main Street program.

ON TRAC is ideal for communities exploring methods for increasing their capacity for downtown commercial district revitalization— whether they plan on pursuing full Main Street designation or not.

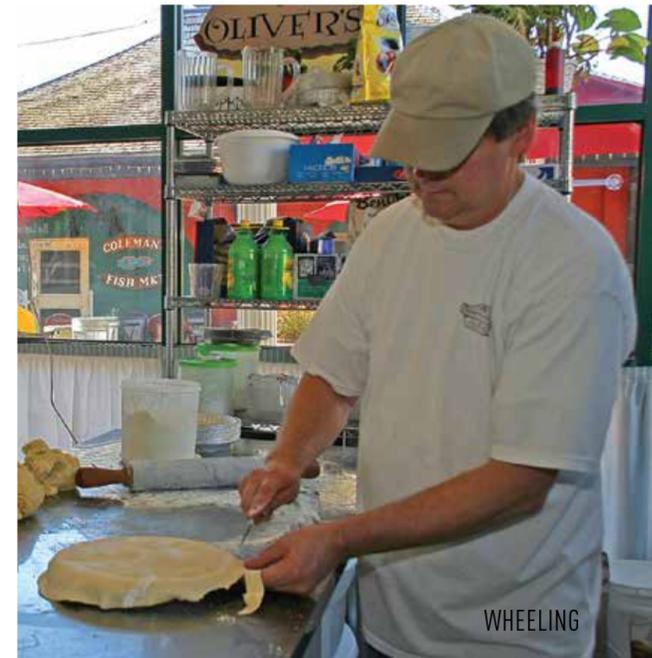
Communities selected as ON TRAC participants will receive the following during the two-year participation period:

- Training on the Main Street Four Point Approach® which includes organization, promotion, design and economic restructuring
- Training workshops
- An assessment of community strengths and needs
- Access to a library of databases and resources, such as e-clips, videos and articles
- Action-planning services
- Telephone consultation
- Scholarship and grant information
- Technical design visit(s)
- Mentoring from certified Main Street communities

ON TRAC CRITERIA

Applications for acceptance into the ON TRAC program are taken during designated times and are highly competitive. To be eligible for application, a community must be incorporated and served by downtown infrastructure and resources, have a sponsoring organization willing to donate staff time, access to a computer and the Internet, and a signed endorsement by the local government.

Communities wishing to apply for Main Street designation must actively participate in the ON TRAC program for at least two years. Contact the Main Street or ON TRAC office for more information.



WHEELING