

MAIN STREET APPROACH FOUR POINT ASSESSMENT WORKSHEET

Assess the current strengths and opportunities of the Main Street District related to each of the Main Street Four Points.

ORGANIZATION

- Promote the Revitalization Effort
- Foster Community Engagement
- Encourage Investment in Revitalization

PROMOTION

- Position District as Center of Activity
- Market District Assets
- Enhance Positive Image

Business and Property Owners I Know Personally:

- _____
- _____
- _____
- _____
- _____
- _____

How does the District Feel?

District Positives to Promote:

- _____
- _____
- _____

Organization Stakeholders and Partners I Know Personally:

- _____
- _____
- _____
- _____
- _____
- _____

Image Related Improvements Needed:

- _____
- _____
- _____

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Assess the current strengths and opportunities of the Main Street District related to each of the Main Street Four Points.

DESIGN

- Promote Physical Improvements
- Preserve + Enhance Existing Historic Fabric
- Encourage Planning + Best Practices

District Physical Conditions (Buildings + Public Space):

- _____
- _____
- _____
- _____
- _____
- _____

Sense of Place – Historic Fabric:

- _____
- _____
- _____
- _____
- _____
- _____

ECONOMIC VITALITY

- Support Existing Economic Base
- Promote Strategic Use of Space + Development
- Assemble Resources

Strengths + Needs of Existing Business Base:

- _____
- _____
- _____

Conditions + Opportunities of Available Space:

- _____
- _____
- _____

Resources Provided to Existing and New Businesses:

- _____
- _____
- _____