



## HISTORY OF MAIN STREET

In 1977, the National Trust for Historic Preservation undertook a pilot project in 3 small Midwestern downtowns to develop a comprehensive approach for downtown revitalization. The foundation of the Main Street approach to downtown revitalization is preservation; learning to use a community's surviving assets to build a lasting and positive image for everyone who uses downtown.

Used as an economic development tool, historic preservation capitalizes on overlooked and underutilized assets, encourages imagination, and sharpens entrepreneurial skills and strong participation by the private sector.

The following four elements are necessary for building the total image of a vital downtown are key to Main Street success:

Organization builds consensus and cooperation between the groups that play a role in downtown. Many individuals and organizations in the community have a stake in economic viability of downtown.

Design improves downtown's image by enriching its physical appearance - not just the appearance of buildings, but also of street lights, window displays, parking areas, signs, sidewalks, streetscapes and all other elements that convey a visual message about what downtown is and what it has to offer.

Promotion markets downtown's unique characteristic to shoppers, investors, new businesses, tourists and others. Effective promotion creates a positive image of downtown through retail promotional activity and special events that use downtown as a stage area for community activities.

Economic Revitalization strengthens the existing economic base of downtown while diversifying it. Economic Restructuring activities include helping existing downtown businesses remain healthy and recruiting new businesses to provide a balanced mix; converting unused space into productive property; and sharpening the competitiveness of downtown merchants.

This four point methodology works to create a total image for the community: providing the retail/ professional area with its marketing niche, creating a cohesive identity unique to the community, and nurturing a cultural ambiance associated with the community's location, appearance, and way of life.

#### REASONS TO BE INVOLVED WITH DOWNTOWN REVITALIZATION

Downtown was historically the cultural, educational, commercial, recreational and governmental center of our community. Residents expect these same amenities to enhance their quality of life. Downtown can continue to be this quality of life center, if given the opportunity. Downtown is the living room of our community. It is the face we project to visitors, investors and to ourselves. The reputation of our community is based on the condition of our downtown. Big towns, small towns, all towns started downtown. It is the heart and soul of any community.

## Who Benefits from a Revitalized Commercial District?

<b>STAKEHOLDERS</b>	<b>BENEFITS</b>
<b>Merchants</b>	<ul style="list-style-type: none"><li>• Greater opportunity for growth and expansion</li><li>• Expanded customer base</li><li>• Less financial risk</li></ul>
<b>Property Owners</b>	<ul style="list-style-type: none"><li>• Stable or higher rents</li><li>• Increased occupancy rates</li><li>• Improved marketability of property</li><li>• Higher property values</li></ul>
<b>Financial Institutions</b>	<ul style="list-style-type: none"><li>• Expanded business customer base</li><li>• Expanded residential customer base</li><li>• Improved public image and goodwill</li><li>• Fulfillment of community reinvestment mandate</li></ul>
<b>Professionals and Service Businesses</b>	<ul style="list-style-type: none"><li>• Ready-made customer base of district employees</li><li>• Location near government, banks, post office, and other institutions</li><li>• Nearby amenities for clients and staff</li></ul>
<b>Chamber of Commerce</b>	<ul style="list-style-type: none"><li>• Potential new member businesses</li><li>• Healthier overall business climate</li><li>• Potential partnerships on joint projects</li></ul>
<b>Residents</b>	<ul style="list-style-type: none"><li>• Local accessibility to goods and services</li><li>• Opportunities for volunteerism and leadership development</li><li>• Preservation of community for future generations</li><li>• More employment opportunities</li><li>• Stronger tax base to support other community aspects (schools, parks, etc.)</li></ul>
<b>Local Government</b>	<ul style="list-style-type: none"><li>• Increased sales and property tax base</li><li>• Protection of property values and infrastructure investment</li><li>• Reduced cost of services, such as police and fire protection</li><li>• Reduced pressure for sprawl development</li></ul>
<b>Community Partners</b> (civic clubs, historical societies, religious institutions, senior citizens, arts groups, etc.)	<ul style="list-style-type: none"><li>• Improved quality of life in the community</li><li>• New membership potential among new residents</li><li>• Achievement of common goals</li><li>• Preservation of community history</li></ul>
<b>Schools</b>	<ul style="list-style-type: none"><li>• Youth involvement in civic projects</li><li>• Use of commercial district as "classroom" for school projects</li><li>• Potential employment and business opportunities</li><li>• More places to go and activities for youths</li></ul>
<b>Businesses Outside the Commercial District</b>	<ul style="list-style-type: none"><li>• Increased visitor traffic to the community</li><li>• Improved municipal services throughout community</li><li>• Increased business from overall healthier economy</li><li>• Additional amenities for employees and clients</li></ul>
<b>Industry</b>	<ul style="list-style-type: none"><li>• Improved quality of life makes recruiting and retaining employees easier</li></ul>

## **Downtown Portsmouth Revitalization**

**WHO: Main Street Portsmouth**

**Mission: The mission of Main Street Portsmouth is to provide services, incentives and collaborative opportunities to promote a healthy economic downtown while preserving our historic integrity.**

**Vision: Our vision is to build a healthy and prosperous downtown that reflects the rich history of our past.**

### **MSP HISTORY:**

2002: Boneyfiddle Events Committee forms

2003: Alexandria Park Project Begins

2004: Boneyfiddle Arts & Architecture Preservation Society forms  
Annual events begin:  
    Ebby Glockner Roast  
    Garten Market Plant Exchange  
    Live at 5s  
    Tour of Lofts  
    Alexandria Park Luncheon

2005: 2 attend Heritage Ohio Statewide Conference  
Boneyfiddle Historic Preservation Society forms combines BEC & BHAAPS  
Downtown Resource Assessment Resource Team  
Scarecrow Contest  
Annual Plantings & Spring Clean-up begins

2006: Second and Market Streets tree planting  
2 attend National Main Streets Conference in New Orleans  
Accepted as Main Street Portsmouth

2007: BHPS formally changes name to Main Street Portsmouth  
Manager Hired  
12 attend Ohio Main Street Institute  
7 attend National Trust for Historic Preservation Conference in Seattle  
Quarterly Networking Breakfasts begin  
Business Friendly Guide and Walking Map completed

2008: Building Improvement Grant invests \$60,000 in district  
Hired a program assistant  
Partnered with the City to update DRB Guidelines

8 plaques recognizing local buildings on the National Register of  
Historic Places

Achieved National Accreditation

12 attend national and state training

Annual Ribs on the River begins