

2022 MAIN STREET ECONOMIC VITALITY HUBS

Enhance your capacity to undertake collaborative and impactful economic development initiatives and provide strong ongoing support to your local small business entrepreneurs.

Offered through regional “hubs” and delivered in partnership with Oregon, Washington, and Idaho State Main Street coordinating programs, this year-long training and technical assistance program provides:

1. A foundation in core elements of economic vitality enhancement
2. Direct support for action planning
3. Resources and technical assistance to support your team in moving to action
4. Network building to sustain your efforts in the long term
5. An action plan for your Main Street Economic Vitality work in 2023

Why participate?

This program, delivered by Rural Development Initiatives in partnership with Oregon and Washington State Main Street coordinating programs, aims to strengthen the “economic vitality muscles” of Main Street organizations in your immediate region, which serve a critical role for small business entrepreneurs that local economies need now and into the future. We aim to bring together a **network** of Main Street leaders to **think, learn, question, plan, and build** fundamental skills for **economic recovery and resiliency**. We’ll work together to imagine creative ways to navigate new challenges, develop entrepreneurial thinking, and foster a culture of innovation in times that require it.

Workshops and work sessions are aimed at building local leadership, translating theory into practice, moving to action, and developing deeper relationships throughout your regional economic ecosystem.

The program schedule can be found on the next page. 2022 Hub hosts are Chiloquin (OR) and Stevenson (WA). Hubs will serve hub hosts communities and those in the surrounding region.

For questions or interest in participating, please contact:
RDI Senior Program Manager, Lauren Kolojechick-Kotch, 208-939-6423 or lkolokotch@rdiinc.org

Who should participate?

Main street communities or those considering the Main street approach with representatives in the following Main Street/Economic Vitality roles are welcome to participate:

- Staff Members
- Board Members
- Elected Officials
- Economic vitality committee members
- Economic vitality champions in your community

What does it cost?

There is **no fee** to participate, but we do ask that your Main Street organization commits time to participating in all workshops, work sessions, and collaborative team work necessary to develop or revise your economic vitality action plan.

To maximize the benefit of this technical assistance to your community, we ask that 1) At least two members of your economic vitality team or representatives from your community participate in the full complement of workshops and work sessions outlined below. 2) Your local economic vitality team commits to completing assignments together between monthly workshops, and work together to complete or refine your economic vitality plan.

2022 Main Street Economic Vitality Hubs: Proposed Schedule

(Hybrid in-person and virtual, unless otherwise determined)

- **January:** 2022 workshop and work session scheduling, community team recruitment
- **February–June: (3) Half-day workshops + (2) 2-hour virtual economic vitality workshops**, with action planning-focused work session and economic vitality committee team homework in between. Economic vitality workshops will be held monthly; topics include:
 - **February: Economic Vitality 101 (virtual):** Introduces asset, values-based approaches to economic vitality, and the importance of network building with your regional economic development “ecosystem” for addressing the complex challenges in our communities
 - **March: From Numbers to Action (virtual):** Understanding how to find, interpret, and use secondary data to inform your initiatives and business support efforts
 - **April: Business and Property Owner Engagement:** Approaches and strategies for gathering actionable primary data to inform and expand economic vitality initiatives and existing business support efforts
 - Working and Developing as a Team:** Leadership and team formation training
 - **May: Place-Based Economy Building:** Understand how working with your local assets and gaps in mind could inform entrepreneurship and business retention, expansion, and attraction strategies to keep wealth closer to home
 - **Fostering Innovative Communities:** Introduces models of innovation hubs that your community might consider, the importance of fostering innovation, and ecommerce and community marketplace options that would serve small businesses and entrepreneurs
 - **June: Half day or (1–2) 2-hour energy planning workshops;** plus ongoing action planning support.
- **July– December: Half day or (3) 2-hour action planning work sessions for hub host communities (Chiloquin and Stevenson), and ongoing technical assistance to hub participants** to support the continuation of your action planning process (ongoing TA will be provided virtually); plus peer learning calls as appropriate.
- **October–November: (1) 2-hour Capital Resources Summit (virtual)**, to support identification of and connections to funding resources that can help advance your economic vitality priorities.

We may also ask for your participation in a **multi-media storytelling and peer learning** effort throughout the year. Stay tuned!