

2023–2024 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.

Why participate?

Offered through regional “hubs,” this training and technical assistance program, delivered by Rural Development Initiatives in partnership with the Oregon Main Street coordinating program, aims to enhance the capacity and role of Main Street organizations in fostering place-based economic development strategies. The program accompanies Main Street and community-based organizations in planning and moving to action, in strengthening their local team’s shared knowledge, forging strong and necessary partnerships, identifying best avenues to foster greater community and economic resiliency, equitable opportunity, and targeted support to the small business entrepreneurs and regional value chains that form the fabric of local economies. **This program offers:**

1. A foundation in core elements of economic vitality enhancement in small and rural communities
2. Network building to strengthen social capital and connect Main Street economic vitality enhancement efforts with broader efforts to enhance economic and community resiliency
3. A facilitated action planning process for your Main Street Economic Vitality work
4. Resources and technical assistance to support your team in moving to action

We aim to bring together a network of your community’s local Main Street-loving leaders **to think, learn, question, plan, and build** fundamental skills for **economic recovery and resiliency**. We’ll work together to help you navigate the challenges and opportunities of your specific community through a series of virtual trainings and in-person technical assistance workshops in your district.

Virtual topic-based trainings and in-person technical assistance workshops are aimed at building local leadership, translating theory into practice, moving to action, and developing deeper relationships throughout your regional economic ecosystem.

For questions or interest in participating, please contact:

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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
- Economic Vitality Committee Members
- Property Owners
- Elected Officials
- Community Organizational Partners
- Economic Vitality Champions in Your Community
- Business Owners

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. Anyone attending the in-person technical assistance workshops is required to watch the recorded virtual trainings if they are unable to attend the virtual trainings. 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.

2023–2024 Main Street Economic Vitality Hubs: Proposed Schedule

(Hybrid in-person and virtual unless otherwise determined; schedule subject to change)

2023

- **February (virtual):** Kick-off meetings with hub communities
- **March: 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
- **April: From Numbers to Action (virtual):** Understanding how to find, interpret, and use secondary data to inform your initiatives and business support efforts
- **May: Technical Assistance (in-person):** Stakeholder mapping, data discussion and goals, inclusive engagement
- **June: Business and Property Owner Engagement (virtual):** Approaches and strategies for gathering actionable primary data to inform and expand economic vitality initiatives and existing business support efforts
- **June–August: Technical Assistance (virtual 1 or more sessions):** Review progress, revise goals, business outreach planning
- **Q3: Place-Based Economy Building (virtual):** 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
- **Q3: Technical Assistance (in-person):** Business walk, business outreach planning, business cluster analysis
- **Q4: Fostering Innovative Communities (virtual):** 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

2024

- **Q1: Entrepreneurship (virtual or in-person):** Catalytic physical spaces in communities, kick-starting entrepreneurial ecosystems, identifying and supporting entrepreneurship champions
- **Q1: Energy on Main (in-person):** Historic preservation and energy efficiency
- **Q1: Broadband and Resilience (virtual):** Energy efficiency, resilience, and broadband
- **Q2: Technical Assistance (in-person):** Expert walk, action planning
- **TBD: Technical Assistance (in-person)**
- **TBD: Technical Assistance (virtual):** Potential resource roundtable

It is RDI’s policy to ensure that all individuals are treated equally without regard to age, color, disability, gender, marital status, national origin, religion, sexual orientation, expression, gender identity, or veteran status.