

Main Street Business & Community Outreach

Building Meaningful Connections and Partnerships



Tremendous Thanks!



BEACON
BROADBAND



THE Ford Family
FOUNDATION



**MAIN STREET
AMERICA™**

Coordinating Program

OREGON MAIN STREET



RURAL DEVELOPMENT INITIATIVES



Meet the Presenters



Cayla Catino
RDI Program Manager



Kevin Teater
Streetview Planning
Main Street Consultant



Strengthens Rural People, Places, & Economies in the Pacific Northwest

Develop Networks of
Rural Leaders

Revitalize
Rural Economies

Elevate Rural Voices and
Priorities

Improve
Access to Resources



www.rdiinc.org

Workshop Series Overview

- Economic Vitality 101
- From Numbers to Action
- **Business and Property Owner Engagement**
- *Key Mindsets for Engagement
- Place Based Economy Building
- Fostering Innovative Communities
- Entrepreneurship

2024:

- Energy on Main
- Broadband and Resiliency



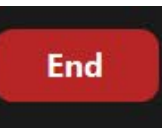
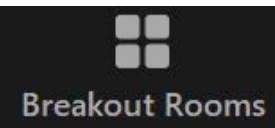
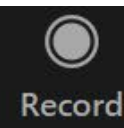
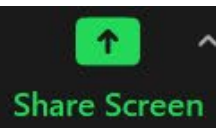
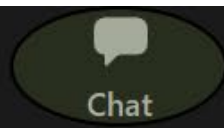
Objectives & Agenda

1. Opening Discussion
2. WHY Engagement is Needed
3. WHEN Engagement is Needed
4. WHAT Are You Wanting to Know
5. HOW to Engage
6. Indicators of Success



Join Us in a Learning Space...

- 🍃 Please keep muted when not speaking
- 🍃 Use chat feature for questions and comments
- 🍃 Use 'Speaker View' (upper right corner)



Group Norms

- Take care of your own needs
- Participate fully and respectfully
- Check assumptions and ask questions
- Lead with **curiosity** *in yourself and interactions with others*
- Confidentiality



Group Discussion

1. What has business and property outreach looked like for you?
2. What strategies have you found most effective?
3. What questions are on your mind as we enter this session?



WHY Engagement is Needed

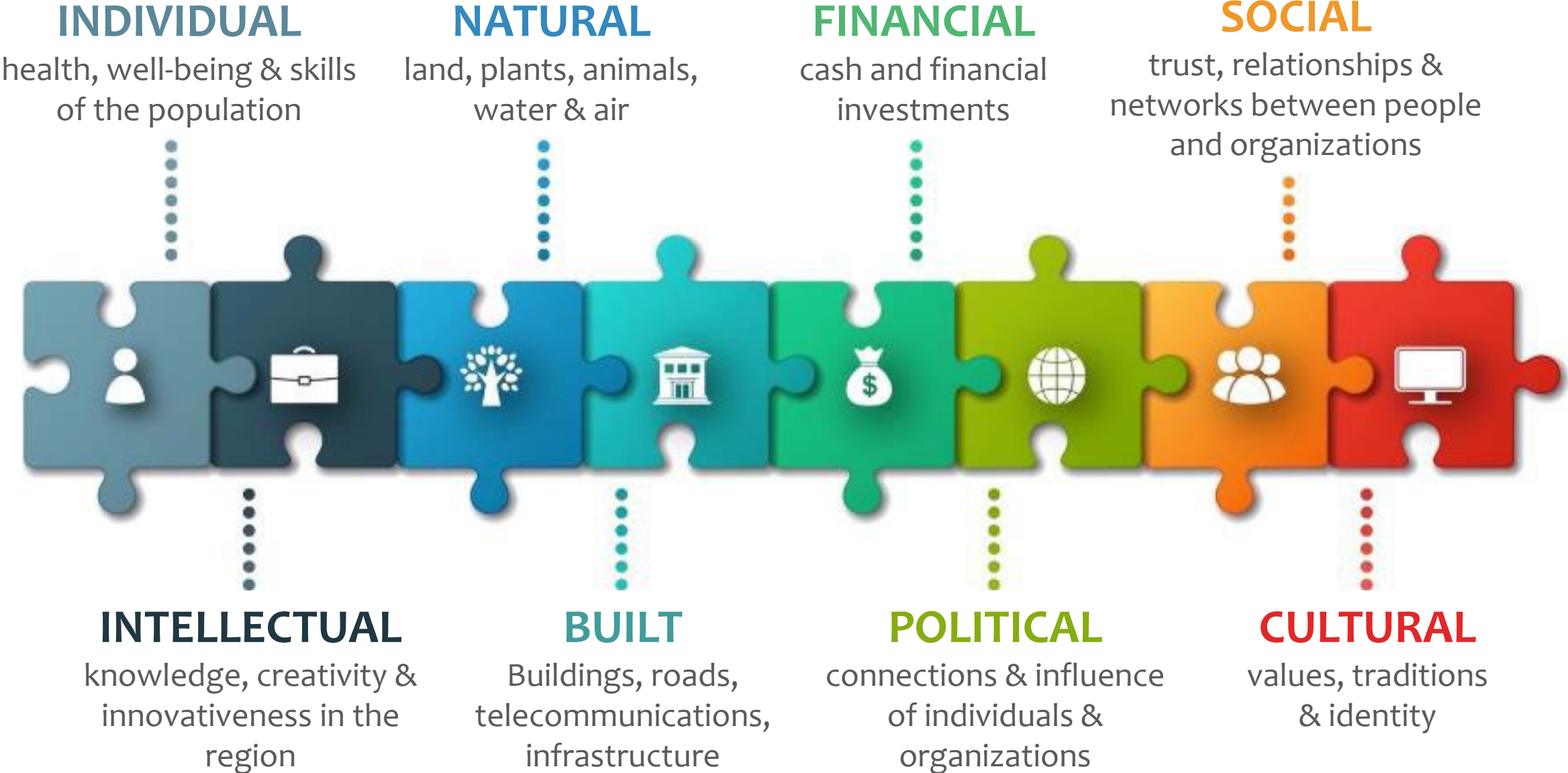


Why Outreach Is Needed

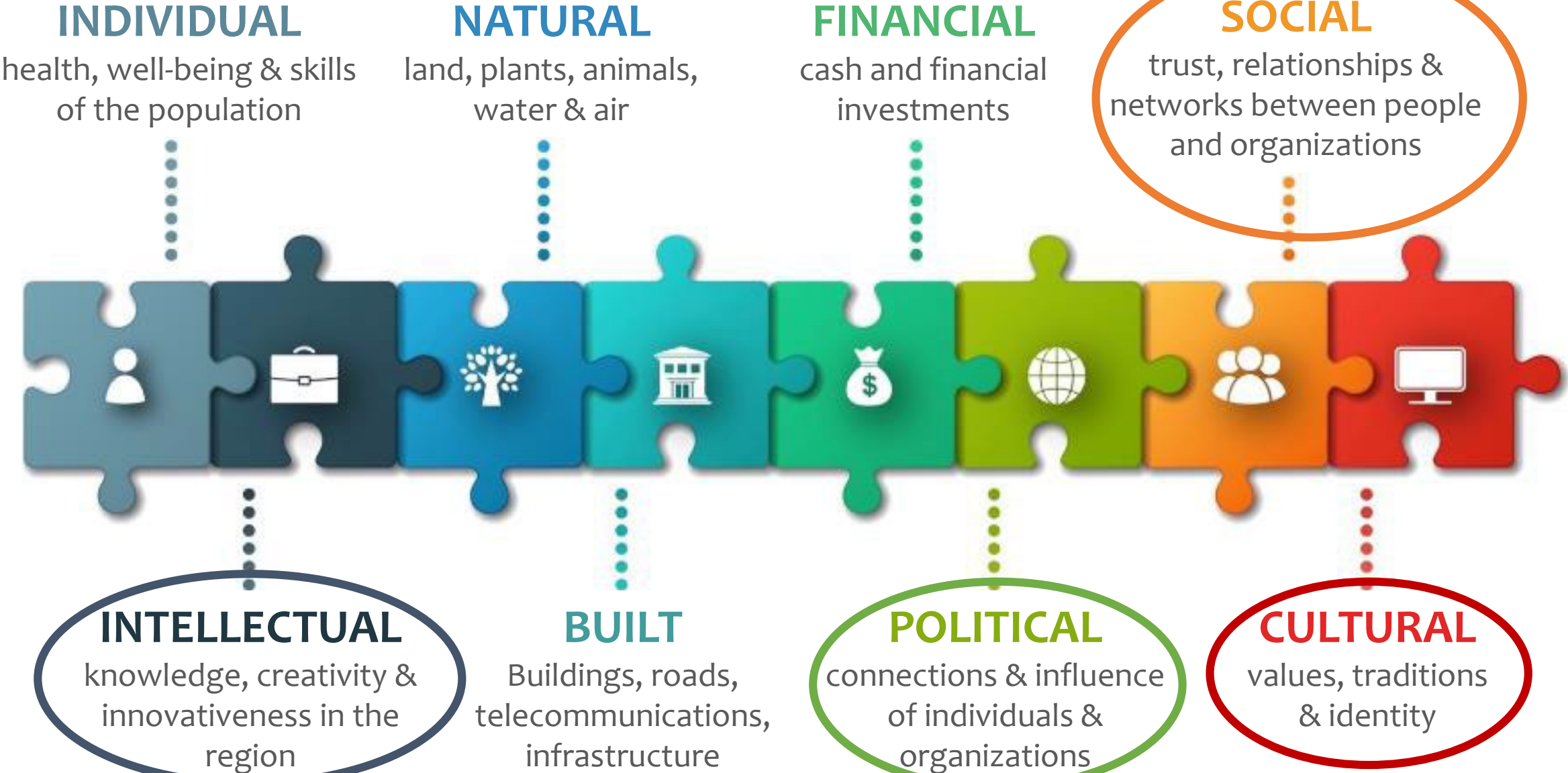
1. To grow community assets.
2. To learn more about the community.
3. To build trust and relationships.
4. To grow your organization and partnering stakeholders.
5. To inform your economic vision, strategy, and program implementation.
6. What else?



All Eight Forms of Wealth



All Eight Forms of Wealth



Bee the Pollinator of Community

Main Streets have many roles. One of those most valuable roles is connecting people with each other and with resources to support them.

- 1. Can you link a business with resources?**
- 2. Are there entrepreneurial ideas to grow?**
- 3. Are there interested property and business owners?**
- 4. How can you amplify the needs and opportunities that people share with you?**



Examples of Pollinating Community

1. Business and property owner networking events and happy hours.
2. Connecting popup and home-based businesses with vacant storefront opportunities or with businesses with extra space.
3. Inspiring others to care about and invest in Main Street so that there is a culture of collaboration that goes beyond the Main Street program.
4. What else?



WHEN Engagement is Needed

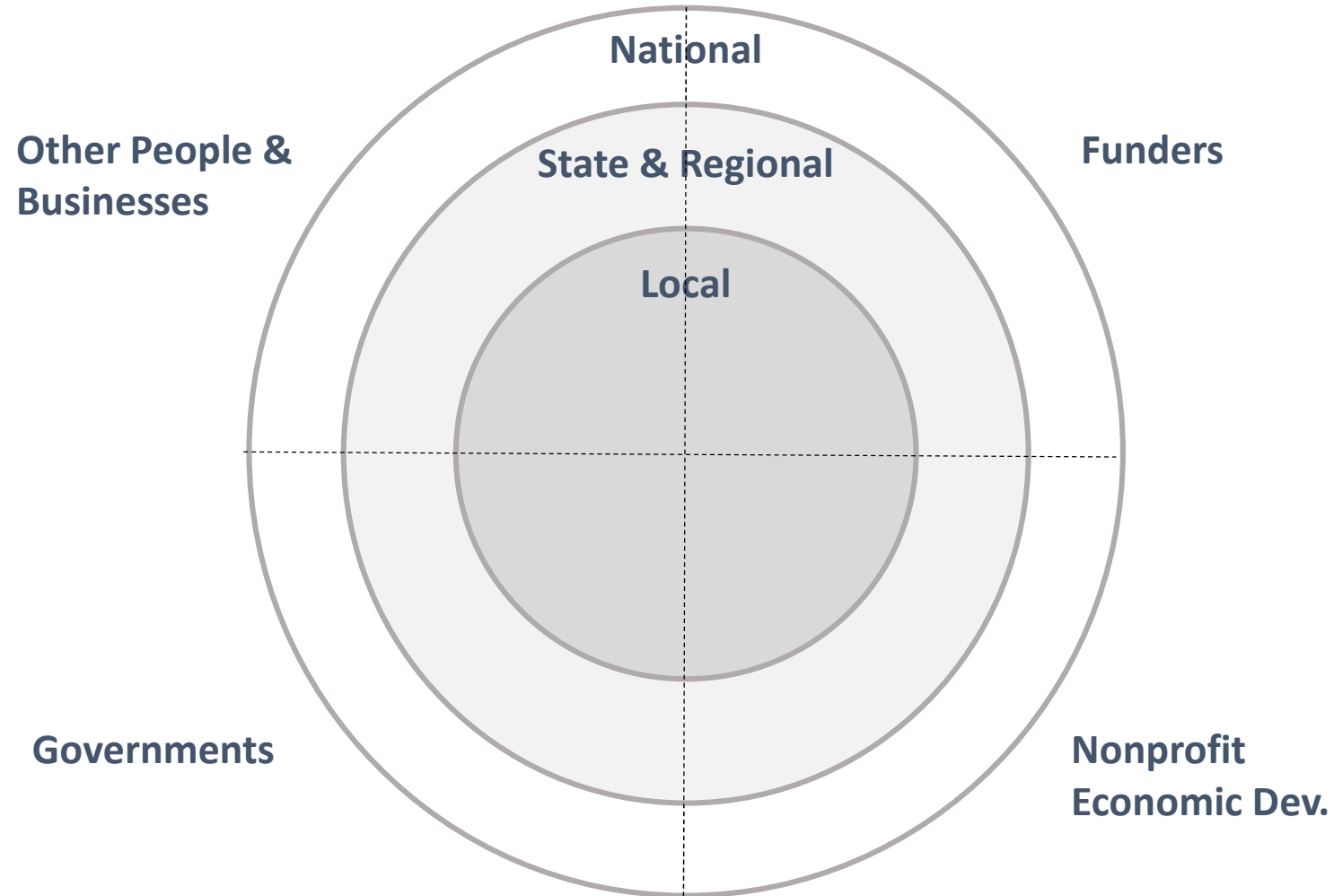


When Outreach is Important

1. Increase engagement
2. Feedback and guidance
3. Establish and grow relationships
4. Change in leadership or outside factors
5. Be proactive



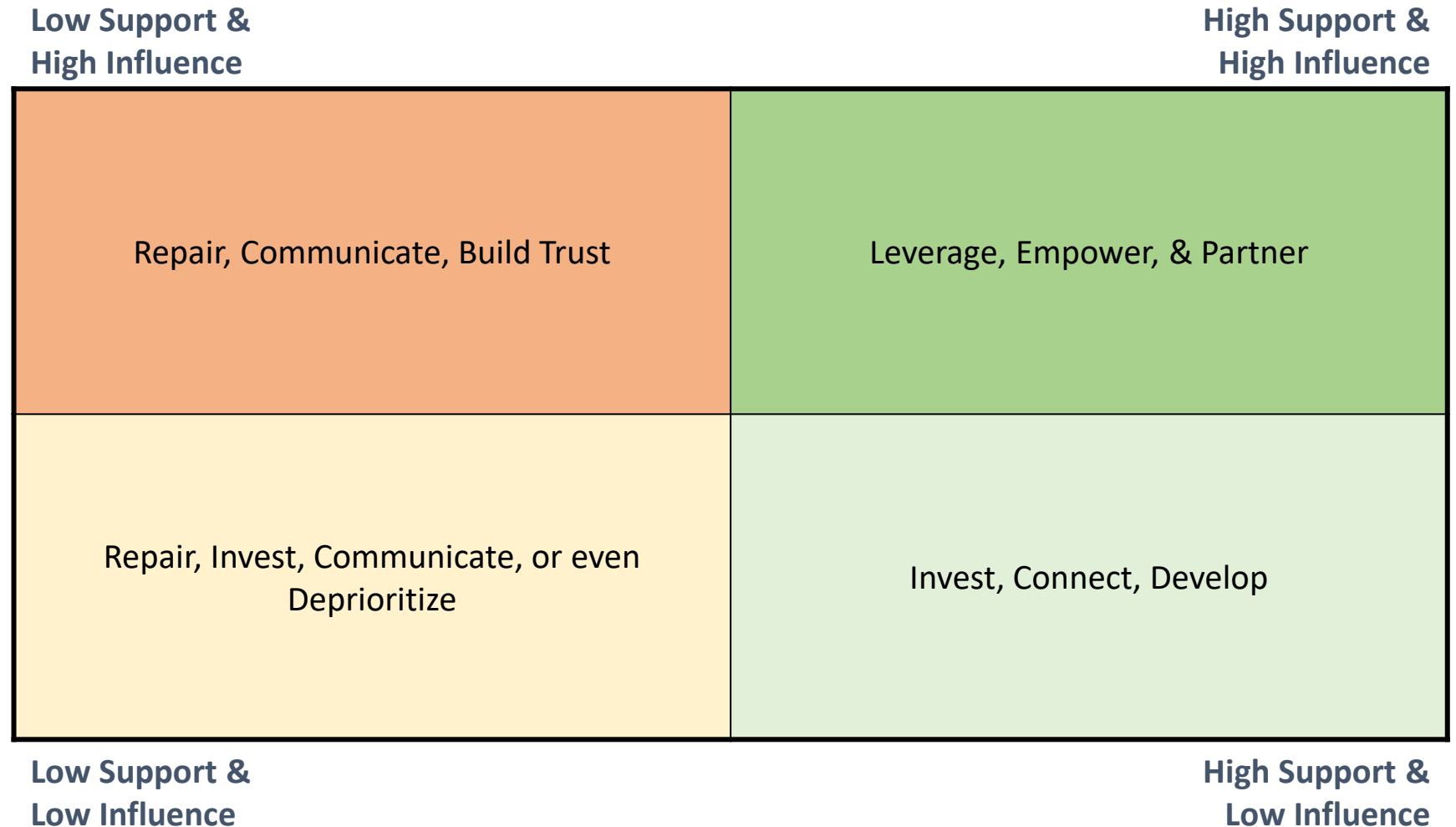
The Stakeholder Bullseye



Stakeholder Influence & Support

What do these terms mean?

- **Support** – How much do these people or organizations support your Main Street?
- **Influence** – Level of political, financial, economic, and cultural influence the stakeholder has on Main Street.



WHAT Are You Trying to Learn



What Are You Trying to Achieve?

1. Relationship building
2. Learning & gathering information
3. Building support and buy-in
4. Providing support and information
5. What else?



What Are You Trying to Learn?

1. Basic Information

- Demographic questions, business size, years in operation

2. Satisfaction

- How satisfied are you operating downtown? What would improve your experience?

3. Needs and Opportunities

- How are you adapting right now? What opportunities are you interested in? What are you hopeful about?

4. Industry and Business Intelligence

- What shifts are you seeing in your industry? Are there aspects of your business that you want to pivot?



HOW Engagement is Done



Ways to Listen



Be Creative!



Scenes from Oakland's Outdoor Living Room



Be Creative!



Engagement “Spectrum”

Less Personal

- Examples:
- Surveys
- Pros and Cons:
- Scientific
- Same Questions
- Helpful for Tracking and Trends

- Examples:
- Open Ended Questions
- Conversational
- Systematic Questions
- Collecting Stories
- Target Types of Businesses

More Personal

- Business Walks
- Relational
- Limited Structure
- Networking
- Trust Building
- Face to Face

Key Mindset for Inclusive Outreach

1. Shift from “I” to “we.”
2. Shift from “doing to” to “doing with.”
3. Center the mission rather than the organization.



Small Group Activity

Consider your engagement strategy:

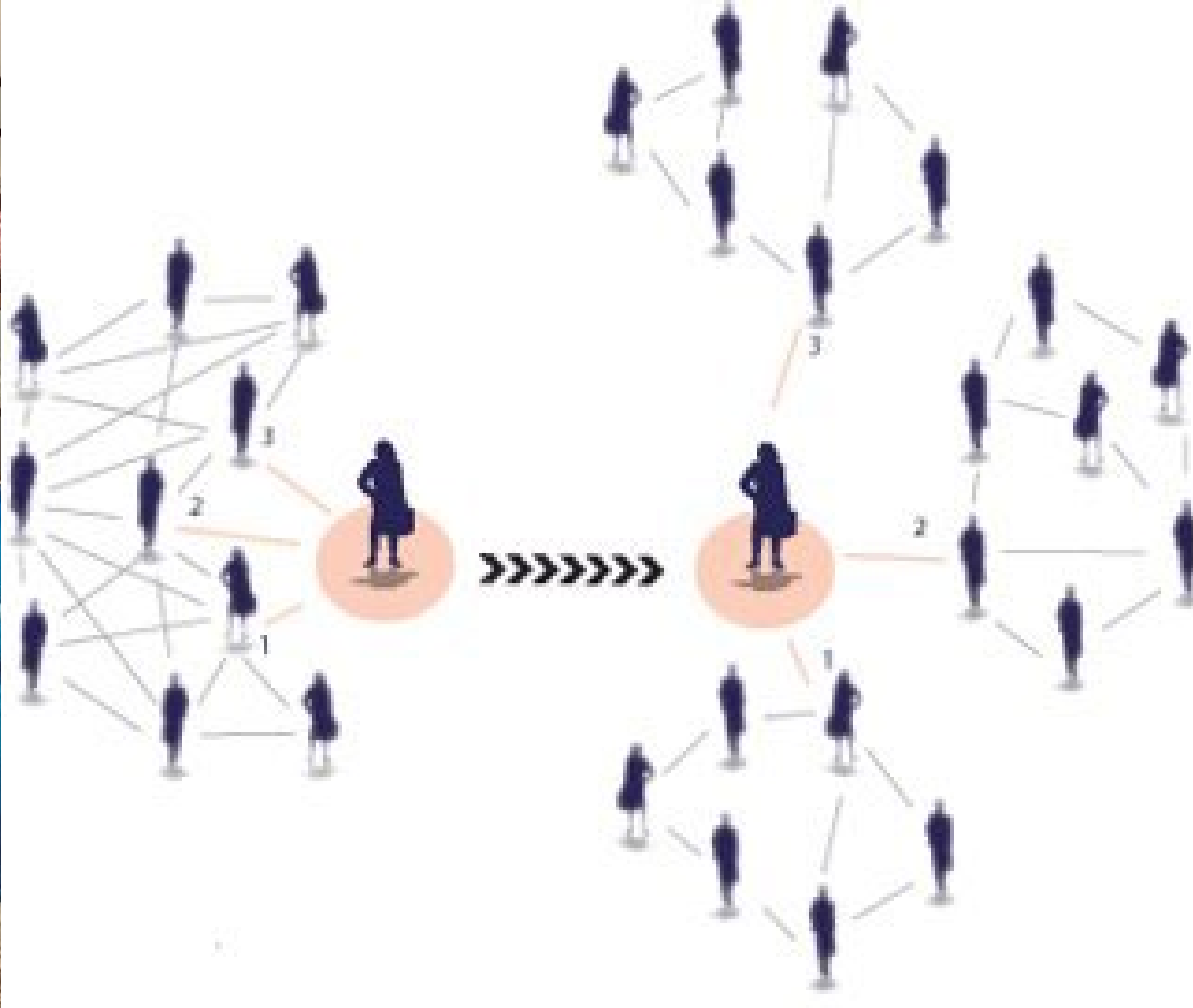
- What are your main objectives?
- What are your obstacles/challenges?
- What strategies will you use to move forward?
- By when?



Indicators of Success



Examples of Success



Next session & HW

Key Mindsets for Engagement

Wednesday, July 12th, from 10:00 – 11:00

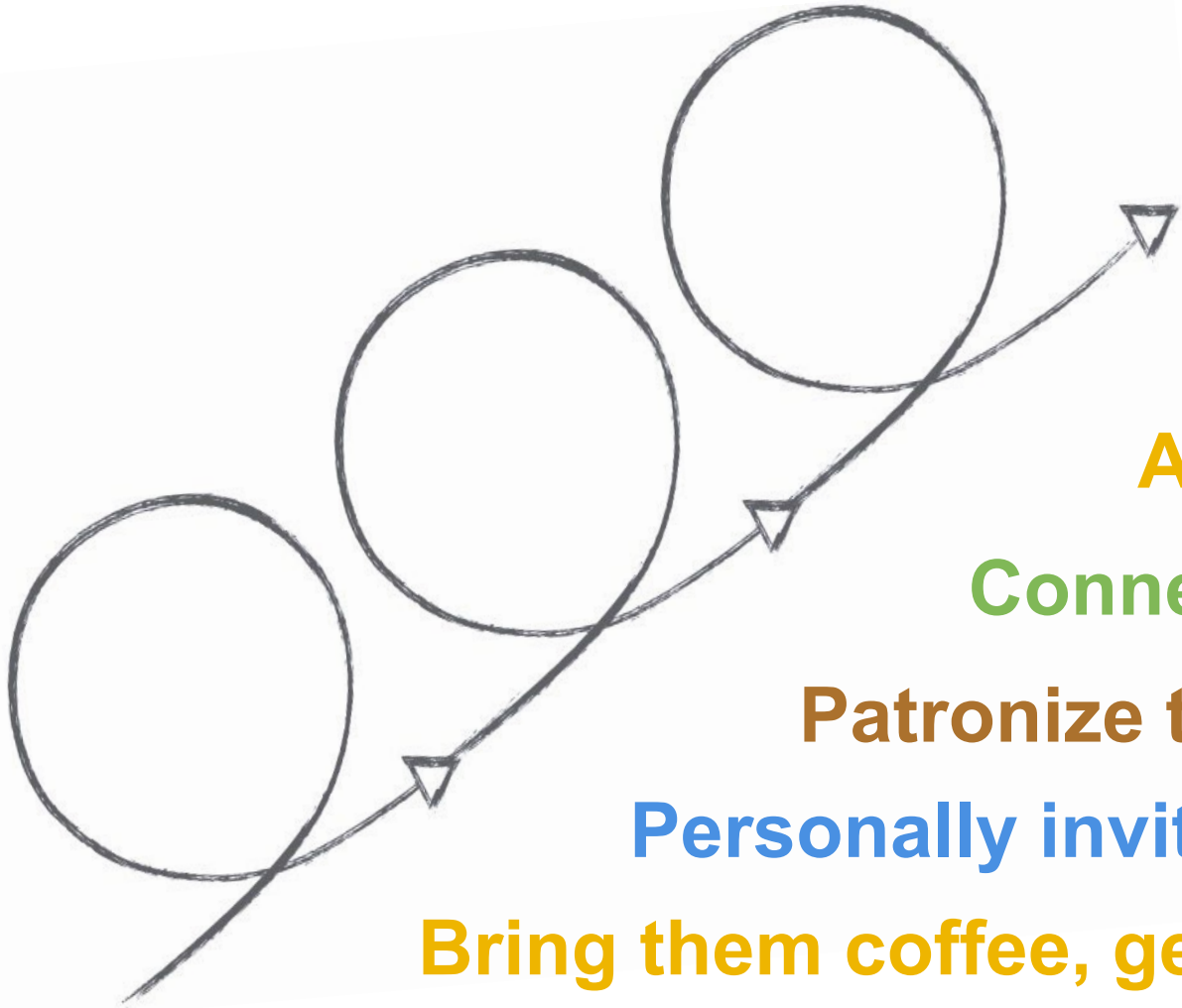
Handouts: rdiinc.org/main-street-resources/

- Stakeholder bullseye and matrix templates
- Sample outreach plan
- Outreach questions

Session Evaluation



BONUS SLIDE – Growing Relationships



Have fun! Be authentic!

Check – in on partners

Connect with resources

Ask for feedback/survey

Connect with community

Patronize their business if you can

Personally invite to an event

Bring them coffee, get to know them