



Main Street Economic Vitality Program

Hi! I'm Lisa.

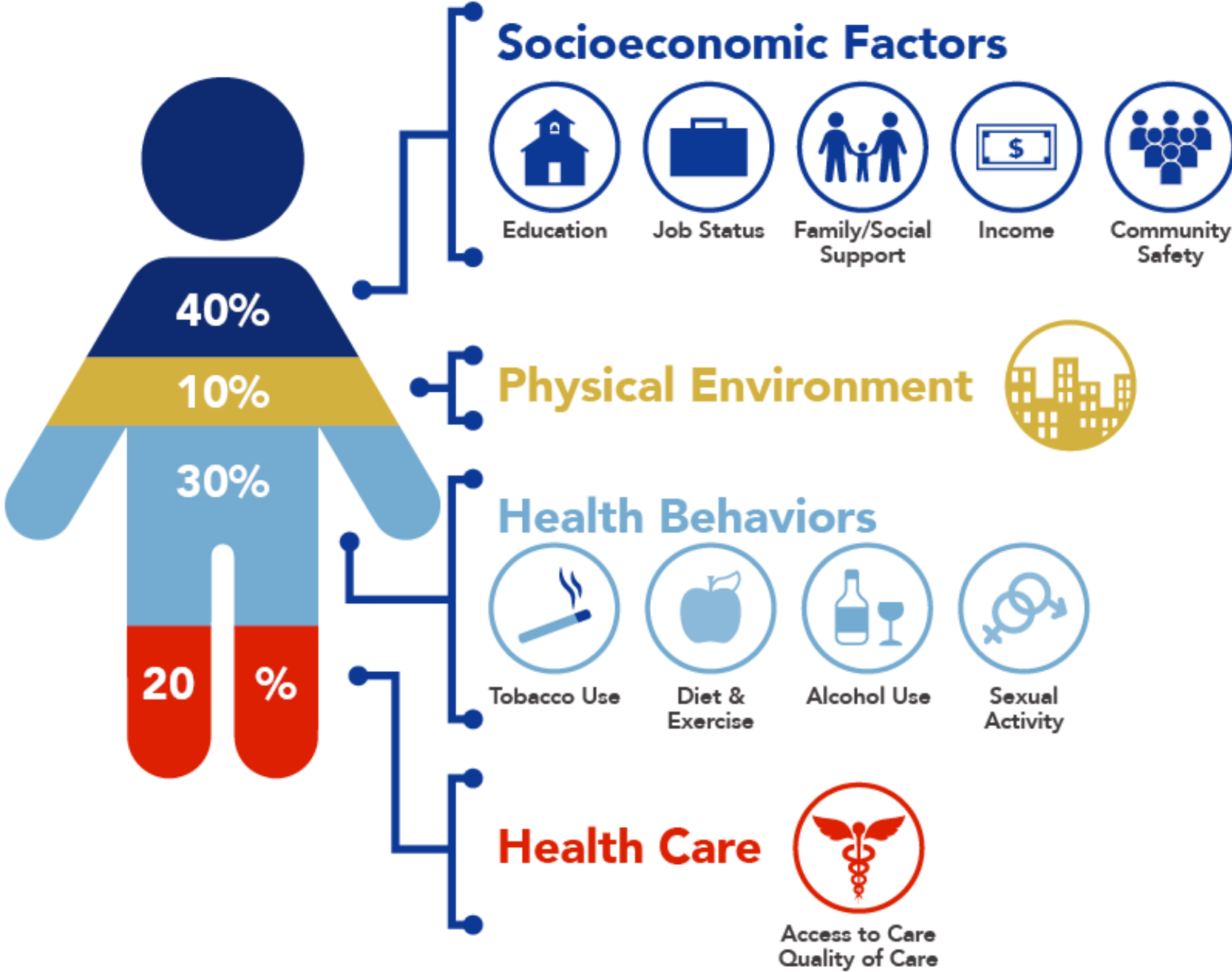


- **1-year in at Blue Cross of Idaho Foundation**
- **Lifelong baseball fan (Go Cubs!)**
- **Lover of unique community events**
- **Big fan of all of YOU**

About BCIFH

- 501(c)(3) private foundation – separate from Blue Cross of Idaho
- Statewide footprint
- Small (but nimble!) team
- Focused on upstream, systems level work

What do I mean my Upstream work?



Why would a health foundation support Main Street?

Main Street Is Health Work

Vibrant main streets create the everyday conditions for healthier people and stronger communities.



LOCAL BUSINESSES CREATE OPPORTUNITY

Jobs and local spending support healthy, thriving communities.



PEOPLE-FRIENDLY STREETS GET US MOVING

Sidewalks, bike access and safe crossings make active living a natural part of daily life.



GATHERING PLACES BUILD BELONGING

Shops, parks and public spaces bring people together and reduce isolation.



VIBRANT DOWNTOWNS SPARK INVESTMENT

Healthy, active business districts attract people, ideas and innovation.



STRONGER COMMUNITIES LAST

When local economies and quality of life grow together, everyone has a better chance to be healthy.

Our Foundation's philosophy...

Support beyond the check.

Support beyond the check...

- Technical Assistance
- Data/Research
- Convening
- Helping local leaders engage residents
- Building capacity of mayors and City staff.
- And yes...funding.

Our Foundation's philosophy...



Our philosophy...

We care about the
systems that
influence
economic vitality.



Our philosophy...



We know that
planning can lead
to something
bigger.

Our philosophy...

We believe communities should design their own solutions.



Our philosophy...

Leadership
pipelines
matter.



Call to Action: the feedback loop.

YOU BRING

Regional Insight

Business Perspective

Early Warning Signs

Leadership Intelligence

WE BRING

Planning Resources

Health Framing

Convening Support

Strategic Funding



THANK YOU!

Lisa Bearg | Program Officer

Lbearg@bcidahofoundation.org

(208)283-1834

