

What makes Nebraska's Main Street and Network communities successful? The hard work they put in to learning how to create a stronger sense of place while providing the resources businesses and entrepreneurs need to succeed. Communities look to the Nebraska Main Street Network to provide the opportunities for guidance and education that help them to help their downtowns.



## Nebraska Main Street Network

---

### “Making History From History”



## Board Goals/Measurable Outcomes

- Nebraska is known for its great downtowns
- Expanded membership, staffing, & sustainable funding
- Stability of finances, board, staff, communities
- Increased impact

*Source: 2018 board retreat*



### Growth

Budget, staff, programming, income streams, and support



### Awareness

Clearly defined program benefits, increased visibility, stronger dialogue about Main Street and downtown revitalization



### Strength

Helping communities define and reach their goals

# What We Do

We support and guide communities in revitalization & downtown management



## Capacity Building

Specialized local training, educational webinars, Meetings on Main, curating and deploying information resources



## Organizational Support

Visioning , market positioning & strategy development, work planning, downtown and organizational assessments, staff and board support



## Design

Façade and other design assistance



## Communication & Celebration

Social media promotion and information sharing, connecting local stories and people to print and television media



## Connecting

Networking and sharing of best practices, connecting with nationwide network of experts in the field, collaborating with partners

# Participating Communities

## Designated Main Street

- Beatrice
- Falls City
- Fremont
- Grand Island
- Wayne

## Network/Rural Network Members

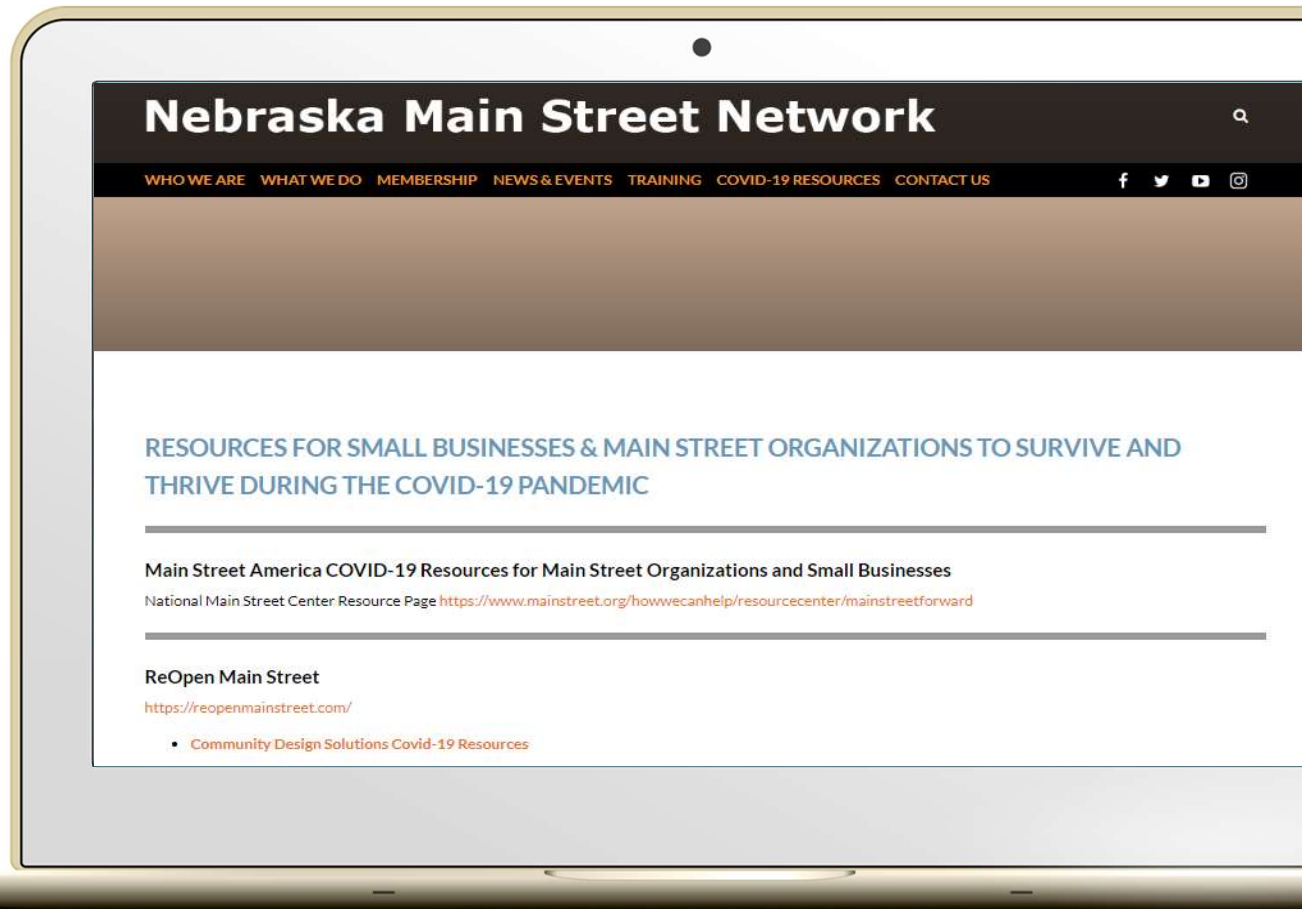
- Atkinson
- Bassett (Rural Network)
- Cozad
- Dorchester (Rural Network)
- Grant
- Hastings
- Kearney
- Lexington
- Minden
- Neligh
- North Platte
- Papillion
- Schuyler
- Tekamah
- Weeping Water
- York

Interested Communities: Ogallala, Scribner, Sutton, Wahoo

# Responding to COVID-19

Helping our Main Street communities and Network members respond to unique challenges

- Counselor, connector, information curator
  - Covid-19 resource page on our website
  - 1,067 visitors to that page
- Network call + request for more thru year
- Webinar “Navigating a New Reality”
- Addressing local executive director mental health and local challenges
- Forced us as a board to adopt a monthly board meeting date and time using virtual tools to connect
- Allowed us to build stronger relationships with other coordinating programs in our region through monthly Western Coordinator ZOOM meetings





# Pride & Apathy

WEBINAR

how to combat APATHY  
by fostering PRIDE

Join in April 16th

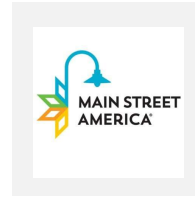


REVITALIZE, OR DIE.



# Collaboration

The action of working with another person or organization to produce or create something



National Main Street Center



AARP Nebraska



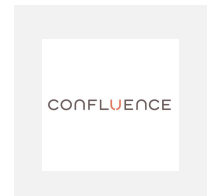
SPAN



JEO



HRG



Confluence



Nebraska Tourism



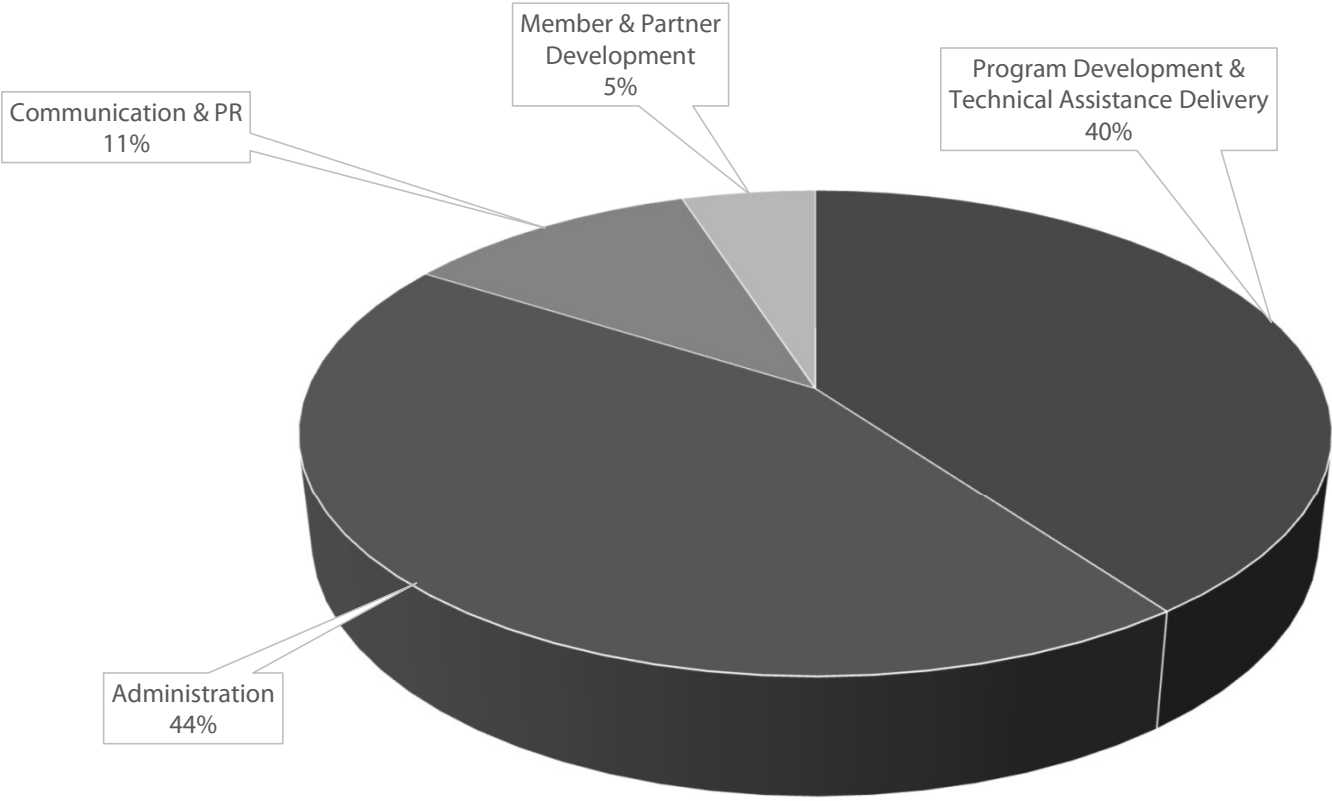
CDR



Nebraska Main Street Network



# Where Was Our Time Spent?



# Work in the Field

Direct technical assistance to Main Street and Network Member communities on-site & virtual



# Community Reinvestment Statistics

	1994-2013	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	Total
Façade & Building Rehab Projects	1,716	82	59	48	28	52	38	27	2,050
Investment	\$49,329,136	\$9,794,885	\$2,199,449	\$5,552,924	\$1,243,132	\$1,958,400	\$2,120,338	\$925,153	73,123,417
New Construction	79	3	1	1	0	1	4	1	90
Investment	\$30,820,319	\$14,800	\$1,200	\$54,579	\$0	\$25,000	\$280,000	\$225,000	31,420,898
Public Improvements	231	14	9	7	6	14	20	13	314
Investment	\$29,910,657	\$3,456,150	\$1,064,160	\$3,122,953	\$409,100	\$3,773,559	\$995,075	\$581,770	43,313,424
Net Business Gain	670	19	15	30	17	25	23	18	817
Net Job Gain	1,891.5	212.0	27.5	48.0	63.0	47.0	71.0	47.0	2,407
Volunteer Hours	276,544	12,836	8,776	9,949	8,552	9,053	8,894	4,275	338,879
Local Program Expenditures	\$7,144,756	\$660,407	\$405,022	\$639,462	\$478,977	\$515,246	\$452,869	\$406,371	10,703,110
Total Downtown Reinvestment	\$117,600,000	\$14,700,000	\$3,480,000	\$8,900,000	\$1,894,842	\$6,011,257	\$3,732,760	\$1,906,260	158,225,119
<b>Reinvestment Ratio :\$1</b>	<b>\$14.78</b>								



Facebook

@nebraskamainstreetnetwork



Twitter

@NEmainstDIR



YouTube

Nebraska Main Street Network



Instagram

@nebraskamainstreet