# 10 Tips for Revving Up Your Community





### 1. Be Organized

- Start Informally
- Include
  - **❖**Local Officials
  - **\***Businesses
  - Community Members
- Evolve to a Formal Structure







#### 2. Be Comprehensive

Renovation is not Revitalization.

Promotion = Marketing and Events

• Economic Vitality = Helping Business do it Bigger, Better, Faster.



**Economic Vitality** 

Design

Promotion

Organization





#### 3. Offer Authentic Experiences

- Top Idaho Visitor Experiences\*
  - Historical Experiences
  - Cultural Experiences
  - Culinary Experiences
- What's special to locals will attract visitors.







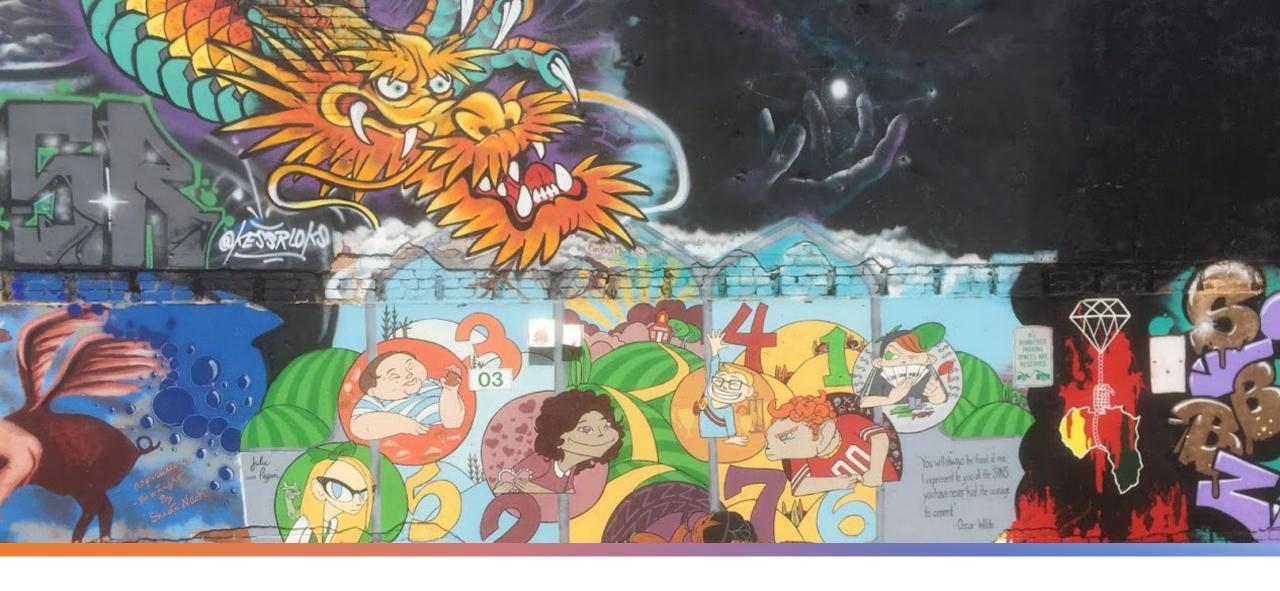
### 4. Develop Great Third Spaces

- What?
- Multipurpose
- Public Art
- Vegetation
- Linger Longer!!!

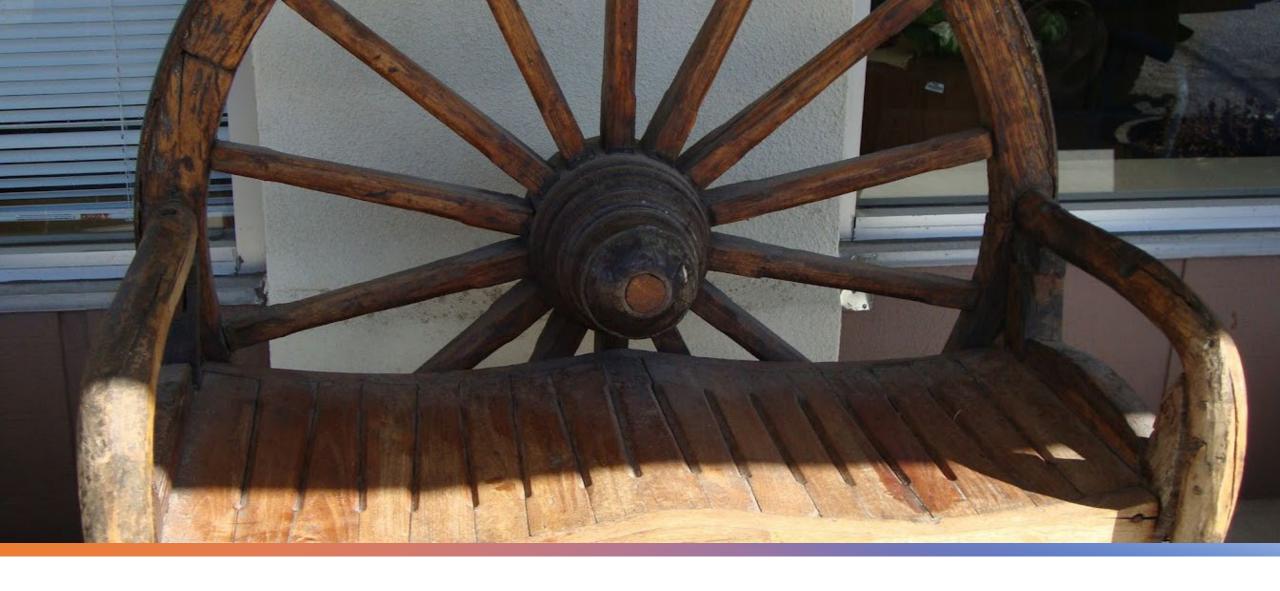








Boise's Freak Alley



Glenns Ferry





### Driggs

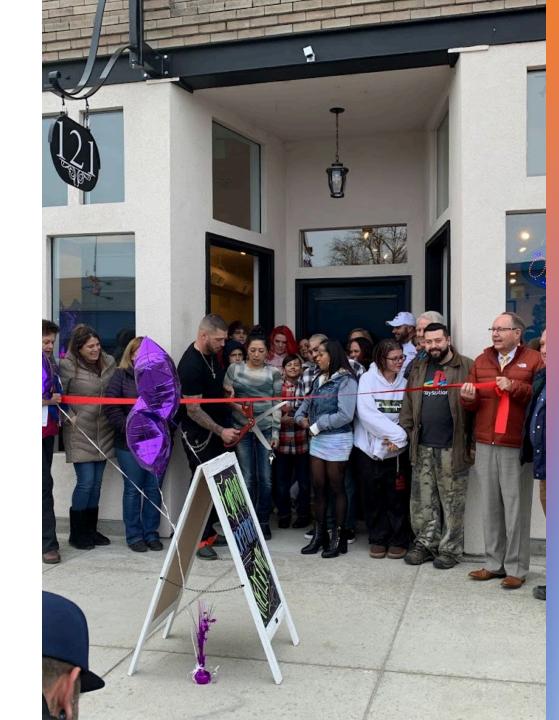




#### 5. Open for Business

- Consistent Business Hours
- Open Past 5 PM
- Open on Weekends
- Make Tuesday the New Sunday (Tuesday is the slowest retail day.)





### 6. Easy to Find

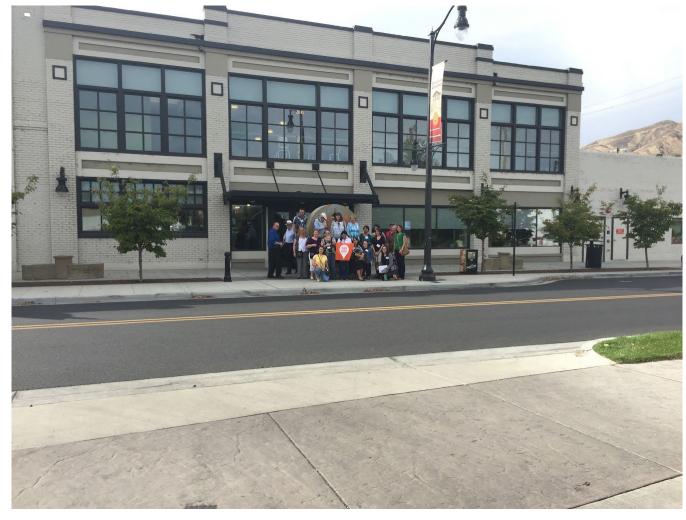
- Signage
- Social Media
- Impulse Customer
- Yelp Effect





# 7. Downtowns Need More than Retail

- Professional Services
- Government Services
- Educational Institutions
- Housing







# 8. Don't Obsess Over Parking

- Clearly Marked
- Easy to Find
- Regulate Prime Spots
- RV Spots
- 3-5 Spots per 1000 Sqft of Retail





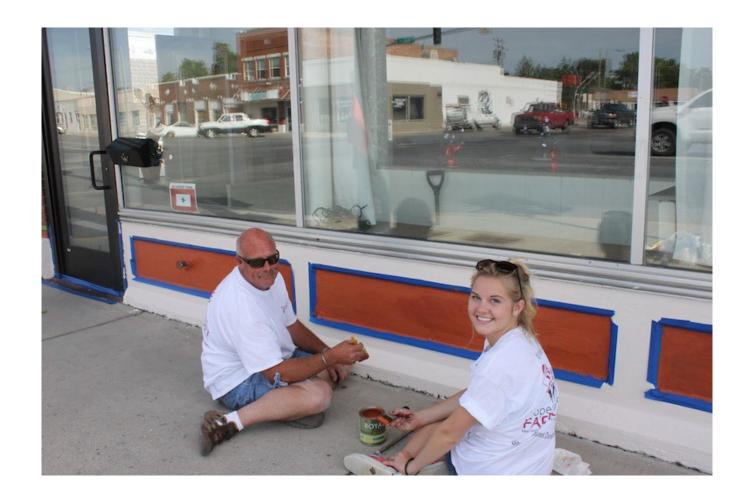


# 9. Leave No Building Behind

- Volunteer Cleanups / Fixups
- Energy Efficiency
- Code Enforcement
- Façade Easements

MAIN STREET AMERICA™ Nationally recognized. Locally powered.

 Revolving Funds/Grant Programs









### Creighton Building - Payette

### Wilson Theater -Rupert







### 10. Use Funding Tools

- Business Improvement Districts
- Crowd Funding
- Urban Renewal
- Local Improvement Districts







### Funding Resources

 Idaho Community Development Block Grants  USDA – Rural Business Development Grants

Idaho Gem Grants

AARP Livable Communities

Certified Local Governments
Program

T-Mobile Hometown Grants

DEQ – Brownfields Program

Show Me the Money Newsletter

