

Reinventing the Wheel



**DOWNTOWN & NEIGHBORHOOD
REVITALIZATION PARTNERSHIPS**

Pennsylvania Downtown Center



To advance the sense of place, quality of life and economic vitality of Pennsylvania's downtowns, traditional neighborhood business districts and nearby residential areas.









What is Main Street?



- A *registered, trademarked* revitalization methodology of the National Trust for Historic Preservation
- Includes a national network of state coordinating programs and local Main Street organizations
- In existence since 1980

What is Main Street?



A grassroots, community and
volunteer-driven strategy encouraging
economic development through
historic preservation



Partnerships



“There is no ‘I’ in TEAM.”

What's in it for me?



TEAM

Items to Look For...



- **Compatible Agendas**
- **Mutual Rewards**
 - Philanthropic
 - Financial
 - Image
 - Increased Efficiency
- **Access to New Markets or Resources**
- **Increased Employee/Volunteer Morale**

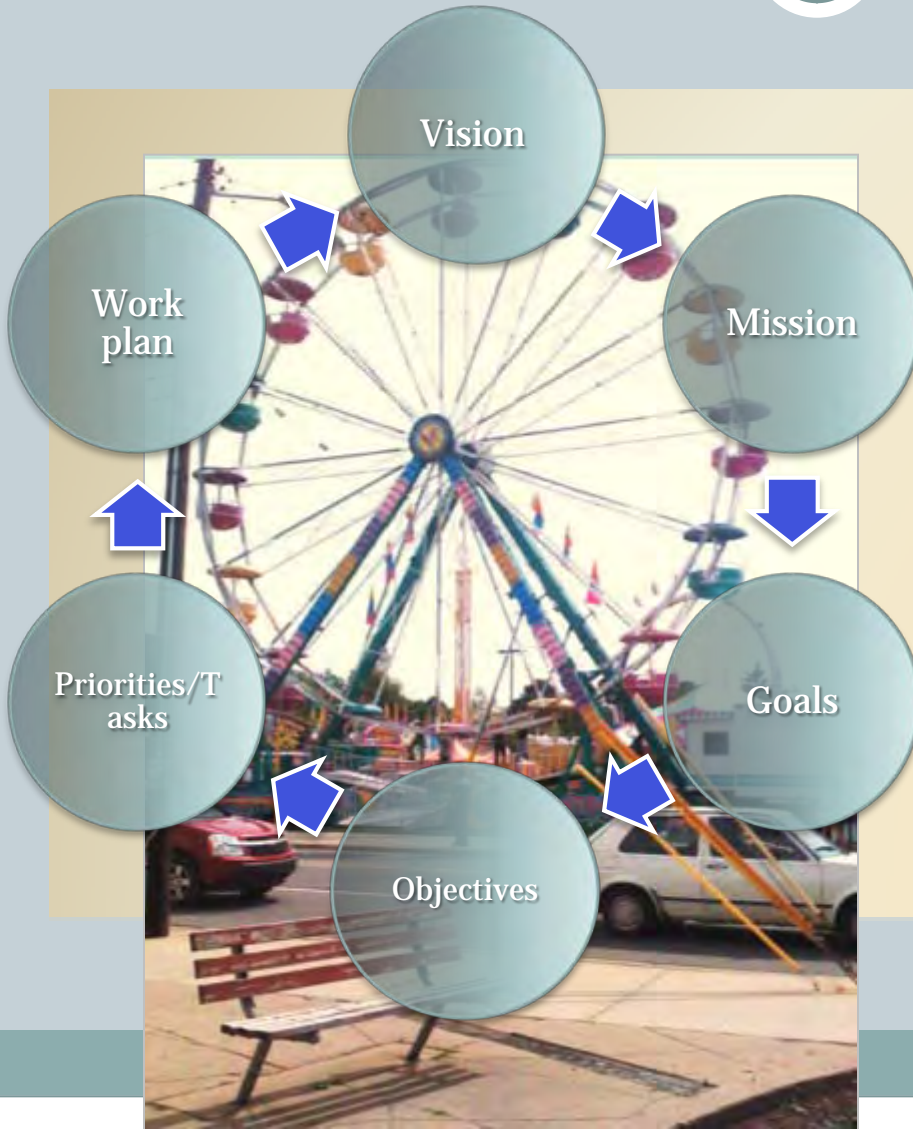
5 Key Questions



- 1. Who is also trying to reach our audience?**
(Make sure you know who your audience is)
- 2. Who wins when we win?**
- 3. What are the pros and cons?**
- 4. How do we form the partnership?**
- 5. How do we stay on track?**



Who Are You?



- **Vision**
- **Mission**
- **Goals**
- **Objectives**
- **Priorities/Tasks**
- **Work Plan**

What Hole Do You Fill?



<http://cellar.org/iotd.php?threadid=13414>

Types of Partnerships



- Philosophical
- Advocacy
- Geographic
- Philanthropic
- Programmatic



Philosophical Partners

A scenic view of a sandy beach with dunes, a body of water, and a blue sky with scattered clouds. The foreground is a wide, sandy beach with some small rocks and sparse vegetation. In the middle ground, there are sand dunes covered with green and brown grasses. To the left, a body of water is visible, with a wooden fence or barrier in the distance. The sky is bright blue with several white, fluffy clouds.

- **May share a common vision**
- **May have a similar mission**
- **May be geographically separate**

Advocacy Partners



- **Seek impact via a coalition**
- **Can be short or long term**
- **May or may not share core values, but support a desired outcome**
- **Examples: chambers of commerce, merchant association, neighborhood association, lobby groups**

Geographic Partners



- **May or may not support core values**
- **Are interested in your project because it impacts theirs in some way**
- **Examples: EDC's, CVB's, County Planners, County Economic Development Staff**

Philanthropic Partners



- Usually concerned with a specific problem
- Focus on funding ongoing efforts that specifically address identified problems
- Most interested in *outcomes*
- *Developing philanthropic partnerships is difficult and competitive*

Programmatic Partners



- Will be interested in similar outcomes on selected areas of focus
- May have program opportunities that reduce the burden of your organization
- Typically are already stretched to the limit
- Examples: housing agencies, redevelopment authorities, Small Business Development Center's (SBDC's)

The Pros & Cons of Partnership



- **Exploitation**
- **Dependence**
- **Blurring of Missions**
- **Cultural Compatibility**
- **Level of Commitment**
- **Capacity Limitations**

**Prepare a
Comparison Chart**

'Til death do us part?



- Do our missions contradict each other?
- Do our missions directly overlap?
- Are we competing for resources?
- Are we competing for volunteers?
- Do 'outsiders' understand who WE are?
- Will this partnership lead us to 'mission creep'?
- Do our missions **COMPLEMENT** each other?

Moving Ahead



- **Start at the Top – Executive Level**
- **Must be Committed to the Partnership**
- **The More Tangible and Specific – The Better**
- **Clearly Define**
 - Timeframes & Deadlines
 - Human Resources
 - Responsibilities
 - Budgets



Keeping on Track



- **Form Personal Connections**
- **Be Flexible**
- **Constant Communication is Critical**
- **Update Partners on a Regular Basis**
- **Confront Disagreements Quickly & Openly**
- **Make Corrections as Necessary**
- **Address Poor Performance Jointly**

Comments and questions?



Mary Lee Stotler
Pennsylvania Downtown Center
1230 N. 3rd Street
Harrisburg, PA 17108
717-233-4675
maryleestotler@padowntown.org