Reinventing the Wheel

DOWNTOWN & NEIGHBORHOOD REVITALIZATION PARTNERSHIPS
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?
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?

Types of Partnerships

- Philosophical
- Advocacy
- Geographic
- Philanthropic
- Programmatic
Philosophical Partners

- 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?

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