



MAIN STREET INITIATIVE UPDATE

Sept 21, 2019 | Shawn Kessel

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MAIN STREET ND

MSI 1.0
Educate,
Learn

MSI 2.0
Action, Assess

MSI 3.0
Advocate,
Sustain



- **EDUCATE** about MSI and workforce shortage
- **INVITE** engagement in initiative (communities and partners)
- **ESTABLISH** shared vocabulary about quality of life, workforce, infrastructure development across North Dakota
- **LEARN** what support community leaders need from Team ND
- **BUILD** structure and process for MSI
- **DEVELOP** vision for MSI 2.

1. **CHILDCARE** - workers, facilities, operational funding
2. **HOUSING**- affordable, quality, rental, SFH, starter homes
3. Attract/retain **YOUTH ATTRACTION**- especially youth after college
4. Community **PLANNING** - vision, priorities, champions
5. **RECREATION** and engagement opportunities for young people
6. Vacant and/or **DILAPIDATED BUILDINGS**
7. Essential services - including **SUCCESSION PLANNING**
8. Internal/external **COMMUNICATION & MARKETING**
9. **VIBRANCY** - especially downtown; beautification and events
10. **AGING INFRASTRUCTURE** and lack of funding for it

- **IDENTIFY** priorities for each MSI community
- **ASSESS** trends in challenges/opportunities
- **ACT** on needs of MSI communities
 - **EDUCATE** – resources, best practices
 - **INSPIRE** – celebrate successes, dream
 - **EMPOWER** – build capacity for long-term success
 - **CHALLENGE** – communities to be better, think differently
 - **SUPPORT** – technical assistance with projects and ideas
- **EVALUATE** the impact of MSI and adjust accordingly
- **SUSTAIN** by engaging partners

Engage Partner Organizations

Regional MSI Convenings

2019 Main Street ND Summit
– Activate!

Main Street Community
Leaders Network

Connect Needs with
Resources

Programs and Policies

Engage Partner Organizations

- Attend MSI community visits
- Help connect need with resources and assistance
- Support development of MSI 2.0 – input is valued
- MSI Partners call

Regional MSI Convenings

- Ellendale (Regions 5 & 6)
- Minot (Regions 1 & 2)
- Hettinger (Regions 7 & 8)
- Lakota (Regions 3 & 4) – Sept 26

- Sharing best practices & resources
- Networking & relationship building
- Partner with regional councils
- Celebrate successes!

Main Street Community
Leaders Network

- Webinars on shared areas of interest
 - **Sept:** Outdoor Heritage Fund
 - **Oct:** DBL Main Street Program and seasonal events (haunted fort!)
 - **Nov:** Workforce Retention
- Emails with resources, events, learning opportunities
- Networking
- Connect with implementing partners
- 165+ people; 67 communities

Connect Needs with
Resources

- One-on-One Technical Assistance provided to MSI communities
 - Project development
 - Identifying best practices and successful models
 - Connect with resources and supporting partners
- Monthly phone calls
- Second round of meetings
- Identifying champions

Programs and Policies

- Identify trends in priorities
- Identify gaps in resources
- Tailor existing programs to meet need
 - Ex: Partners in Planning program
- Looking to next legislative session

- Clear definition of “MSI-Engaged Community”
 - What do we ask of each community?
- Clear direction for state agency involvement
 - Designated point of contact
 - Proactive transparency re: funding/opportunities
 - Participation in pre-visit engagement
- How can we support MSI community priorities?
 - Partners in Marketing >to> Partners in Planning
- How can we sustain MSI related efforts statewide?

Short-term:

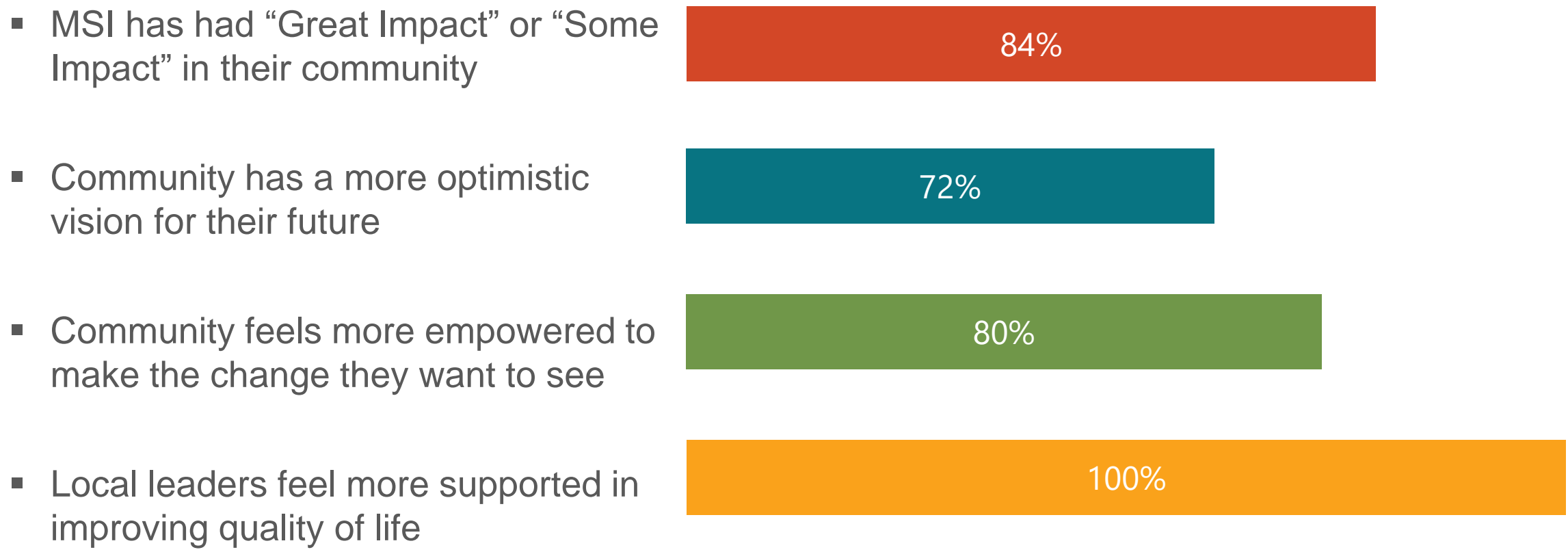
- Qualitative - most accurate way to track actual impact this early
- Creativity and new ideas
- Engagement (especially new people)
- Empowerment
- Learning and increased capacity
- Connections and collaboration
- Optimism and cultural change
- Increased awareness of self
- Dollars, projects, etc.

Long-term:

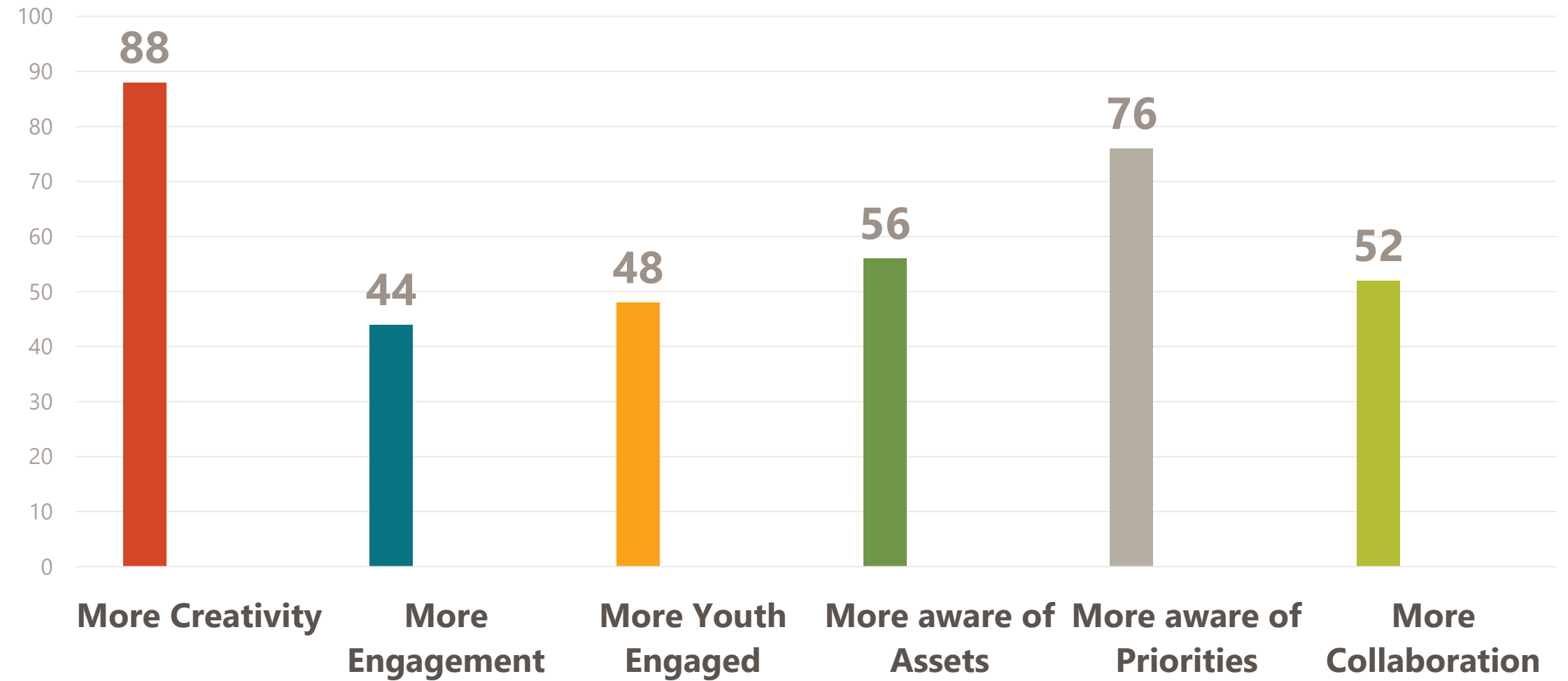
- Fill workforce gap
- Population retention
- Population growth
- Improve quality of life
- Reduced taxes
- Different for each community
- Change is slow, projects take time (5-10 years)

Short-term
vs.
Long-term

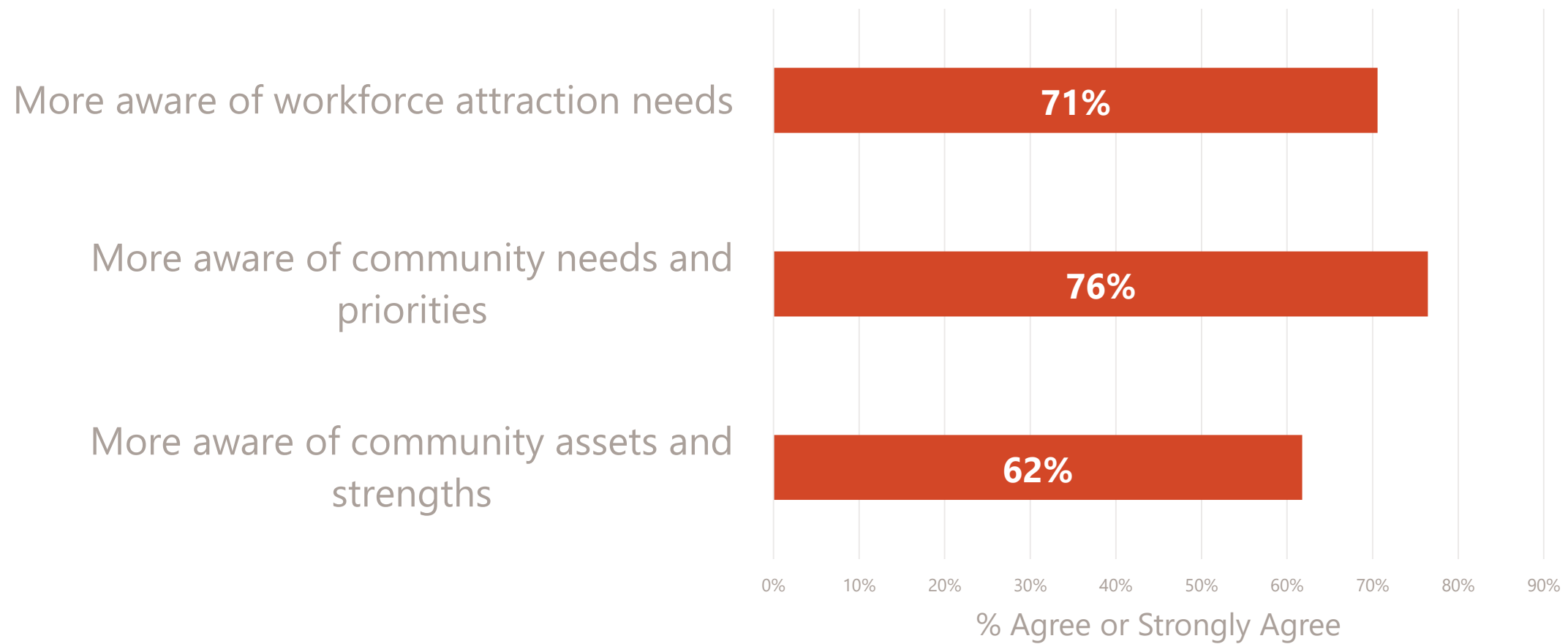
43 respondents total



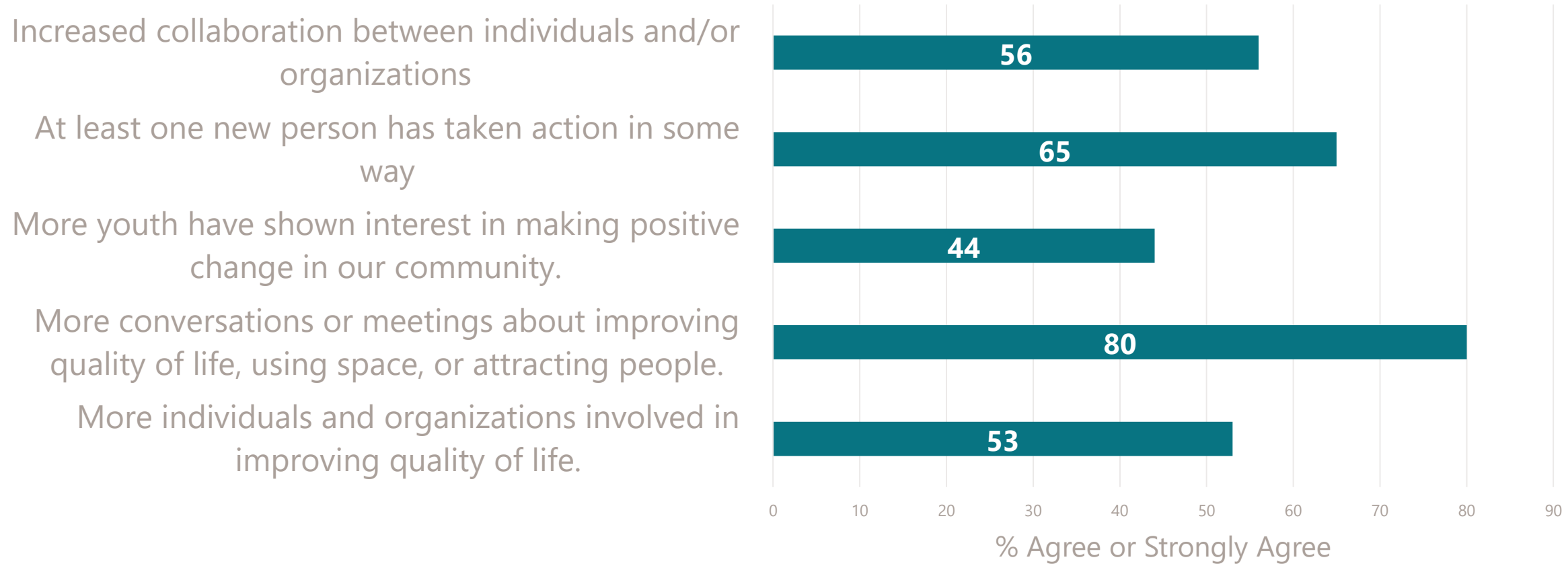
Agree or Strongly Agree (%)



Increasing Community Awareness



Increasing Community Engagement



Increasing Local Capacity





- Forman** – mural project, pursuing strategic planning, childcare success
- Mandan** – funding to improve parks and library
- Cavalier** – refurbished old building into mixed use development
- Rugby** – Award winning community building class will be taught again this year; class on a Strong Towns podcast
- Hankinson** – PIM grant for strategic planning, Community Impressions Program, updating website
- New Rockford** – job fair, community collaboration day, business improvements
- Hettinger** – USDA RBDG, Partners in Marketing, Community Challenge, local grants, Consensus Council, etc.
- Milnor** – low interest infrastructure loan for housing, grant for trees
- Grafton** – Council on the Arts grant for mural, pursuing strategic planning
- Jamestown** – CDBG for storefront improvements
- Harvey** – funding for an updated website and added city park amenities (parkways, brook bridges, rest areas, etc.)
- Dickinson** – funding for lighting on Villard Street
- Velva** – funding for crosswalk and beautification
- Devils Lake** – NDDOT grant, had an alley party and working on green space
- Beach** – USDA RD RBDG for strategic planning – completed!
- Kenmare** – identified funding for mural project; looking into Operation Intern



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MAIN STREET ND

MAIN STREET SUMMIT

OCT. 29-31, 2019, BISMARCK EVENT CENTER, REGISTRATION OPEN

▪ Day 1

Opening

Gov. Doug Burgum

Lunch

Gil Penalosa

8/80 Communities

Closing

Chrisopher

Zimmerman

Smart Growth America

▪ Day 2

Opening

Surgeon General

Jermone Adams

Lunch

Jana Lynott - AARP

Closing

Jaixai Reineke

▪ Day 3

Opening

Ben Winchester

Rural Sociologist

Lunch

Adam Vauthier

Anaconda MT

Closing

Kim Huston

MSI SUMMIT

- Day 1

Farmer's Market
Industry Convenings

- Day 2

Main Street
Marketplace
Healthcare Credits
Social/Youth Social

- Day 3

Haunted Fort
Adventure



On-site
videography/photography

Educational Sessions

Sponsorships Available



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