



VIRGINIA Main Street 101

City Council Work Session
Staunton, Va
October 9, 2025



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities



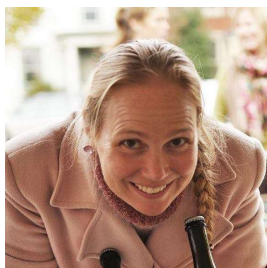


DHCD is committed to creating safe, affordable and prosperous communities to live, work and do business in Virginia.

As a Main Street America Coordinating Program, Virginia Main Street helps lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



Meet the Team!



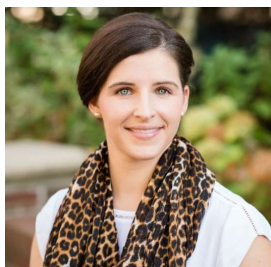
Courtney Mailey

Program Manager / State Coordinator



Amy Guzulaitis

Program
Administrator
(Southwest)



Blaire Buerger

Program
Administrator
(North)



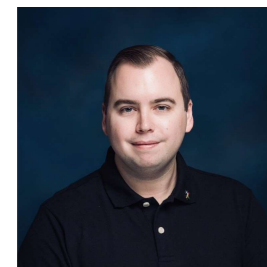
Kelvin Whitehurst

Program
Administrator
(Central / Shenandoah)



Kyle Meyer

Program
Administrator
(East)

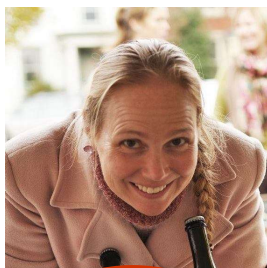


Zachary Whitlow

Program
Administrator
(South)

mainstreet@dhcd.virginia.gov | dhcd.virginia.gov/vms (Program Website) | virginiamainstreet.com (Blog)

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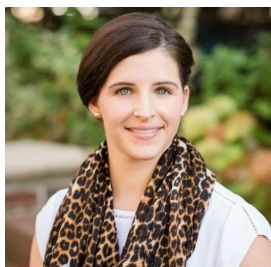
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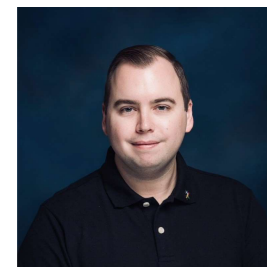
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Overview

- VMS Three Tiers
- National Accreditation
 - Local Program Self Assessment
 - Reinvestments Stats
- State Designation
 - Biennial MOU
 - Technical Assistance, Grants, Continuing Education
- Local Collaboration
- Q&A
- Adjourn

VMS: Three Tiers



VMS Tier Levels of Participation

1

Exploring Main Street

- See the possible through Main Street Approach
- Building foundation for downtown revitalization
- Powerful, grassroots network

2

Mobilizing Main Street

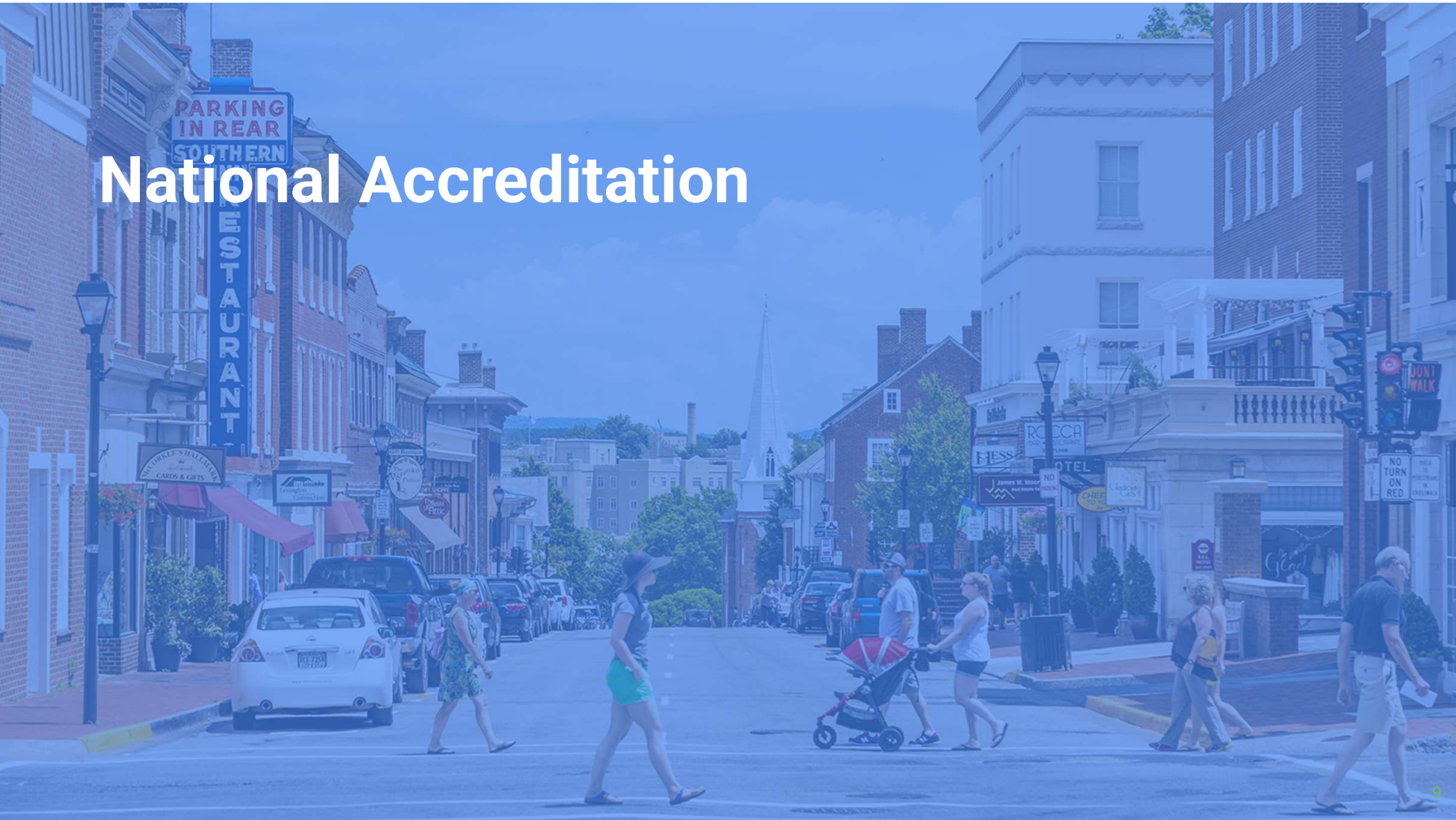
- Targeted organizational development training
- Forming downtown revitalization program
- Two-year commitment / cohort-based approach

3

Advancing Virginia Main Street

- Comprehensive downtown revitalization program
- Strategic implementation of Main Street Approach
- State designated / nationally Accredited

National Accreditation



Value of Accreditation

- Recognizes programs that operate with the highest standards
- Requirements help programs with overall sustainability
- Challenges the nonprofit board to organize and grow
- Illustrates accountability and credibility to your partners, community, and volunteers
- Increased potential grant funding and services from Virginia Main Street



Community Evaluation Standards

- **Baseline Standards of Nonprofit Best Practices**
- **Standard 1:** Broad-Based Community Commitment to Revitalization
- **Standard 2:** Inclusive Leadership and Organizational Capacity
- **Standard 3:** Diversified Funding and Sustainable Program Operations
- **Standard 4:** Strategy-Driven Programming
- **Standard 5:** Preservation-Based Economic Development
- **Standard 6:** Demonstrated Impact and Results

[MSA Community Evaluation Standards](#)



State Designation



Value of Designation

- Technical Assistance
- Grants
- Continuing Education
- Knowledge Sharing
- Reputational Credibility for Economic Development



Local Collaboration



The Main Street Approach

The Main Street Approach is a practical, adaptable framework for downtown transformation that's easily tailored to your community.



- Centered around **Transformation Strategies**, which articulate a focused, deliberate path to revitalizing / strengthening a downtown or commercial district's economy
 - Informed by / sustained through meaningful community engagement and a solid market understanding
 - Serves customer segment, responds to underserved market demand, or creates differentiated destination
- Work / activities - guided by Transformation Strategies - organized around the **Four Points**:
 - Economic Vitality
 - Design
 - Organization
 - Promotion

Transformation Strategies

- Rooted in the community's vision for the district
- Based on a solid analysis and understanding of the district's economy and its best economic opportunities
- Serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination
- Measurable, making it possible to track progress



SDDA Transformation Strategies

Community Serving

Goal 1: Attract businesses that cater to all residents. i.e., grocery, pharmacy, etc.

Goal 2: Strategically develop Central Avenue and the Wharf with Staunton residents in mind.

Placemaking

Goal 1: Develop Downtown Masterplan including Streetscape, parking, sidewalk, and wayfinding strategy to connect the Central business district to Central Avenue (this is a branding opportunity) and the Wharf

Goal 2: Offer diverse amenities, services, restaurants and retail with locals and visitors in mind.

Downtown Staunton's Cumulative Outcomes 1995 - 2024

- \$256,296,870 in Private Investment
- \$85,194,486 in Public Investment
- 2,304 jobs created/retained
- 677 business created/retained
- \$7,153,380 in volunteer time donated - more than 200,000 hours

Brush Up on the Foundations of Main Street

- [The Main Street Approach: A Comprehensive Guide to Community Transformation](#) (Main Street America)
- Virginia Main Street Essentials: Webinar Series
 - [Organization](#)
 - [Economic Vitality](#)
 - [Design](#)
 - [Promotion](#)
- [Starting a Main Street Guide](#) (Oregon Main Street)





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THANK YOU



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