



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™



ACHIEVING ECONOMIC VITALITY ACROSS ALL OF WASHINGTON

WEDA Summer Conference 2023

Michael Powe, Ph.D.

Senior Director of Research

THREE THINGS TO TAKE AWAY

1. Main Street programs are economic development organizations, and Main Street leaders are ready-and-willing partners for ADOs and EDCs.
2. Achieving economic vitality for all of Washington is going to take all kinds of partnerships, and all of us.
3. We have to see housing development and economic development as intertwined.

A street scene with historic buildings and a semi-transparent dark blue overlay on the right side containing text. The street is lined with multi-story buildings, some with colorful facades. A dark car is in the foreground on the left, and a white SUV is parked on the right. The text is in yellow and reads:

#1 - Main Street programs are economic development organizations.

... Wait, what's a Main Street program?

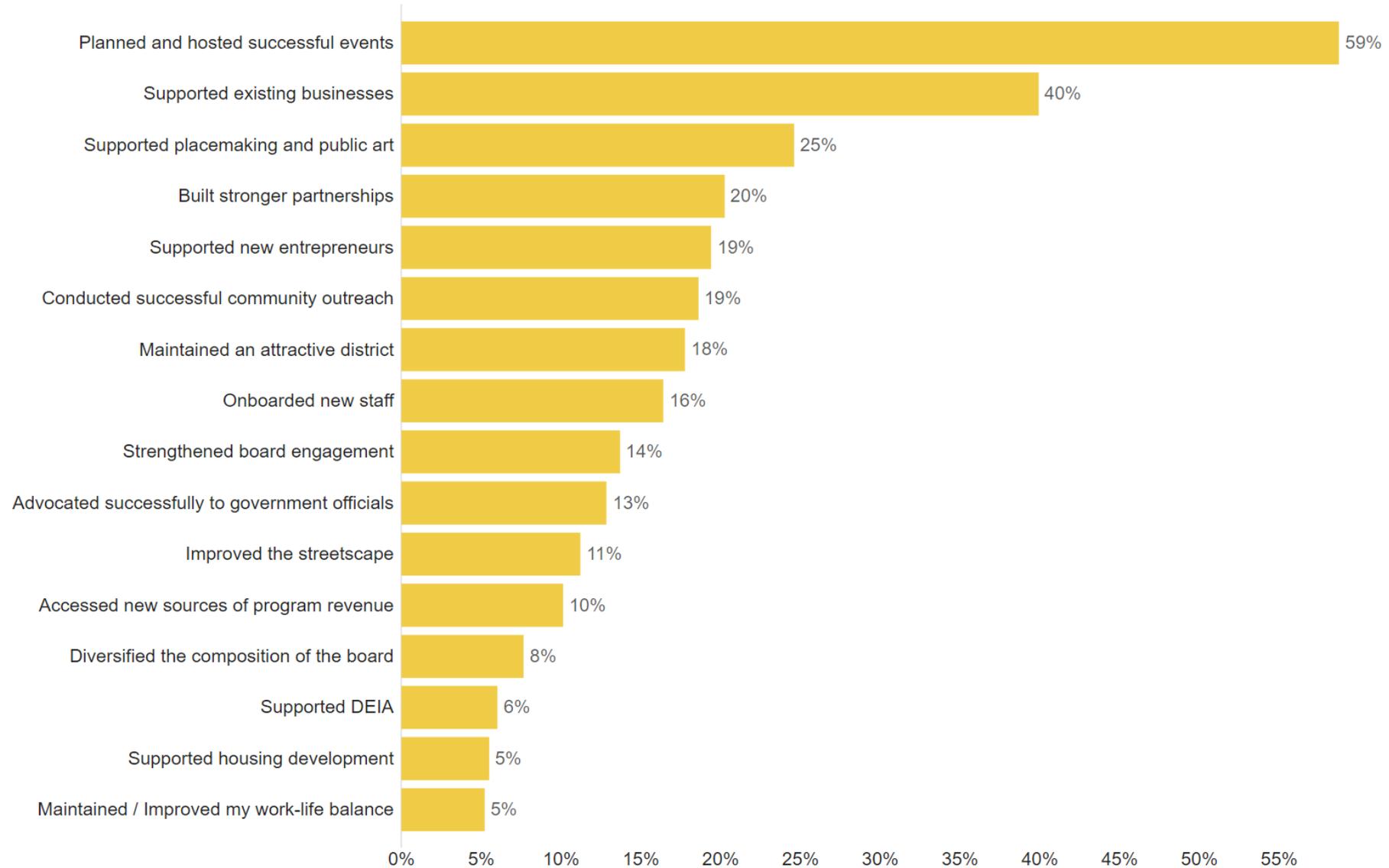
WAIT, WHAT'S A MAIN STREET PROGRAM?

- How many people went to the Main Street session yesterday?
- How many people had heard of Main Street programs before yesterday's session?
- How many people have a relationship with a local Main Street program's Executive Director?
- How many people in the room are leaders of local Main Street programs?

WAIT, WHAT'S A MAIN STREET PROGRAM?

- Nationally, nearly 60% of programs operate as 501(c)3s. About 30% are run by government entities. (In WA, all are nonprofits or BIDs.)
- More than half have an annual operating budget less than \$150k.
- Most programs have one full-time staff person. Many have one part-time staff person.
- Median number of volunteers = 20 (WA = 88.5!)

Which of the following were among your program's greatest successes in 2022? (Please select up to three.)

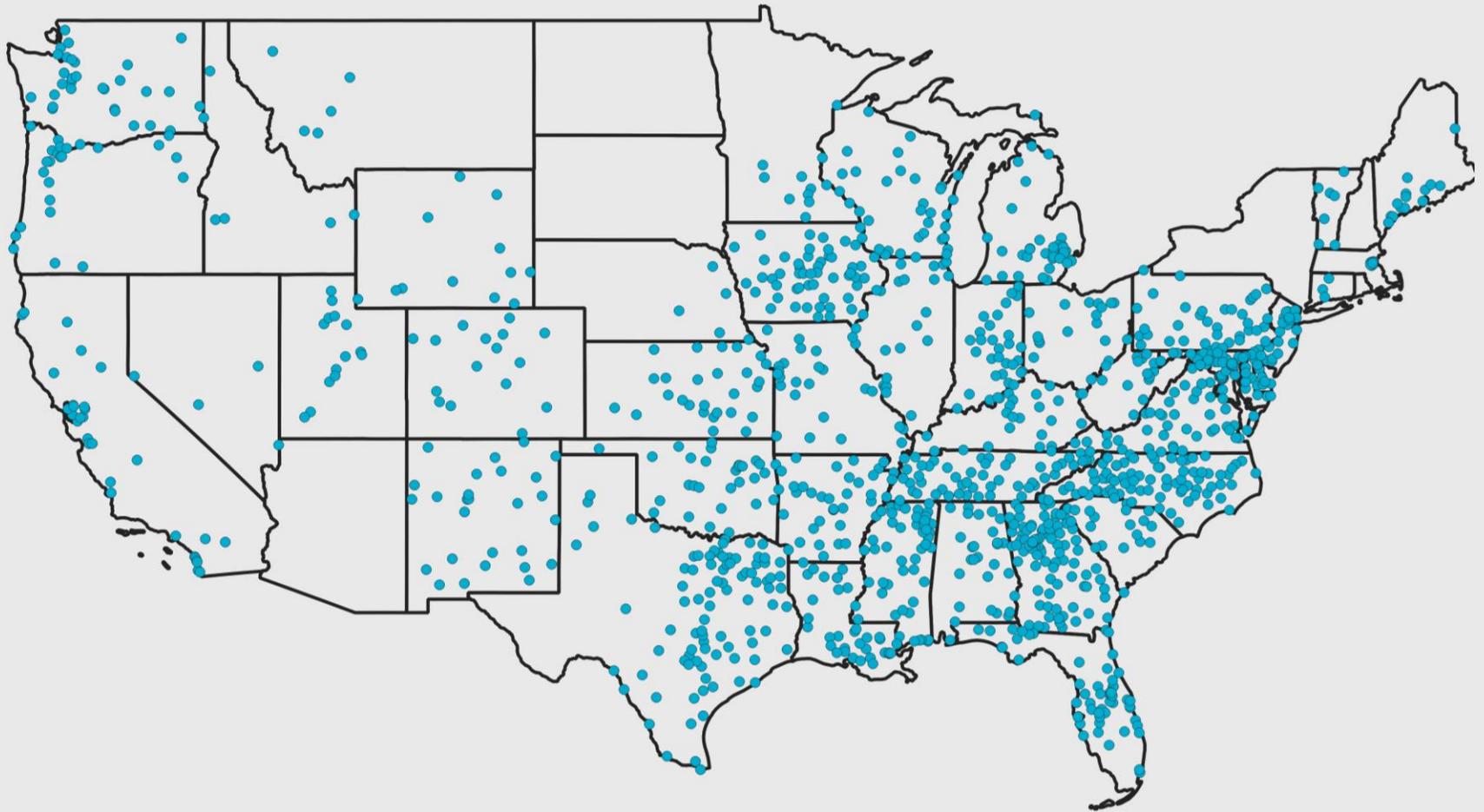


ABOUT MAIN STREET AMERICA

- + Main Street America leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts.
- + Our network of more than 1,600 grassroots organizations and 46 State, County, and City-level Coordinating Programs are united by a commitment fostering strong local economies and enhancing the distinctive character that makes communities attractive to residents, visitors, and businesses.



ABOUT MAIN STREET AMERICA



MAIN STREET IMPACT



2022 REINVESTMENT IMPACT

of Nationally Designated Main Street Programs



\$6.25 Billion

Reinvested
Locally



7,657

Net New
Businesses



29,174

Net Gain
in Jobs



10,688

Buildings
Rehabbed



1.5 Million

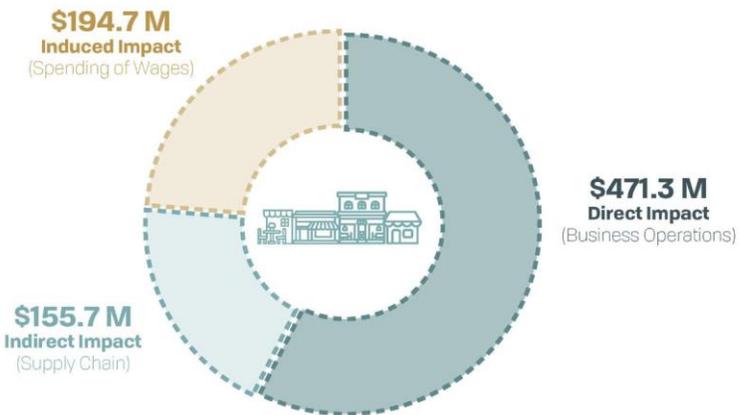
Volunteer
Hours

Image: Ruston, Louisiana

WASHINGTON MAIN STREET PROGRAM



Cumulative Economic Impact of Main Street Communities (2011 - 2019)



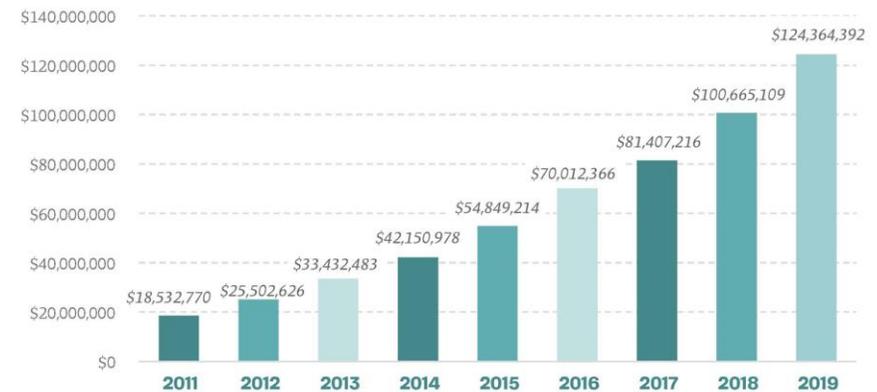
Main Street is built for this.



preservewa.org/mainstreet



Annual Direct Economic Impact of Washington State Main Street Program



Main Street is built for this.



preservewa.org/mainstreet

THE MAIN STREET APPROACH

Main Street America leads a movement committed to strengthening communities through **preservation-based economic development** in older and historic downtowns and neighborhood commercial districts.



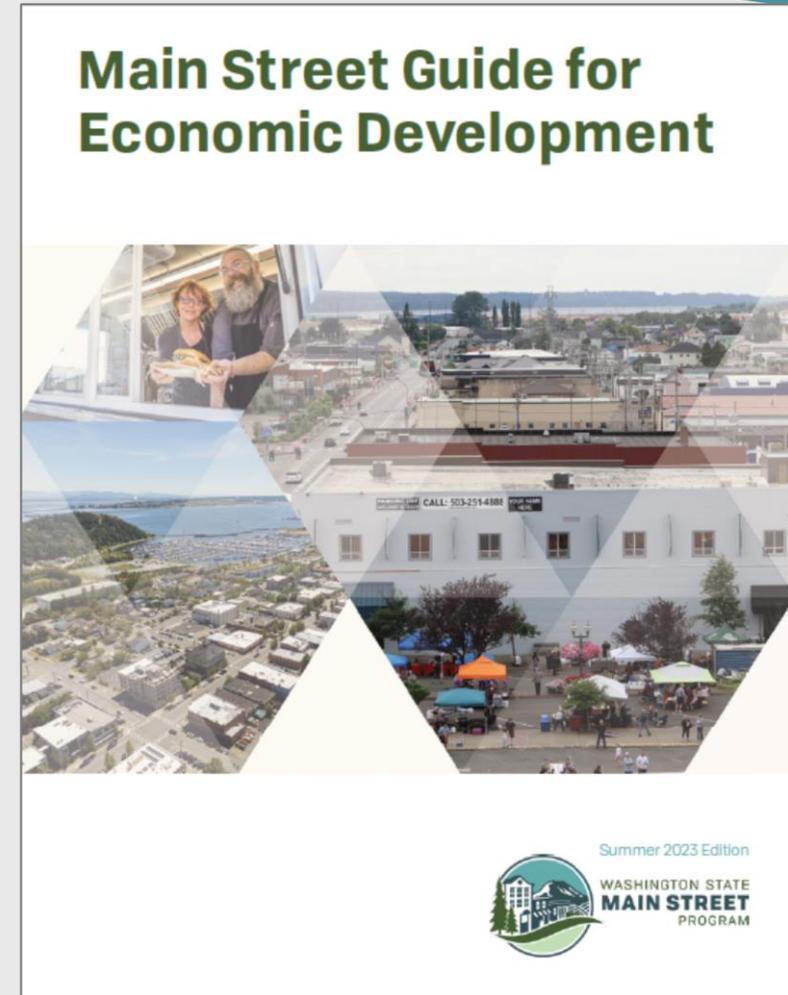
MAIN STREET IS ECONOMIC DEVELOPMENT

- + Economic vitality is one (major) component of a Main Street leader's job
- + Impacts of Main Street programs are undeniable.
- + Looking for downtown partner? Look for Main Street. We could be a piece of the puzzle.



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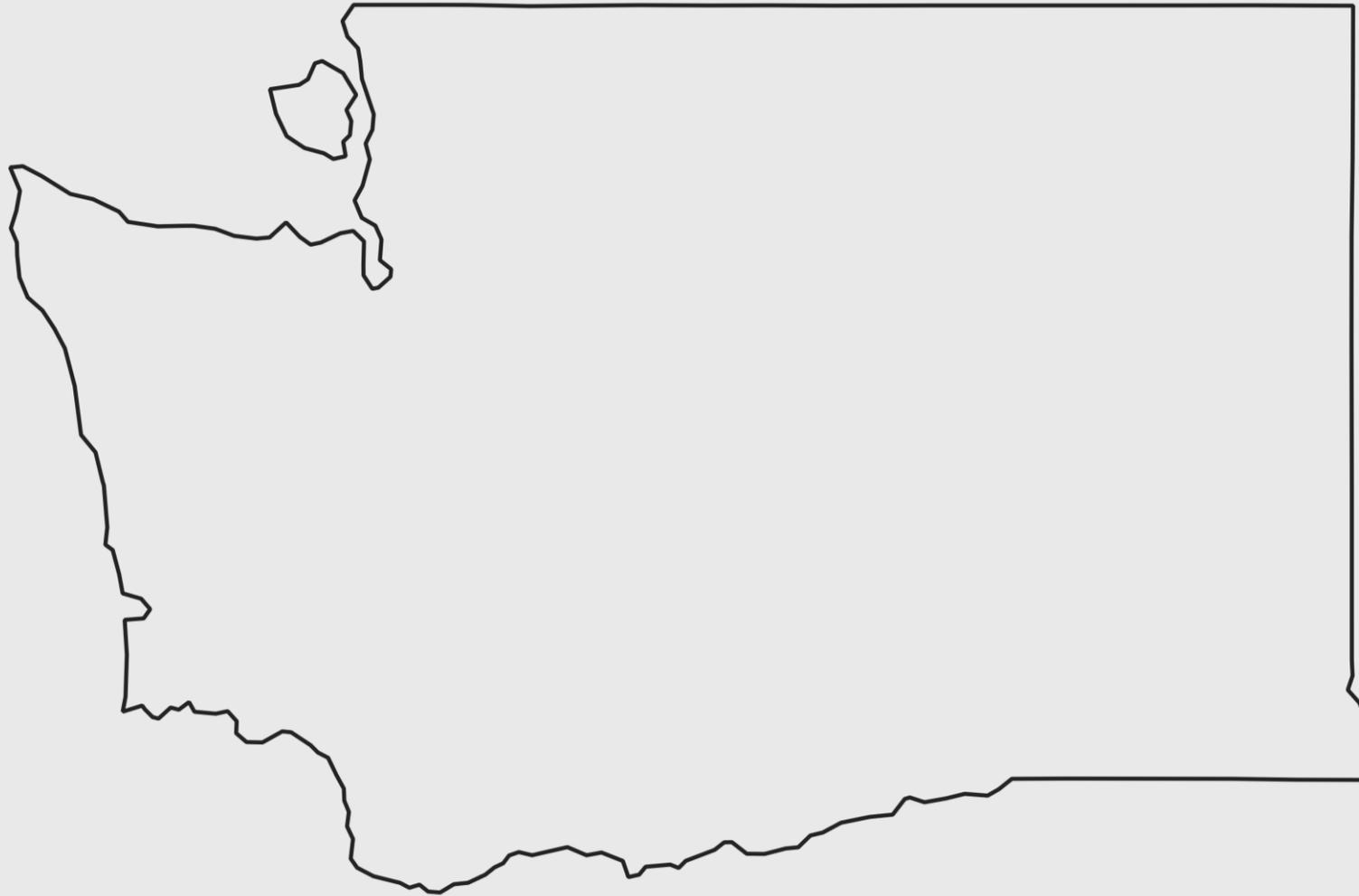
#2 – Achieving economic vitality for all of Washington is going to take all of us.



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“Our community isn’t very diverse.”

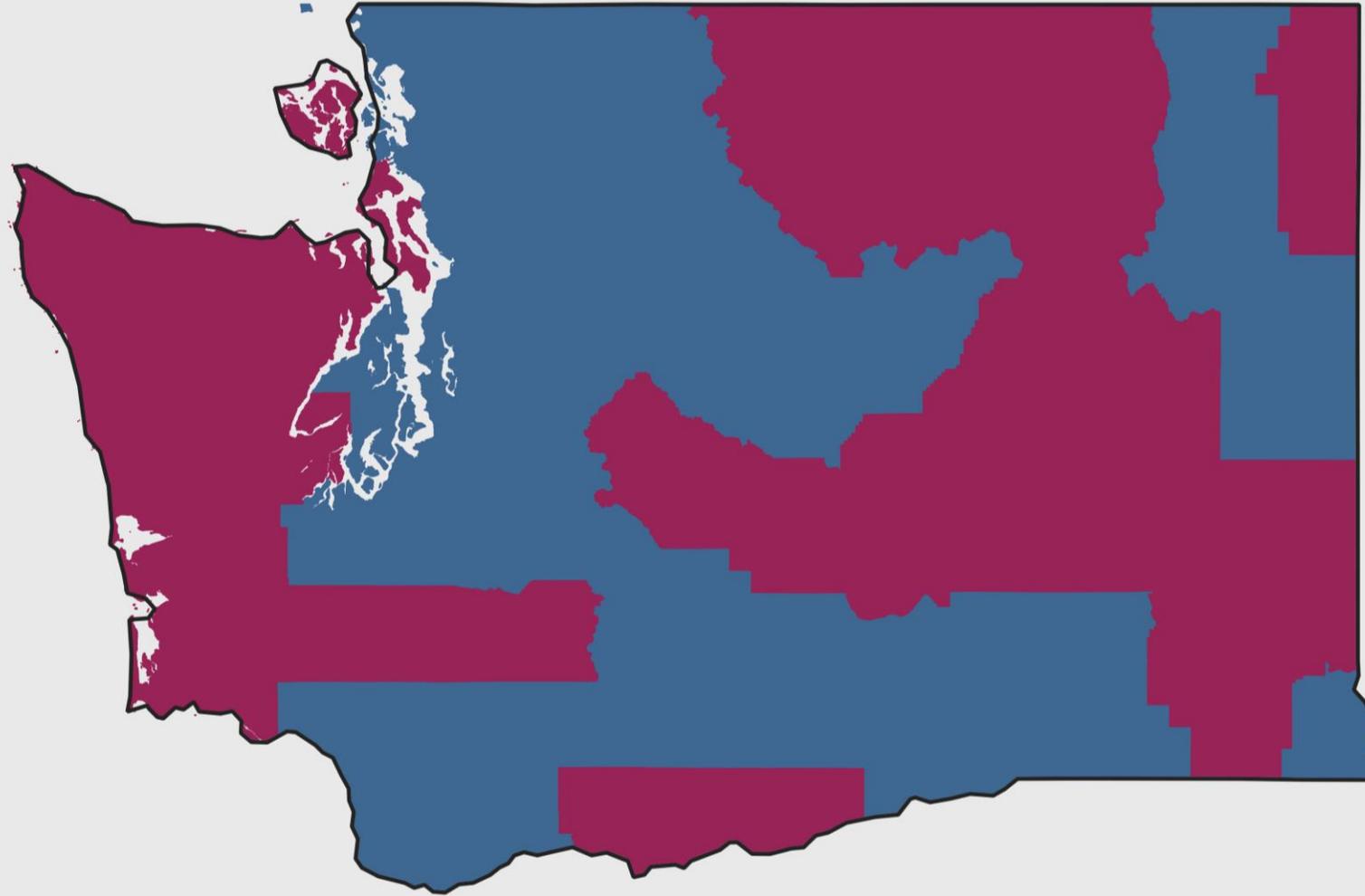
QUICK DEMOGRAPHIC SNAPSHOT



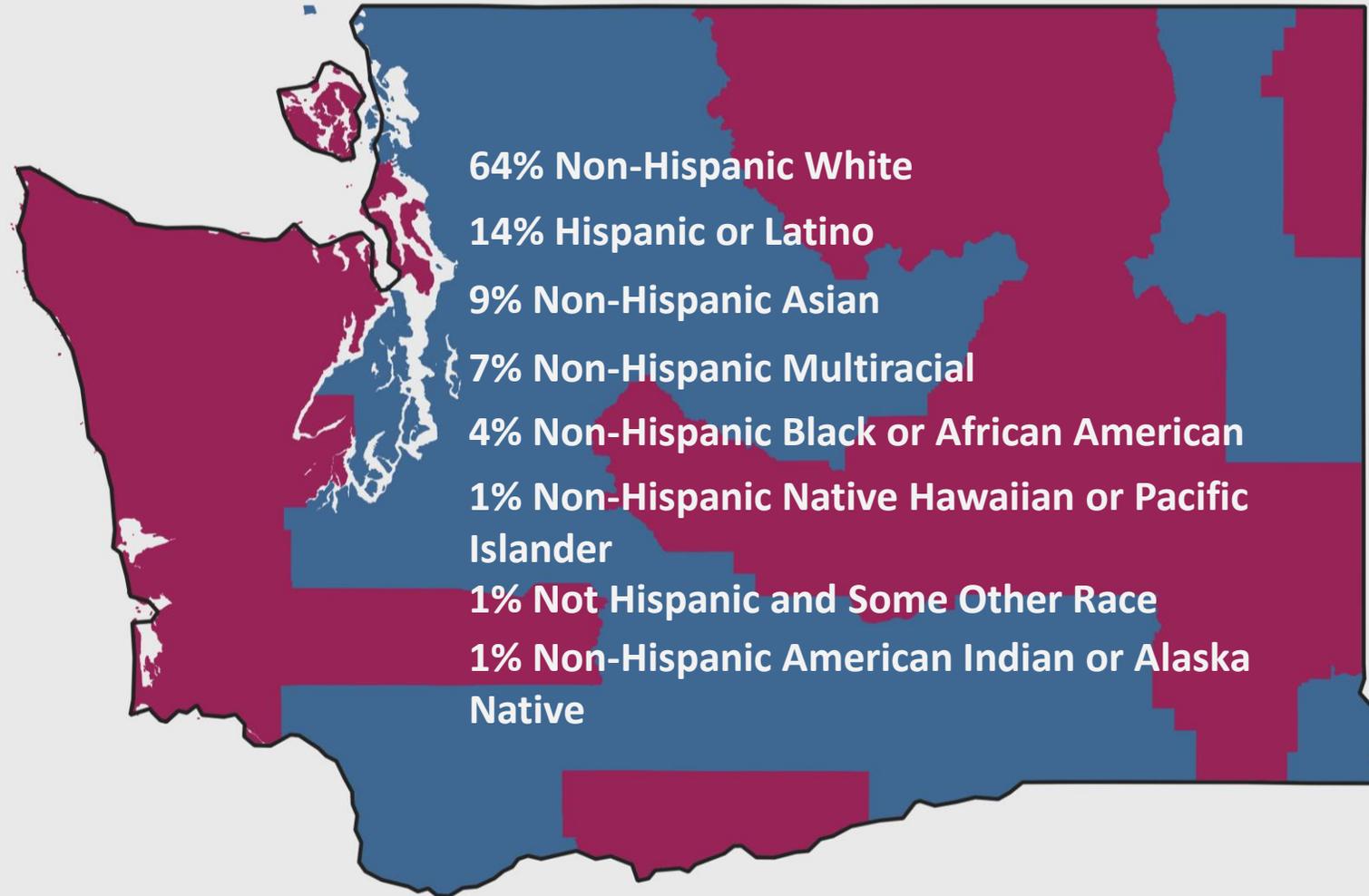
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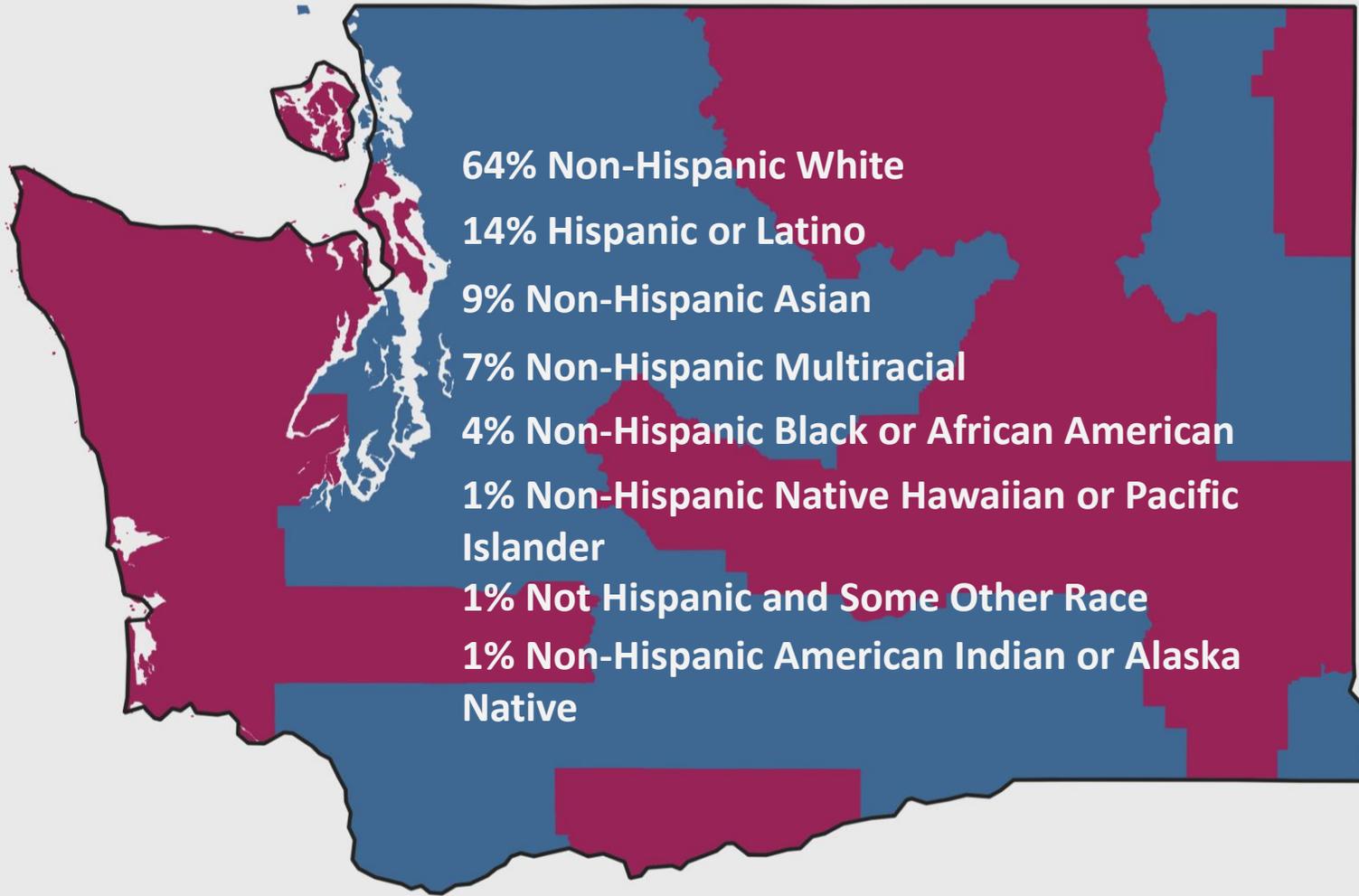


QUICK DEMOGRAPHIC SNAPSHOTS



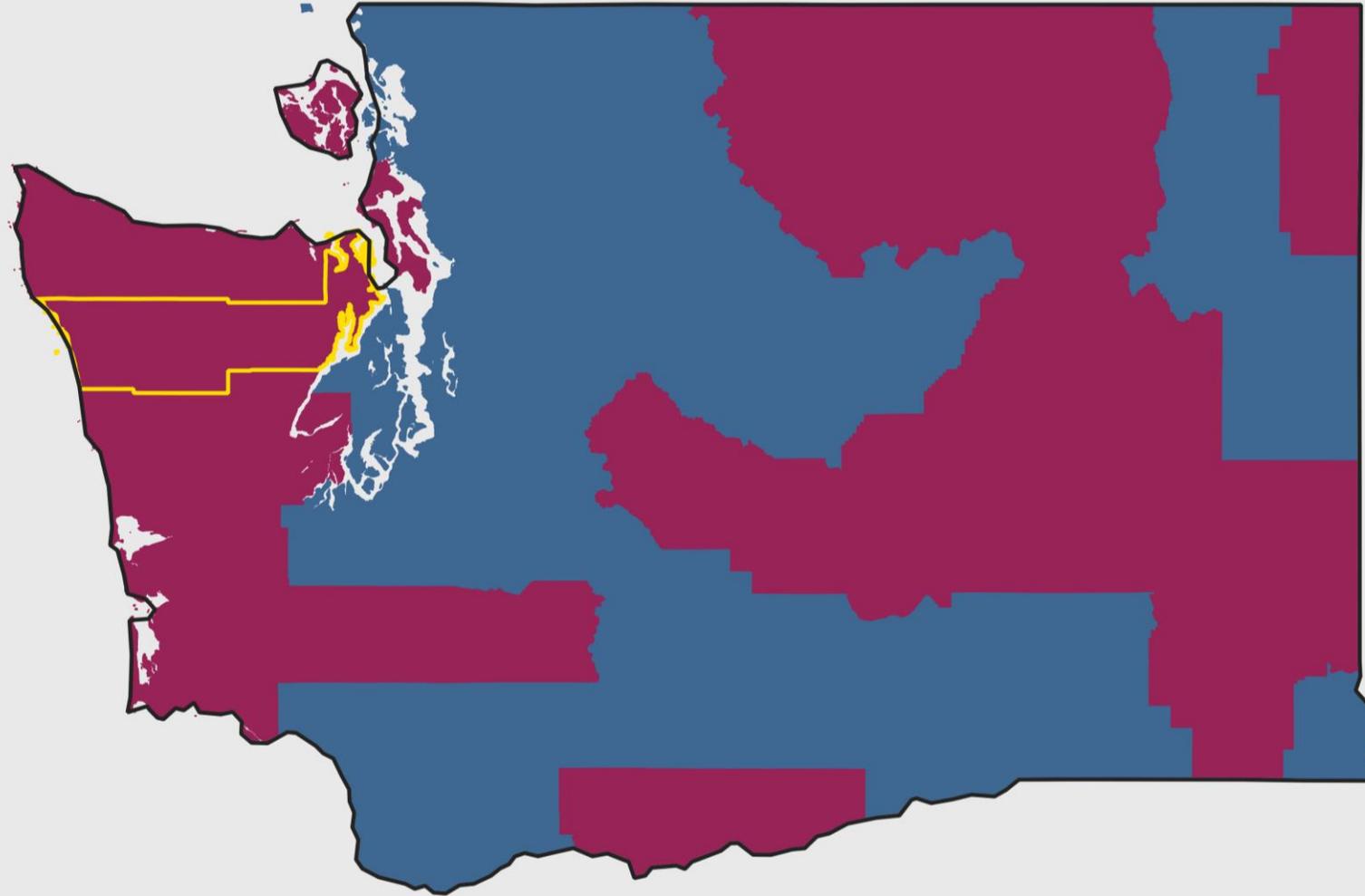
QUICK DEMOGRAPHIC SNAPSHOTS

62% Non-Hispanic White
13% Hispanic or Latino
11% Non-Hispanic Asian
7% Non-Hispanic Multiracial
4% Non-Hispanic Black or African American
1% Non-Hispanic Native Hawaiian or Pacific Islander
1% Non-Hispanic American Indian or Alaska Native
1% Not Hispanic and Some Other Race



71% Non-Hispanic White
16% Hispanic or Latino
3% Non-Hispanic Asian
6% Non-Hispanic Multiracial
1% Non-Hispanic Black or African American
0% Non-Hispanic Native Hawaiian or Pacific Islander
1% Non-Hispanic American Indian or Alaska Native
1% Not Hispanic and Some Other Race

QUICK DEMOGRAPHIC SNAPSHOTS



Jefferson County

Population: 32,977

% Hispanic or Non-White: 14%

Hispanic or Latino Residents: 1,305

Non-Hispanic Black Residents: 207

Non-Hispanic American Indian or Alaska Native Residents: 522

Non-Hispanic Asian Residents: 487

Non-Hispanic Multiracial Residents: 1,962

DIMENSIONS OF DIVERSITY TO CONSIDER

+ People

- Race / Ethnicity
- Age
- Gender
- Sexual orientation
- Political orientation

+ Place

- Rural / Urban
- Dense / dispersed

+ Businesses

- Business size
- Business type
- Bricks and Mortar / Online / Hybrid
- Longstanding vs Newly Opened Businesses
- New vs Experienced Entrepreneurs

+ Partner Organizations

- Economy focused
- Community focused

MAIN STREET'S ECOSYSTEM WORK



Where It Starts: Breaking Barriers to Business

Implementing Truist Foundation's Signature Small Business Initiative

Main Street America, along with [Living Cities](#) and enabled by [Truist Foundation](#), has an opportunity to support cross-sector leaders in accelerating wealth-building pathways for business owners of color in their communities by ensuring that they and entrepreneurs have equitable access to expertise and capital they need to start, preserve, and grow their business.



ACHIEVING ECONOMIC VITALITY FOR ALL OF WASHINGTON WILL TAKE ALL OF US

- + Do the people who you work with represent the full diversity of your community, county, or other area?
- + We all have blind spots.
- + Main Street's strengths are relationships with smallest businesses.



Western Grace. Sheridan, WY

A photograph of a downtown street scene. The street is lined with multi-story historic buildings. On the left, a prominent red brick building has arched windows and a colorful mural on its ground floor. Further down the street, a sign for 'WASHINGTON HOTEL' is visible. On the right, there are more colorful buildings, including one with blue accents. Several cars are parked along the street, and a few are driving. The sky is blue with some clouds. A large, semi-transparent dark grey triangle is overlaid on the right side of the image, containing the text.

#3 – Housing development and economic development are intertwined, especially in rural downtowns.

THE STATE OF HOUSING IN THE U.S.



THE SPOKESMAN-REVIEW

Spokane, Washington Est. May 19, 1883

Washington Education Business Idaho Health Marijuana Photos Further Review COVID

NEWS BUSINESS It's not just cities seeing sticker shock in the housing market

Sun., March 13, 2022



Anthony Maggi is selling his home in Republic. Like other homes in the rural county, his is listed at a much higher price than it would have been just a couple of years ago. Ferry County saw some of the steepest price hikes in the state last year at 33%. (COLIN MULVANY/THE SPOKESMAN-REVIEW)



TOPICS PROJECTS FEATURES ABOUT GET INVOLVED SEARCH

Stateline

More Housing is Coming – But the National Shortage Will Persist

STATELINE ARTICLE | September 8, 2022 | By: Tim Henderson | Read time: 5 min

Read Mode

SHARE



Concrete carpenter Omar Miranda works on new townhouses in North Salt Lake, Utah, one of the states struggling to get more housing built because most residents can't afford existing homes.

Kristin Murphy/The Deseret News via The Associated Press

AUTHOR



EXPLORE MORE FROM STATELINE

explore by place

explore by topic

Stateline Daily

Daily update – original reporting on

The traditional steel industry is struggling to meet the demand of an Indian industry ...

Musk threatens to stop funding Starlink internet
Ukraine relies on in war ...

Kroger announces it will buy Albertsons,
creating grocery empire ...

The New York Times

TheUpshot

The Housing Shortage Isn't Just a Coastal Crisis Anymore

An increasingly national problem has consequences for the quality of American family life, the economy and the future of housing politics.

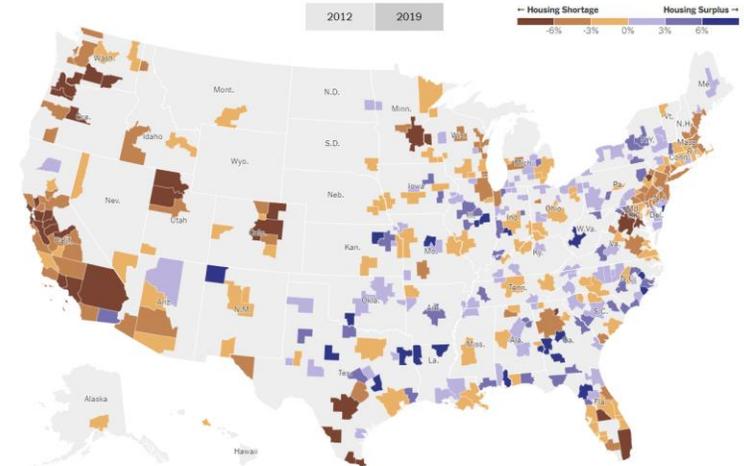
Give this article | 1.7K

By Emily Badger and Eve Washington
July 14, 2022

San Francisco, Los Angeles, New York and Washington have long failed to build enough housing to keep up with everyone trying to live there. And for nearly as long, other parts of the country have mostly been able to shrug off the housing shortage as a condition particular to big coastal cities.

But in the years leading up to the pandemic, that condition advanced around the country: Springfield, Mo., stopped having enough housing. And the same with Appleton, Wis., and Naples, Fla.

The housing shortage has spread to more parts of the country



THE STATE OF HOUSING IN WA IN 2022

UP FOR GROWTH Bold Policy Vision **Apply the Vision** Up for Growth Action Member Network About Us [Become a Member](#)

2022 Housing Underproduction™ in the U.S.

[Download Full Report](#) [Download Data Set](#)

What is Housing Underproduction?

Housing Underproduction occurs when communities fall short of meeting housing need. Up for Growth calculates underproduction as the difference between total housing need and total housing availability.

$$\text{Housing Underproduction} = \left[\text{Households} + \text{Missing Households} \right] \times 1.05 - \left[\text{Total Housing Units} - \text{2nd and Vacation Homes} - \text{Uninhabitable Units} \right]$$

TARGET NUMBER OF HOUSING UNITS UNITS THAT ARE RENTER OR OWNER OCCUPIED

Four years ago, the nation's housing affordability problem appeared to be concentrated along the coasts and in the Southwest. Now, the crisis has deepened and is more widespread, affecting urban, suburban, and rural areas and profoundly impacting residents in nearly every state.

+ Estimated shortage of 23K housing units in WA

- 5th highest, below CA, CO, UT, and OR
- Eight WA metros
 - Six have underproduction
 - Two are recovering from underproduction (Yakima and Wenatchee)

METRO_NAME	2019_UNDERPRODUCTION TYPOLOGY_NAME
Spokane-Spokane Valley, WA	Adequately produced in 2012 now have underproduction
Bremerton-Silverdale-Port Orchard, WA	Adequately produced in 2012 now have underproduction
Yakima, WA	Had underproduction in 2012 are in the process of recovering
Wenatchee, WA	Had underproduction in 2012 are in the process of recovering
Seattle-Tacoma-Bellevue, WA	Had underproduction in 2012 that has worsened
Olympia-Lacey-Tumwater, WA	Had underproduction in 2012 that has worsened
Kennewick-Richland, WA	Had underproduction in 2012 that has worsened
Bellingham, WA	Had underproduction in 2012 that has worsened

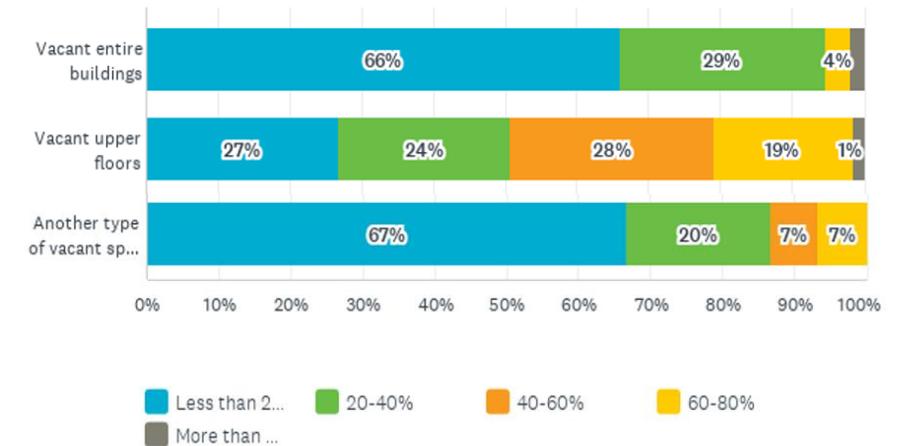
THE STATE OF HOUSING ON MAIN STREET IN 2022

- “State of Housing” survey conducted in March 2022 -- Over 200 respondents, including 100+ Main Street managers
 - **87%** stated that *housing is a concern* in their Main Street district
 - What’s good? **74%** chose *“Residents who live in the housing enliven the area and/or support small businesses”*
 - What’s challenging? **75%** indicated *“There isn’t enough housing to accommodate those who want to live in the district”*

THE STATE OF HOUSING ON MAIN STREET IN 2022

- + Long-term vacant spaces are missed opportunities.
- + Respondents in two MSA surveys described what types of spaces were vacant in their districts
 - **93% selected "Vacant upper floors"**
 - More than half of those said six or more buildings in their districts had vacant upper floor space
 - **95% selected "Vacant entire buildings"**
 - Nearly half of those said they had six or more vacant buildings in their districts
 - **32% selected "Vacant lots not used for surface parking"**

Q6 For each type of space you specified, what portion is vacant within the boundaries of your Main Street district?



WHY HOUSING DESERVES YOUR TIME

- + There is increasing demand and limited supply of housing, and Main Street districts often have vacant spaces to accommodate housing units.
- + Additional residents bolster small businesses --shopping as locally as anyone ever could.
- + The presence of more residents downtown supports greater community safety
- + Adding and improving housing in downtown means more people can fulfill more daily needs with less reliance on personal automobiles.
- + Downtown housing is a great way we can lighten our collective carbon footprint and mitigate our impact on the climate.

HOUSING HELPS PROMOTE ECONOMIC DEVELOPMENT



HOUSING HELPS PROMOTE ECONOMIC DEVELOPMENT

EVERY HOUSING UNIT ADDED TO A MAIN STREET DISTRICT GENERATES INCOME FOR LOCAL BUSINESSES

The table below estimates the annual economic impacts of an occupied 1-bedroom unit in a small town and in a big city.

Expenditure	Mason City, IA	Boston, MA
Rent	\$9,600	\$25,500
Food at Home	\$4,860	\$7,650
Food Outside the Home	\$2,604	\$4,782
Household Furnishings and Equipment	\$2,370	\$4,146
Personal Care Products and Services	\$636	\$1,278
Entertainment	\$3,180	\$5,526
TOTAL ANNUAL ECONOMIC IMPACT	\$23,250	\$48,882

Projections are based on 2021 Consumer Expenditure Survey data from the U.S. Bureau of Labor Statistics and centered on market rents for housing units in each respective locale.

+ Each occupied housing unit will lead to \$\$,\$\$\$ added to the local economy

- Used BLS Consumer Expenditure Survey data to project likely expenses, centered on market rents
- “Open sourced” methodology in our recent report

HOUSING HELPS PROMOTE ECONOMIC DEVELOPMENT

- + Housing challenges hit small business owners, too!
 - To be able to locate, recruit, and retain qualified staff, you need to have a desirable place for staff to live

[Housing is] really the first piece in economic development for a small community that they've got to solve for, or you don't grow population.

- Mark Kittrell, Property Developer, Iowa

HOUSING IS A CONCERN TO BUSINESS OWNERS ACROSS THE U.S.

According to the 2023 Main Street America Small Business Survey, concerns about the availability and affordability of housing are widespread among small businesses owners when it comes to recruiting and retaining qualified staff.



of small business owners stated that **housing availability** is a concern



of small business owners stated that **housing affordability** is a concern

Results came from 427 respondents who answered pertinent questions on the 2023 Main Street America Small Business Survey, which ran from 3/8/2023 - 3/24/2023.

RECENT MAIN STREET AMERICA PUBLICATIONS

AT HOME ON MAIN STREET

A REPORT ON THE STATE OF HOUSING
IN DOWNTOWNS AND NEIGHBORHOOD
COMMERCIAL DISTRICTS

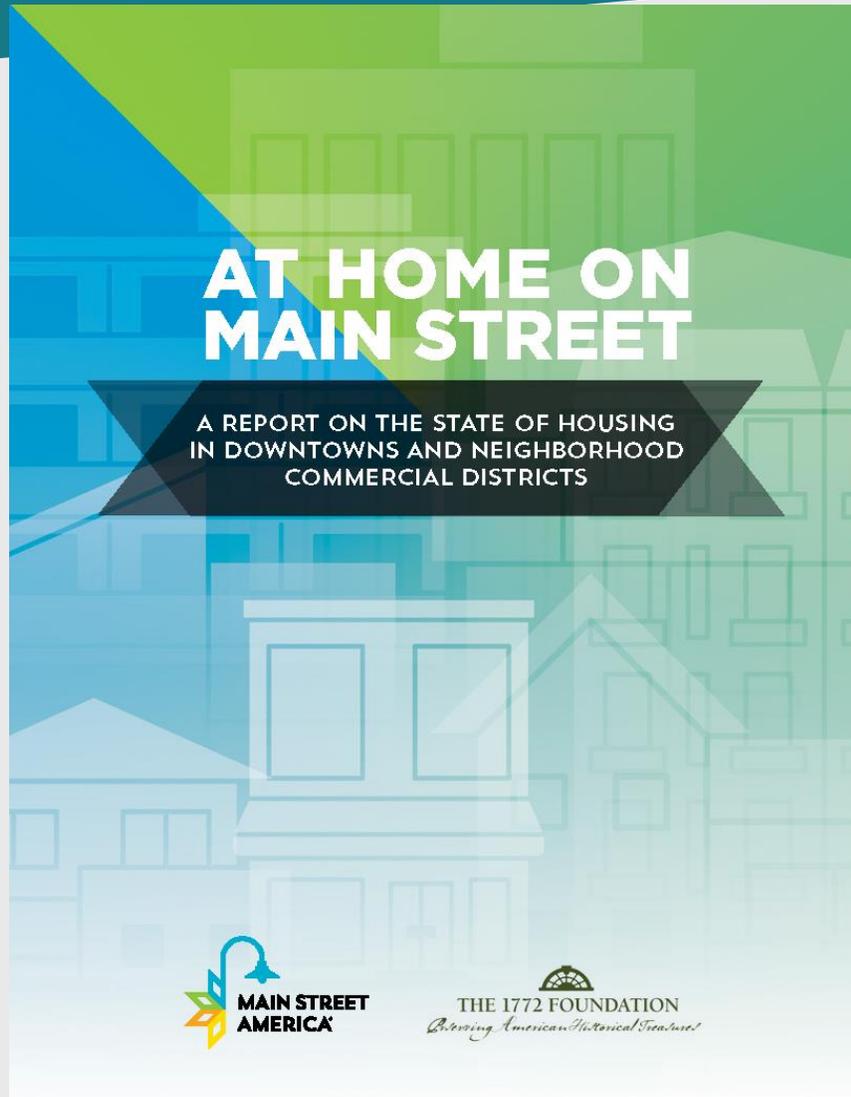


AT HOME ON MAIN STREET

A HOUSING GUIDEBOOK
FOR LOCAL LEADERS



RECENT MAIN STREET AMERICA PUBLICATIONS



+ May 2022 report

- Analysis of housing characteristics in and near Main Street districts
 - Majority is single-unit detached
 - Half is 50+ years old
 - 10% net increase in housing units between 2010-2020
- Illumination of barriers to bettering housing circumstances

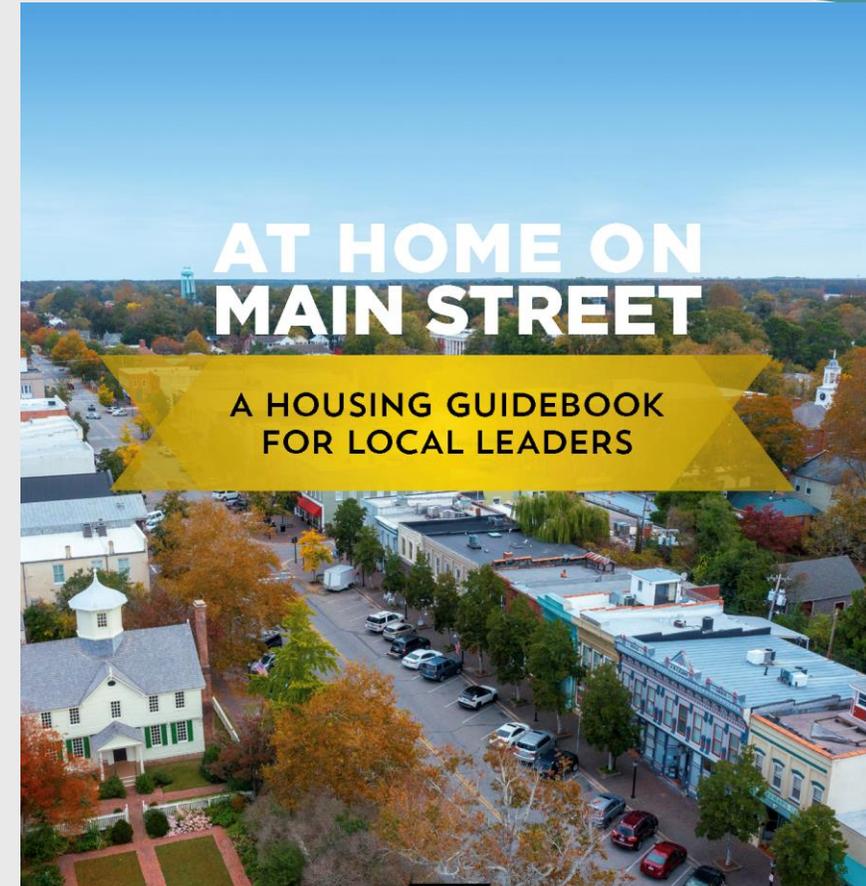
RECENT MAIN STREET AMERICA PUBLICATIONS

+ March 2023 “Guidebook”

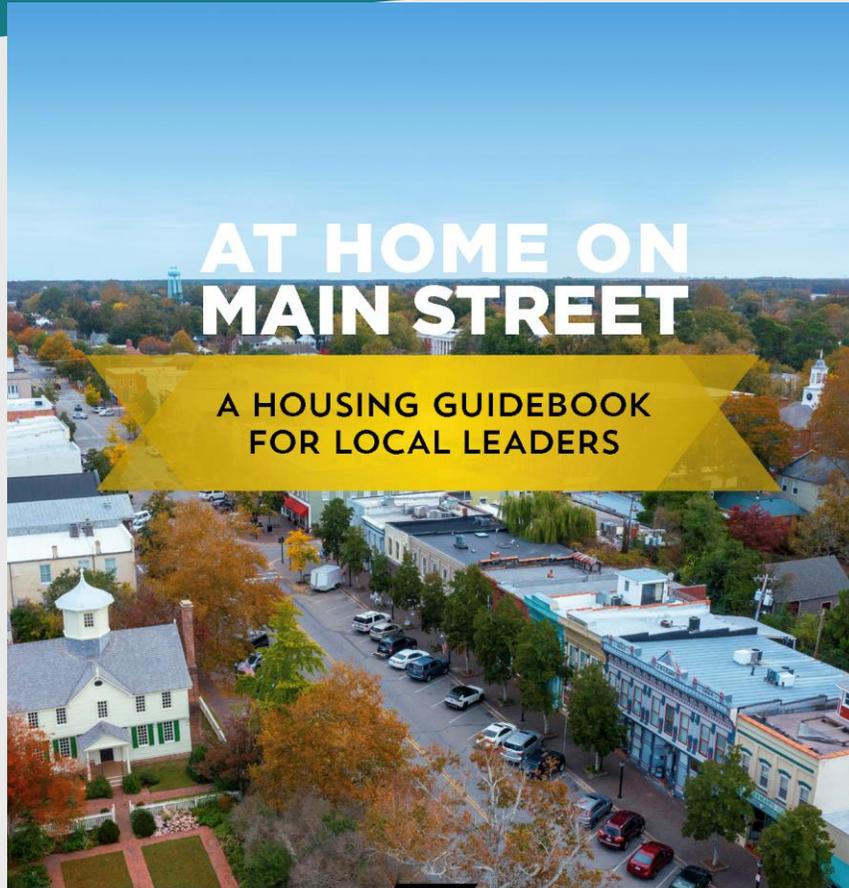
- Built with guidance from expert advisors
- 101/102-level discussion
 - Where to get started
 - How to take stock of housing assets
 - How to promote housing potential in your community
 - Financing sources and terms to know
 - How to deal with codes and regulations

“You don’t need to be an expert in all the types of buildings and developers. Just know the general trends.”

- Sherry Early, Incremental Development Alliance



RECENT MAIN STREET AMERICA PUBLICATIONS



SPOTLIGHTS

Check out real-world examples of local housing, initiatives, and projects representing a range of experiences and ideas from across the nation.

City	Type	Number
Klamath Falls, Oregon	PROJECT	28
Woodbine, Iowa	DISTRICT	38
Marion, Iowa	PROJECT	60
Charlevoix, Michigan	DISTRICT	12
Lansing, Michigan	DISTRICT	20
Eureka, California	DISTRICT	54
Emporia, Kansas	PROJECT	8
Macon, Georgia	PROJECT	40
Old Algiers—New Orleans, Louisiana	DISTRICT	32

**AT HOME ON
MAIN STREET**

**A HOUSING GUIDEBOOK
FOR LOCAL LEADERS**

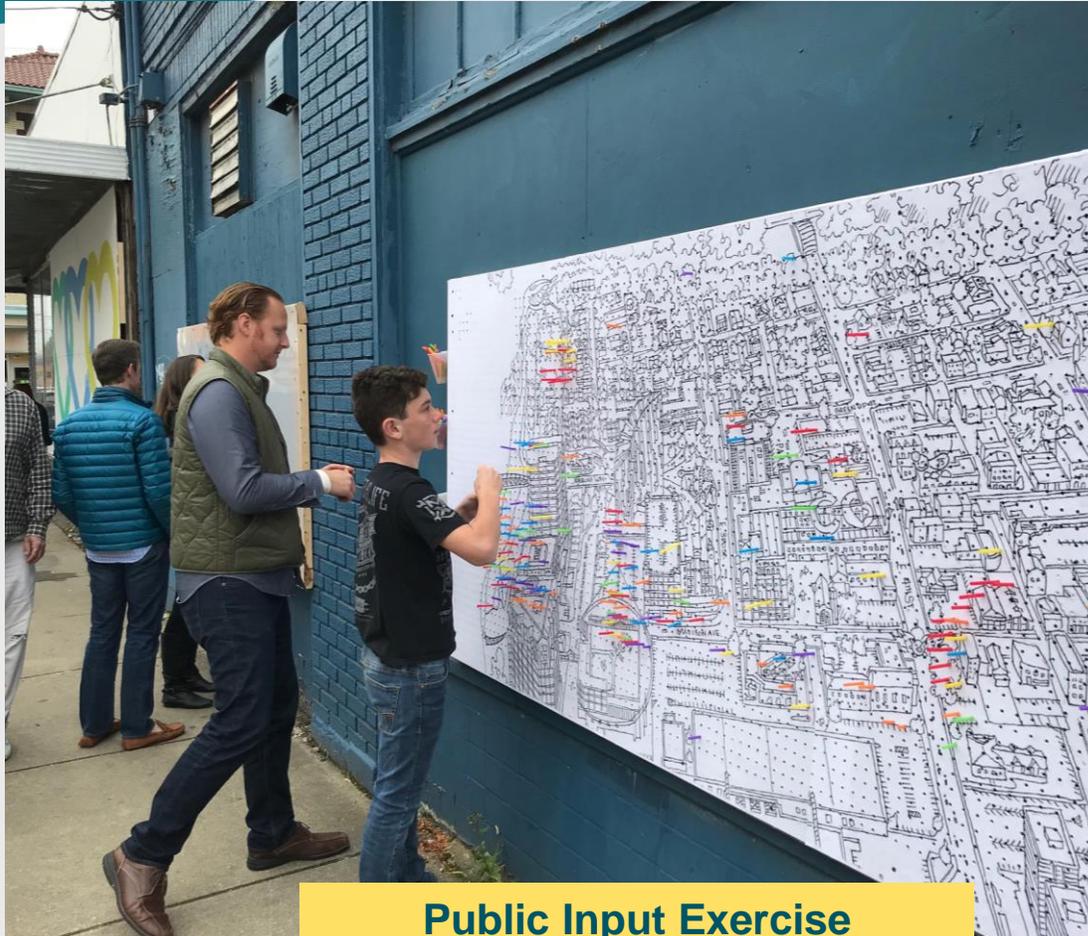
BARRIERS TO BETTER MAIN STREET HOUSING

- + Main Street managers don't see how they can be part of the solution
- + Underused properties, especially upper stories
- + Unproven market demand for housing and lack of financing options
- + Code and permitting challenges, particularly for historic rehabs
- + Increased construction costs and contractor shortages make it more challenging to produce market rate affordable housing units



**Kress Corner
Florence Downtown
Development Corp, SC**

INCORPORATE HOUSING INTO A VISION FOR YOUR DISTRICT



**Public Input Exercise
Renaissance Covington, KY**

- Make housing a priority -- it has a catalytic effect on Main Street districts from increased sales to more vibrant streets
 - ✓ Engage a variety of local stakeholders, so your development plans meet your market needs

CREATE A DOWNTOWN HOUSING INVENTORY

- + Build a system that makes it easier for your partners to identify good development opportunities
 - ✓ Vacant space (indicate what's 'residential ready')
 - ✓ Property owners & contact information
 - *Local connects for absentee owners*
 - ✓ Notes on characteristics or conditions of the property
 - ✓ Current housing data



WHAT'S COMING NEXT FROM MSA RESEARCH?

An aerial photograph of a city street at night, showing buildings, parking lots, and streetlights. A green rectangular text box is overlaid in the upper center, and a yellow rectangular button with a right-pointing arrow is overlaid in the lower center.

At Home on Main Street **HOUSING AUDIT TOOL**

Welcome to the Main Street America Housing Audit Tool.
Answer the following questions and we'll do our best to
match you to housing resources that are relevant to you!



WHAT'S COMING NEXT FROM MSA RESEARCH?

Survey Feed

714 Commercial

has_building	Yes, there is a building on this parcel.
bldg_use_floors	Residential / housing No, this building has one or more upper floors.
vac_upper	No, the upper floors are occupied.
upper_housing	Yes, the upper floors include housing units.
units_upper	6
How many housing units are in the building?	6

Mike Powe · 4:12 PM, Dec 14

714 COMMERCIAL
700 BLOCK LLC

BACK OUT BOUNDS LAYERS LOCATE ME DRAW PRINT

Construction St
W 8th Ave
Merchant St
Commercial St
Mechanic St
E 8th Ave
W 7th Ave
W 7th Ave
E 7th Ave
anic St

Question 5

714 Commercial

Are the upper floors used for housing?

Yes, the upper floors include housing units.

No, the upper floors are used for office, storage, or other uses.

+ Coming late 2023 –
MSA Housing and
Vacancy Inventory tool

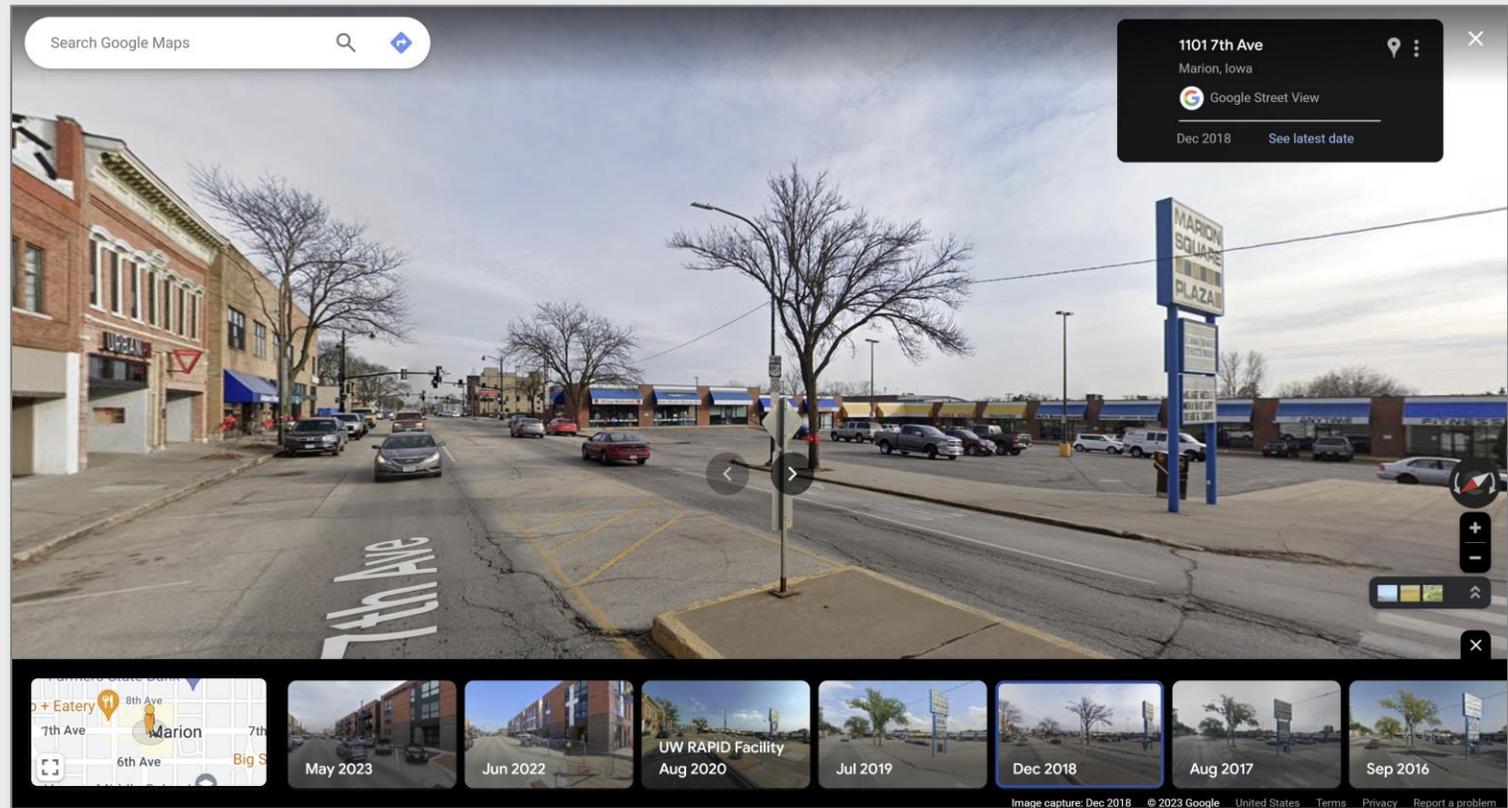
- Designed to capture information about buildings, building owners, vacancy, etc.
- Mobile-friendly and available on-demand

“Whatever you are doing on housing,
double it.”

- Patrice Frey

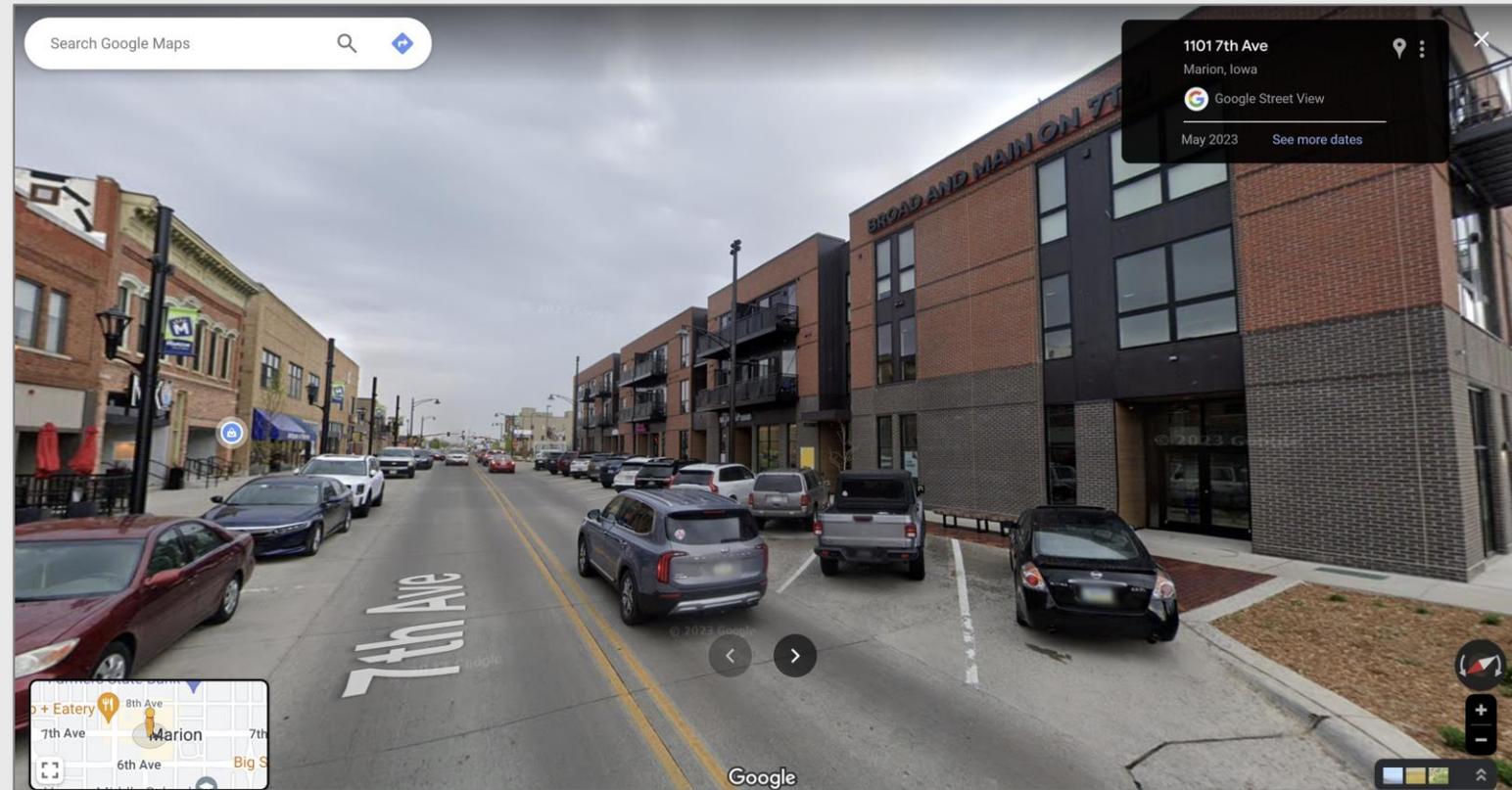
HOUSING DEVELOPMENT AND ECONOMIC DEVELOPMENT ARE INTERTWINED

- + All economic development isn't created equal.
- + All housing isn't created equal.
 - Preserve and reuse what's already there.
 - Add housing where infrastructure exists!



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