VIBRANT AND INCLUSIVE COMMERCIAL CORRIDORS

Cleveland Feds Policy Summit
June 2023
The Main Street program was created in 1980 to combat the harmful impacts of sprawl and the changing nature of retail on the physical character and economies of communities.

Today’s Main Street programs serve both rural and urban communities, more than 80% of which are located in low-to-moderate income census tracts.

Main Street programs are currently in more than 1,200 communities in 45 states. The program has served more than 2,000 communities since its inception.

The National Main Street Center and its programs, Main Street America and UrbanMain, are headquartered in Chicago. The Center is a 501(c)3 corporation with an independent board composed of leaders in community revitalization.
Development of Main Streets programming in Neighborhood Commercial Districts
HOW HAVE MAIN STREET EVOLVED TO BETTER SUPPORT NEIGHBORHOOD COMMERCIAL DISTRICTS?

1. Highlighting the cultural significance of corridors that does not look like Main Street *traditional downtown* corridors.

2. Land ownership / Incremental Development /Small-Scale Manufacturing

3. Equitable Entrepreneurial Ecosystems

4. Dedicated staff and support to peer-to-peer networking opportunities
Equitable Entrepreneurial Ecosystems (E3) is a new 4-year program designed to advance economic opportunity, support capacity building, and build wealth in communities of color in city neighborhood commercial districts.

The program, co-created with Living Cities, will focus on activating community-based organizations and local leaders to develop entrepreneurial ecosystems; address systemic gaps in access to capital; and provide technical assistance and resources to drive tangible change for business owners of color, prospective entrepreneurs, and their communities.
Theory of Change

Business serving agencies (BSAs) in local government and business serving organizations (BSOs) in commercial corridors of color have a direct role in making the entrepreneurial ecosystem, equitable. **Living Cities (LC) and Main Street America (MSA), supported by Truist Foundation, believe that if we remove systemic barriers between BSAs and BSOs, then we can enable the acceleration of wealth-building among business owners of color in Southeast U.S. cities and corridors.**
EQUITABLE ENTREPRENEURSHIP ECOSYSTEMS

The Cities

Atlanta, Ga.
Charlotte, N.C.
Memphis, Tenn.
EQUITABLE ENTREPRENEURSHIP ECOSYSTEMS

The Cities

Miami, Fla.

Nashville, Tenn.
THANK YOU

DIONNE BAX

Vice President of Urban Development

P 312.610.5618 | dbaux@savingplaces.org