The Six Partnerships Your Main Street Program Needs – And How to Get Them

Florida Main Street Conference Tuesday, July 31, 2018 10:30-11:45 am





The Why and Who

Why Partner?

- Better use of resources
 - Financial
 - Volunteer
 - Other
- Eliminate duplication
- Demonstrate support

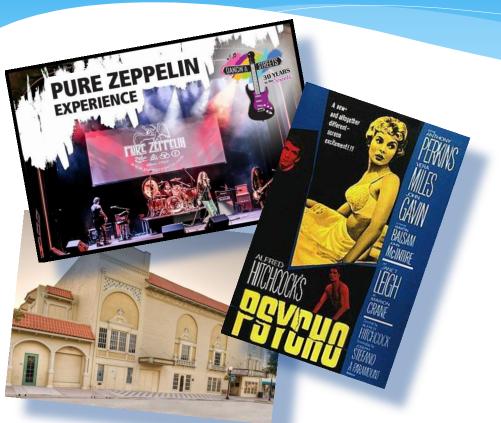
Who With?

- Common Interests
- Common Services
- Common Audiences
- Common Objectives





Historic Theatre



The Lyric Theatre

- Early Partner in Downtown Revitalization
- Dancin' in the Streets
- Heritage Day
- Mornings on Main Street
- Communications





Historical Society



Stuart Heritage Museum

- Downtown Historic Tours
- Historic Art Markers
- Heritage Day
- Mornings on Main Street





Tourism Office



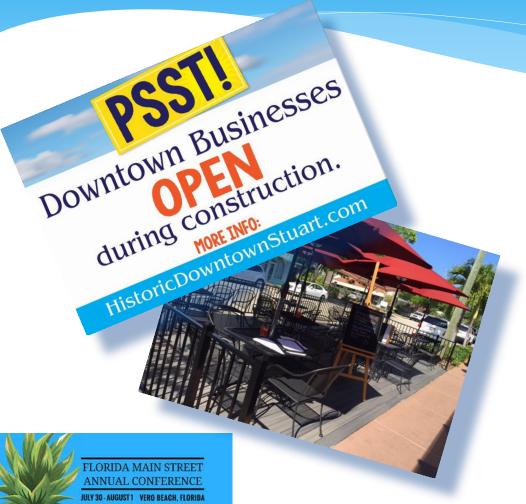
Martin County Office of Tourism and Marketing

- Rock'n Riverwalk
- Happiest Seaside Town
- Media Familiarizations
- Map
- Video and Photo
- O! Magazine
- South Florida Marketing





Community Redevelopment Agency

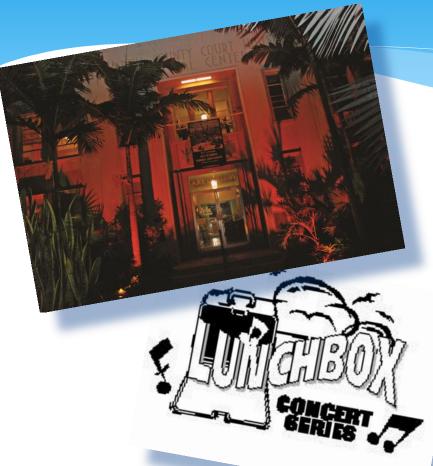


City of Stuart CRA

- Staff/Office
- Shop Local|Shop Smart
- Events
- Communications
- Downtown Liaison
- Project Advocacy and Support
- Implementation



Arts Council



The Arts Council of Martin County

- Early Partner in Downtown Revitalization
- Lunchbox Concerts
- Mornings on Main Street
- Martin Arts Month
- Heritage Day
- Economic Impact Study





Business Association



Downtown Business Association of Stuart

- 53 Concerts
- 10 Events
- Shop Local|Shop Smart campaign and maps
- Tourism
- Project support
- Downtown advocacy





Better Partnerships: 6 Tips















- Don't force it
- Find Common Ground
- Listen
- Compromise
- Don't assume
- Things Change



Questions

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