

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



FLORIDA MAIN STREET
ANNUAL CONFERENCE
JULY 30 - AUGUST 1 VERO BEACH, FLORIDA



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



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Historical Society



Stuart Heritage Museum

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



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Tourism Office



visit florida shop local.mp4

Martin County Office of Tourism and Marketing

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

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Community Redevelopment Agency

City of Stuart CRA



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

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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



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Business Association



Downtown Business Association of Stuart

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

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Better Partnerships: 6 Tips



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

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Questions

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