



# MAIN STREET RESOURCE TEAM

Visit Overview &  
Recommendations

February 2023



# Introduction



# Introduction

Main Street South Carolina (MSSC) is a comprehensive revitalization program that was established in 1983 to encourage and support the revitalization of downtowns throughout the state.

MSSC accepted Inman as an Aspiring program fall 2022, with the first year of on-boarding in 2023. Over the course of three years Inman will receive invaluable technical support and training to assist in restoring downtown as the center of community and economic activity. Each year thereafter training and support continues.



## Benefits of a Main Street Community



When a community participates in a comprehensive revitalization effort, its downtown can experience a return of economic vitality. Benefits of the Main Street program include:

- Protecting and strengthening the existing tax base;
- Increasing sales and returning revenues to the community;
- Creating a positive community image;
- Creating visually appealing and economically viable downtown buildings;
- Attracting new businesses;
- Creating new jobs;
- Increasing investment in the downtown; and
- Preserving historic architectural resources.

### Main Street Resource Team Overview

A Main Street Resource Team visited Inman February 28 - March 2, 2023. The team consisted of Jenny Boulware, Main Street SC Manager; Randy Wilson, President Community Design Solutions; Tripp Muldrow & Ben Muldrow, Partners Arnett Muldrow and Associates Ltd.; Jonathan Irick, Main Street Laurens; Lara Hudson, Uptown Greenwood; Libby Imbody, AuthenticITY Brand Strategies; Craig Scharton, TATT.

The resource team extends a thank you to April Gibson and Joe Lanahan for their support during the resource team visit. Additionally, the resource team is indebted to steering committee members, stakeholder round table and community input session attendees for their insight.



### How to use this report - do not let it sit on a shelf.

The recommendations in this resource team report will help guide Main Street Inman in implementing the Main Street Four Point Approach. All recommendations are provided with the understanding that downtown Inman belongs to the entire community and its development should be driven by local leaders and volunteers. The Resource Team Report should be shared widely with Board Members, city representatives and all partner organizations. This report should be used as a guiding document for the downtown program.

Main Street SC's assistance does not end with this Report. Main Street Inman staff and city leadership should reach out to Main Street SC with questions about this report, including specific ways to implement particular recommendations.

# THE MAIN STREET APPROACH™

The Main Street Approach™ is a time-tested framework for community-driven, comprehensive revitalization. Every community and commercial district is different, with its own distinctive assets and sense of place. The Main Street Approach offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. The Main Street Approach helps communities get started with revitalization and grows with them over time.

# THE FOUR POINTS

Transformation Strategies are implemented through comprehensive work in four broad areas, known collectively as the Four Points:

- **Organization** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.
- **Economic Vitality** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.
- **Promotion** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.
- **Design** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

## MAIN STREET 4-POINT APPROACH



# EIGHT

Guiding

# PRINCIPLES

## OF MAIN STREET

# 1

### Comprehensive

No single focus — lavish public improvements, name-brand business recruitment, or endless promotional events — can revitalize Main Street. For successful, sustainable, long-term revitalization, a comprehensive approach is essential.

# 2

### Incremental

Successful revitalization programs begin with basic, simple activities that demonstrate that new things are happening downtown.

# 3

### Self-Help

No one else can save your Main Street. Local leaders must have the will and desire to mobilize local resources and talent. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to revitalization.

# 4

### Partnerships

Both the public and private sectors have a vital interest in the district and must work together to achieve common goals of Main Street's revitalization. Each sector has a role to play and each must understand the other's strengths and limitations in order to forge an effective partnership.

# 5

### Asset-Focused

Business districts must capitalize on the assets that make them unique (distinctive buildings and human scale). These local assets must serve as the foundation for all aspects of the revitalization program.

# 6

### Quality

Emphasize quality in every aspect of revitalization. This applies to all elements of the process — from storefront designs to promotional campaigns to educational programs. Concentrate on quality projects over quantity.

# 7

### Change

Public support for change will build as the Main Street program grows and consistently meets its goals. A carefully planned Main Street program helps shift public perceptions and practices to support and sustain the revitalization process. This steady change requires patience.

# 8

### Action

To succeed, Main Street must show visible results from completing projects. Frequent, visible changes are a reminder that the revitalization is under way and succeeding. Constant revitalization activity creates confidence in the Main Street program.

# National Accreditation Standards

## OF MAIN STREET



Main Street America (MSA) communities use the Main Street Approach™ framework to guide local revitalization efforts. To measure their progress, Main Street communities participate in a regular accreditation process that requires them to meet a series of rigorous standards. Achieving Accredited status is a mark of distinction and a powerful advocacy tool that highlights a program’s work and achievements.

Main Street communities that receive National Accreditation are provided with an official brand mark.

Decades of experience implementing the Main Street Approach in communities across the country has demonstrated that building and sustaining a successful downtown or neighborhood commercial district is not a project, but an ongoing process that requires long-term commitment, continued focus, and strategic action. The accreditation process ensures standard measurement of the complex nature of Main Street work. Inman is encouraged to begin mapping and documenting their accreditation journey in advance of their anticipated program review in January 2026.

Building and maintaining a strong support system at various levels is crucial throughout the revitalization journey. Main Street America’s Accreditation process provides a direct connection and collaboration among the local Main Street program, their respective Coordinating Program, and Main Street America, and serves as an important tool for well-deserved recognition of community efforts.

The accreditation process includes an on-site Community Progress Visit (at least once every two years), an Annual Community Self-Assessment, and standardized reporting practices to understand local revitalization needs, celebrate wins, and assemble assistance and support to continue to foster successful revitalization across the Main Street America Network.



# National Accreditation Standards

## OF MAIN STREET



MAIN STREET  
SOUTH CAROLINA

1

### **Broad-Based Community Commitment to Revitalization.**

This Standard reaffirms that at its core, the Main Street Approach is community-driven, and that revitalization is only possible with active commitment from all sectors of a community.

2

### **Inclusive Leadership and Organizational Capacity.**

This Standard places a strong value on people as Main Street's greatest resource and on ensuring that a Main Street's organizational structure provides a welcoming environment for inclusive community participation and leadership development.

3

### **Diverse Funding and Sustainable Program Operations.**

Through this Standard, communities will demonstrate their financial investment of the district and its revitalization program through a diversified mix of public and private sector funding sources and appropriate financial management systems and operational best practices.

4

### **Strategy-Driven Programming.**

As vitality grows, this Standard provides a tool to assess and guide the Main Street program's focus and process for identifying purposeful community-informed, market-based strategies to continually move the revitalization program to the next level.

5

### **Preservation-Based Economic Development.**

Through this Standard, communities demonstrate their attention to achieving economic development through a strong foundation in preservation and enhancement of unique historic and cultural assets.

6

### **Demonstrated Impact and Results.**

This Standard highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program's efforts and the district's incremental revitalization.

# Executive Summary



A key benefit of the Resource Team process is that it synthesizes downtown revitalization initiatives into strategic recommendations that represent the best wisdom of the local stakeholders and the expertise of the Resource Team members. What follows are summaries of the four areas of focus that were addressed for downtown Inman.



**ORGANIZATION** Partnerships are critical to successful downtown revitalization. Without an organizational strategy that involves all partners, the best laid plans run the risk of lying dormant. The community demonstrated a desire to foster ongoing partnerships during the Resource Team process with survey participation and stakeholder enthusiasm. Now is the time to achieve accelerated levels of collaborative success. Resource Team recommendations, coupled with firm commitment from the town and its residents, has the potential to substantially transform downtown.



**PROMOTION** Inman's historic downtown is comprised of numerous historic structures and the town's history is full of intriguing stories. These characteristics and more have been woven into a brand identity that enables Inman to tell its story in a compelling and professional manner. This section of the report contains the branding and marketing collateral created to highlight the best Inman has to offer.



**DESIGN** Historic Downtown Inman is the heart and soul of the community from a physical planning point of view. The recommendations of this section are intended to provide a vision for how downtown and its buildings and streetscapes can become, once again, the heart and soul of Inman.



**ECONOMIC VITALITY** In order to make wise recommendations for infrastructure, beautification, and revitalization investments, it is necessary to understand the economic factors that are affecting Inman. Knowing these factors will allow Inman to capitalize on its unique market dynamics. One of the fundamental purposes of any Main Street Program related to Economic Vitality is to determine and create sustainable economic development engines for downtown.





**POWERED BY  
MAIN STREET**

**1**

# Organization

**“Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.”**

– National Main Street Center

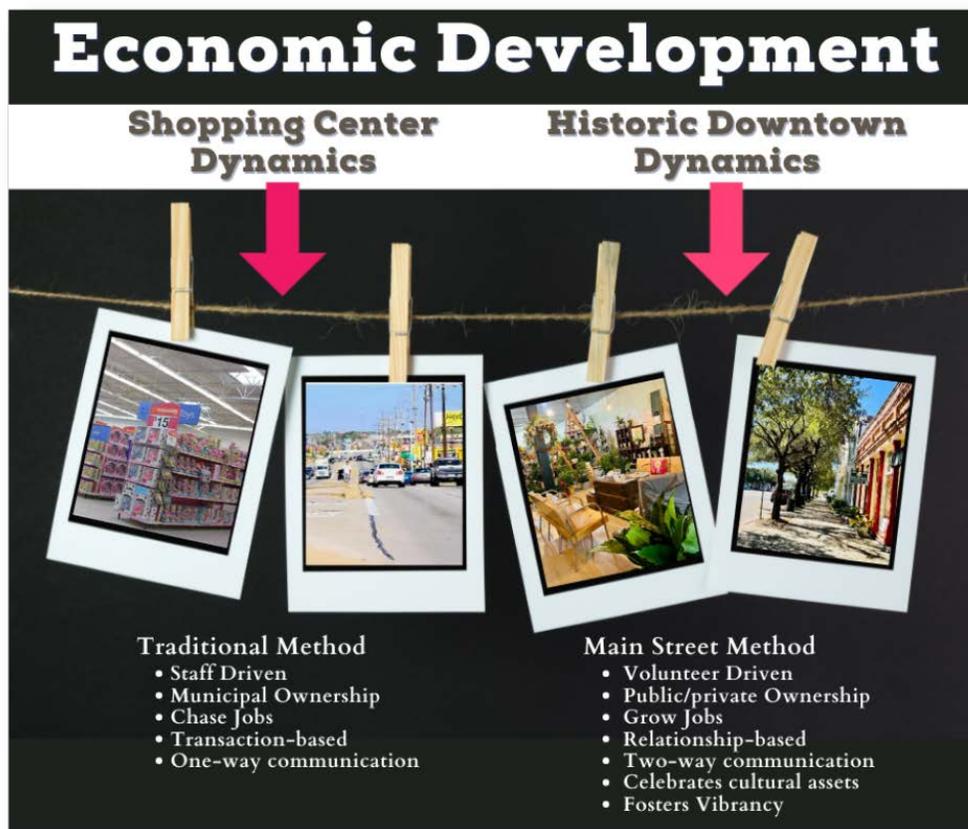


# ORGANIZATION

Main Street is a community-driven economic development approach. Every aspect of the Main Street approach depends on a proactive effort to work with downtown and community leaders to address revitalization. Within the Main Street Four-Point approach, **Organization provides a solid base to bring the community together.**

Main Street, as proposed here in Inman, will be a melding of the numerous organizations already in existence. The goal is to assemble all the resources on hand and make connections for community members to participate in downtown Inman's revitalization.

A vital downtown area reduces sprawl by concentrating retail in one area, using community resources—such as infrastructure, land, and tax dollars—wisely. A professionally managed Main Street mobilizes volunteers and builds local wealth. It can substantially lessen the burden of local government to strengthen downtown. It builds a streamlined way to work together efficiently & effectively – with real results.



### Organizational areas of focus for Inman include:

- Economic Positioning/Vision and Mission statements that reflect current conditions
- Widespread community volunteer support from the private sector
- Diverse funding sources
- Commitment to preserving and reusing the district's historic assets
- Focused Committees/Teams that implement a comprehensive long-term work plan

# Organization

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At the heart of a successful Main Street community is its Main Street Program.

A Main Street organization takes many forms. One of South Carolina's most common local program formats includes the model that Inman has adopted – a city department.

## Introduction

Organization is often the point in the Main Street Approach that gets overlooked, because the work involved with design, promotion, and economic vitality tends to be more exciting and yields greater visibility for the Main Street organization. However, **unless a local Main Street program builds a robust and sustainable organization, the other activities will eventually fail.**

Organization plays a key role in attracting people and money to the Main Street program. Developing Main Street Inman into a program that has both the human and financial resources necessary to undertake an aggressive ongoing revitalization is an essential aspect of organization. Organization also focuses on building awareness of the revitalization effort throughout the community. **Great attention to the organizational details in the beginning sets the stage for continued success.** Organization also makes sure the program is a comprehensive effort in all Four Points of the Main Street Approach and focuses on building collaboration among a broad range of public and private sector groups and organizations.

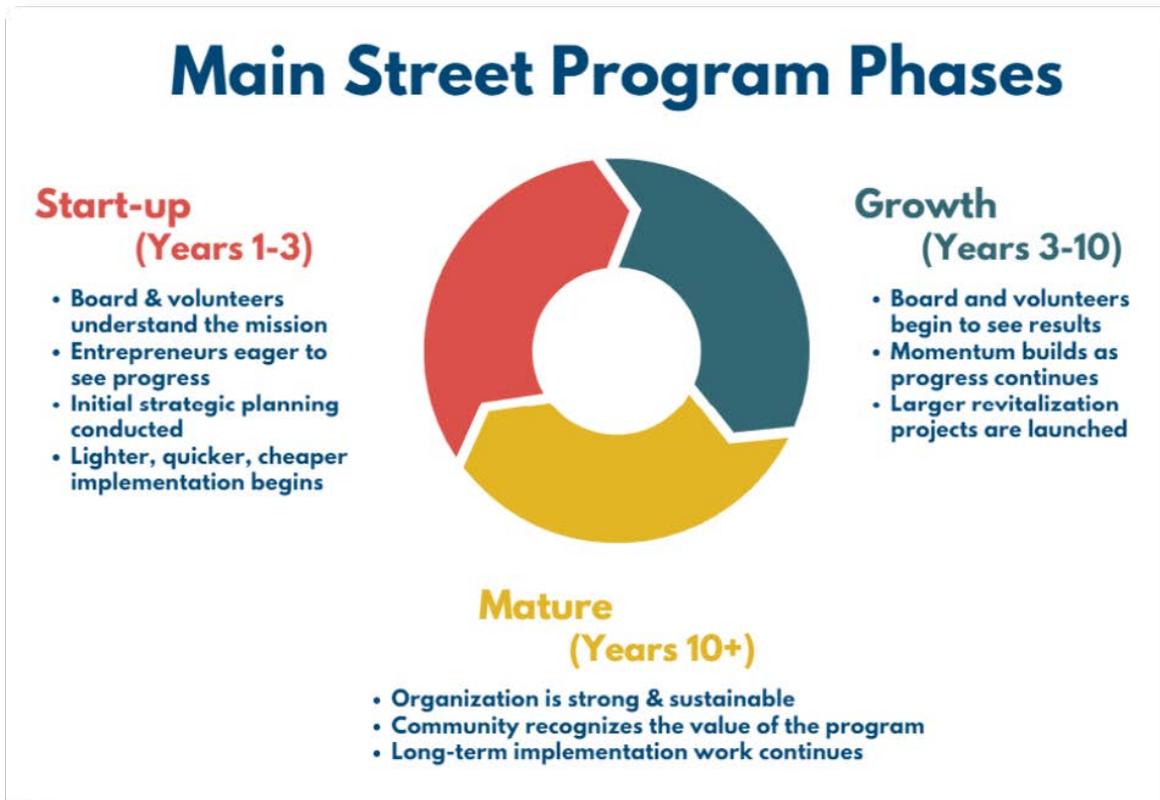
At its core, Organization involves the following activities:

- **Community Engagement.** Main Street organizations involve the community in activities, educate the community on important initiatives, and encourage the community to experience the Main Street district.
- **Fundraising.** Main Street organizations depend on multiple sources of funding and must be creative in their approach to raising money for the organization's projects and activities. This may include securing government funding, private investment, sponsorships, and grant funding.
- **Partnership Development.** In order to be successful, Main Street organizations must develop partnerships with local community development organizations, including city and county government, chambers of commerce, economic development organizations, tourism agencies, local businesses, and other civic organizations.
- **Volunteer Management.** The Main Street board and Main Street director cannot do all the work alone. It is important for local Main Street programs to develop a program of recruiting, training, and recognizing local volunteers.
- **Public Relations.** Main Street programs must communicate their message to the public and raise awareness of the organization's mission, projects, events, and activities. This requires an ongoing public relations effort that includes platforms such as email, social media, a website, and other digital and traditional forms of communication.

# Organization

## PROGRAM PHASES

Downtown revitalization efforts require a long-term focus, but all programs must start somewhere. It is important to remember that all Main Street programs go through a series of phases after they are established and continue to grow. Understanding this life cycle will help a new program develop a path that leads to long-term success.



*Inman's Main Street is in Phase 1, the Catalyst Phase. During the Resource Team onboarding, Inman has built momentum and has begun early implementation work.*



## ORGANIZATION RECOMMENDATIONS

### Formalize the Steering Committee into an Advisory Board.

Typically, the board has five main responsibilities as a steering group that assists the Main Street Director in:

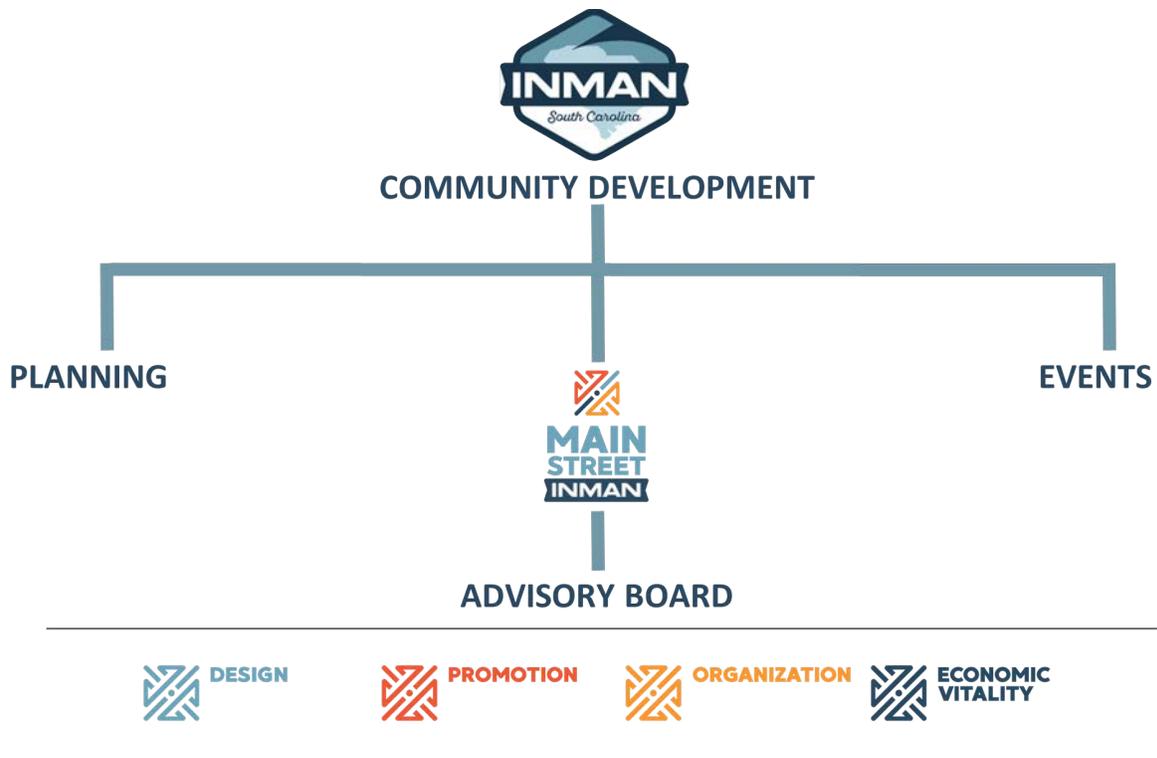
1. Promoting the revitalization efforts to downtown interests and the public (communication + outreach).
2. Overseeing volunteer activities by recruiting, supervising and rewarding good work.
3. Encouraging investment in revitalization to operate the Main Street program and implement goals.
4. Walking, talking and advocating for the local program.
5. Being accountable for the successes of the organization and for the wise use of its human and financial resources by planning for the long and short-term using mission, vision and work plans.



Organizational chart example

# Organization

- Main Street work requires EVERYONE to be on the same team
- There are many opportunities to get involved:
  - Specific committee/team tasks
  - Small business visits
  - Event volunteering



*Organizational chart example*

# Organization

Define the Downtown District Boundaries to clarify the Main Street Program's area of focus. Share on the Main Street Program's website and include in board member orientation notebooks.

## Inman's Main Street Boundaries include:

- S. Howard
- Oakland
- Gosnell
- Wingo



# Organization

## ORGANIZATION RECOMMENDATIONS

### Plan and Prioritize.

Determine areas of focus with reasons for that focused effort. Every initiative considered should pass the SMART test: (specific, measurable, attainable, relevant, time-bound). Beginning with the work plan developed during the Resource Team Visit, schedule annual time to evaluate and redefine Main Street work plans.



Work planning is a participatory process led by the local leadership team. Action plans are further teased out to identify who does what, when, and what's needed for the program budget. A larger strategic planning process should be conducted every 2-3 years.

Focus on incremental successes. Change within downtown should be implemented through a comprehensive, incremental approach that encourages partnerships and a grass-roots community support, and focuses on local assets and quality efforts.

aSMAIN STREET INMAN   18 month Implementation Plan   March 2023 – September 2024				
Economic Positioning/Vision Statement: <b>Historic Downtown Inman's beautifully preserved historic buildings, unique street pattern and homegrown small businesses set the stage for an authentic foothills experience. #EverythingYoureInto</b>				
Implementation Strategy: Inman is an Aspiring <i>Main Street SC</i> community. The Main Street Inman program is charged with administering the <i>Main Street Four-Point Approach®</i> to establish economic development strategies for downtown revitalization (Organization, Promotion, Design and Economic Development) to implement a plan that achieves measurable results.				
DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION <i>Work in a collaborative fashion to make Inman a great place to live, work and visit.</i>	PROMOTION <i>Market downtown &amp; create activities to build retail opportunity, community pride and economic vitality.</i>	DESIGN <i>Create an attractive downtown while preserving Inman's unique architectural features.</i>	ECONOMIC VITALITY <i>Create a vibrant retail climate downtown that meets the needs of locals and offers economic sustainability.</i>
<b>Strategy #1</b> <b>MAIN STREET INMAN</b> is the economic engine for the growth of Inman's historic downtown district.  <b>Goals:</b> <ul style="list-style-type: none"> <li>Effectively communicate the mission of Main St Inman.</li> <li>Celebrate Inman's unique assets.</li> <li>Collaborate with partners.</li> </ul> <b>Measurable Objectives:</b> <ul style="list-style-type: none"> <li>Formalized Main St program structure + all steering committee members trained &amp; engaged.</li> <li>Increased public engagement by 20% in downtown programming &amp; initiatives.</li> <li>Weekly scheduled Main St program messages.</li> </ul>	<b>Initiatives:</b> <b>12-18 months</b> <ol style="list-style-type: none"> <li>Formulate, adopt &amp; announce annual Main Street action plan by council resolution (whereas, etc.)</li> <li>Investigate 501c3</li> <li>Formulate organizational structure/staff support expansion plan</li> <li>Formalize volunteer engagement               <ol style="list-style-type: none"> <li>Develop appreciate plan</li> <li>Email/follow up from survey results</li> <li>Host monthly town updates to ensure open communication (i.e. fireside chats)</li> </ol> </li> <li>Develop communication plans</li> </ol>	<b>Initiatives:</b> <b>12-18 months</b> <ol style="list-style-type: none"> <li>Implement the brand(s) (downtown destination &amp; Inman's Main Street program)               <ol style="list-style-type: none"> <li>Adopt by council resolution</li> <li>Develop &amp; launch branding messaging</li> <li>Coordinate print shop partnership</li> <li>Coordinate web/social</li> <li>Develop volunteer swag (stickers, t-shirts)</li> <li>Launch "everything you're into" storytelling campaign</li> </ol> </li> </ol>	<b>Initiatives:</b> <b>12-18 months</b> <ol style="list-style-type: none"> <li>Front-load vibrancy amenities               <ol style="list-style-type: none"> <li>Design &amp; install banners</li> <li>Map &amp; design guerilla signage system</li> <li>Design bollard A-frame boards</li> <li>Purchase &amp; install alleyway furniture</li> <li>Install string lights</li> <li>Create resource + service project list</li> <li>Interactive games</li> <li>Wrap utility boxes</li> <li>Artistic crosswalks at Mill &amp; Bishop</li> </ol> </li> </ol> <b>12-18 months</b> <ol style="list-style-type: none"> <li>Continue utility line diet</li> <li>Develop new parking resources               <ol style="list-style-type: none"> <li>Create shared parking agreements</li> </ol> </li> <li>Develop overlay district               <ol style="list-style-type: none"> <li>Host design education workshops</li> <li>Create design guidelines ordinance</li> <li>Create illustrative design guidelines</li> <li>Develop corridor guidelines</li> </ol> </li> <li>Develop wayfinding system               <ol style="list-style-type: none"> <li>Implement pedestrian signage</li> <li>Create targeted building incentives</li> </ol> </li> <li>Create public art placement plan</li> </ol>	<b>Initiatives:</b> <b>12-18 months</b> <ol style="list-style-type: none"> <li>Publish &amp; distribute market data from Main Street Resource Team Report               <ol style="list-style-type: none"> <li>Create branded packet folders to professionally package and share information</li> <li>Host merchant meeting to highlight market data for business expansion</li> </ol> </li> <li>Finalize building inventory details &amp; regularly update   <b>12-18 months</b>  <ol style="list-style-type: none"> <li>Formulate strategic incentives by aligning workplan with One Spartanburg &amp; partners</li> <li>Establish targeted retail recruitment (annual "what's missing summit")</li> <li>Create retail recruitment plan for downtown district</li> </ol> </li> </ol>
The mission of Main Street Inman, a department of the City of Inman, is to preserve, manage, promote, and enhance Inman's historic downtown district.				

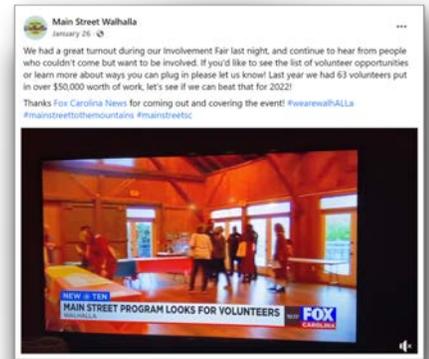
High level implementation chart developed during the Resource Team Visit. Always use to ensure comprehensive planning, tracking and partner alignment.

# Organization

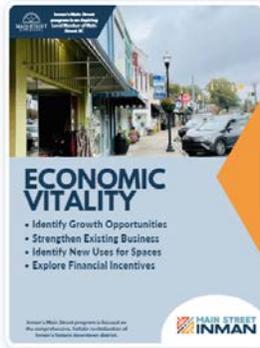
## ORGANIZATION RECOMMENDATIONS

### Connect and Coordinate.

Downtown belongs to everyone and everyone has a stake in its health and future, but limited and often competing resources (both human and financial) present challenges. Find focus and align that focus with community partners -- both groups and individuals. This approach fosters a strong sense of ownership of the downtown revitalization process and builds consensus for downtown's vision. Everyone participates. Everyone benefits from a vibrant downtown. **The goal of a Main Street program is to keep a strong focus on working WITH downtown and the community and not just FOR downtown.**



Example of volunteer engagement: **Volunteer Fair** hosted by Main Street Walhalla.



Create **tabletop posters** that outline priorities and specific volunteer opportunities.

- **Map local partnerships and clarify roles.** Outline the specific activities pursued by each of the 4 Points. Identify partner mission overlap and areas for potential partnership growth. Coordinate to maximize the talent and support offered by volunteers and partners.
- **Coordinate promotional and marketing initiatives that confirm downtown as the heart of community activity and identity.** Promoting the Main Street DISTRICT is the task of the Promotion Committee but **promoting the Main Street PROGRAM is the job for the ORG Committee.** Don't assume everyone knows, understands, and appreciates Main Street work and the program's mission.
- **Actively recruit volunteers to assist with priorities.** A Main Street program's success is directly correlated to the number of volunteers and partnerships. Create a volunteer development and management plan that outlines the process and opportunities for involvement. This should include defined roles to help implement projects and activities. Where and how can people and agencies participate? Include a volunteer sign up on the Main Street program's webpage.
- **Establish volunteer recognition initiatives and activities** that highlight the talent, contributions, and impact provided by individuals and groups within the organization. This is essential to building a strong and sustainable Main Street program.
  - Develop a campaign to attract members of civic clubs, business district stakeholders and private citizens.
  - Create volunteer job descriptions, define roles, track amount of time volunteers participate and evaluate.



Reach out to survey respondents that answered **YES** they would like to volunteer 2 hours to help Inman's Main Street Program.

# Organization

## ORGANIZATION RECOMMENDATIONS

### Communicate and Celebrate.

Continue to celebrate successes and use this resource team report to showcase possibilities and plans.

- Create sandwich board signs or hand held signs that identify activities or projects underway. Use them in promotional photo opps.
- Post monthly times and locations for meetings/gatherings to create transparency and volunteer engagement. Always think about developing downtown ambassadors and future leaders.
- Provide brief monthly or quarterly Main Street impact presentations at Council meetings.
- Share this report widely – via web page and social media.
- Tell Downtown's Story. Ensure that the Main Street program's mission and vision are highly visible and regularly communicated during projects and activities. Consider crafting messages like:
  - *Top 10 things to do in Historic Downtown Inman*
  - *Reasons to open a business in Historic Downtown Inman*
- Educate the community about the Main Street Program. Ensure that both the public and private sectors understand the relevance of the Main Street program. Make annual presentations to community agencies and organizations about Main Street Inman.
- Develop a strong communication plan that includes the vision for downtown with a solid message that connects regularly with the community and promotes a sense of ownership with clear opportunities for involvement and support.
- Take credit where credit is due. **Many Main Street programs have died for lack of self-promotion. Develop ready-made Main Street material to illustrate the vision, successes and the future.**



Example of easy to develop promotional signage.



Example poster that highlights Walhalla's Main Street program impact.



Example of social media post highlighting Orangeburg's downtown revitalization strategies..



## Communication Recommendations

Communication is the key to a strong downtown organization. Start by adopting a distinct logo for each of the primary city organizations involved in downtown: municipality (seal), tourism (rocking chair), Main Street (front & center), and identifying the roles of each sector.

Main Street Inman should work to create three communication and branding plans:

1. For the Main Street Inman Organization
2. To promote the Downtown District (promotion)
3. To support and attract Small Businesses (economic vitality).

These communication plans will help teams focus on messaging and goal-based marketing. All organizational communication should celebrate the mission of Main Street, the people and partnerships behind the work, and the Main Street program's economic impact on downtown Inman .

### Communication Plan for the Main Street Organization

#### Messaging & Storylines

- The Main Street Inman Organization is a well-organized entity tasked with managing the growth of historic downtown Inman (mission)
- Main Street Inman is part of a strong network of support at the state and national levels. (foundational support)
- Main Street Inman depends on private citizens to achieve its goals (volunteer & donate)
- Main Street Inman partners with the city and local organizations with similar goals to leverage its impact in downtown revitalization (partnerships)
- Main Street Inman has a plan to encourage redevelopment of downtown (goals & progress)
- Celebrate Main Street Inman's successes (Powered by Main Street)

#### Team Members

- Executive director
- Organization committee members
- Partner organizations
- City of Inman

#### Audience

- Council and elected officials
- Local residents
- Current business and property owners
- Current and future committee and board members
- Current and future volunteers and donors
- Partner organizations

#### Channels

- Press releases
- Website (separate and link to city, other partners)
- Social media (separate page for Main Street)
- Speaking engagements

#### Branded Materials

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Business cards</li> <li>• Folders</li> <li>• Staff and volunteer apparel</li> <li>• Signage for office space</li> <li>• Informational handouts</li> </ul> | <ul style="list-style-type: none"> <li>• Presentation materials</li> <li>• Promotional materials for volunteers &amp; stakeholders</li> <li>• Reporting materials</li> <li>• Project progress signage</li> </ul> |
|--|--|



## Communication Recommendations



### New Main Street Kickoff Social Media Campaign

- **Goal #1** - Acquaint the community with new downtown revitalization efforts (EDUCATE)
- **Goal #2** - Share positive stories of downtown growth (TAKE BACK MESSAGE)
- **Goal #3** - Engage potential committee members and volunteers (BUILD HYPE)

#### GOAL #1 - EDUCATE

- **“Main Street Mondays”** - Focus on the Main Street structure (4 points) State Network - peers in other towns, training opportunities
- **Share the Brand!** - talk about the messaging, vision, and backstory behind the new logo & tagline
- **Unpack Presentation** - post bite-sized data from the resource team visit and report

#### GOAL #2 - POSITIVE MESSAGING

- **Everything You're INto** - Loving Local Campaign
- **First Person Stories** - of business owners (Storyville Social method) see sample
- **Stories of Collaboration & Progress** - City Infrastructure, setting the stage for growth

#### GOAL #3 - BUILD INVOLVEMENT

- **“Why I Main Street”** - Quick quotes with the steering committee, elected and appointed officials etc. - why they're excited about Main Street
- **“Get INVolved”** - Explain the committees; Give specific timelines and roles for involvement

#### TIPS

- Use Hashtags to easily keep track of posts #progressfrontandcenter #PoweredByMainStreet #MainStreetInman #Inman Rocks etc.
- Use scheduling tools
- Stay positive and intentional
- Focus on communication goals



# POWERED BY MAIN STREET

## 2

# Promotion

**“Promotion positions the downtown commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community’s unique characteristics.”**

– National Main Street Center



## Introduction

The promotional aspect of the Four Point Approach™ to revitalization positions downtown as the center of activity, culture, commerce and community life, while creating a positive image that showcases the community's unique characteristics. It takes many forms, but the goal is to instill community pride and improve consumer and investor confidence in the commercial district. Advertising, retail promotions, special events and marketing campaigns help sell the image of Main Street to the community and surrounding region. Promotion communicates a commercial district's unique characteristics, business establishments and activities to shoppers, investors, potential business and property owners and visitors.

## More Than Just Festivals

The Promotion point of Main Street is targeted at developing and refining a unified, quality image of the downtown by marketing the business district as a compelling place to shop, live, work, invest and visit. Promotions fall in one of three categories:

**Image Development** activities change negative impressions and reinforce positive perceptions to promote the district as a cohesive unit.

**Special Events** bring EXCITEMENT and POTENTIAL CUSTOMERS to your district.

**Retail and Business Activities** should attract customers and "ring registers," thus making an immediate impact on businesses.



*Farmers Market attendees in Gallatin, TN. Events like this help the community feel ownership over their downtown. It creates a connection.*

# Promotion

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## IMAGE DEVELOPMENT

Downtowns go through ups and downs. These efforts and activities change negative impressions and reinforce positive perceptions to promote the district as a cohesive unit. **This is where a COMMUNITY BRAND is very important.** Parking, extended hours, community pride, safety, and community cleanliness are all key here.



**Pride in Place Merchandise is key to creating connection between your customer and your brand.**

### TYPES OF IMAGE BUILDING CAMPAIGNS

- Brand Creation
  - Logos/Taglines/ Slogans/ Wayfinding/Websites, etc.
- Brand Communication
  - Develop Image Advertising (Newspaper, Radio, Television, Magazines, Social Media, etc.)
  - Create Collateral Materials (T-shirts, Shopping Bags, etc.)
  - Produce Media Kits (Press Releases, Before and After Photographs, Annual Reports, etc.)
  - Plan Image Building Events (Ribbon Cuttings, Annual Meetings, clean-Up Days, etc.)

# Promotion

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## SPECIAL EVENTS

These are gifts to the community. Special events bring excitement and potential customers to your district. They create memories, celebrate holidays and passively re-enter downtown into everyday life.

### FOOD FESTIVALS



Athens Grease Festival



### MUSIC FESTIVALS



Tupelo Elvis Festival



### STREET FESTIVALS



Fall For Greenville



### FOURTH OF JULY



Fourth of July  
Lexington, Kentucky



### HALLOWEEN



Neewollah on Noble  
Anniston, Alabama



### CHRISTMAS



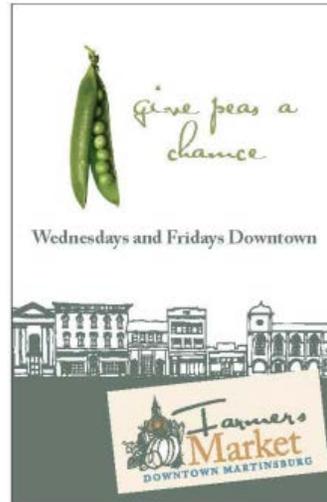
Big Bright Light Show  
Rochester, Michigan



# Promotion

## RETAIL PROMOTIONS

Make the cash registers ring! Retail and business activities should attract customers and thus make an immediate impact on businesses. This entails reprogramming the retail market.



### TYPES OF RETAIL PROMOTIONS

- Cooperative Promotion – Cluster and promote stores in the same category to grow downtown as a destination. (Business Directory / Rack Cards / Downtown Passports, etc.)
- Cross Promotion – Group businesses with complementary goods into one retail event/coordinated displays. (Coupon /Discount Cards, etc.)
- Niche Promotion – Focuses attention not on the product mix, but on the specific consumer group targeted through specially distributed flyers, coupons, posters, and/or media ads. (Students/Seniors/Neighbors, etc.)
- Special Event Development
  - Community Heritage (to enhance the unique cultures of the community like music, foods, dance, art)
  - Special Holiday Events (national, state, or local holiday or celebration + traditional: winter holidays, Easter, etc. and non-traditional: National Preservation Month, Ice Cream Day, etc.).
- Social Events – create reasons for the community or the region to come downtown and be together. (Concerts, Farmers Markets, Car Shows, etc.)



# Promotion

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## COMMUNITY STORY TELLING

Interview local leaders (small business owners, board members, volunteers) and feature their photos and stories in a once a week series. Include stories on a dedicated web page [like this](#). Two stories have been crafted by the Main Street team to provide examples of this work.



"I've been on the Mayor's Youth Council for two years. There are about twenty of us that attend every city council meeting.

We do clean-up days and volunteer at all the city events, work at nursing homes and collect socks and tooth brushes for veterans – those kinds of things. I've really liked making connections and getting to meet people I would not have met had I not joined Mayor's Council.

Knowing what's going on in the city has made me pay more attention. If I'm driving down the road I may notice something that may need to be addressed.

When I was younger, I definitely didn't see myself staying in Inman. Now I'm starting to appreciate things a little more. When I was in middle school, I remember coming through town. The city looked pretty bad. There was nothing to do; there weren't any shops or restaurants here. If you wanted to do something, you had to go to Spartanburg or Greenville.

In the past four years, the city has done a lot to improve things around here.

I think a great idea for a business would be something for young people. Something indoors and open later in the evening, like a building with an arcade, mini bowling, or a little skating rink. On weekends wouldn't you rather have kids driving to downtown Inman than driving to Greenville at night?

I'll be going to Wofford next year. I received a huge scholarship. My mom was in tears. I want to study something medical or maybe government or law. I'm balancing between those two careers.

After college I want to do a fair bit of traveling. Then I would consider settling down here in Inman.

I think if we play our cards right, Inman has great potential."

- Adam Moore  
Mayor's Youth Council,  
Chapman High School  
Inman, South Carolina

# Promotion



## Communication Recommendations

People love being part of a good story.

Inman's rich history, natural resources, and unforgettable people hold stories that tie us together and help create a welcoming space that people can see themselves in. When promoting downtown, use the identified messages and storylines to create events, social media posts, vibrancy amenities, and printed materials that align with the Inman brand. Focus on local and authentic assets; having a downtown that is loved and supported by its residents will do more to attract visitors than an external tourism campaign. Make sure your events align with your strategic vision for downtown and have specific and achievable goals. Use the logos and graphics designated for Downtown Inman. Create a database of quality photos and videos of your downtown assets and update them regularly.

Above all, keep messaging positive, personal, and intentional.

### Communication Plan for Inman's Downtown District

#### Messaging & Storylines

- Downtown Inman is the heart and soul of the community (love for local)
- Downtown Inman's architectural assets tell the story of who we are (history)
- Downtown Inman is a hub for artists and makers (creativity)
- Downtown Inman is for everyone (people)
- Downtown Inman is rooted in natural beauty (nature)
- Rediscover Downtown Inman (itineraries)

#### Team Members

- Executive Director
- Promotion Committee
- County and regional tourism offices
- Downtown businesses
- Museums

#### Audience

- Inclusive mix of local residents & students
- Current and potential businesses
- Visitors and tourists
- Potential investors
- Potential residents

#### Channels

- Social media
- Broadcast media
- Print
- Outdoor advertising
- YouTube

#### Branded Materials

- Special Events
- Postcards
- Signage
- Maps
- Banners
- Vacant window graphics
- Sidewalk & window decals
- Photography & Video
- Public Art
- Promotional items (stickers, t-shirts, bags)

# Inman BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Inman Brand, and will help create equity as we tell others about Inman.

PREPARED BY



**ARNETT MULDROW**  
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Greenville, SC 29609  
ben@arnettmuldrow.com  
arnettmuldrow.com



Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media

- 1.0** Brand
- 2.0** Logo
- 3.0** Color
- 4.0** Typography
- 5.0** Expansion
- 6.0** Resources

The Brand Manual is essentially a set of rules that explain **how your brand works.**

# 1.0

## The Brand

---



# 1.1

## Brand Message

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

### A. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.

### B. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name.

### C. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.



## 1.2 Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

### LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.



# 1.3 Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).



## 1.4 Logo Spacing

The area that surrounds the logo known as “clear space” is as important as the logo itself.

### WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.



# 2.0

## The Colors

---



## 2.1 Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

Almost 90% of people's assessment on products or services is based on colors alone.

Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.

### COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

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## 2.2 Color Specs



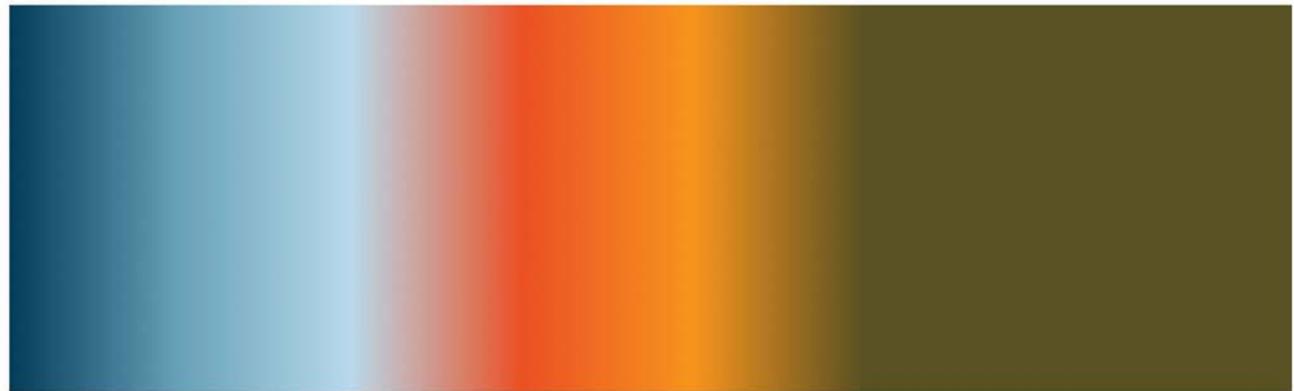
Dark Blue	Blue	Light Blue
HEX 023C5A	HEX 68A2B8	HEX B9D9EB
RGB 2, 60, 90	RGB 104, 162, 184	RGB 185, 217, 235
HSB 200, 98, 35	HSB 197, 43, 72	HSB 202, 21, 92
CMYK 97, 33, 0, 64	CMYK 43, 11, 0, 27	CMYK 21, 7, 0, 7
NAME Indigo Dye	NAME Maximum Blue	NAME Columbia Blue



Orange	Gold	Green
HEX EA5024	HEX F7941D	HEX 595123
RGB 234, 80, 36	RGB 247, 148, 29	RGB 89, 81, 35
HSB 13, 85, 92	HSB 33, 88, 97	HSB 51, 61, 35
CMYK 0, 65, 84, 8	CMYK 0, 40, 88, 3	CMYK 0, 8, 60, 65
NAME Flame	NAME Yellow Orange Color Wheel	NAME Antique Bronze

# 23 Shades & Gradients

+100%	AA	AA	AA	AA	AA	AA
+87.5%	AA	AA	AA	AA	AA	AA
+75%	AA	AA	AA	AA	AA	AA
+62.5%	AA	AA	AA	AA	AA	AA
+50%	AA	AA	AA	AA	AA	AA
+37.5%	AA	AA	AA	AA	AA	AA
+25%	AA	AA	AA	AA	AA	AA
+12.5%	AA	AA	AA	AA	AA	AA
0%	AA	AA	AA	AA	AA	AA
-12.5%	AA	AA	AA	AA	AA	AA
-25%	AA	AA	AA	AA	AA	AA
-37.5%	AA	AA	AA	AA	AA	AA
-50%	AA	AA	AA	AA	AA	AA
-62.5%	AA	AA	AA	AA	AA	AA
-75%	AA	AA	AA	AA	AA	AA
-87.5%	AA	AA	AA	AA	AA	AA
-100%	AA	AA	AA	AA	AA	AA



# 3.0

## The Type

---



## 3.1

### Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

#### SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters. Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

[www.practicaltypography.com/what-is-typography.html](http://www.practicaltypography.com/what-is-typography.html)

Do not think  
of type as  
something  
that should  
be merely  
readable.  
**It should  
be beautiful.**

## 3.2

### Primary Typeface

MADE

**Hello I'm:**

**MADE**

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxy**

**1234567890**

### 3.3

## Secondary Typefaces

LAURELLE

Hello I'm:  
*Laurette*

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

## 3.4 Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

### LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

### TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

### WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

**Inman**

---

H1

**Inman**

---

H2

*Inman*

---

H3

**Inman**

---

H4

**Inman**

---

BODY COPY

**Inman**

---

CAPTION

**Inman**

---

CC

# 4.0

## The Extension

---



# 4.1 Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in the perception

### PRIMARY GATEWAYS

These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.



### BUILDING MARKERS

The markers can be either wall mounted or monument style and denote important landmarks in the downtown district

### TRAILBLAZERS

Trailblazers are the directing signs leading motorists to the main attractions in the area.

These should have a maximum of three locations per sign and carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows.

### STREET BANNERS

Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed calming device. They too can be color coded by district and can promote local events, as well as promoting the brand.

### PARKING SIGNAGE

Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.



# 5.0

## The Resources

---



# 5.1 Logo Contact Sheet

## FILE FORMAT GUIDE

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



**File Type:** Portable Document Format  
**Category:** Vector Image Files  
**File Description:** Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

**Program(s) that open PDF files:**

Mac OS	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Apple Preview
Windows	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Brava! Reader



**File Type:** JPEG Image File  
**Category:** Raster Image Files  
**File Description:** Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used. JPEG files do not support transparency.



**File Type:** Encapsulated PostScript  
**Category:** Vector Image Files  
**File Description:** PostScript (.PS) file that includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

**Program(s) that open EPS files:**

Mac OS	Apple Preview, Adobe Illustrator, Acrobat, Photoshop, or QuarkXpress
Windows	CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



**File Type:** Adobe Illustrator File  
**Category:** Vector Image Files  
**File Description:** Native file format created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as an Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

**Program(s) that open ai files:**

Mac OS	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized), Apple Preview
Windows	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized)



**File Type:** PNG Image File  
**Category:** Raster Image Files  
**File Description:** Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.



Always in Season.png



Inman\_compact-4C.png



Inman\_compact-Black.png



Inman\_compact-Blue.png



Inman\_compact-DkBlue.png



Inman\_compact-Green.png



Inman\_compact-Orange.png



Inman\_compact-rev-4C.png



Inman\_compact-White.png



Inman\_compact-Yellow.png



Inman\_horz-4C copy 3.png



Inman\_horz-4C.png



Inman\_horz-Black.png



Inman\_horz-Blue.png



Inman\_horz-DkBlue.png



Inman\_horz-Green.png



Inman\_horz-rev-4C.png



Inman\_horz-White.png



Inman\_icon-4C.png



Inman\_icon-Black.png



Inman\_icon-Blue.png



Inman\_icon-DkBlue.png



Inman\_icon-Green.png



Inman\_icon-Orange.png



Inman\_icon-rev-4C.png



Inman\_icon-Yellow.png



Inman\_IN-icon-Black.png



Inman\_IN-icon-Blue.png



Inman\_IN-icon-DkBlue.png



Inman\_IN-icon-Green.png



Inman\_IN-icon-Orange.png



Inman\_IN-icon-rev-4C.png



Inman\_IN-icon-Yellow.png



Inman\_IN-icon.png



*South Carolina*

Inman\_SC-Black.png



*South Carolina*

Inman\_SC-Blue.png



*South Carolina*

Inman\_SC-DkBlue.png



*South Carolina*

Inman\_SC-Green.png



*South Carolina*

Inman\_SC-Orange.png



Inman\_SC-rev-4C.png

Inman\_SC-White.png



*South Carolina*

Inman\_SC-Yellow.png



*South Carolina*

Inman\_SC.png



*South Carolina*

Inman\_stack-sc-4C.png



*South Carolina*

Inman\_stack-sc-Blue.png



*South Carolina*

Inman\_stack-sc-DkBlue.png



*South Carolina*

Inman\_stack-sc-Green.png



*South Carolina*

Inman\_stack-sc-Orange.png



*South Carolina*

Inman\_stack-sc-rev-4C.png



*South Carolina*

Inman\_stack-sc-White .png

Inman\_stack-sc-White.png



*South Carolina*

Inman\_stack-sc-Yellow.png



*Everything You're Into*

Inman\_stack-tag-4C.png



*Everything You're Into*

Inman\_stack-tag-Black.png



*Everything You're Into*

Inman\_stack-tag-Blue.png



*Everything You're Into*

Inman\_stack-tag-DkBlue.png



*Everything You're Into*

Inman\_stack-tag-Green.png



*Everything You're Into*

Inman\_stack-tag-Orange.png



Inman\_stack-tag-rev-4C.png



*Everything You're Into*

Inman\_stack-tag-Yellow.png



Inman\_vert-4C.png



Inman\_vert-Black.png



Inman\_vert-Blue.png



Inman\_vert-DkBlue.png



Inman\_vert-Green.png



Inman\_vert-Orange.png



Inman\_vert-rev-4C.png



Inman\_vert-White.png



Inman\_vert-Yellow.png



Inman\_wordmar-Orange.png



Inman\_wordmark-Black.png



Inman\_wordmark-Blue.png



Inman\_wordmark-DkBlue.png



Inman\_wordmark-Green.png



Inman\_wordmark-rev-4C.png



Inman\_wordmark-White.png

**INMAN INMAN**

Inman\_wordmark-Yellow.png

Inman\_wordmark.png



Nametag.png

**INMAN**

Wordtype.png



Design.png



EV.png



MainStreet-horz-4C.png



MainStreet-horz-Black.png



MainStreet-horz-Blue.png



MainStreet-horz-DkBluw.png



MainStreet-horz-Green.png



MainStreet-horz-Orange.png



MainStreet-horz-rev-4C.png



MainStreet-horz-White.png



MainStreet-horz-Yellow.png



MainStreet-horz.png



MainStreet-powered-4C.png



MainStreet-powered-Black.png



MainStreet-powered-Blue.png



MainStreet-powered-DKBLUE.png



MainStreet-powered-Green.png



MainStreet-powered-Orange.png



MainStreet-powered-rev-4C.png



MainStreet-powered-White.png



MainStreet-powered-Yellow.png



MainStreet-stack-4C.png



MainStreet-stack-Black.png



MainStreet-stack-Blue.png



MainStreet-stack-DkBlue.png



MainStreet-stack-Green.png



MainStreet-stack-Orange.png



MainStreet-stack-rev-4C.png



MainStreet-stack-White.png

MainStreet-stack-Yellow.png



MainStreet-vert-4C.png



MainStreet-vert-Black.png



MainStreet-vert-Blue.png



MainStreet-vert-DkBlue.png



MainStreet-vert-Green.png



MainStreet-vert-Orange.png



MainStreet-vert-rev-4C.png

MainStreet-vert-Whiteai.png



MainStreet-vert-Yellow.png



MainStreet-vert.png



ORG.png



Promotion.png

## 5.2 Copyright

### Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Inman, Here to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.



Arnett Muldrow & Associates  
864.233.0950  
ArnettMuldrow.com  
316 West Stone Avenue  
Greenville, SC 29609

---

Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.

# 6.0

## The Action

---



# BRANDTOUCH IMPLEMENTATION CHECKLIST

## PHASE 1

### Adopt Brand

- Board/Council Adoption
- Share Brand Link with Design Partners

### Technical Integration

- Install Fonts
- Copy Brand Folder to Local Drive
- Adopt Internal Toolbox with staff

## PHASE 2

### Social Media

- Update Facebook Profile
- Update Instagram Profile
- Update Twitter Profile
- Update Pinterest Profile
- Load Photos as gallery in Facebook
- Create Pinterest Board with Brand Elements

### Online

- Update Colors on Webpage
- Add New Graphics
- Update Favicon
- Add Brand Statement to Website
- Add Styleguide Request
- Add Brand Resources Page

## PHASE 3

### Communication

- Update Email Signature
- Adopt Powerpoint Template
- Adopt Digital Letterhead
- Upload Brand Materials to Email Newsletter
- Adopt Envelope Template
- Printer Updated Business Cards

### Collateral

- Share Brand Resources
- Share Merchadising Examples
- Share Brand Partner Idea List
- Create Volunteer Shirts
- Create Staff Shirts
- Vehicle Graphics
- Police Badges
- Bench,Trash Can, Public Space Integration

### Printing

- Shopping & Dining Guide
- Organization Brochure
- Parking Cards
- Partner Banners
- Visit Cards
- Hours Signs

### Event Extension

- Logo Adoption
- Social Integration
- Marketing Integration
- Merchandise Expansion
- Signage
- Volunteer Swag

### Wayfinding

- Plan Strategic Banner Strategy
- Plan Event Banner Strategy
- Explore Partnering for Comprehensive Wayfinding System
- Bike Sign System
- Bike Lane Branding
- Guerilla Pedestrian Signs
- Parking Signs

### Other

- 
- 
- 
- 
- 
- 



**DOWNTOWN  
INMAN**

*Everything You're Into*

# HOW TO BE A BRAND PARTNER

## BRAND MERCHANDISE

- Hats
- T-Shirts
- Coffee cups
- Decals
- Bumper stickers
- Bags
- Shopping bags
- Cycling jerseys
- Pint glasses
- Guitar picks
- Water bottles
- Outdoor gear
- Polo shirts
- Climbing chalk bags
- Hiking stick medallions
- Rain jackets
- Guitar straps
- Koozies
- Socks
- Invent something

## BRAND YOUR DIGITAL PRESENCE

- Add logo to website
- Add logos to Facebook as a gallery
- Link from web to community website
- Use hashtag
- Share photos of branded items
- Tweet the web address
- Link google photo galleries to share
- Profile pics
- Send other businesses and organizations to the web address
- Instagram people having fun

## BRAND YOUR PLACE

- Request interest icons
- Look for brand extension opportunities
- Organizational logos
- Street banners
- Wayfinding signage
- Open signs
- Store hours signs
- Shopping & dining guides
- Advertising
- Pocket folders
- Visitor guides
- Business cards
- Brochures
- Annual reports
- Maps
- Trail guides
- Shopping bags
- Loyalty cards



**DOWNTOWN  
INMAN**

*Everything You're Into*

From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

## SHARE WITH US

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

**CHECK OFF ONE OF THE SUGGESTIONS, AND YOU ARE A BRAND PARTNER!**

# MAIN5 COMMUNICATION CHANNELS

	BOARD	DESIGN	PROMOTION	ORGANIZATION	ECONOMIC VITALITY	WEEKLY	MONTHLY	ANNUAL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
<b>SOCIAL</b>													
Facebook Page													
Facebook Merchant Group Page													
Facebook Volunteer Group Page													
Instagram													
Instagram Stories													
Twitter													
Pinterest Product Catalog													
Pinterest Sweet Shot Catalog													
Tik Tok													

	BOARD	DESIGN	PROMOTION	ORGANIZATION	ECONOMIC VITALITY	WEEKLY	MONTHLY	ANNUAL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
<b>WEB/PRINT</b>													
Paid Print													
Earned Media													
Press Releases													
Web Updates													
Blog Posts													
Newsletters													
IMPACT Tool													

	BOARD	DESIGN	PROMOTION	ORGANIZATION	ECONOMIC VITALITY	WEEKLY	MONTHLY	ANNUAL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
<b>RELATION &amp; PRESENTATION</b>													
Council Update													
Council Presentation													
Organizations Presentation													
Volunteer Campaign													
Donor Campaign													
Sponsorship Single Ask													
Building Owner Visits													
Business Owner Visits													



# STRATEGIC EVENT CALENDAR

GOVERNMENT  
 VOLUNTEER  
 PUBLIC  
 OWNER  
 DONOR  
 RETAIL  
 SPECIAL  
 IMAGE

JANUARY


FEBRUARY


MARCH


APRIL


MAY


JUNE


JULY


AUGUST


SEPTEMBER


OCTOBER


NOVEMBER


JANUARY




**DOWNTOWN  
 INMAN**

*Everything You're Into*



# PHOTO ASSET CHECKLIST

## Main Street Context

- Daytime
- Nighttime
- Winter
- Holidays
- Festival
- Drone

## Farmers Market

- Setup
- Produce Detail
- Product Detail
- Vendor Shot
- Busy Shot
- Transaction Shot

## Event

- Setup
- Marketing
- Busy Shot
- Business Owner
- Transaction Shot
- People

## Business

- Storefront Day with People
- Storefront Night
- Context with People
- Product Detail
- Owner Shot
- Transaction Shot

## Restaurants

- Restaurant Front-Day
- Restaurant Front- Night
- Dining Room w/ People
- Outdoor Dining w/ People
- Food Shot
- Serving Shot

## Office/Co-work

- Building Front
- Interior Shot
- Employees working
- Saavy Logos on things

## Parades

- Public Safety
- Patio Dining
- Pets
- Bike Racks

# Examples



Downtown Context with People



Farmers Market Vendor Shot



Restaurant with People



Patio Dining



Parades

# SOCIAL MEDIA STRATEGY



## MONTHLY THEMES FOR INSPIRATION

JANUARY <b>NEW STARTS &amp; PLANNING</b>	FEBRUARY <b>DIVERSITY &amp; LOVE</b>	MARCH <b>CLEAN &amp; GREEN</b>	APRIL <b>BEAUTY &amp; COLOR</b>	MAY <b>MAIN STREET FLAVOR</b>	JUNE <b>LOCAL REDISCOVERY</b>
JULY <b>ROAD TRIP</b>	AUGUST <b>HISTORY &amp; CIVICS</b>	SEPTEMBER <b>FESTIVALS, EVENTS &amp; FUN</b>	OCTOBER <b>FALL FOR MAIN STREET</b>	NOVEMBER <b>SHOP SMALL OFTEN</b>	DECEMBER <b>HOLIDAY TRADITIONS</b>

## WEEK BY WEEK

MONDAY <b>PICTURES SPEAK</b>	TUESDAY <b>TASTE TUESDAY</b>	WEDNESDAY <b>MAGIC STORY TIME</b>	THURSDAY <b>TRAILHEAD THURSDAY</b>	FRIDAY <b>MAIN EVENT WEEKEND</b>	SATURDAY <b>REST</b>	SUNDAY <b>REST</b>
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## DAILY POSTS

- GALLERY PHOTO
- FOOD PIC
- INSPIRATIONAL QUOTE
- HIGHLIGHT PRODUCT
- PROMOTE EVENTS
- STORY DURING EVENTS
- BEHIND THE SCENES
- MENU PIC
- VIEWER POLL
- VIDEO TOUR
- ACTIVITIES
- OWNER IMAGE
- SERVER VIDEO
- ASK A QUESTION
- UNBOXING VIDEO
- HISTORIC IMAGE
- DESSERT POST
- THANK YOUR FANS
- THIS OR THAT?

# BRANDSCORE MAINSTREET

	POINT	YOUR SCORE
1. Do You Have A Defined Typeface?	5 points	
2. Do You Have A Color Palette?	5 points	
3. Do You Have An Organization Logo?	5 points	
4. Do You Have An Destination Logo?	5 points	
5. Do Your Committes Have Logos?	2 points	
6. Do You Have A Styleguide?	5 points	
7. Do You Have An Org Branded Presentation Template?	2 points	
8. Do You Have An Org Branded Business Card, Letterhead & Envelope?	2 points/ 6 max	
9. Is Your Org Logo On Your Website?	5 points	
10. Do You Have An Org Brochure?	5 points	
11. Is Your Org Logo Your Facebook Profile?	3 points	
12. Is Your Logo Your Instagram Profile?	3 points	
13. Do You Know What Twitter Is For?	3 points	
14. Do You Have A Traditional Or Electronic Newsletter?	2 points	
15. Do You Have A Uniform Hashtag?	2 points	
16. Do Our Events Amplify Our Brand?	5 points/ 20 max	
17. Does Your Gateway Include Your Logo?	5 points	
18. Your Street Banners Feature Your Destination Brand.	3 points	
19. Do You Make Your Volunteers Feel Part Of The Brand?	5 points	
20. Do You Address Parking With Your Brand?	5 points	
21. Is There Logo Apparel?	2 points	
22. Member Or Investor Benefits	2 points	

TO DO





**POWERED BY  
MAIN STREET**

**3**

**Design**

**“Design supports a community’s transformation by enhancing the physical and visual assets that set the commercial district apart.”**

– National Main Street Center

# Design

## Introduction

Design is the Main Street program area that concentrates on improving the appearance and function of everything that is visual in downtown such as buildings, storefronts, windows, sidewalks, lighting, landscape, signs, and streets. The primary goal of Main Street's design component is to encourage comprehensive visual improvements through good design that are compatible with historic features, and, therefore, maintain the integrity of the downtown. Said most simply, design strives to preserve and enhance the physical characteristics that make downtown Inman unique so that it can look its best and function at the highest level.

### Why are design and preservation important?

Design improvements are important to economic revitalization for several reasons. The appearance of the downtown is the first visual impression visitors receive – and that visual impression shapes visitor perceptions and experiences. Commercial district design affects buying decisions as well – just as the packaging of consumer products affects purchasing decisions. Design of public spaces affects mobility and safety. And design improvements – whether to public spaces or private buildings – show new investment and provide tangible evidence that downtown revitalization is happening and the Main Street program is leading the charge.

Good Main Street design should be paired with good historic preservation practices because it will help retain the authentic character of your community. Preservation, in practical terms, is often cheaper than building new. And most importantly, downtown Inman's historical architectural assets are the primary characteristic that distinguishes your community from any other as many cities have the same retail stores, restaurant types, etc., but none share the exact same historic buildings that Inman enjoys.

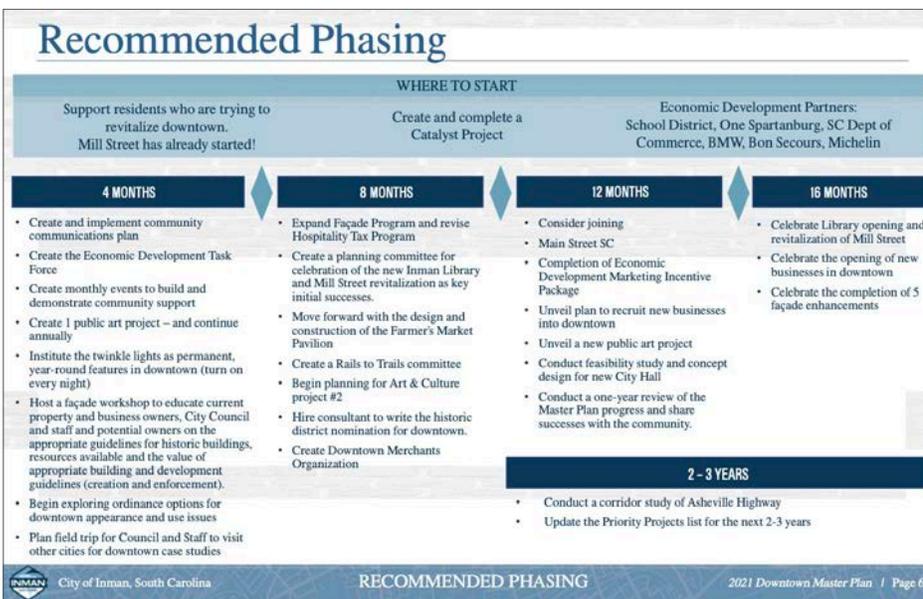
However, as with any downtown, there are areas of improvement that could take downtown Inman from 'good to great.' For example, while many buildings have been improved, others could benefit from thoughtful improvements. Similarly, opportunities exist to improve downtown parking, as well as alleys and open spaces. The recommendations that follow are presented as a means to enhance downtown Inman's positive aspects while addressing its shortcomings.



# Design

## Downtown Master Plan

In 2021, the City of Inman conducted a downtown master planning process with the Boudreaux Group in conjunction with Toole Design and Fred Delk. The Main Street South Carolina Resource Team wholeheartedly supports the major recommendations of that plan. Moreover, in many cases, the recommendations of the 2021 Downtown Master Plan inform the design recommendations herein. The recommendations noted within this report should be viewed as an elaboration of those prior recommendations with only a few exceptions based on new information and/or changing conditions since the completion of the 2021 planning effort.



Above (top): Cover of the 2021 Downtown Master Plan developed by the Boudreaux Group in association with Toole Design and Fred Delk. Above (bottom): Recommended phasing strategy for the implementation of the 2021 Master Plan.

# I. Public Art

As illustrated below, the 2021 Master Plan called for a public art project in the early phases of implementation. To expand on this recommendation, the Resource Team would recommend the creation of a Public Arts Placement Plan (sometimes referred to as an Art Path or Art Trail) so that installations are placed in locations that are purposeful in nature (e.g. to terminate a vista, deflect a vista, to create a ‘bread crumb path’ to lure people to certain locations, etc.). In absence of a Public Art Placement Plan, future art installations tend to be placed in less than optimal locations merely based on available land.

Additionally, the Resource Team would recommend that the subsequent art installations be multi-faceted in nature, ranging from murals and photo walls, to sculpture, to interactive art, to elements of whimsy and discovery (e.g. the Greenville mice), just to name a few.

## 2021 MASTER PLAN

### 4 MONTHS

- Create and implement community communications plan
- Create the Economic Development Task Force
- Create monthly events to build and demonstrate community support
- Create 1 public art project – and continue annually
- Institute the twinkle lights as permanent, year-round features in downtown (turn on every night)
- Host a façade workshop to educate current property and business owners, City Council and staff and potential owners on the appropriate guidelines for historic buildings, resources available and the value of appropriate building and development guidelines (creation and enforcement).
- Begin exploring ordinance options for downtown appearance and use issues
- Plan field trip for Council and Staff to visit other cities for downtown case studies



City of Inman, South Carolina

- ▶ **Public Art**
- ▶ **String Lights**
- ▶ **Facade Workshop**
- ▶ **Address Appearance and Use**

# I. Public Art

## PUBLIC ART PLACEMENT PLAN: "Art Paths"

- ▶ Mill to Main Connection
- ▶ Narrate the Downtown Experience



ZIGER/SNEAD

### ART PATHS

Important to the success of this plan is the creation of an Art Path conceived as a dedicated and celebrated walkway that connects many of the town's art, environment, and historic related points of interest. The Art Path can be thought of in two fundamental and distinct ways. Path as Art as well as Art on a Path. It should encourage an active engagement with art in the environment as well as provide a venue for guest curation of temporary art installations.



White River State Park | Art Walk



White River State Park in downtown Indianapolis, Indiana uses sculptural installations spaced apart to lure pedestrians from one to the next in order make the perceived distance walking over the bridge across the White River to not seem so daunting. In downtown Inman, the use of public art as 'bread crumbs' can serve to connect various assets spread throughout downtown.

## PUBLIC ART

- ▶ Murals/Photo Walls
- ▶ Sculpture
- ▶ Interactive Art
- ▶ Whimsy & Discovery



Photo walls, when combined with hashtags can both create interaction and social media interest in downtown. Gimmicks such as the Greenville, SC mice lure children and adults alike throughout downtown to find all of the mice. Interactive art --especially music producing-- bring life and vibrancy to downtown.

## 2. Vibrancy Amenities

As illustrated below, the 2021 Master Plan called for string lights in the early phases of implementation. To expand on this recommendation, the Resource Team would recommend the expansion of the idea to other elements that are categorically referred to as Vibrancy Amenities, or in some instances, Creative Placemaking. The following pages illustrate the power of low-cost vibrancy amenities to bring life and vitality to downtown at a fraction of the cost of more costly initiatives such as facade renovations or streetscape projects.

### 2021 MASTER PLAN

#### 4 MONTHS

- Create and implement community communications plan
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City of Inman, South Carolina

- ▶ **Public Art**
- ▶ **String Lights**
- ▶ **Facade Workshop**
- ▶ **Address Appearance and Use**

## 2. Vibrancy Amenities

### Vibrancy Amenities

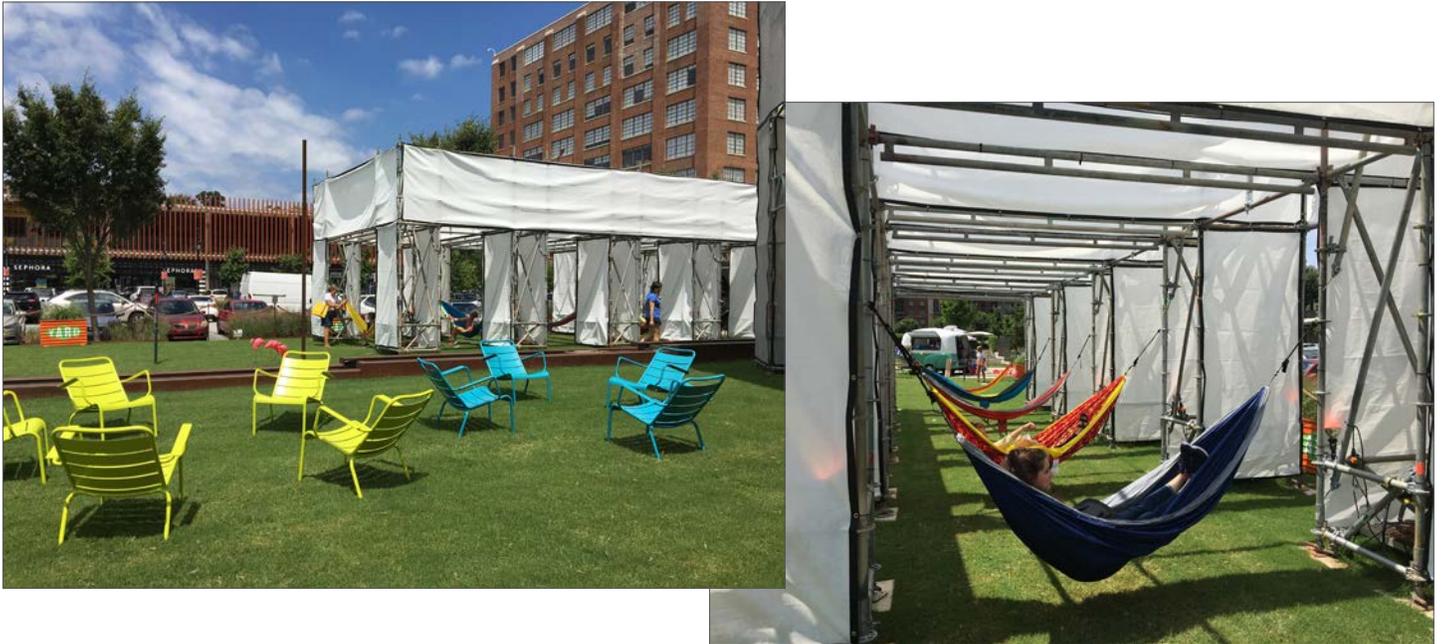
Another strategy to employ in making downtown active and enticing is through the use of vibrancy amenities. Vibrancy amenities can activate downtown and create an atmosphere of activity and exploration. A common theme voiced by the citizens who attended the Town Hall public input meetings was, “Downtown needs things for people to do!” Vibrancy amenities are relatively inexpensive solutions to this sentiment as they populate the downtown area with myriad elements that animate downtown with splashes of color and interactive features. These amenities, such as bistro tables, colorful umbrellas, parklets, public art, etc. not only create a visually appealing downtown, but are often implemented at far less cost than expensive streetscape projects or facade grants. Similarly, other vibrancy grants such as interactive art and games placed in public/green spaces such as downtown parks, plazas, or wide sidewalk areas have the affect of making downtown “sticky.” Stickiness refers to the quality of a downtown whereby there is something of interest among multiple generations to ‘stick around’ and do, enjoy, see, and interact with. Creative vibrancy grant ideas could include, but would not be limited to: flower baskets, umbrellas, sculpture, sun sails (shade devices), chairs, flags and banners, corn hole, miniature golf holes, giant Jenga, giant checkers, giant chess, giant Scrabble, parklets, public art, bistro tables and umbrellas, public art, creative benches and chairs, etc. Precedent imagery of a variety of vibrancy amenities follow on the next few pages.



*Vibrancy Amenities: One of the most strategic locations within the downtown district are the sidewalks where public and private meet and human interaction happens naturally. Moreover, expenditures to activate the sidewalk realm are often far less expensive than public streetscape projects or private facade improvement projects yet yield dramatic impact in terms of color, activity, and pedestrian interaction. Consider incentivizing ‘amenities’ such as Adirondack chairs, interactive public art installations, exterior dining tables and chairs, colorful umbrellas, etc. to animate the downtown area.*

## 2. Vibrancy Amenities

*Ponce City Market: Atlanta, GA: This pop-up park resides in the middle of a parking lot at Ponce City Market. All the lawn area shown resides within a raised bed that is populated with flamingos (of the plastic variety!), moveable furniture, and an “Eno Hotel” constructed of stage lighting framing and covered with white plastic for shade. These elements could easily be replicated in Inman.*



*Lake City, SC: Student teams from the local high school created portable miniature golf holes that can be placed randomly throughout the downtown or congregated in a single location to create a 9-hole putt-putt golf experience. In this way they have both an artistic purpose as well as an activity-generating purpose in the downtown. Best of all, it engages the students in the life of their downtown.*



## 2. Vibrancy Amenities

The photographs below illustrate various approaches other communities have utilized to create ‘stickiness’ within their downtowns. These various interactive games provide activities for people of all ages to enjoy while they are downtown. Downtown Inman’s parks, pocket parks, parklets, open spaces, and green spaces should be populated with similar activity-generating elements.



## 2. Vibrancy Amenities



*It is incredible the impact that string lights can make in downtown spaces. In spaces where DOT regulations might prevent string lights from zig-zagging across a roadway, don't underestimate the impact of simply running them parallel with the roadway as in the examples at left from Jonesboro, Arkansas (top right) and North Little Rock, Arkansas (bottom right).*



*There are low-cost initiatives that can garner significant impact in a downtown environment. Clockwise left: Painted, artistic crosswalks both promote pedestrian safety and infuse downtown with color and artistic whimsy. Painted intersections with destination logos like Mount Holly, NC transform a simple intersection into a place. Transformer wraps like Five Points in Columbia, SC not only conceal unsightly infrastructure elements, but can promote historic preservation or artistic endeavors.*

## 2. Vibrancy Amenities



*Never underestimate the power that flowers make in transforming a place evokes pride of place and quality of life. The presence of food trucks also promotes downtown activity and can often be used as a restaurant incubator as they test the local market before investing in brick and mortar buildings.*

### 3. Design Education

The 2021 Master Plan called for a Facade Workshop, and while the Resource Team agrees with this recommendation, we believe it should be expanded to include a wider range of Main Street/Historic Preservation-related Design Education initiatives. However, the Boudreaux planning team was correct in focusing on facades as they are one of the chief identity generators in any historic downtown. Therefore, Section 5 of this Design Report identifies a creative approach to targeted facade-related incentives known as Facade Component Grants.

**2021 MASTER PLAN**

**4 MONTHS**

- Create and implement community communications plan
- Create the Economic Development Task Force
- Create monthly events to build and demonstrate community support
- Create 1 public art project – and continue annually
- Institute the twinkle lights as permanent, year-round features in downtown (turn on every night)
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- ▶ **Public Art**
- ▶ **String Lights**
- ▶ **Facade Workshop**
- ▶ **Address Appearance and Use**

**INMAN** City of Inman, South Carolina

# 3. Design Education

## Design Education

The four-point approach of the Main Street program is typically administered through four committees devoted to the implementation of an individual point. The Design Committee is no exception and is primarily focused on being advocates for appropriate design and planning within the historic downtown core. In general terms, the primary responsibilities of the Design Committee include:

- **Education** Training yourself and others about the importance of good design and working to promote that image in the downtown area.
- **Advice** Providing good advice to downtown merchants, property owners and local government that encourage quality improvements to private properties and public spaces.
- **Planning** Looking into the future to cast a vision that captures the desires of both the citizens and local government...always have a seat at the table.
- **Motivation** Working with the public and private sector to create incentives for improving downtown.

One of the chief responsibilities of the Design Committee is raising awareness about design within the downtown and surrounding community. By introducing initiatives that raise awareness of good design principles and a community’s historic architectural assets, the preservation and enhancement of these invaluable resources is typically increased. There are countless ways to promote education about good design, but a partial list of potential educational initiatives follows below.

### Brown Bag ‘Lunch-and-Learn’ Workshops

Since the Main Street Design Committee typically receives training from the State Coordinating Program, consider conducting these training opportunities in conjunction with a lunch lecture series that exposes downtown residents to interesting design topics. Moreover, certain topics such as “Window Displays and Visual Merchandising,” could include a lunch lecture followed by a “walk and learn” component whereby the training consultant walks around town and comments on storefront displays for which the owner desires design direction. This is a great way to promote interest in downtown while educating the public about design issues in an engaging way.

### Architectural Character Guide/Downtown Design Handbook

The Main Street program has considered working on downtown “Design Guidelines.” In absence of a review district or architectural review board for downtown these would be premature. Moreover, the Design Committee should NEVER serve as any form of regulatory design review for the City. Rather, they should be an advocate for good design principles, in general, and help formal design review candidates through the process of design review with any relevant City-appointed review processes or commissions.



*Window Display Workshop: Following the lunch presentation, workshop participants in Laurens, SC walked the downtown and critiqued window displays.*



*Brown Bag “Lunch & Learn”: Brown bag lunch and learn workshop in Winona, MS sponsored by their local Main Street program.*

### 3. Design Education

In lieu of design guidelines, it is recommended that the Design Committee focus instead on one of two alternative design education document approaches instead. The first approach, commonly referred to as an ‘Architectural Character Guide,’ documents the common design elements, styles, and urban development patterns that create a distinguishable architectural and environmental character downtown. A plethora of photos taken from the downtown area visually illustrate the various topics that are addressed in the Character Guide.

Download link for the complete Pinedale, WY Architectural Character Guide PDF:

<http://www.communitydesignsolutions.com/public/Pinedale%20Character%20Guide.pdf>

The second approach, commonly referred to as a ‘Downtown Design Handbook,’ stipulates more general design and planning issues such as building height, setback, wall materials, etc. and supplements each topic with illustrative photos from the downtown area.

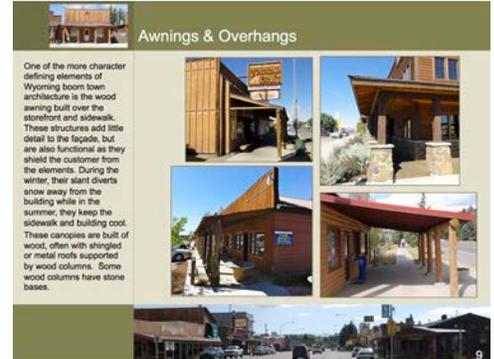
Download link for the Siloam Springs, AR Downtown Design Handbook PDF:

[http://www.communitydesignsolutions.com/public/Siloam\\_Springs\\_Design\\_Handbook.pdf](http://www.communitydesignsolutions.com/public/Siloam_Springs_Design_Handbook.pdf)

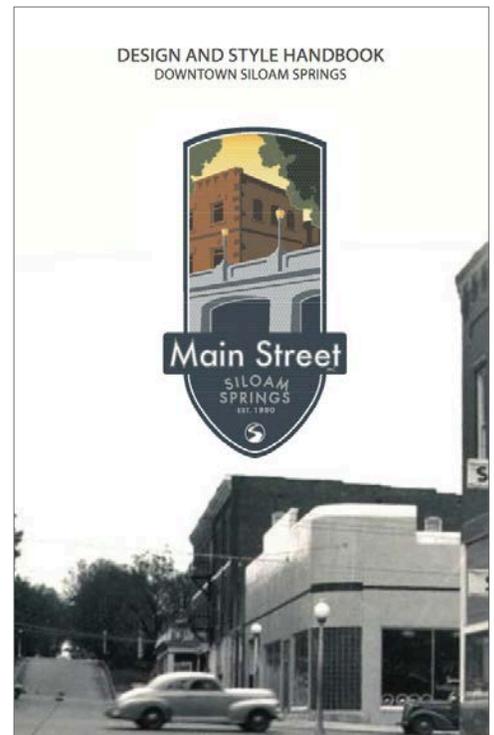
Either of these approaches has a more accessible name than “design guidelines” and do not imply regulations as much as sound design and planning principles. The design committee is encouraged to complete this document in either of the approaches described above as a valuable service to the City and its downtown stakeholders.

#### Downtown Tours/Student-led Historic Walking Tours

In an effort to strengthen ties with high school students and downtown and/or the Main Street program, it is recommended that students from local schools be recruited to conduct tours in the downtown of historic sites and buildings. The Design Committee could formulate the scripts for the tour. The best result of this activity is the assurance that the next generation of residents will know the stories and sites that make their downtown unique.



*Pinedale, Wyoming: Example of an architectural character guide from Pinedale, WY describing its characteristic awnings, overhangs and storefront treatments.*



*Siloam Springs, Arkansas: Example of an Downtown Design Handbook from Siloam Springs, AR.*

*Greensburg, Kentucky: Example of student-led downtown walking tour from Greensburg, KY.*

# 3. Design Education

## Photo Contest & Scavenger Hunt

It is recommended that a photo contest of architectural details from the downtown area be conducted. The photos could then be displayed in a downtown gallery-type venue (ideally in a currently vacant storefront!). Afterwards, a scavenger hunt offering a prize to the person who finds the most details in the downtown would be conducted. The combined effect of these two related activities would be the exposure of more and more people to the historic architectural character that exists in the downtown area. If desired, the photographs could be assembled as a poster that features the community's unique architectural details.

## Architectural Coloring Books

In potential conjunction with the Photo Contest noted above, it is rather easy to convert photographs of historic buildings into line drawings conducive for a coloring book. By combining these building images along with nominal explanatory text, it would expose both parent and child to the stories of significant architectural assets that make downtown unique.

Oklahoma Main Street Coloring Book download link:

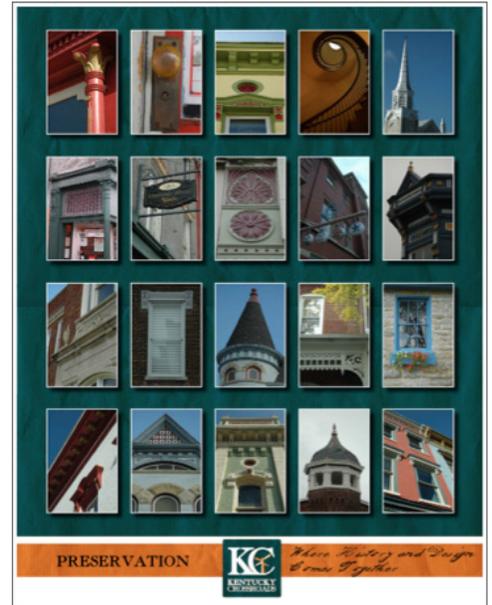
[http://www.communitydesignsolutions.com/public/Main\\_Street\\_Coloring\\_Book.pdf](http://www.communitydesignsolutions.com/public/Main_Street_Coloring_Book.pdf)

## Interactive Training Workshops

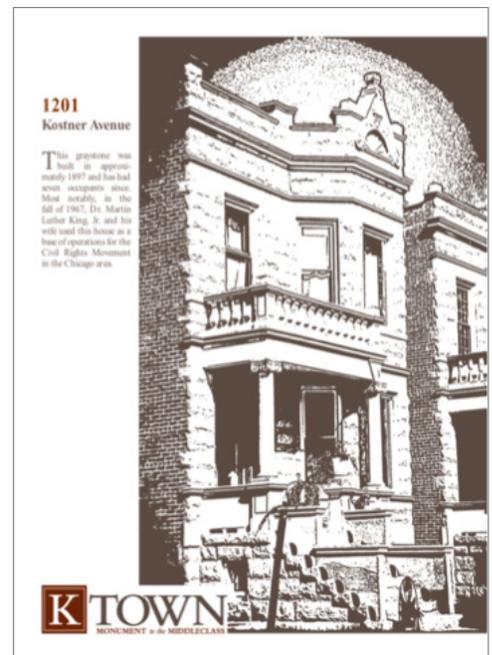
The Main Street Missouri staff along with the author of this report offer a plethora of design training and educational workshops. The Main Street staff could offer these training opportunities for the entire community or solely to the design committee. In the second approach, the goal would be to “train the trainer” by equipping the design committee with the tools they need to conduct subsequent training opportunities themselves to the community they serve.

## Good Design Scrapbook

This is one of the simplest tools the Design Committee could create that often garners the most use and benefit to the downtown property owners. Essentially a scrapbook is created with sections for some of the most common design issues that traditional downtown building owners deal with such as, but not limited to: paint schemes, cornice treatments, appropriate doors and windows, awnings, signage, storefront window displays, etc. The Design Committee members would populate each section with photographs of excellent examples of each design issue from their travels or Internet research and make the scrapbook available to any downtown building owner who desires design direction for subsequent façade enhancements. This scrapbook could not only be physical in nature, but could also be scanned and recreated digitally, or simply drawn from digital photographs for inclusion on the Main Street web site.



*Architectural Details Poster: Example of an architectural details poster assembled by Randy Wilson after a photo contest done in conjunction with a Rural Heritage Development Initiative of the National Trust for Historic Preservation in Central Kentucky.*



*Architectural Coloring Book: Example of a coloring book page developed by Randy Wilson from the K-Town historic district of the Lawn-dale neighborhood in Chicago.*

# 4. Appearance

## 4.1 Illustrative “Can Do” Design Guidelines

### Description:

As momentum builds for rehabilitating Inman’s downtown buildings, the work should be guided in a manner that honors the existing architectural precedent downtown. Architectural design guidelines, when developed and used properly, simultaneously honor the architectural character of a community while safeguarding subsequent development investment. However, in many instances design guidelines have been written in such a way as to be difficult to understand and interpret and, therefore, have been viewed as an impediment to development, or worse still, merely a local government telling the property owner what they cannot do.

### Distinctions:

Illustrative design guidelines vary from those forms of design guidelines in two distinct ways. The first distinction of illustrative design guidelines is how they are developed. In the traditional way, a design professional would simply write the guidelines --often using highbrow design and planning language that the common citizen cannot understand-- and they are adopted by the local government and subsequently enforced by a design review board. In the illustrative design guideline approach the guidelines are actually developed with input from the property owners that will be affected by them. The design professional shows participants photographs of buildings from their downtown and asks a series of questions that unveil an understanding of the design and planning characteristics of the community itself. These characteristics, such as, but not limited to, building height, dominant building materials, levels of detail, degree of ornament, kinds of doors and windows, etc. establish the baseline of architectural character for the guidelines. Said simply, the goal of the guidelines is to simply safeguard the architectural character that already exists within a place, and NOT to impose an external style or standard of care beyond what is already there.

The second distinction is that illustrative design guidelines feature copious photographs and minimal text. People intuitively understand photographs, while trying to use words to describe design criteria can lead to misunderstanding and multiple interpretations. Therefore, with illustrative design guidelines, the topic of windows be handled in this manner: a simple statement of intent would be crafted that articulates key goals pertaining to windows...perhaps limited to the desire to use windows that are to scale and in a style that is compatible with the dominant window forms in the downtown. Thereafter, dozens of photos of acceptable windows would be featured. If necessary, a few photos of inappropriate windows might also be featured to highlight the contrast between the two types of appropriate and inappropriate windows.

*Aiken, SC: (below, top) Conducting property owner workshop to determine the architectural characteristics of downtown Aiken before drafting the guidelines. (below, bottom) Photo-montages of typical blocks in downtown Aiken that became the objective standard for typical design issues such as building height, setback, massing, materials, etc.*



## 4. Appearance

**Benefits:** Illustrative design guidelines have two significant benefits. The first is that the resultant document features hundreds of “can do” solutions to common design issues facing a property owner. The tone of the document turns on its head the sentiment that design guidelines tell a property owner what they cannot do to their buildings to an educational document that portrays hundreds, if not thousands, of appropriate things they can do with their building. Moreover, given the fact that the property owners had a voice in their formation, they do not feel like an external standard is being imposed upon them from without, but rather a self-imposed standard to ensure the architectural character of their place has been maintained and their investment in their building is safeguarded. Their investment in their building is safeguarded by the understanding that there is an agreed-upon standard of design care that all property owners now share. Said simply, an investor has no fear that his neighbor can do the wrong thing on an adjacent property and thereby adversely affect the value of their property.

The final benefit of illustrative design guidelines is that they are good for business. Study after study has demonstrated that properties within areas that are governed by design review and objective design criteria such as illustrative design guidelines appreciate at a rate significantly higher than their non-regulated counterparts. The study illustrated below was performed in South Carolina and revealed that districts that had design review and design guidelines appreciated at a rate between 16-26% higher than non-regulated districts.



### Historic Districts Are Good for Your Pocketbook:

The Impact of  
Local Historic Districts  
on House Prices in  
South Carolina

*Economic Impact: The document at left is one of many studies that have demonstrated the economic benefit of design review and design guidelines that result in higher appraised real estate values.*

*A copy of the report at left may be found at the following URL:  
<http://shpo.sc.gov/pubs/Documents/hdgoodforpocketbook.pdf>*

# 4. Appearance

GUIDELINES FOR NEW BUILDINGS

BALCONIES



Well executed balcony and support bracket.



Example of porches/balconies/canopies from downtown Aiken.

**Balconies are** railed or balustraded platforms that project from the building to create a sense (sometimes actual, sometimes implied) of the interior of a building being extended to the outside. Second story balconies are characteristic of a number of buildings found in downtown Aiken. When used appropriately in new buildings, balconies can add color, detail and functionality (i.e. access to outdoors from upper floors) that a building would otherwise lack.

**Guidelines**

- ❖ Integrate the balcony into the structure either by setting it into the building or by incorporating a well-detailed supporting bracket system.
- ❖ Introduce ornament and detailing in balcony railings to add character and visual interest to the building.
- ❖ Use appropriately scaled and detailed brackets or supports.



Contemporary interpretation of traditional balcony element creates a sense of extending the inside of the building to the outside.



Contemporary interpretation of traditional balcony element on this building introduces color and detail.



Appropriate balcony installation in downtown Aiken.



Positively, this balcony installation provides a level of detail/ornament. Negatively, it should be questioned why you would have a balcony that is inaccessible/non-functional since the windows behind are fixed in nature.

29

*Aiken, SC: A sample page from the Aiken design guidelines illustrating multiple acceptable balcony solutions for buildings in the downtown area.*

## SEC. T §2 GENERAL TO ALL TRANSECT DISTRICTS

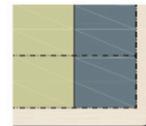
Amendment to APPENDIX A - ZONING,  
ARTICLE VII - DISTRICT REGULATIONS  
Starkville, Mississippi, Code of Ordinances

TABLE 3. BUILDING PLACEMENT (continued)

**REARYARD PLACEMENT**

The placement of a Primary Building within the boundaries of its Lot to create a Rearyard, leaving the rear of the Lot as private space or available for dedicated parking in its commercial form. Common walls shared with adjacent buildings create a continuous F-acade along the Frontage Line that steadily defines the public Thoroughfare in front of the building. Rear Elevations may be articulated for functional purposes.

Type: Rowhouse, Apartment Building, Commercial Building, Office Building, Live-Work Building, Mixed-Use Building



TYPE EXAMPLES - For illustrative and advisory purposes only	TRANSECT ZONE	T4	T5	T6
<p><b>A. LOT OCCUPATION</b></p> <p>Lot Coverage: 70% max, 80% max, 90% max Frontage Buildout at Setback: 60% min, 80% min, 80% min</p> <p><b>B. PRINCIPAL BUILDING SETBACKS</b></p> <p>Primary Front Setback: 6.6 min, 10.8 max, 2.0 min, 15.0 max, 0.8 min, 15.8 max Secondary Front Setback: 6.6 min, 10.8 max, 2.0 min, 15.0 max, 0.8 min, 15.8 max Side Setback: 0.8 min, 0.8 min, 24.0 max, 0.8 min, 24.0 max Rear Setback: 3.8 min, 3.8 min, 0.8 min</p> <p><b>C. OUTBUILDING SETBACKS</b></p> <p>Front Setback: setback + 20.0 min, 40.8 max, from rear, n/a Side Setback: 0.8 or 3.8, at corner, 0.8, at corner, n/a Rear Setback: 3.8 min, 3.8 min, n/a</p> <p><b>D. BUILDING HEIGHT (stories)</b></p> <p>Principal Building: 2 max, 4 max, 6 max Secondary Building: 2 max, 4 max, n/a Outbuilding: 2 max, 2 max, n/a</p> <p><b>E. PRIVATE FRONTAGE</b></p> <p><b>i. Setback Encroachments</b></p> <p>Open Porch: 100% max, n/a, n/a Balcony and/or Bay Window: 50% max, 100% max, 100% max Stoop, Lightwell, or Terrace: 100% max, 100% max, 100% max</p> <p><b>ii. Sidewalk Encroachments</b></p> <p>Awning, Gallery or Arcade: 100% max, 100% max, 100% max</p> <p><b>iii. Encroachment Depths</b></p> <p>Porch: 8.0 min, n/a, n/a Gallery: 10.0 min, 10.0 min, 10.0 min Arcade: n/a, 12.0 min, 12.0 min</p> <p><b>F. PARKING LOCATION</b></p> <p>2nd Layer: not permitted, not permitted, not permitted 3rd Layer: permitted, permitted, permitted</p>				

- 12 -

*Starkville, MS: A sample page from the Starkville form-based code that illustrates multiple solutions to appropriate setback and building footprint configurations.*

# 4. Appearance

## 4.2 Gateways and Corridor Guidelines

It has been said that, “You only get one chance to make a first impression.” Given the fact that downtown Inman looks amazing and is getting better by the day, it is imperative that we don’t betray it’s appearance by virtue of unattractive interstate interchange gateways or thoroughfares that connect from those gateways to downtown. It is recommended that high-quality, distinctive signage and landscaping be utilized at the interchange to announce arrival to the gateway to Inman. Moreover, ensure that the thoroughfares receive sufficient treatments (e.g. occasional banners, wayfinding signage, trees, etc.) so that they foreshadow the quality downtown that Inman enjoys. Finally, in the long-term, consider developing and adopting Commercial Corridor Guidelines (similar to those developed for downtown) that address the unique site planning and architectural issues that are found along commercial corridors. This will ensure quality development as Inman continues to grow.



# 5. Incentives: Facade Grants

As noted previously, the historic buildings in Inman’s downtown are its unique calling card and, therefore, consummate care should be taken in their preservation, maintenance, and enhancement. This section notes a creative approach to facade grants (facade “component” grants) that allows the Main Street program or municipality to target incentives toward specific building related issues. In the case of Inman, it was noted that there is a desire to enhance the rears of buildings as well as address accessibility-related issues. Please note that Section 44 of the Internal Revenue Code provides a \$5,000 federal tax credit for ADA compliance. Additionally, Section 190 of the Internal Revenue Code provides for a deduction up to \$15,000. Other issues noted were related to upper floor housing such as sprinkler tap and means of egress grants. The remaining pages of this section highlight additional issues that could be addressed via targeted facade component grants.

### 2021 MASTER PLAN

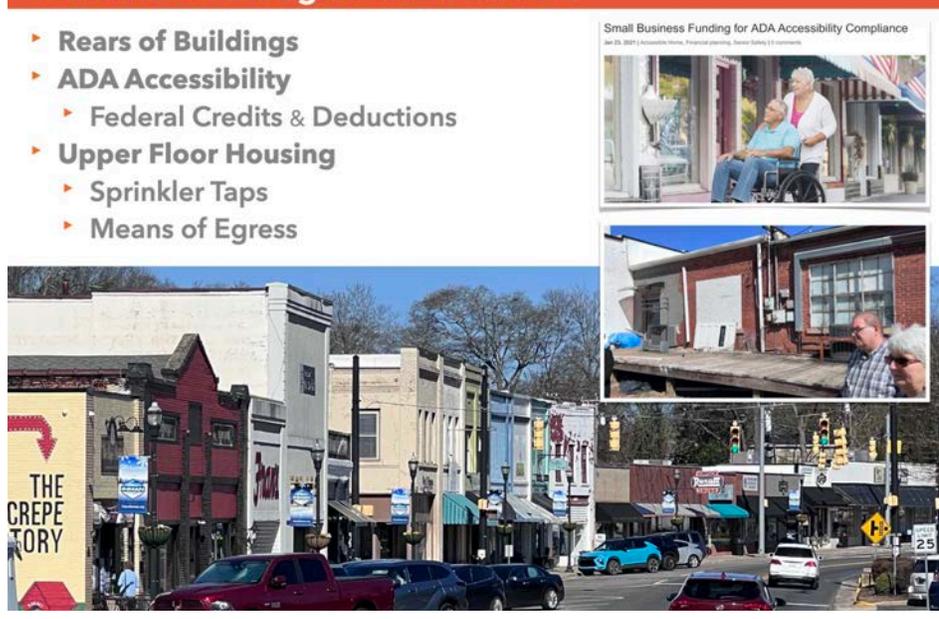
**8 MONTHS**

- Expand Façade Program and revise Hospitality Tax Program
- Create a planning committee for celebration of the new Inman Library and Mill Street revitalization as key initial successes.
- Move forward with the design and construction of the Farmer’s Market Pavilion
- Create a Rails to Trails committee
- Begin planning for Art & Culture project #2
- Hire consultant to write the historic district nomination for downtown.
- Create Downtown Merchants Organization

► **Expand Facade Program**

### INCENTIVES: Targeted and Tactical

- **Rears of Buildings**
- **ADA Accessibility**
  - Federal Credits & Deductions
- **Upper Floor Housing**
  - Sprinkler Taps
  - Means of Egress



Small Business Funding for ADA Accessibility Compliance  
April 23, 2021 | Accessibility Inman, Financial planning, Senior Safety 1.0 comments

## 5. Incentives: Facade Grants

### Facade Component Grants

Since many building owners are intimidated by overall façade renovations coupled with a grant process, the Main Street program in Inman might consider revamping the current facade grant program to simplify the initial phases of the façade grant program and focusing on individual façade elements --or components-- instead of expensive, overall façade improvement approaches. In other words, consider conducting an annual facade component grant program such as an awning grant program, or a slipcover removal program, or a signage grant program. Once property owners become familiar with individual façade component programs and the process of improving one's building is demystified, then consider moving on to entire-façade-based grant programs or a comprehensive Facade Master Plan if needed or desired. Moreover, if the municipality and/or Main Street Program is willing to incentivize components attached to the building, they might also consider funding vibrancy amenities as described earlier in this report. Examples of a variety of facade component grants are illustrated on the following pages.

### Rear of Building Treatment Component Grants



*Example of Rear of Building Treatments from Lake City, SC (above): This row of buildings had all manner of unsightly items behind them ranging from trash dumpsters to HVAC units to weatherheads to downspouts and much more. But since they fronted a town green it was imperative that these items be concealed. The approach taken was to paint the buildings a common palette of autumnal colors, then erect a simple structure comprised of 4x4 posts with 1x strips screwed into them and painted gray. This lattice conceals the unsightly elements and unifies the entire row of buildings. Foreground landscaping completes the rear of building treatments.*

## 5. Incentives: Facade Grants

### Slipcover Removal Component Grants



*Conway, SC: This furniture company removed the metal slipcover from their building to expose a beautiful building underneath.*



*Conway, SC: The local government, in association with the Main Street program, realized the positive impact slipcover removal made. Therefore, they enacted a component facade grant program for slipcover removal and five other buildings in downtown removed their slipcovers. The visual improvement to their main street was remarkable!*



## 5. Incentives: Facade Grants



### **Awning Component Grants**

*Beaufort, SC: Main Street Beaufort initiated a component grant program featuring awnings.*



### **Sprinkler Tap Component Grants**

*Valley Junction, Iowa: While undergoing sidewalk repairs, the city ran sprinkler taps to the base of each building along their main street. Any building owner who desired to upgrade their building with a sprinkler system merely tapped into the adjacent stub out, effectively cutting the cost of this building improvement by a significant amount.*

# 5. Incentives: Facade Grants

## Signage Component Grants

As noted previously, a number of buildings that face the square have received inappropriate facade treatments, and one of the areas in which this is self-evident is the design of many of the signs featured on those building. One of the quickest ways to make a positive first impression from a design perspective is to have downtown buildings that feature quality, eye-catching signage. By coupling a public sector incentive with a private sector investment, the building and/or business owners are able to design and install signs of a caliber and quality that might otherwise be unaffordable. As part of the signage grant, a thoughtful review of existing sign ordinances is likely in order to ensure that quality signs like those featured at right are not prohibited by an outdated code requirement.

Should the community lack local sign designers and fabricators to execute the kinds of signs depicted at right, they might consider participating with the CoSign project. CoSign is a program developed by the American Sign Museum that helps communities create unique signage for revitalizing business districts. More information about this cutting edge program may be found at:



# 5. Incentives: Facade Grants

## Interior Construction Grants for Micro-Retail Opportunities

Occasionally, large buildings can be an impediment to start-up businesses due to the added expense associated with either buying and upfitting a historic building or leasing a large building. In instances such as this, the introduction of “Micro-Retail” (multiple, smaller retail shops located within a single, large building) can break this stalemate. Businesses such as, but not limited to, ice cream shops, vintage clothing stores, custom food vendors, etc. benefit from these types of smaller, micro-retail spaces. By utilizing kiosks, or wall construction (commonly referred to as ‘demising walls’) these venues create what has been described as, “a food hall for business.” Moreover, by offering these smaller spaces for new business start-ups, these locations form what is essentially a business incubator. Once they establish themselves, these micro-retail inhabitants become prime candidates to “graduate” into larger buildings located downtown.



### Demising Wall (Facade Component) Grants:

*The diagram above was created to illustrate how a typical building in downtown could be modified by the construction of a demising wall to achieve higher income from the space for the property owner while accommodating retail micro-space along the street to activate downtown.*



*Elba, AL (Existing Conditions): This former commercial building not only sits vacant but, regrettably features a long, blank brick wall that greets the traveler as they enter downtown along one of the major thoroughfares.*



*Elba, AL (Proposed Conditions): The building is quite wide, therefore, it is recommended that four bays be punched through the side facade and demising walls be constructed on the interior to create four micro-retail venues. Consider using roll-up garage doors with glass inserts that can be rolled up during nice weather. When too hot or cold, keep them rolled down but include a regular door to the side to access each retail space. Metal canopies, signage and gooseneck lights all work together to break up the long, blank facade. Consider painting an intentionally distressed sign like “Elba Market” as shown above to create a sense of age to the building.*

# 6. Parking

## 6.1 THE 'P' WORD: PARKING (Dealing with reality rather than perception)

It is a rare community that does not complain about parking. Thoughtful planners are quick to point out a balancing truth: To a degree you WANT a parking problem downtown, because if you don't have a parking problem then it is likely that you have a downtown problem. And downtown problems are infinitely more difficult to address than parking problems. Moreover, when addressing parking "problems" it is critical to identify whether the problems are real or perceived, whether they involve quantity or management, or whether it is merely a consumer convenience issue.

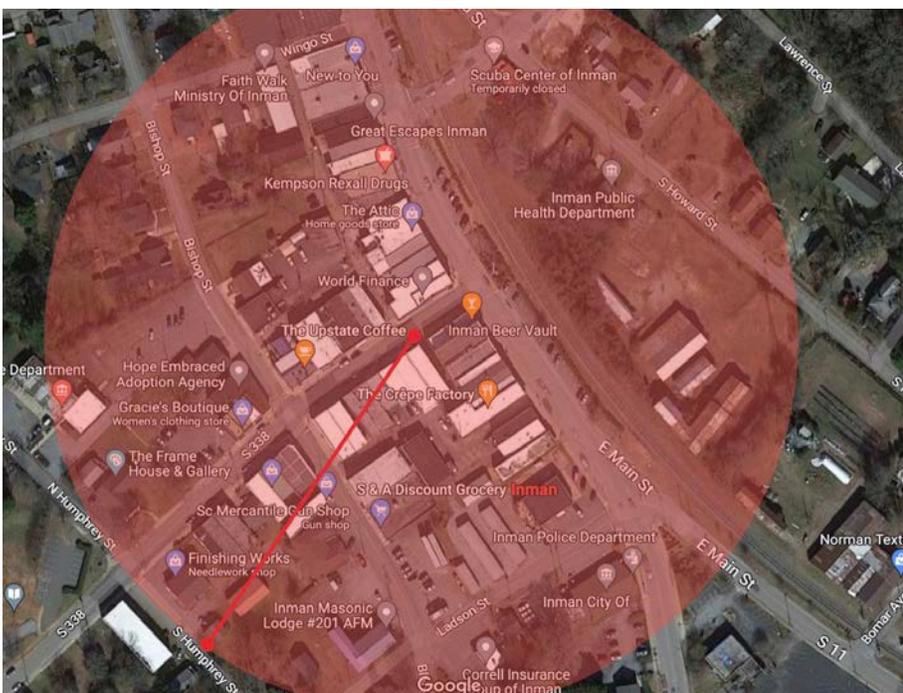
As pertains to that latter, the graphic below summarily dismisses the convenience argument to the perceived parking problem in downtown Inman. The first aerial photograph features downtown Inman. The second aerial photo features the Walmart Supercenter at the exact same scale. The final graphic below superimposes the Walmart and associated parking lot atop downtown Inman. What becomes self-evident is that one would walk farther to park, go inside the Walmart and visit two departments and return to one's car than ANY distance possible in downtown Inman!



*Downtown Inman at 1:200 scale*



*Inman Walmart at 1:200 scale*



*Inman Walmart superimposed over downtown Inman at the same scale!*

# 6. Parking

## 6.2 Parking Management Recommendations

The previous page graphically dismisses the convenience argument to the perceived parking problem downtown. However, there does remain the reality of a parking management issue downtown. Six (6) progressively aggressive tactics are recommended for dealing with the parking management issue.

### 6.2.1 Self-Regulation

As long as business owners and their employees continue to park in front of their stores, there is nothing that can be done to dispel either the parking convenience or quantity perception. It is imperative that business owners and employees park behind their



*Self-Regulation:* Consider hosting a property/business owner and employee meeting to discuss how they can be 'customer friendly' and self-regulate themselves and park in remote locations to provide prime parking for customers.

### 4.2.2 Signage

Ensure all public parking lots are clearly marked with signage that denotes any time limitations. The Main Street program could take the lead on erecting either temporary or permanent parking signs that signal lots that are available to the general public, what the costs are, if any, and the duration that one may remain parked there.



*Signage:* (Clockwise) Example of downtown parking signs by Conway, SC Main Street program. These signs clearly indicate this parking lot is available to the general public, it is free of charge, and the duration one may remain parked is clearly indicated.

# 6. Parking

## 6.2.3 Create Shared Parking Resources via Memorandums of Agreement

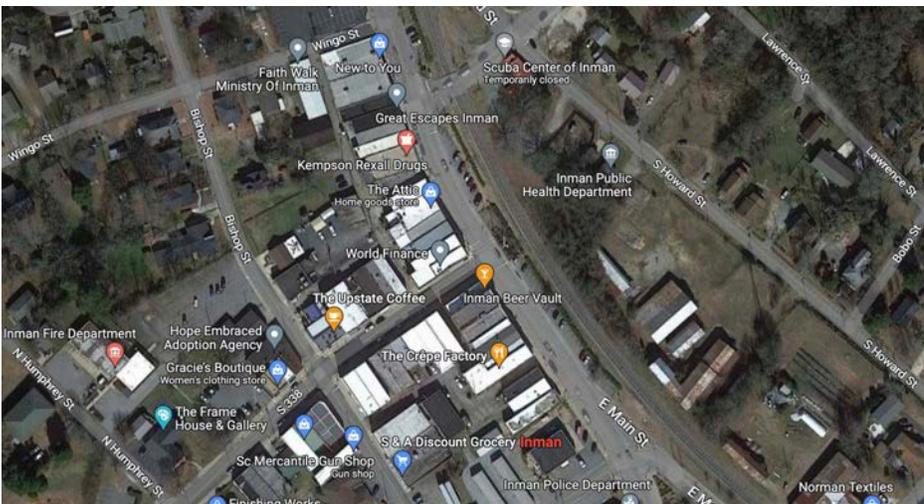
Work with entities such as the courthouse, local banks, and downtown churches to formulate MOA's to use their parking resources when they are not being used. In fairness to these entities, sharing the costs associated with signage and maintenance of their parking lots is reasonable and is still infinitely less expensive than building similar, new parking resources (assuming there was available property to even do so).



*Shared Parking Resources: Work with downtown entities with parking resources such as churches and banks that have limited weekday use to share resources via Memorandums of Agreement.*

## 6.2.4 Create New Parking Resources in Obvious Downtown Locations

Conduct a survey of downtown to ascertain whether there are empty, available, or under-utilized lots that could be devoted to parking.



## 6. Parking

### 6.2.5 Friendly Parking Enforcement

In conjunction with recommendation #1, should new business owners or employees not know, or forget, to park properly, 'friendly' parking reminder cards like these from Aiken, SC can be used to remind them of the importance of putting customers first in their choice of parking locations.



*Reminder Cards:* These cards from Aiken, SC are friendly reminders to put customers first.

### 6.2.6 Timed Parking

This recommendation is saved for last because it is the most drastic, could easily backfire, and would require enforcement after adoption. Before adopting timed parking consider convening merchants, customers and the general public to weigh the pros and cons of such an approach. If it is determined that timed parking will benefit downtown Inman, then consider notifying customers via attractive signage as demonstrated below.



Conway, SC



Lancaster, SC

# 7. Alleys/Pocket Parks

## Alleyways: Introduction and Philosophy

The alleyways in downtown Inman represent an untapped resource as both **PLACES** and **PATHWAYS**. Inman’s alleys (and pocket parks) need to also be designed and programmed in such a manner that they ‘read’ and feel like actual **places**, destinations, and hubs of activity. The elements and considerations noted below provide examples of how to make Inman’s alleys function as both **places** and **pathways**.

## Alleyways: Elements and Considerations

In order for Inman’s alleys to function at their highest level, they must simultaneously work as both places and pathways. Elements and considerations that enable this dual functionality include, but are not limited to:

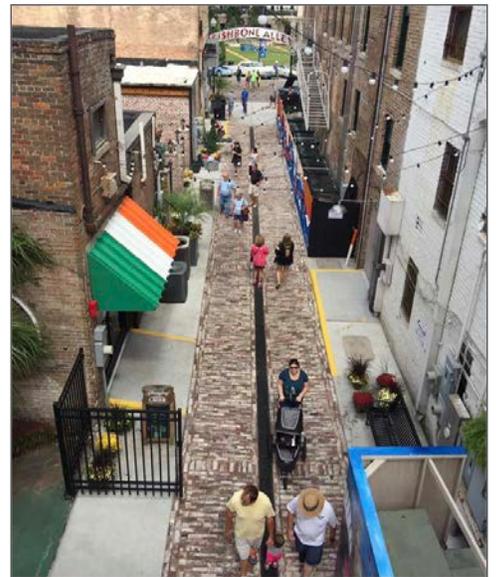
**Lighting:** Effective and creative lighting not only illuminate the space for safety, but create an implied ceiling during the daylight and a sense of ambience at night.



**Ceiling:** People feel most comfortable when they experience a sense of enclosure. In addition to lights, there are additional elements that can be installed overhead that provide an implied ceiling and sense of enclosure that makes a space inviting to the pedestrian.



*Alley as place*



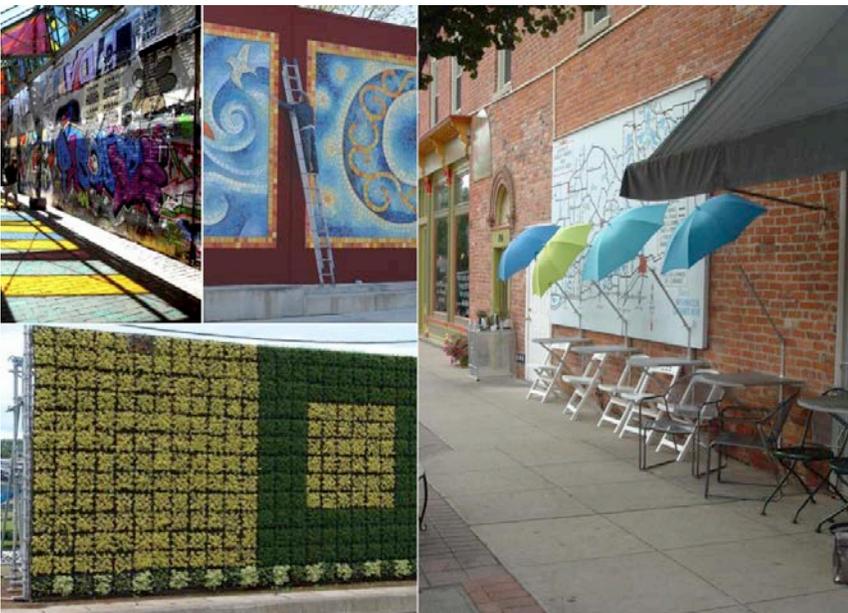
*Alley as pathway*

## 7. Alleys/Pocket Parks

**Ground Plane:** The textures one walks upon makes an impression and to the degree Inman can afford to upgrade the alleys' ground plane from asphalt to something else such as stamped asphalt or pavers, it will enjoy a greater sense of place. In general, darker and neutral colors are most effective on the ground plane.



**Walls:** While the rears of buildings are literal walls that provide enclosure to the alley, consider treating those walls in attractive and/or artistic manner. Additionally, consider creative wall approaches such as living/landscaped walls, viewing the walls as canvasses for artistic expression such as murals, and places to gather for drinks or meals.

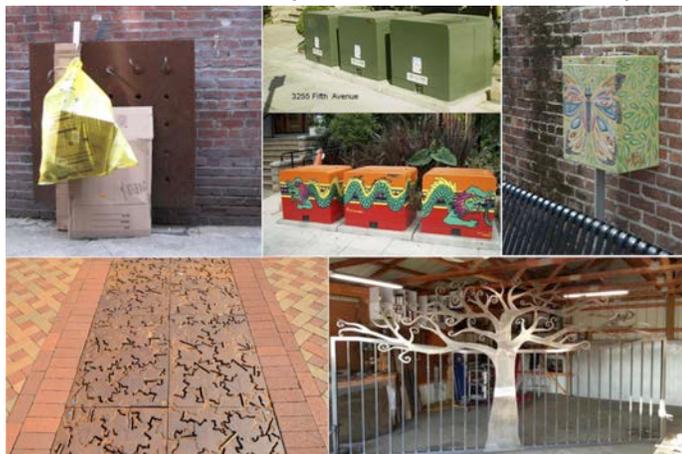


## 7. Alleys/Pocket Parks

**Art:** Populate the alleys with art that ideally is interactive. Consider using the alleys as outdoor art galleries with promotional events such as ‘Art in the Alley.’



**Utility:** Alleys necessarily have a utilitarian function. However, drain covers can be artistic, fences can be sculptural, and enclosures can be painted or covered in vinyl.



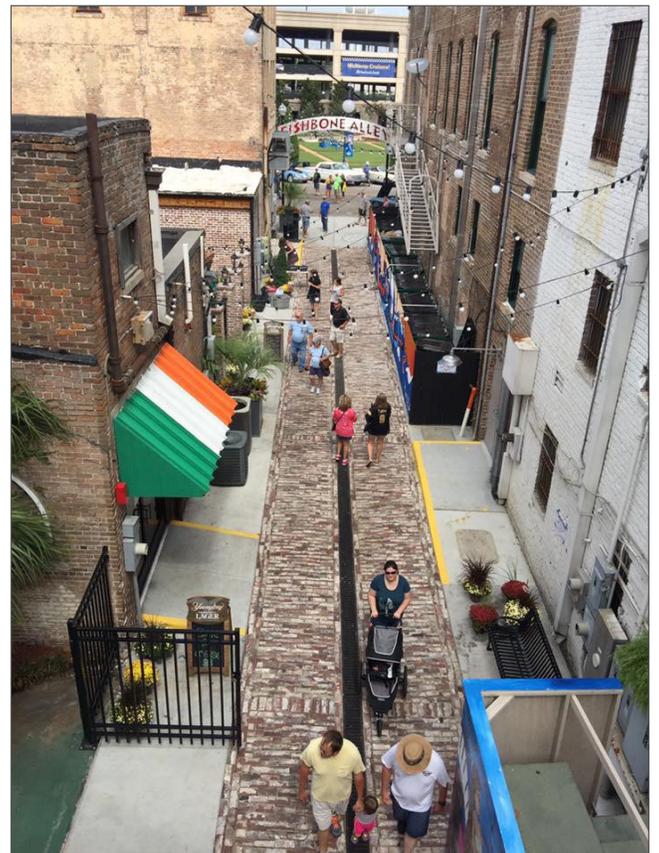
**Gateways:** Demarcate entry to an alley similar to what you have already done on several alley entrances. Consider naming or branding each alley as a part of the gateway/arch treatment.



# 7. Alleys/Pocket Parks

## Alley Case Study: Fishbone Alley, Gulfport, MS

The author of this report had the privilege of helping create the initial design for this alley that unified the rears of numerous buildings along a particular block in downtown Gulfport, MS. Some of the principles applied in Gulfport could be very applicable to Inman. These include, but are not limited to: don't try to make the alley too fancy. Alleys are necessarily filled with all manner of support facilities like pipes, drains, electrical boxes, trash dumpsters, etc. Don't try to dress them up too much, instead paint or conceal them in artistic fashion, allowing local artists to participate in their execution. Don't forget about programming such as outdoor dining, pop-up galleries, and small events to bring the alley to life.





**POWERED BY  
MAIN STREET**

**4**

# Economic Vitality

**“Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.”**

– National Main Street Center



## INTRODUCTION

Main Street Economic Vitality focuses on strengthening the downtown district’s existing economic base:

- **Economic Vitality is economic development within the context of historic preservation.** Inman’s historic and cultural resources are significant assets which set it apart and help to distinguish downtown Inman in the market.
- Unlike textbook economic development, downtowns have an existing infrastructure and economy to work within. Economic Restructuring strategies seek to capitalize on prior investments made by the private and public sectors in the downtown’s built environment, maximize space, and accommodate contemporary, market-driven uses and businesses.
- Effective Economic Vitality for Main Street includes strategies and actions for business retention, expansion and recruitment. Working with existing businesses to identify opportunities, grow and capture an increased market share is among the very best economic development strategies, and sets the stage for long-term business recruitment success.
- Economic development plans and strategies should consider the full range of uses that make for a vibrant downtown. Business development and clustering strategies must extend beyond retail and promote the many different types of commercial, civic, residential and recreational uses that are comprised in a healthy, sustainable and vibrant downtown community and economy.

**The key to improving the economic performance and prosperity of the Inman downtown business district ultimately lies in the development and implementation of market-driven strategies that capitalize on the community’s assets and emerging opportunities.** Identifying trends, capitalizing on assets and promoting business and investment opportunities within an ever-changing and evolving economy will be critical to the success of the Main Street Inman program and the community’s downtown revitalization initiative.

### Three strategic recommendations were made for the Economic Vitality of Historic Downtown Inman going forward:

1. Finalize Inman’s downtown inventory database & regularly update
2. Formulate strategic incentives by aligning with One Spartanburg & partners
3. Establish targeted retail recruitment & retention plan



*One of the most successful Main Street Program engagements includes regular discussions with small businesses. This can take the form of brief monthly (or every other month) sessions hosted at local small businesses. Peer-to-peer trainings of topics of interest can be featured, followed by updates and opportunities to collaborate.*

# Economic Vitality

## E.V. RECOMMENDATIONS

### Finalize Inman's downtown inventory database.

Developing an inventory of downtown buildings, properties and parcels is important to market awareness and market understanding. Having information that is up-to-date and readily available shows that Inman means business. Missoula, Montana has developed a substantial inventory tracking system [here](#).

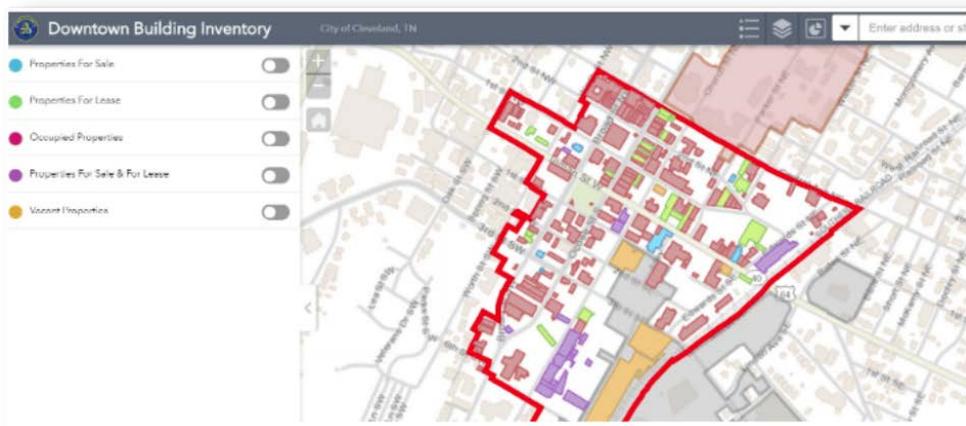
An inventory provides:

- a better understanding of the vacant properties in downtown;
- a management plan to address downtown's needs;
- a visual representation and location of downtown properties that are for sale or for lease;
- measurement of successful recruitment and retention initiatives.

The image shows a detailed form for building inventory. It is divided into several sections:

- Historic Information:** Includes fields for Date of Construction, Individual Listing (National Register, Local), District Listing (Significant, Contributing, Non-Contributing, Local), and Building Condition (Excellent, Good, Average, Poor, Deteriorating). It also has fields for Foundation, HVAC, Façade, Electrical, Roof, Plumbing, and Structure.
- Extra Information:** Includes checkboxes for Current Pictures, Historical Pictures, and Maps, with corresponding location fields. There is also a field for Other Useful Information.
- Property Availability:** Includes a checkbox for For Sale, Sale Price, Realtor, Phone, and Terms. A separate box contains Parcel #, Lot #, and Building #.
- Completion Information:** Includes Form Completed By and Date of Completion.
- Update Information:** Includes Form Updated By and Date of Update.

Page 2 of a sample log for building inventories.

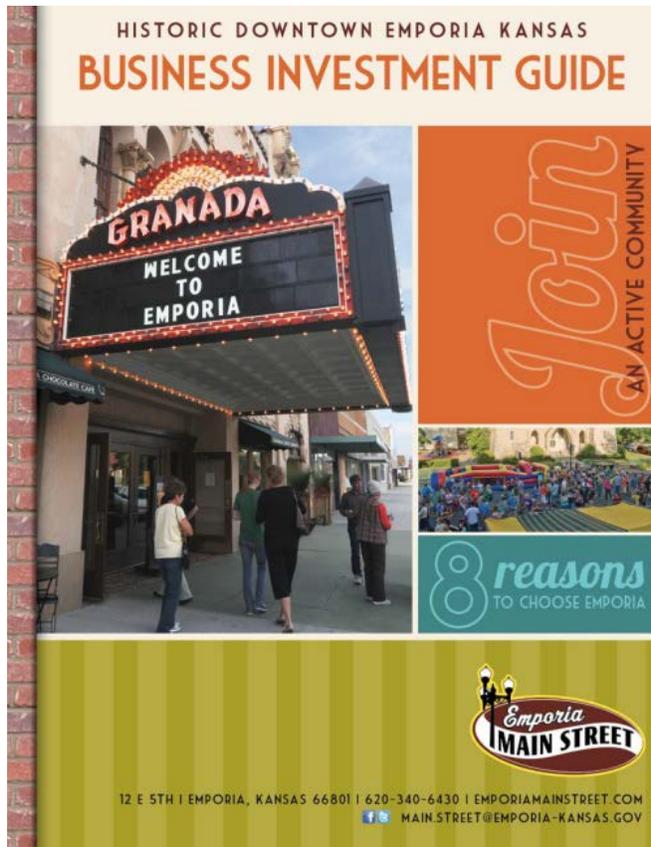


Digital inventory highlighting specific building categories in Cleveland, Indiana.

# Economic Vitality

## E.V. RECOMMENDATIONS

Formulate strategic incentives by aligning with One Spartanburg & partners.



Using market data from this report, collaborate on a Business Start-Up and Investment Guide (see example from Emporia, Kansas Main Street)



*Develop public surveys for properties ready for development. Incorporate into partner discussions.*

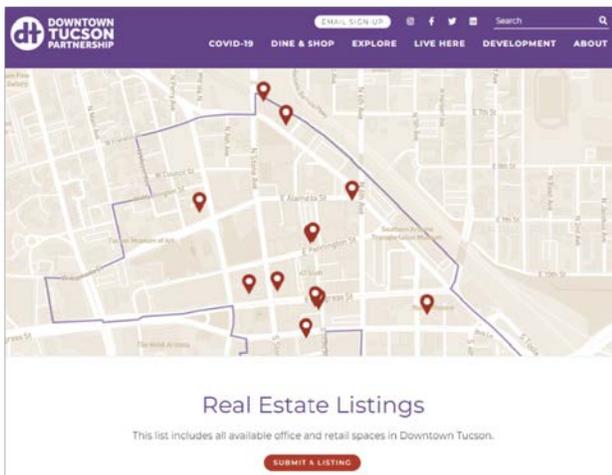
# Economic Vitality

## E.V. RECOMMENDATIONS

### Establish targeted retail recruitment & retention plan.

Retail retention and recruitment are some of the primary roles of the Main Street program in collaboration with the local municipality and any economic development entities. While most of the focus is on retail recruitment, the importance of retention cannot be understated. It is far less expensive and labor intensive to retain an existing downtown business than it is to recruit a new business to downtown. However, retail recruitment is also important because it affords the opportunity to re-calibrate the downtown retail mix and to create appropriate retail clusters to reflect the needs of the community and its supporting market dynamics.

- Create a list of available retail sites has been created the next step is to go back through the earlier research and look for gaps in the market.
- Pinpoint certain types of retailers and try matching those retailers or restaurants to the available properties in your downtown district.
- Create a marketing package directed specifically at that retail user. In most Main Street markets approaching national restaurant or retail groups is a waste of time. Instead, look for regional users in surrounding markets. Retailers who are already having success in a nearby market are the most likely targets. The people that own those shops are easy to find and contact one-on-one.
- Identify spaces to showcase. Make sure the space you are offering has the ability to fit specific needs. The following list is just a general guideline for the minimum square feet most downtown retailers need. It is just a general guide and will vary for each use.



Available real estate listings (online) for Tucson, Arizona's downtown district.



As Inman's data tracking becomes more regular, begin evaluating and sharing trends.

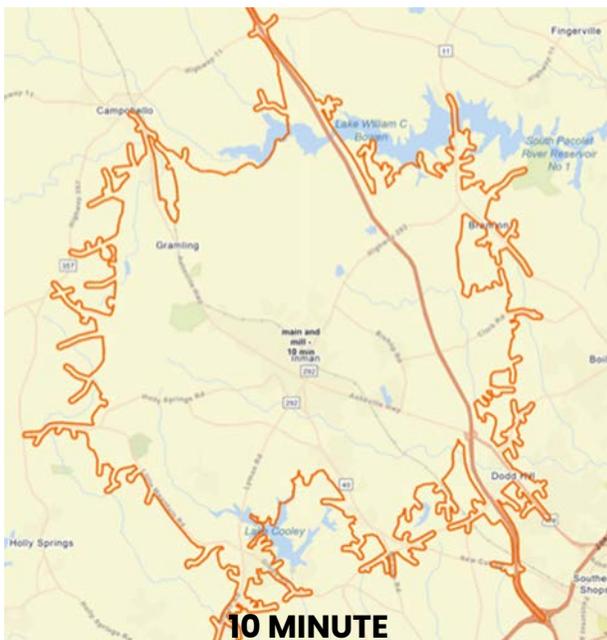
# Economic Vitality: Market Data

## Trade Area Definition

A key way to evaluate customer loyalty in a market is to establish retail trade areas for a community, which requires analyzing market penetration rather than just a market area.

Consequently, the analytical method defines a 5, 10 and 15-minute drive time retail trade area for Inman. This primary trade area is the 10-minute drive time which includes the geography where the most loyal and frequent customers to Inman reside and forms the foundation of the retail market study that follows.

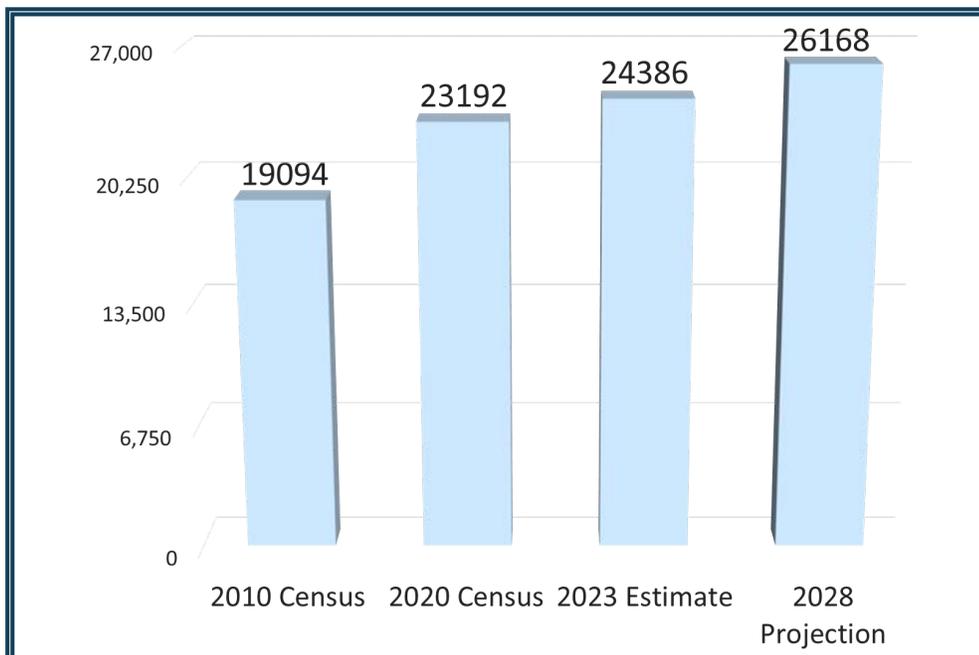
The goal is to focus on the business types that are most appropriate for downtown, noting market opportunities that include character-driven small businesses that enhance Inman's historic commercial district experience.



# Economic Vitality: Market Data

One of the key tasks of any plan for downtown is to examine the retail market for the district and the community. Understanding the local market through existing economic and demographic conditions provides a solid foundation for physical and marketing recommendations.

## DEMOGRAPHICS: 10 MINUTE



## MARKET OBSERVATIONS

- Greater Inman is growing faster, has a higher income, and is younger than the greater area, the county, and the state.
- The growth rates show no sign of changing.
- Residential growth has outpaced retail and services in the community.
- Greater Inman exports three times as many jobs as it imports.

# Economic Vitality: Market Data

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## RETAIL LEAKAGE

Downtown Inman is serving the market described in the sections above. In this section, the retail market of this area will be examined to identify potential opportunities for new retail development by examining retail trade patterns. This will allow the community to assess what kind of additional stores might be attracted to downtown Inman. This data will also help individual existing businesses understand how they might diversify product lines to be attractive to more customers.

It is important to recognize, however, that pent-up retail demand is but one reason why a store might be successful in a setting, there are many reasons why a store may succeed or fail beyond market forces alone. This research should be used as a resource to incorporate into a thorough business plan for store expansions or new store locations. It is also important to note that the figures shown below represent a macro view of the market forces at work in the region.

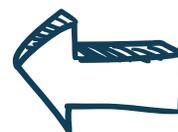
### Trade Area Retail Leakage

Retail leakage” refers to the difference between the retail expenditures by residents living in a particular area and the retail sales produced by the stores located in the same area. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, the dollars not spent in local stores in the designated area are said to be “leaking.” If a community is a major retail center with a variety of stores it may be “attracting” rather than “leaking” retail sales. Even large communities may see leakage in certain retail categories while some small communities may be attractors in certain categories.

Such an analysis is not an exact science and should be viewed as one tool to evaluate trade potential. In some cases, large outflow may indicate that money is being spent elsewhere (drug store purchases at Wal-Mart or apparel purchases through Amazon). It is important to note that this analysis accounts best for retail categories where households (rather than businesses) are essentially the only consumer groups. For example, lumberyards may have business sales that are not accounted for in consumer expenditures. Stores such as jewelry shops and clothing stores are more accurately analyzed using this technique.

With these considerations understood, the following shows the snapshot of the retail trading patterns for Inman .

- **Stores sell:** **\$287.3 million**
- **Consumers spend:** **\$380.6 million**
- **Market leaks:** **\$93.3 million**



# Economic Vitality: Market Data

## MARKET STRATEGY OPPORTUNITIES

The opportunities presented for downtown Inman represent a conservative look at retail market potential for Inman for three important reasons. First, these figures reveal local retail trade patterns and not the potential for Inman to attract more regional customers and visitors. Second, this information is a “snapshot” in time and does not account for the significant growth in number of households or household spending that will continue to occur in the area. Third these numbers recognize that Inman's downtown will only capture a portion of leaking sales and uses a fairly conservative capture rate and low sales per square foot numbers for downtown retail.

### OPPORTUNITY: Home Furnishings

- 10 Min Trade Area Leakage: \$2.3 million/year
- 20 Min Trade Area Leakage: \$6.0 million/year

Downtown has the potential to support 1-3 small shops or an emporium-style center with 2-3 home furnishings vendors in a larger square footage space. The home furnishings category is separate from furniture and includes items like floor coverings, window treatments, kitchenware, linens, lighting, and home decorations.



### OPPORTUNITY: Specialty Food

- 10 Min Trade Area Leakage: \$1.1 million/year
- 20 Min Trade Area Leakage: \$7.6 million/year

Represents opportunity for a specialty grocer, specialty food, or food restaurant hybrid.



### OPPORTUNITY: Craft Beverage

- 10 Min Trade Area Leakage: \$2.9 million/year
- 20 Min Trade Area Leakage: \$16.6 million/year

This represents opportunity for anything from a bottle shop to a Taproom.



# Economic Vitality: Market Data

## MARKET STRATEGY OPPORTUNITIES

### OPPORTUNITY: Clothing

- 10 Min Trade Area Leakage: \$8.9 million/year
- 20 Min Trade Area Leakage: \$19.6 million/year

While clothing is a difficult business to operate on a local level with a firm understanding of sizing & efficient purchasing, there is an opportunity for two to three well-curated boutique style clothing stores.



### OPPORTUNITY: Personal Care/Health

- 10 Min Trade Area Leakage: \$2.0 million/year
- 20 Min Trade Area Leakage: \$13.5 million/year

There is an opportunity for a personal wellness business that offers things such as specialty bath, cosmetics, health and wellness products.



### OPPORTUNITY: Specialty Retail

- 10 Min Trade Area Leakage: \$5.5 million/year
- 20 Min Trade Area Leakage: \$14.4 million/year

Leverage existing success in this category. Specialty retail is anything from bookstores or music shops to sewing and yarn centers. Some of these categories might be expansion opportunities for pre-existing business or micro retail. Represents opportunity for 3-4 stores or an emporium style store.



### OPPORTUNITY: Dining

- 10 Min Trade Area Leakage: \$10.6 million/year

Represents opportunity for 3-4 additional dining establishments. The unique dining experiences that are offered in locally curated and owned restaurants exist specifically for downtown.



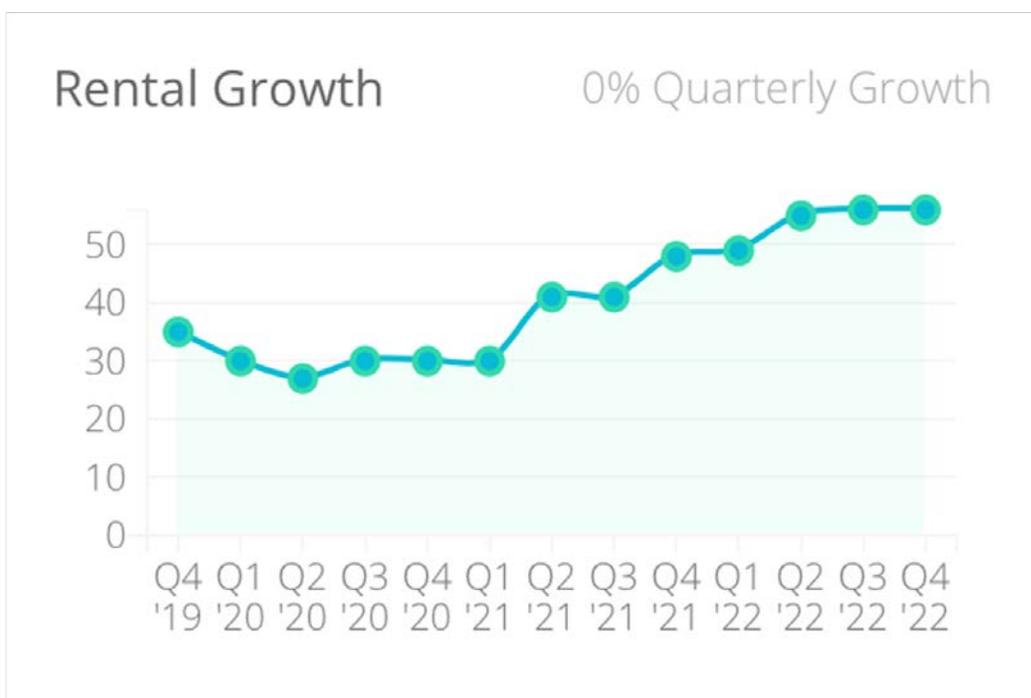
# Economic Vitality: Market Data

## OPPORTUNITY SUMMARY

The previous pages presented opportunities for downtown Inman to capture existing retail leakage within the local market. Additionally, Inman's retail demand is projected to grow by another \$73 million over the next five years as the trade area population continues to increase.

The growing demand represents an opportunity for downtown and the city overall, suggesting that Inman is positioned for quality development.

As retail and dining expand, accommodations should be a part of the overall opportunity. Short-term rentals through AirBnB currently operate at a 71% occupancy rate in peak season July and command an average daily rate of \$208.



# Economic Vitality: Historic Preservation

Downtown Inman has a rich rural history with unique Upstate assets. Its historic district contains examples of early 20th century commercial structures. Institutional assets anchor key corridors and gateways into the historic “Main Street” area including Inman City Hall (note: this mid-century modern building makes for a great adaptive reuse opportunity).

## TOOLS TO PRESERVE INMAN'S HISTORIC DOWNTOWN DISTRICT

A key priority identified during this Resource Team Visit included developing an overlay district. In doing so, Inman would be better equipped to capture local, state and federal tax advantages that help offset preservation costs to historic buildings.

- **Façade Grant Program**

Develop a program fitting to local conditions – both challenges and opportunities. Some towns allow parking lot improvements, permanent plantings and even seasonal flowers in pots and site signage directing customers to parking or store entrances. Creative and generous use of the façade grant program will encourage its use. If the fund is depleted in a single budget year, it might create excitement and a backlog for following years.

- **Property Maintenance Code**

Property that is not maintained results in lower property values for the entire downtown district. While proper maintenance of buildings can be encouraged, and even assisted with programs like a Façade Grant Program, cities often create Commercial Maintenance Codes that provide enforcement mechanisms to ensure basic maintenance of buildings. These codes can require maintenance of exterior features and building roofs, thereby protecting surrounding property value. This kind of code can be controversial, but it will offer assurance for downtown investors that surrounding property will be minimally maintained.

- **Abandoned Buildings Revitalization Act**

The State of South Carolina has a special tax incentive to promote redevelopment of buildings in older downtowns. Buildings that have been 65% vacant can often qualify for tax breaks of up to 25% of the cost of rehabilitation. This credit does not have historic preservation requirements. Federal and State tax credits allow a developer to receive a dollar-for-dollar reduction in qualifying construction costs.

- **Liven up the Street**

People watching is an American pastime and outdoor lighting under canopied trees with active streets is fun. Inman should encourage outside dining and even offer zoning and landscaping incentives. Color and fun on the streets, lighting, banners, street planting (maintained by private businesses) are all ways to liven up and make downtown more comfortable.

- **Conduct an Historic District Survey**

Mid-century buildings are currently in vogue and highly sought after for rehabilitation and can sometimes qualify for the federal and state incentives. Some buildings just outside of an historic district are likely eligible to be included.

- **Encourage Business Types**

Active uses in downtowns promote other active businesses. Consider only allowing active uses as opposed to warehouse and storage in downtown commercial space.

- **Encourage Residential Opportunities**

There are several buildings that have vacant upper stories, and these are perfect for conversion to residential apartments. Tax and development incentives that encourage this conversion are discussed in other parts of this document. Residential may be appropriate for ground floor commercial space also, but never in storefronts. On ground floor of historic commercial buildings residential should be limited to rear of property and occasionally entrances on major streets.

# Economic Vitality: Survey Results

## PUBLIC SURVEY RESULTS

Prior to the site visit, Main Street SC developed a survey to gather input on downtown and the market. During a three-week period, **195 surveys were completed**. City leadership requested the blending of a recreation survey into this downtown survey. The survey included 39 questions – 21 were downtown specific to address downtown’s character, environment and needs. This section presents key survey findings that help to quantify the Market Research.

Note: survey responses are available as a separate document. These are important to consider when planning next steps and continuing engagement with the community.

### Downtown Atmosphere

The first survey prompt related to the atmosphere of downtown. The word cloud below displays responses. The larger the word, the more frequently the word was submitted.

### Three Words to Describe Downtown



### Three Favorite Places Downtown

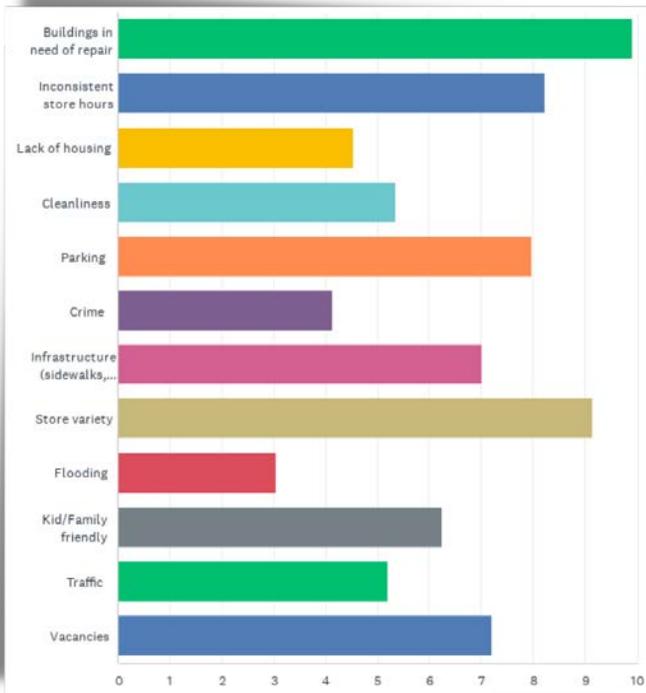
Favorite places reflect primarily public spaces & dining.



# Economic Vitality: Survey Results

## Downtown Functionality

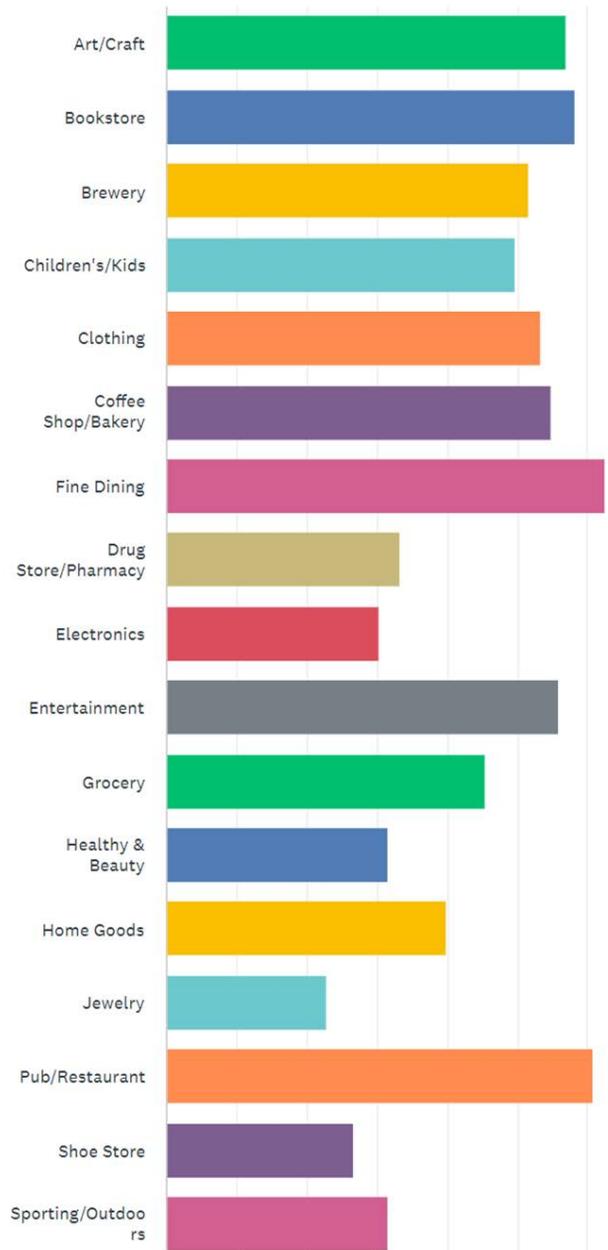
Respondents ranked the issues facing downtown Inman. Buildings in need of repair was the most top ranking issue. Inconsistent store hours and store variety were the next highest issues noted.



## Top Desires for Downtown

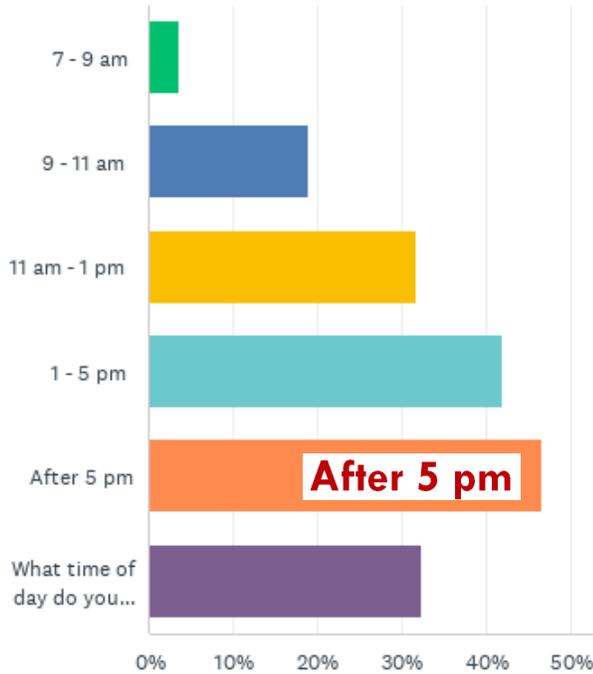
Respondents were asked open ended questions about their wants and desires for downtown and the number one response was more restaurants. On the whole residents desire additional shopping and dining in a pedestrian friendly downtown environment. Responses to the top 3 wants or needs support demand data. Top responses include:

- **Fine Dining**
- **Pub/Restaurant**
- **Bookstore**

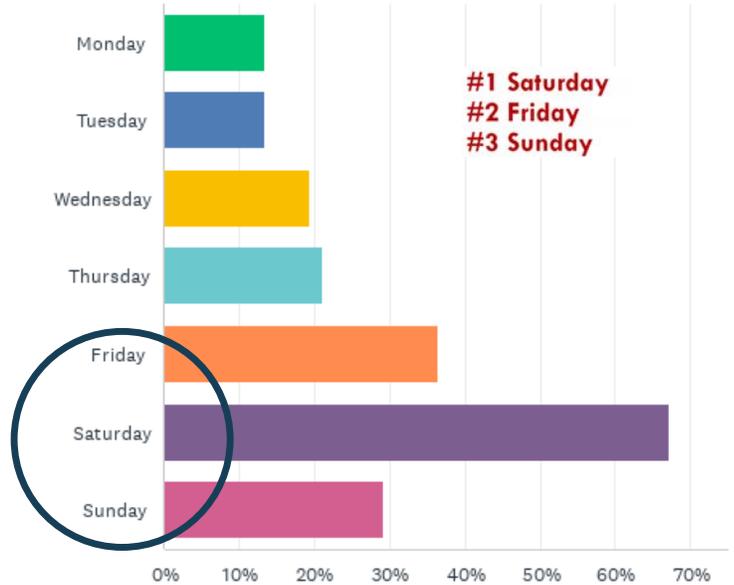


# Economic Vitality: Survey Results

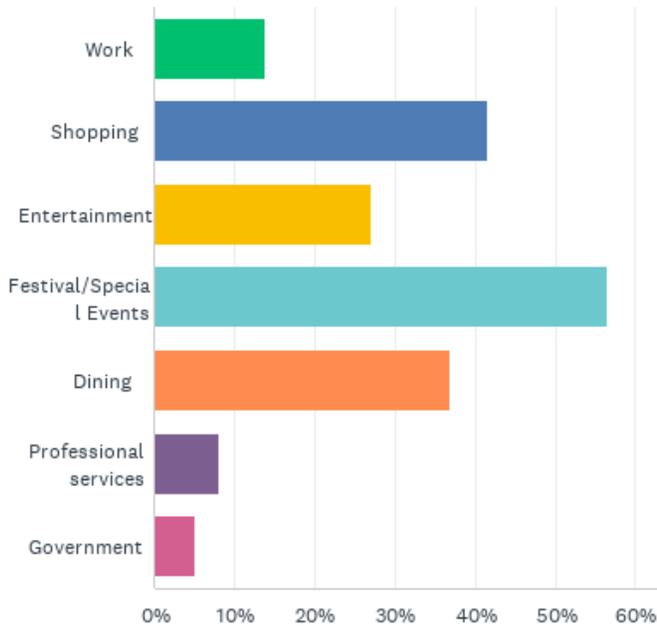
## What time of day do you most typically shop?



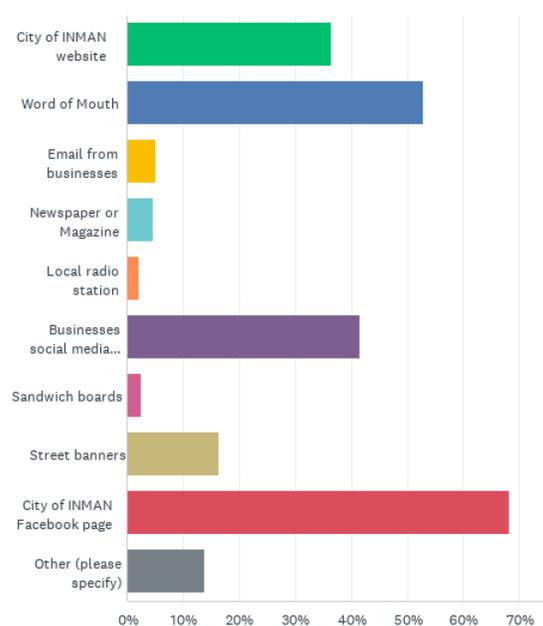
## What day of the week do you most typically shop?



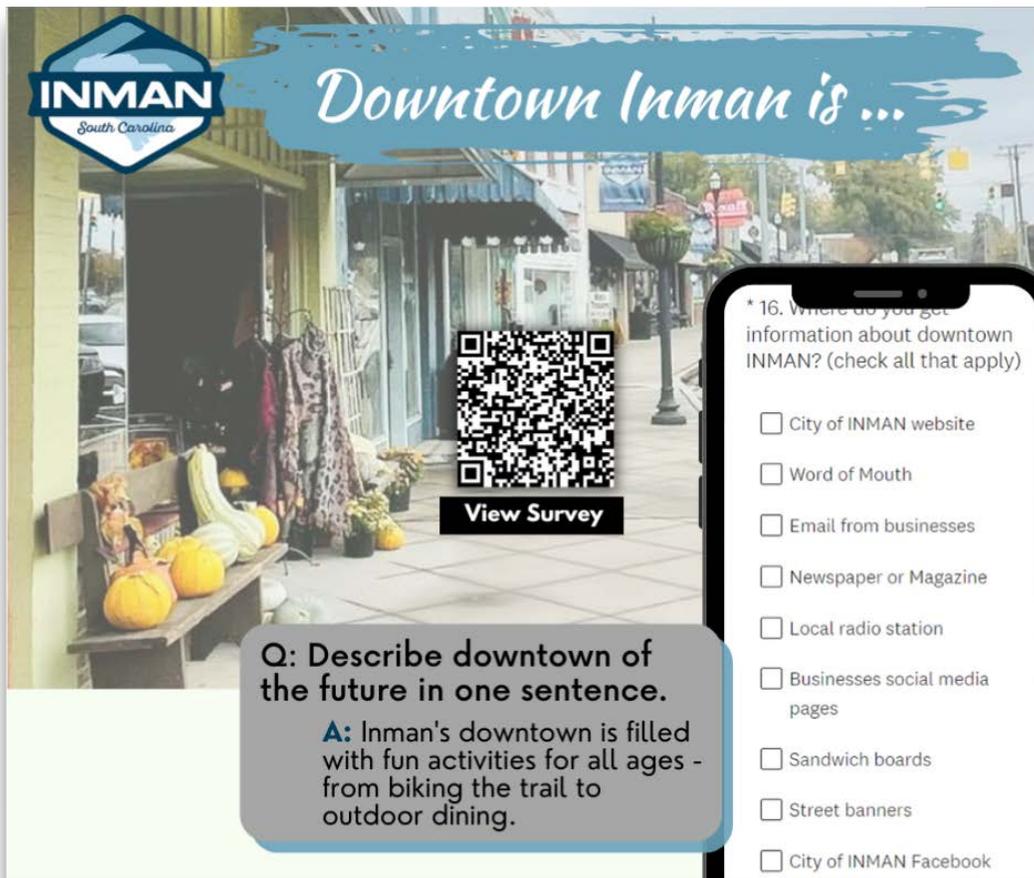
## What most frequently brings you to downtown Inman?



## Where do you get information about downtown Inman?



# Economic Vitality: Survey Results



**The final open-ended prompt asked respondents to describe downtown of the future in one sentence. Here are a few additional notable responses:**

- A small energetic town with diverse shopping & dining options.
- A place to go enjoy yourself without the crowds of downtown Spartanburg.
- Thriving quaint day trip destination with dining, shopping and parks.
- A quaint, charming southern foothills city, thoughtfully designed with shops and restaurants in historical buildings.
- A beautiful gateway to the Saluda trail that is a close knit community that is bike/pedestrian friendly and promotes all forms of outdoor recreation.
- Vibrant, bustling small town. Why go anywhere else!



## Communication Recommendations

Supporting your existing downtown businesses and creating a streamlined and friendly process to encourage new businesses and development are the keys to creating a thriving heart of your downtown.

Main Street Inman 's focus should be to highlight the downtown business district as a whole and not necessarily promote a singular business (act as a supporter, not a promoter).

Use the "Screen Door" branding to showcase the fact that Inman makes it easy for business owners and developers to get started.

Shopping guides, social media posts highlighting weekend hours and specials, and seasonal shop-local campaigns will help your downtown businesses reach more customers by plugging them into district-wide promotions.

## Communication Plan for Inman's Small Business Economic Development

### Messaging & Storylines

- Inman is a great place to start a business (new business)
- Downtown Inman is prime for redevelopment (redevelopment opportunities)
- Downtown hosts a variety of retail and dining experiences (existing businesses)
- Inman has a variety of shopping & dining options (hours & specials)
- Inman makes it easy to start a business (startup process)

### Team Members

- Executive Director
- Economic Vitality Committee
- Chamber & County Economic Development
- City of Inman
- Brand Ambassadors

### Audience

- Customers
- Current business owners
- Potential new businesses
- Potential developers

### Channels

- Regularly scheduled merchant meetings
- Private Facebook group for merchants
- Local advertising
- Social media
- Print
- Youtube

### Branded Materials

- Business recruitment packages
- New business startup and incentive packages
- Small business shopping promotions
- Festivals
- After-hours shopping events
- First person merchant stories
- District shopping guides/QR codes