



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™

**DOWNTOWN
INDIAN LAKE**
STRATEGY IDENTIFICATION
& DEVELOPMENT
AUGUST 25-26, 2022

Lisa M Thompson, MSARP, HREFDP,
Senior Program Officer for Revitalization Services

ABOUT MAIN STREET AMERICA

Main Street America leads a collaborative movement with partners and grassroots leaders that advances shared prosperity, creates resilient economies, and improves quality of life through place-based economic development and community preservation in downtowns and neighborhood commercial districts across the country.



HISTORY OF THE MAIN STREET MOVEMENT



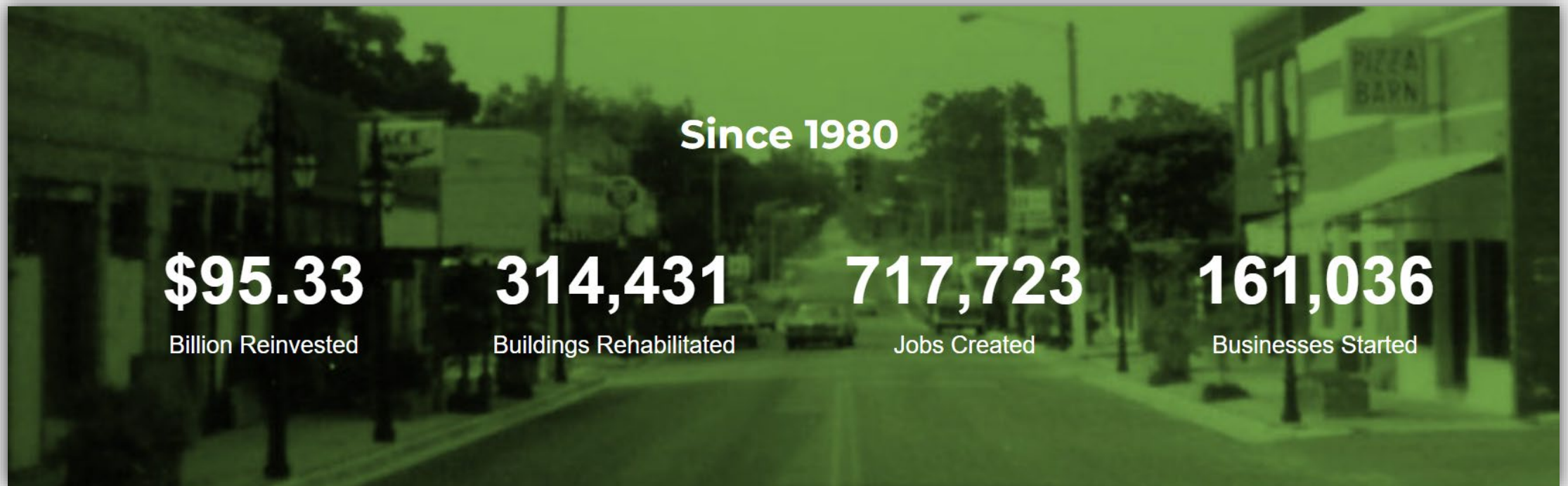
Mary Means, National Main Street Center Founder



1977 pilot: Galesburg, Illinois; Madison, Indiana; and Hot Springs, South Dakota

MAIN STREET'S IMPACT

Since 1980 | 2,000+ programs using the main street approach® resulted in

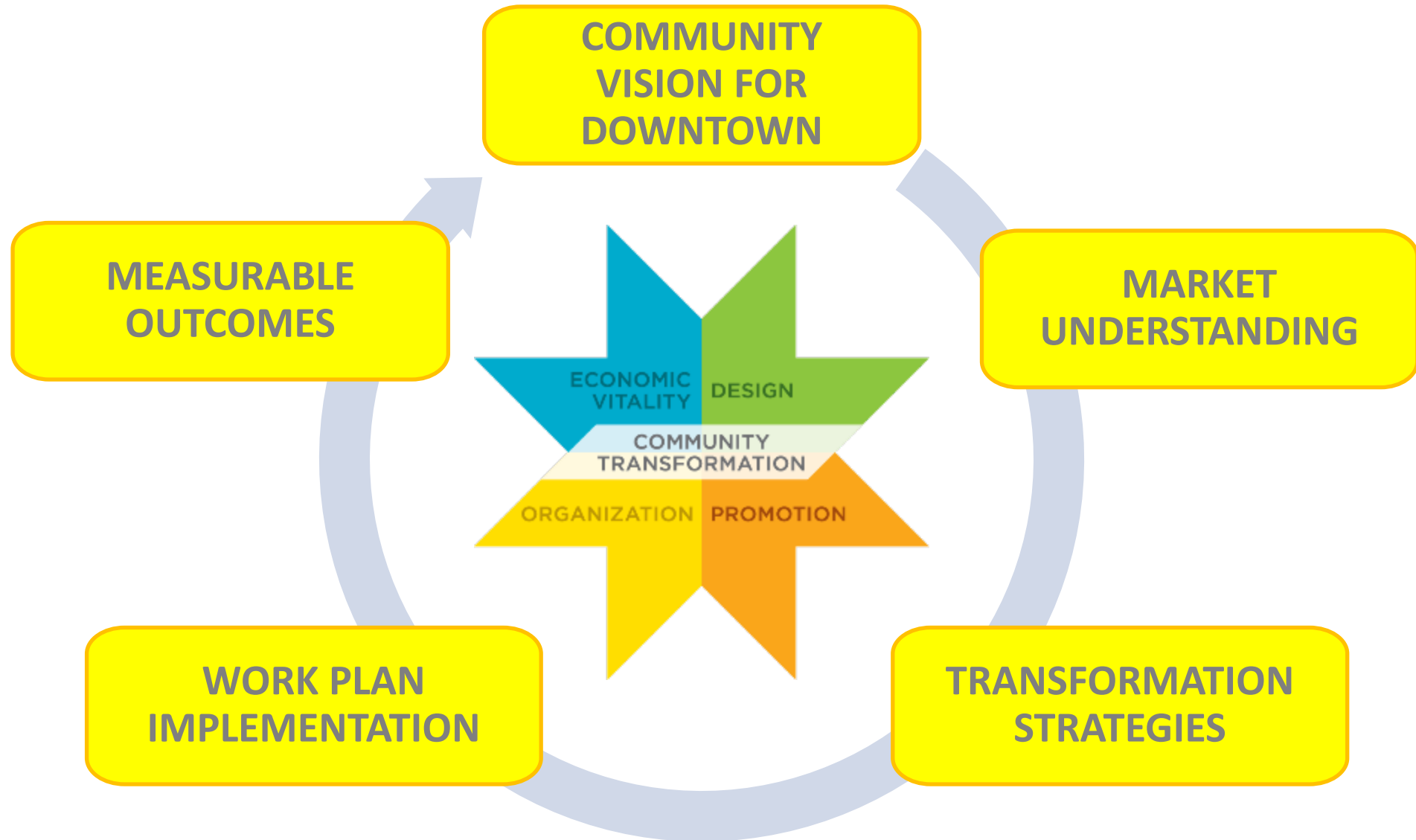


These estimates are based on cumulative statistics gathered from 1980 to December 31, 2021, for all designated Main Street communities nationwide.

THE MAIN STREET APPROACH



LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH



CUSTOMER-BASED STRATEGIES

Downtown
workers and/or
residents

College
students

Tourists

Military
installations

Family-friendly,
family-serving

Millennials

Retirees/
Elder-Friendly

PRODUCT-BASED STRATEGIES

Arts

Entertainment/
Nightlife

Furniture/
Furnishings

Professional
Services

Health +
wellness

Sports +
Recreation

Ethnic
Specialties

Apparel

Agriculture

Education

Green Products

Convenience

Manufacturing

Food

ECONOMIC VITALITY | SENSE OF VITALITY



Main Street programs help communities reposition their district's economy through **market-driven business retention & development strategies.**

Attracting new investors, developing housing, and incentivizing Economic Development projects.

The Main Street Approach®

Organization

Design

Econ/Vitality

Promotion

Strengthens & diversifies the local economy supporting existing base, entrepreneurship, and appropriate development



- ✓ ***Supports existing economic base***
- ✓ ***Promotes strategic use of space & development***
- ✓ ***Assembles Economic Development Resources***

DESIGN | SENSE OF PLACE



Main Street programs provide communities with the tools they need to **improve the appearance** of the commercial district while preserving its character.

The Main Street Approach®

Organization

Design

Econ/Vitality

Promotion

Improves physical elements while preserving the community's authentic fabric, character & identity

- ✓ ***Promotes physical improvements***
- ✓ ***Preserves and enhances existing historic fabric***
- ✓ ***Encourages planning & best practices***



PROMOTION | SENSE OF COMMUNITY

Main Street Programs provide communities with the tools to **bring people back to the community center** by positioning the downtown as a center of activity, marketing the district's unique characteristics, and fostering its positive image.



The Main Street Approach[®]

Organization

Design

Econ/Vitality

Promotion



Positions district as the center of activity, culture, commerce, and community life, market its assets, and positive image

- ✓ ***Positions the District as a center of activity***
- ✓ ***Markets the district's assets***
- ✓ ***Enhances positive image***

ORGANIZATION | SENSE OF OWNERSHIP



Main Street programs help communities build **broad-based support** for their commercial district.

Main Street brings the community together to reach consensus, lead revitalization, develop **partnerships** and assemble **resources (human and financial)**.

The Main Street Approach®

Organization

Design

Econ/Vitality

Promotion

Brings the community together to build consensus & common vision, assemble resources, and lead revitalization

- ✓ ***Promotes the Revitalization Efforts***
- ✓ ***Fosters Community Engagement***
- ✓ ***Encourages Investment in Revitalization***



OUR REVITALIZATION WORK IS A BALANCING ACT

Design

Econ/Vitality

Promotion

Organization





Community Vision for Downtown Indian Lake

What has taken place so
far in the Four Points?

COMMUNITY SURVEY – 229 RESPONSES

COMMUNITY
VISION FOR
DOWNTOWN



COMMUNITY INPUT THROUGH ONLINE SURVEYS

What one word comes to mind as you think about things you like about Downtown Indian Lake?



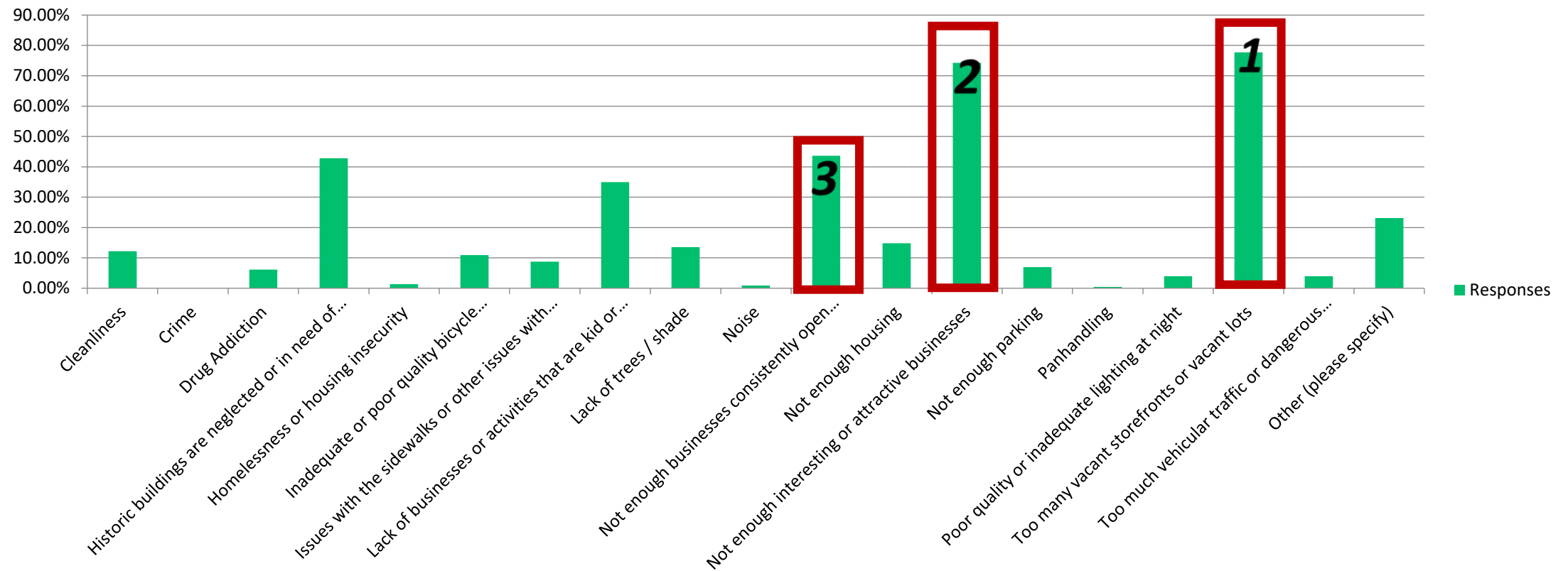
COMMUNITY INPUT THROUGH ONLINE SURVEYS

What one word comes to mind as you think about things you dislike about Downtown Indian Lake?



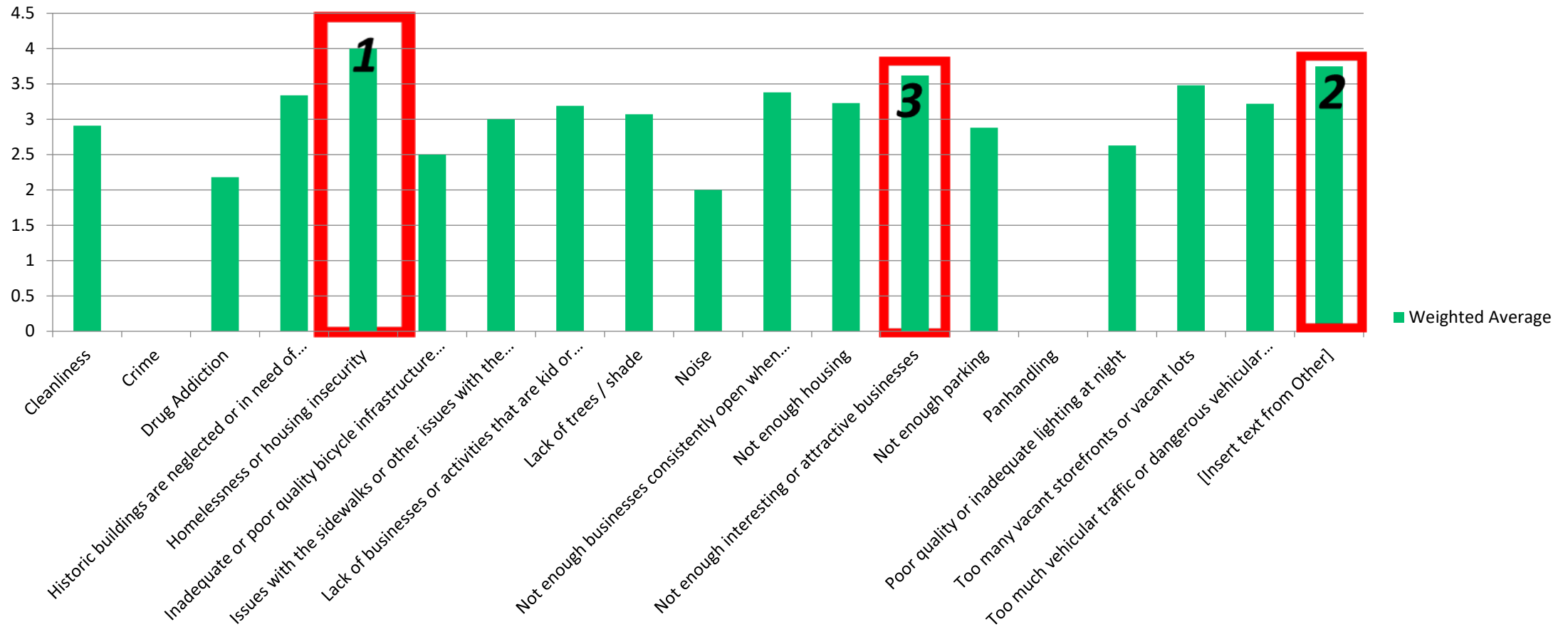
COMMUNITY INPUT THROUGH ONLINE SURVEYS

Which of the following are issues in Downtown Indian Lake?



COMMUNITY INPUT THROUGH ONLINE SURVEYS

To what degree do these issues detract from your experience of Downtown Indian Lake?



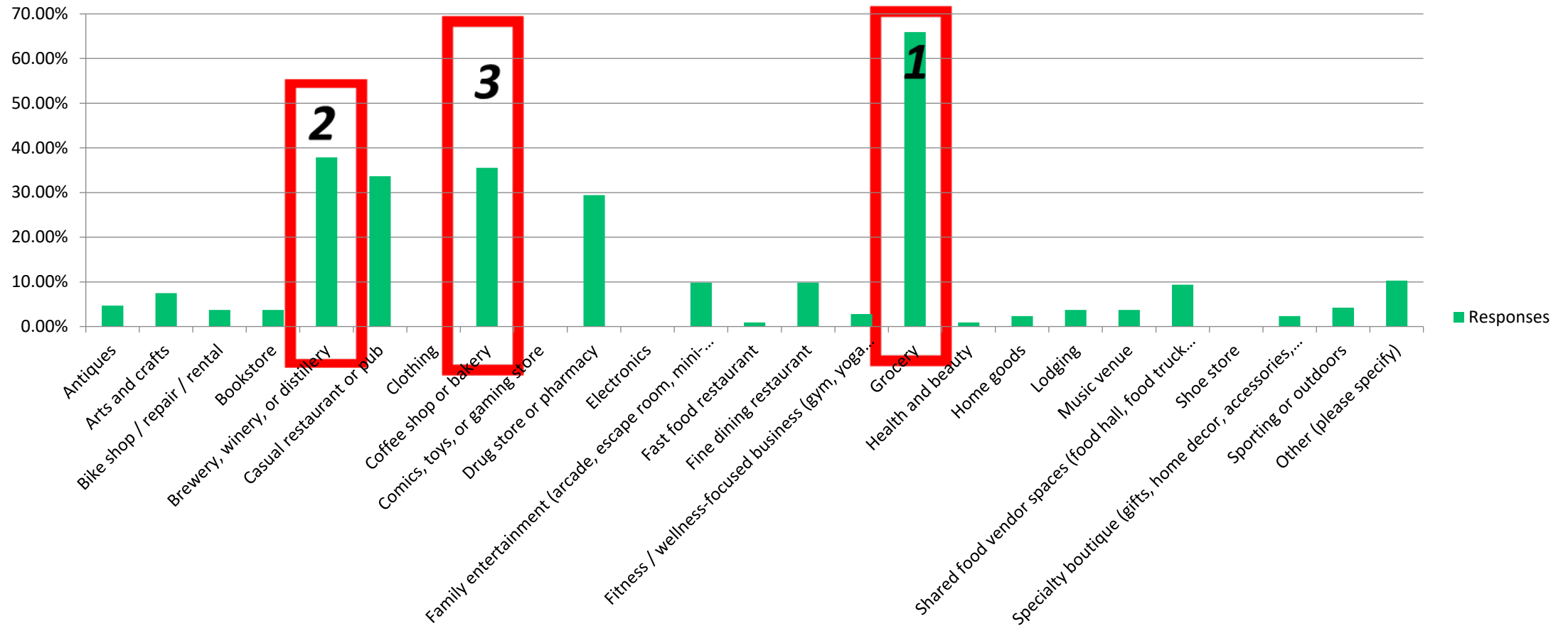
COMMUNITY INPUT THROUGH ONLINE SURVEYS

**Which businesses
and other
destinations do
you most often
visit in
Downtown
Indian Lake?**

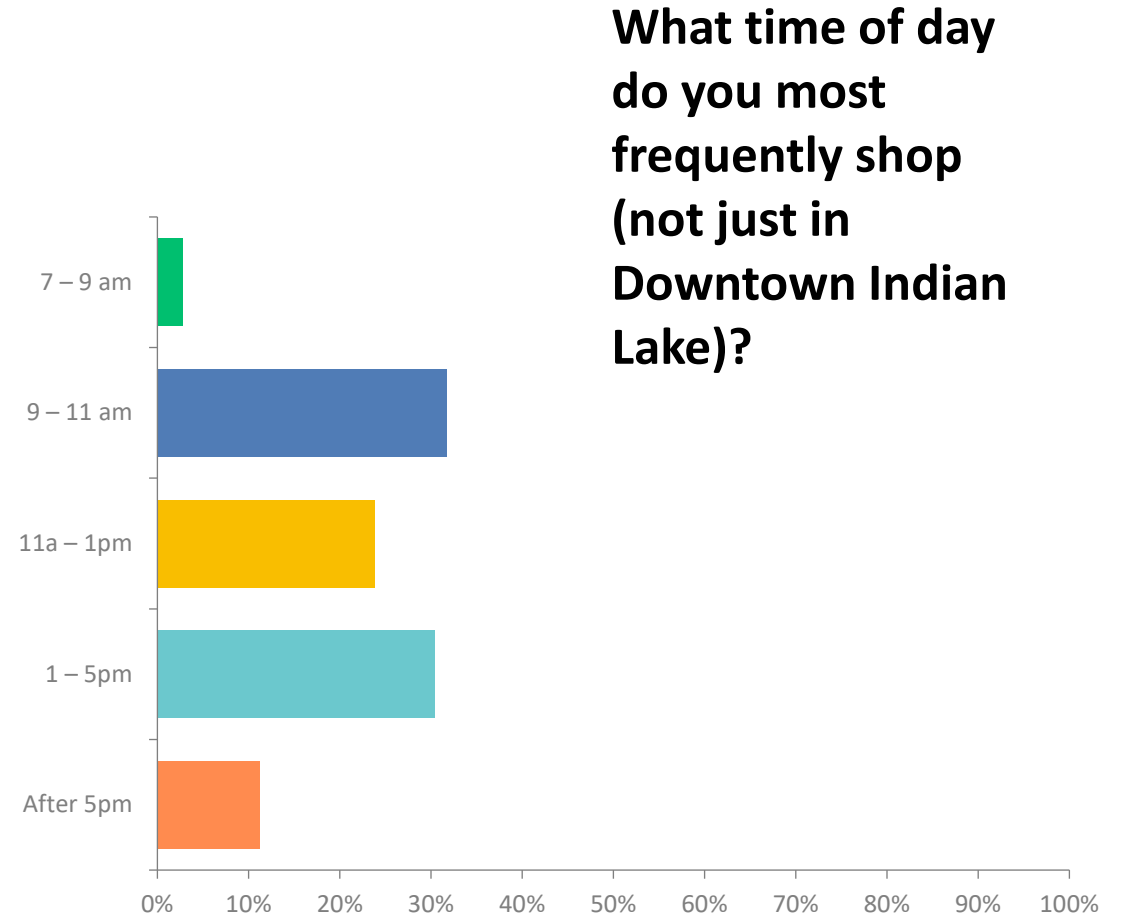
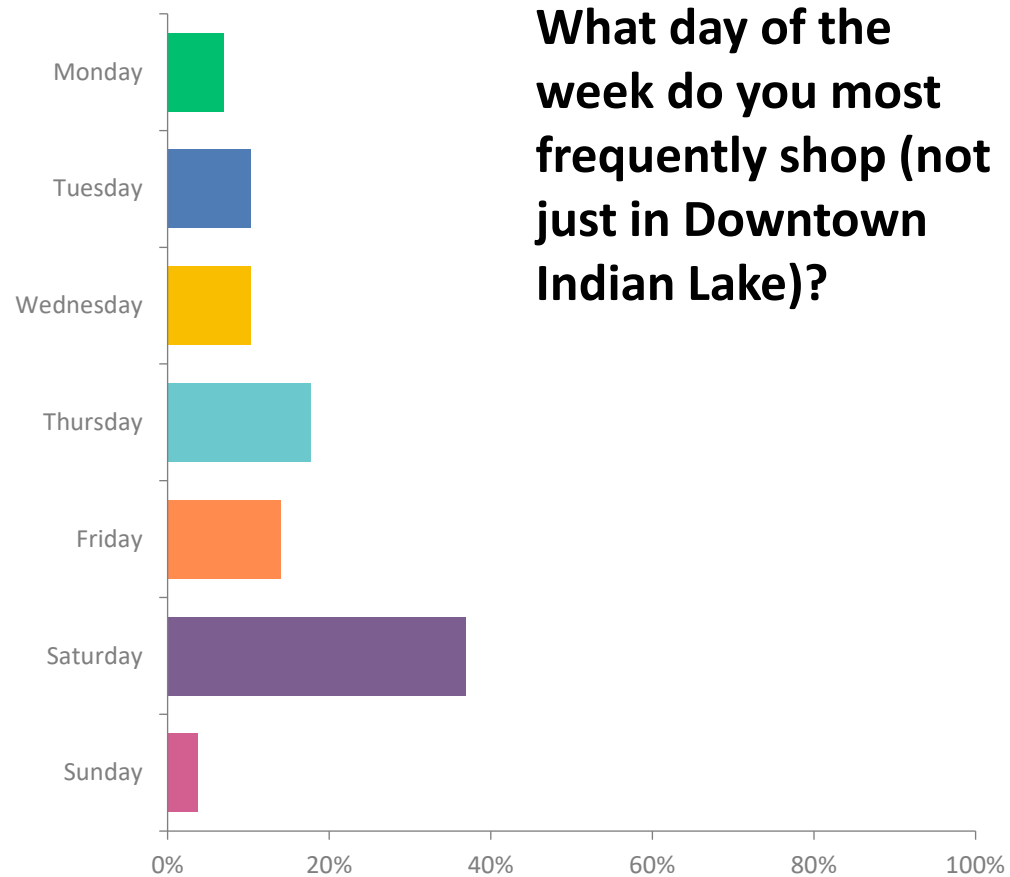


COMMUNITY INPUT THROUGH ONLINE SURVEYS

What three business types would you like to see more of in Downtown Indian Lake?

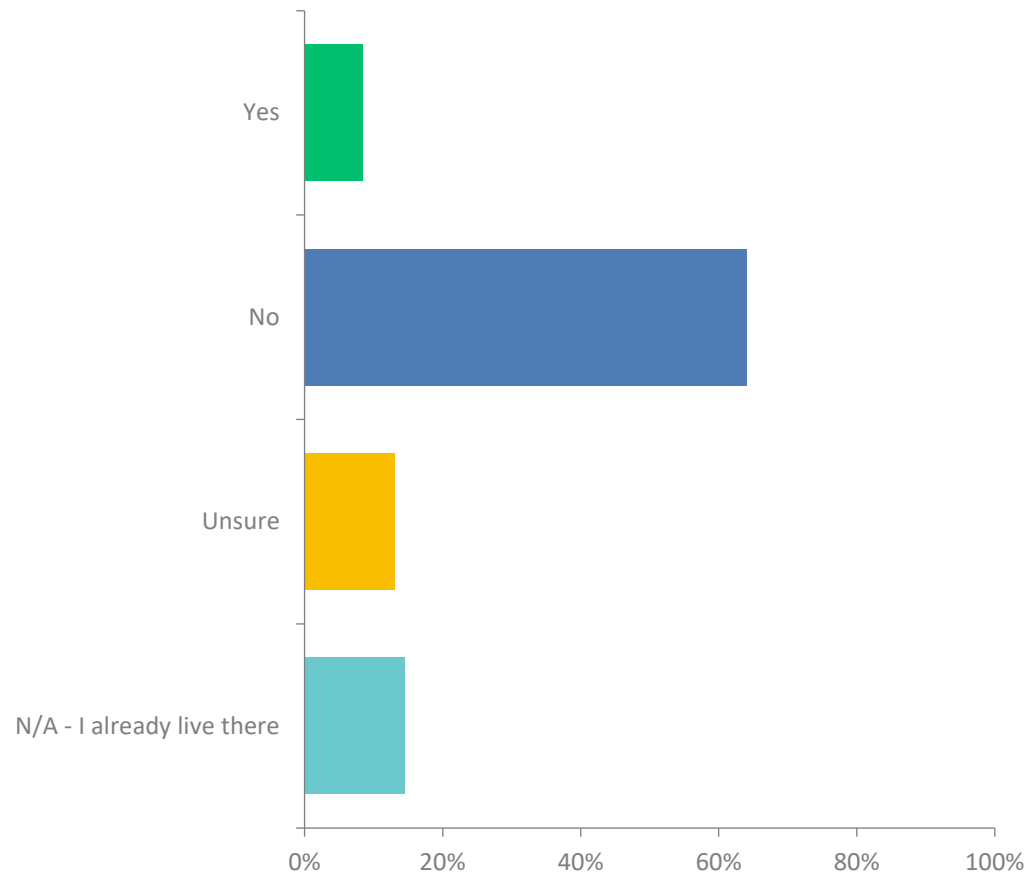


COMMUNITY INPUT THROUGH ONLINE SURVEYS



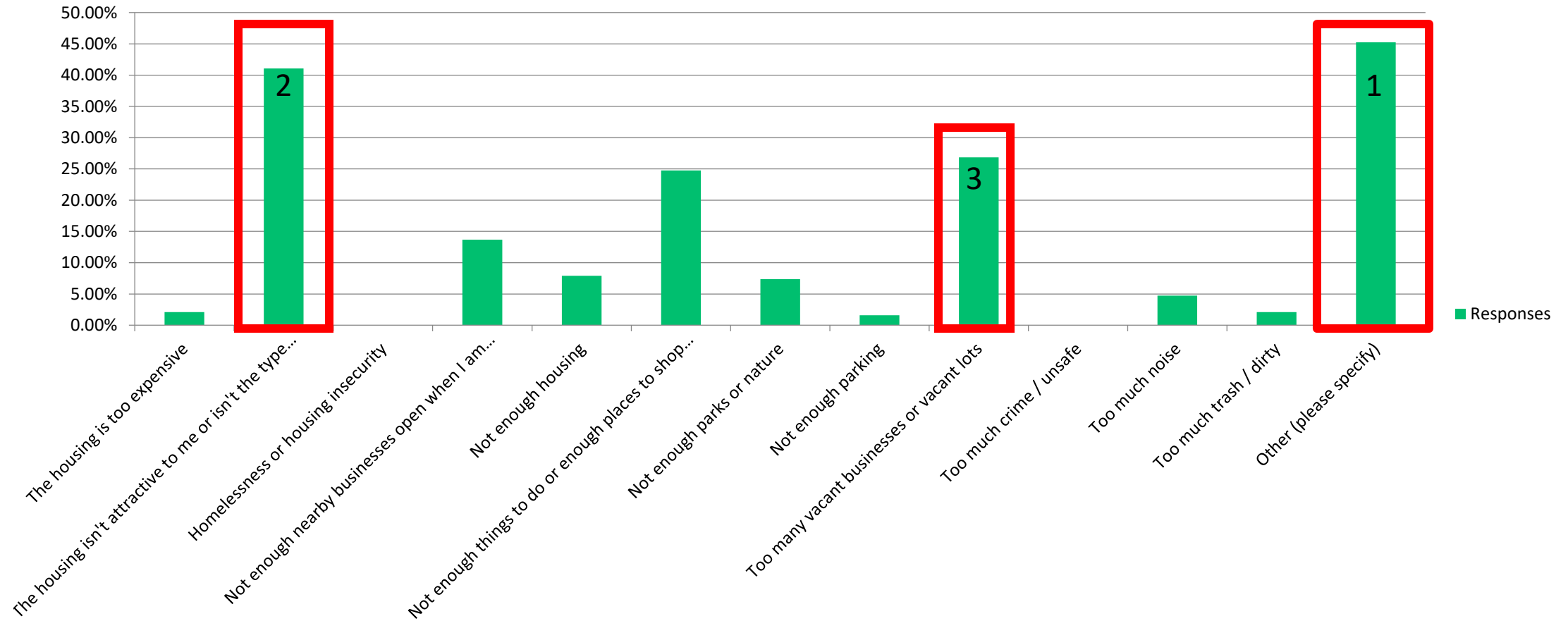
COMMUNITY INPUT THROUGH ONLINE SURVEYS

**Would you live in
Downtown Indian Lake if
you could?**



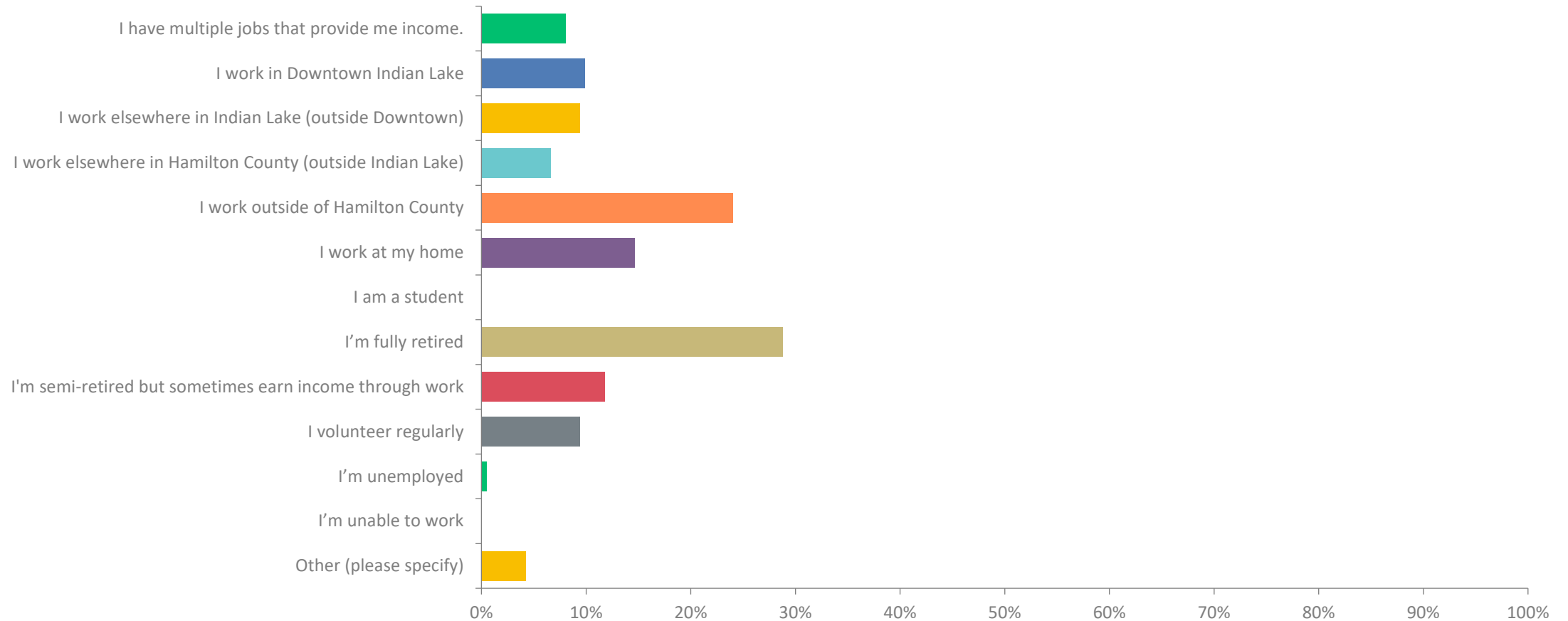
COMMUNITY INPUT THROUGH ONLINE SURVEYS

If you wouldn't live in Downtown Indian Lake, please share the reasons why not.



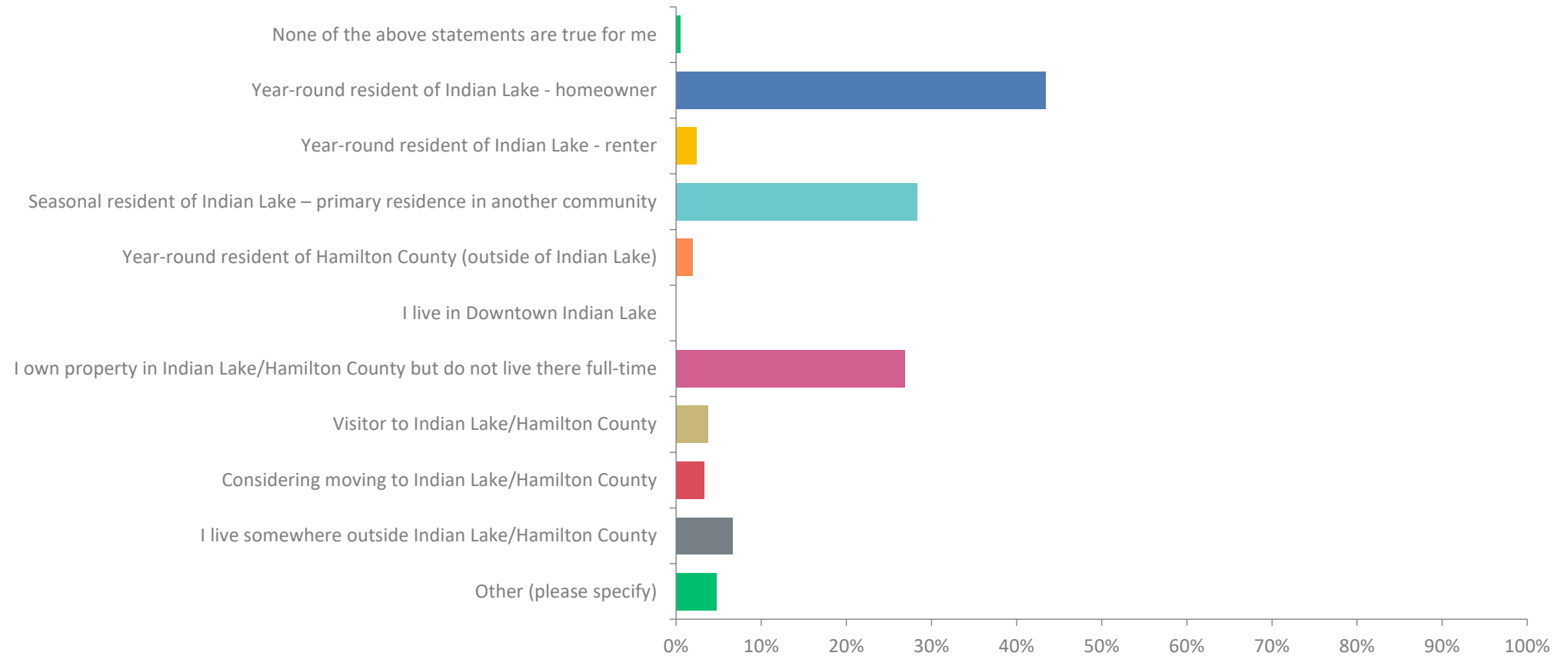
COMMUNITY INPUT THROUGH ONLINE SURVEYS

Which of the following statements below describe your current occupation / employment?

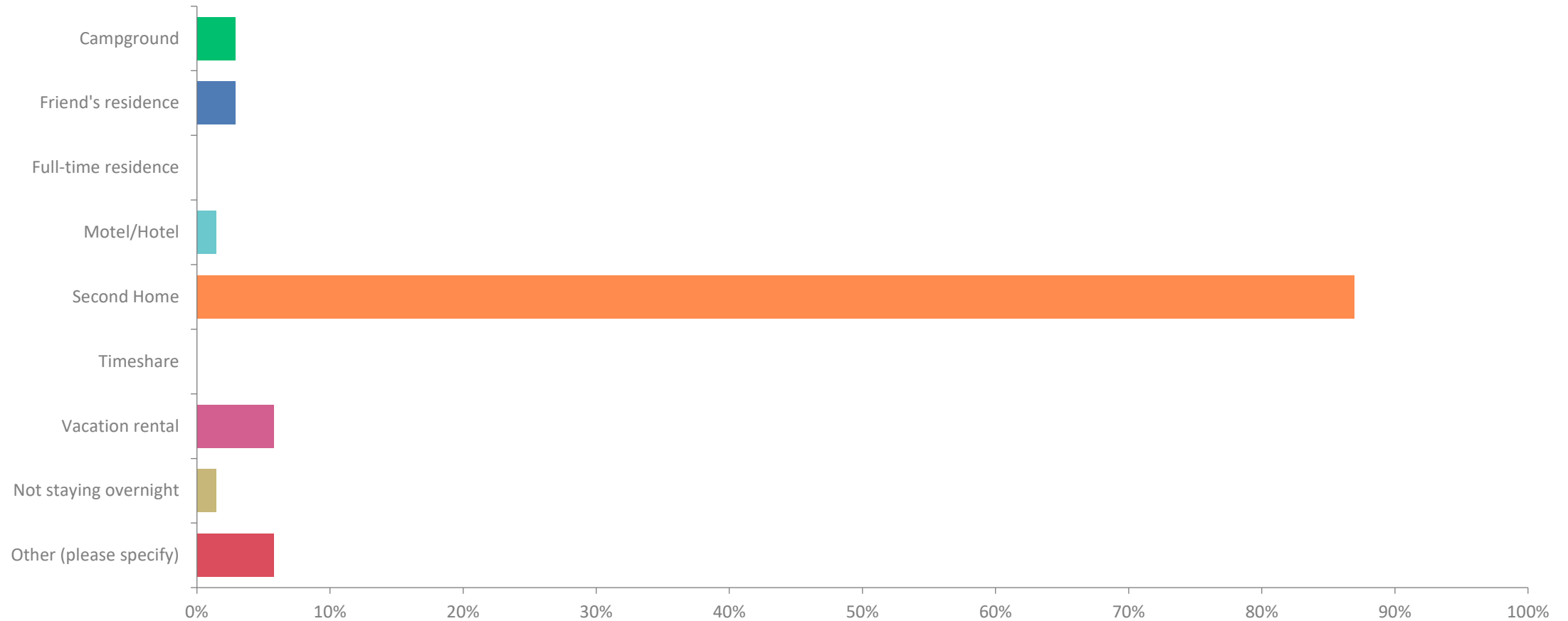


COMMUNITY INPUT THROUGH ONLINE SURVEYS

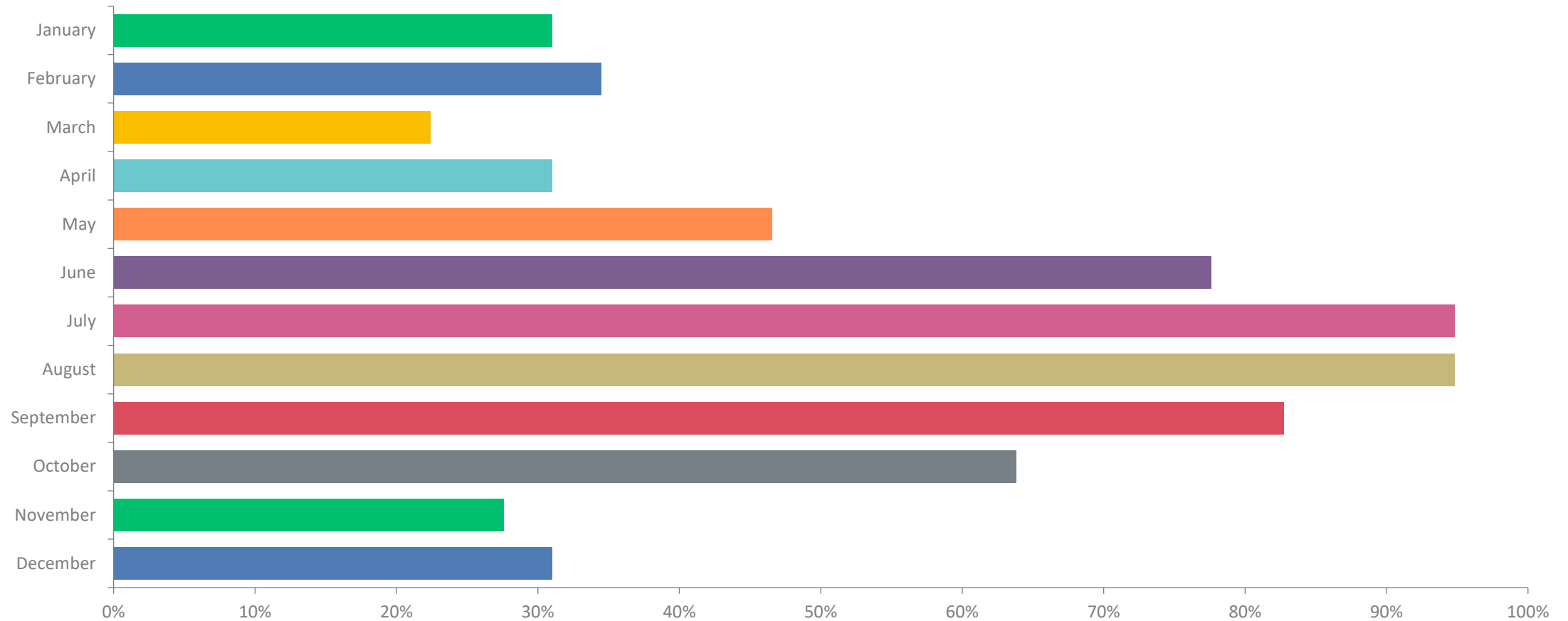
Which of the following describe your relationship to Indian Lake/ Hamilton County as a place to live?



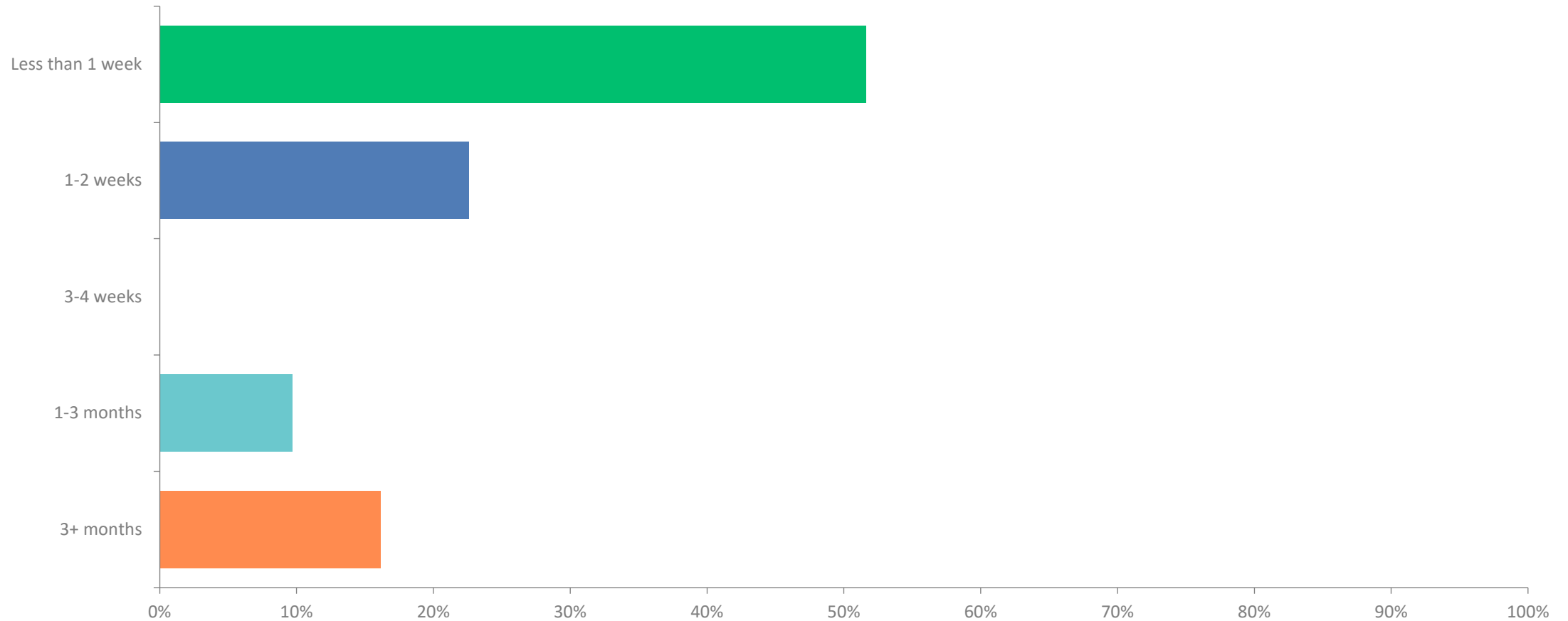
WHERE DO YOU STAY WHEN YOU VISIT INDIAN LAKE/HAMILTON COUNTY?



WHAT MONTHS DO YOU RESIDE IN INDIAN LAKE/HAMILTON COUNTY?

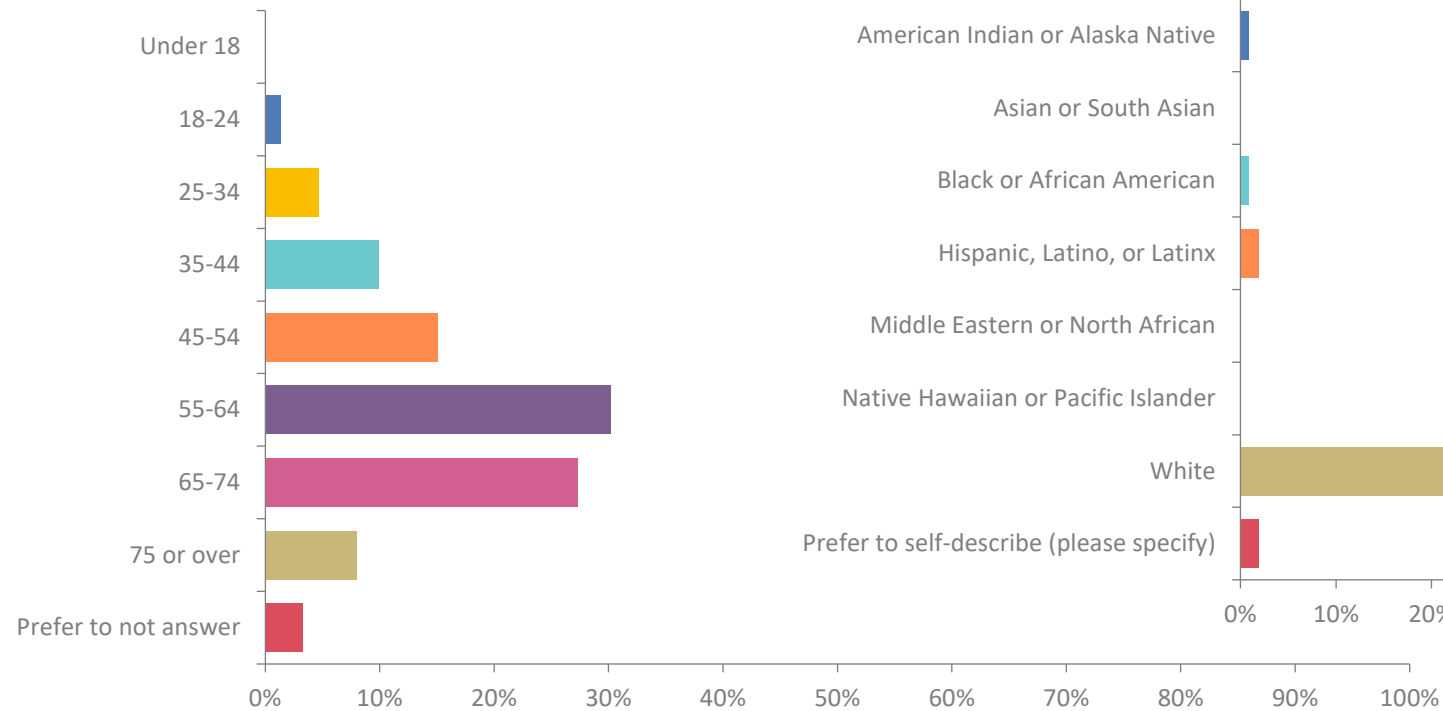


HOW LONG IS YOUR TYPICAL VISIT TO INDIAN LAKE/HAMILTON COUNTY?

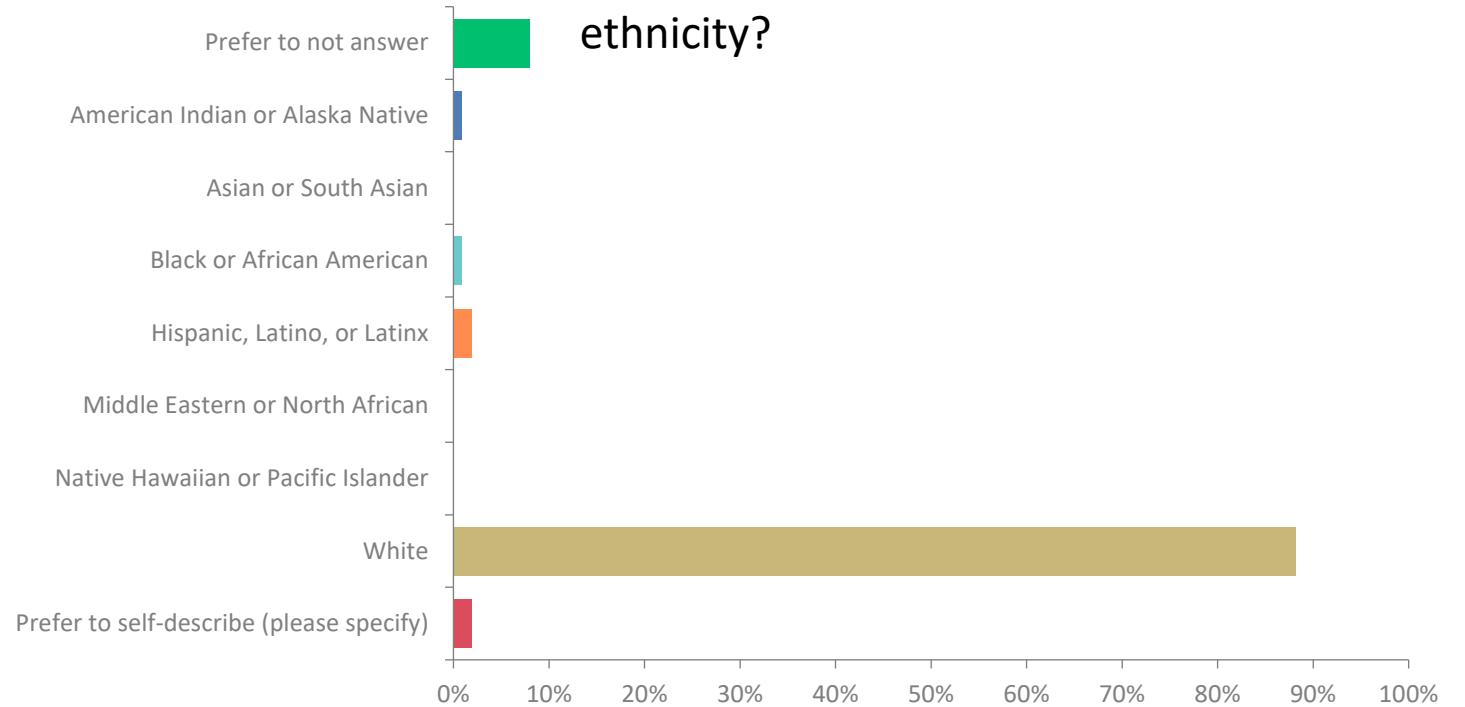


COMMUNITY INPUT THROUGH ONLINE SURVEYS

How old are you?

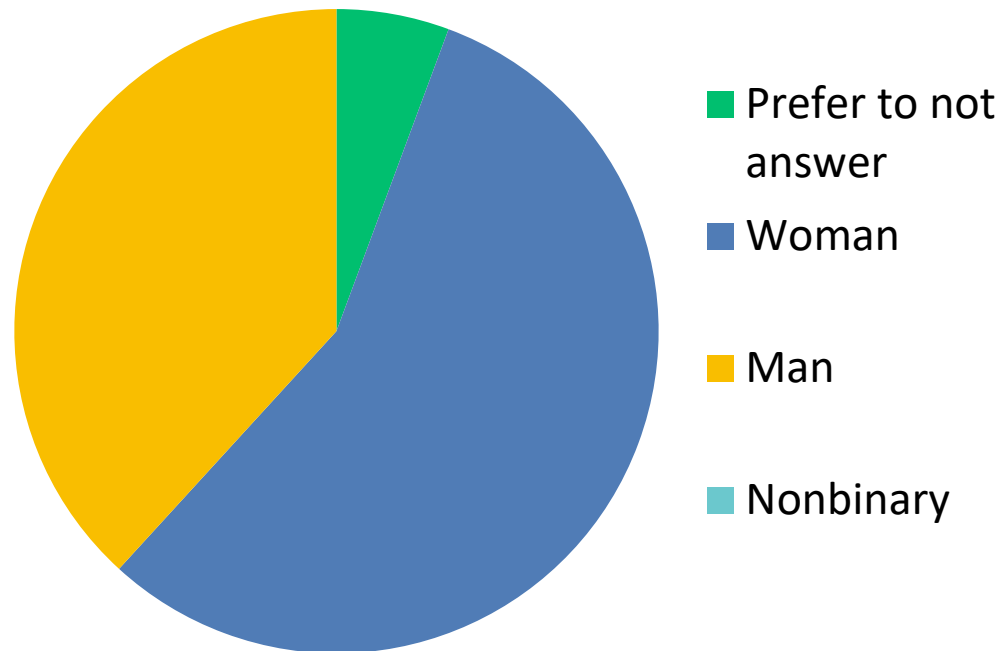


How do you identify in terms of your race and ethnicity?



COMMUNITY INPUT THROUGH ONLINE SURVEYS

**How do you identify
in terms of your gender?**



COMMUNITY VISION FOR DOWNTOWN

COMMUNITY INPUT THROUGH ONLINE SURVEYS

Econ/Vitality

- + **Business variety:** activities and things to do, brewery, winery, distillery, casual dining, grocery, hair salon, drugstore, coffee shop
- + **Business hours:** earlier business hours-9am start
- + **Business retention:** Vacancy
- + **Infrastructure:**
- + **Development:** façade and building rehabilitation
- + **Housing:** additional opportunities

DESIGN

- + **Safety:** Walkability
- + **Accessibility:** pedestrian walkability in public spaces and into buildings
- + **Outdoor spaces:** Seating and dining
- + **Building maintenance:** façade and building improvements, front door experience

Promotion

- + **Elder friendly:** variety considering growing population
- + **Family friendly:** increase opportunities to promote for families

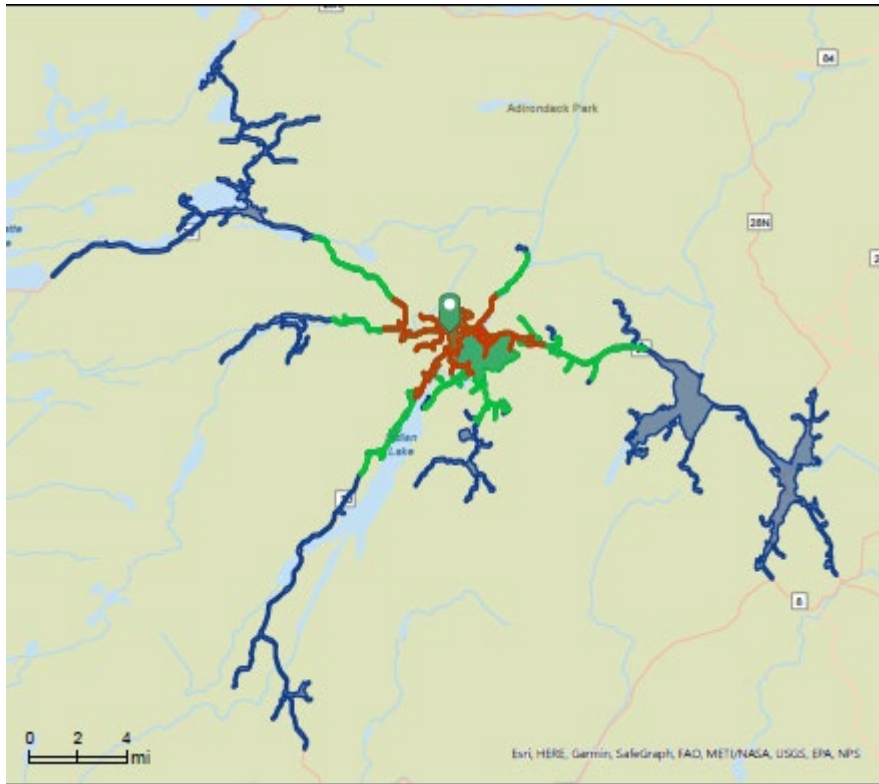
ORGANIZATION

- + **Business and property owner engagement:** outreach and assistance, promotion
- + **Partnership cultivation**

A street scene in a historic town with colorful buildings and parked cars. The image is overlaid with a dark, semi-transparent diagonal shape. The text "Market Overview and Understanding" is centered in yellow.

Market Overview and Understanding

LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH



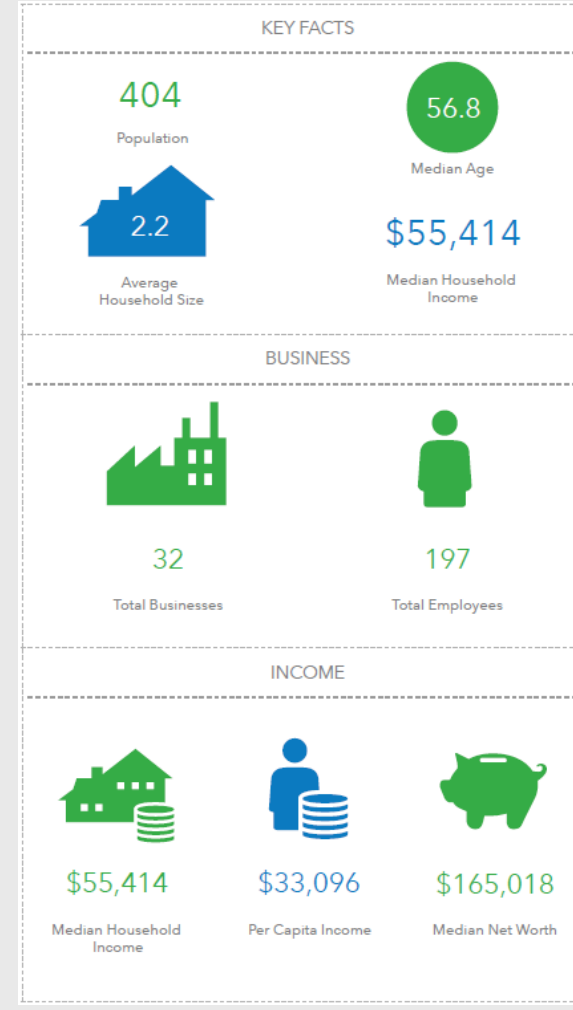
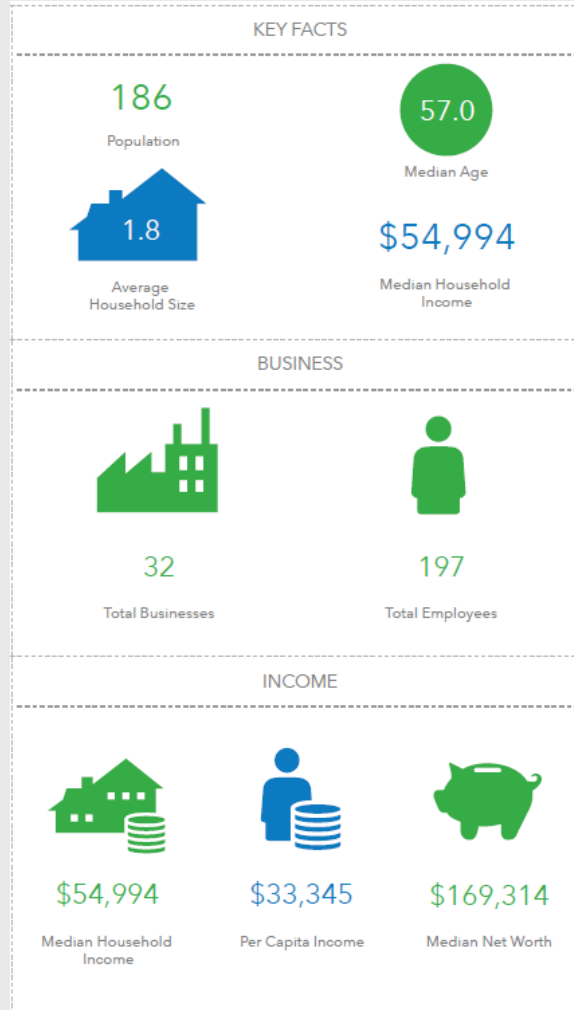
DEMOGRAPHIC CHARACTERISTICS TO CONSIDER

- + Population size
- + Population trends
- + Number of households
- + Household trends (e.g., smaller or larger)
- + Median household income and benchmarks
- + Median age and benchmarks
- + Median age trends
- + Households with children at home
- + Homeownership rates
- + Educational attainment
- + Race and ethnicity and trends
- + Psychographic segmentation (“Community Tapestry”)

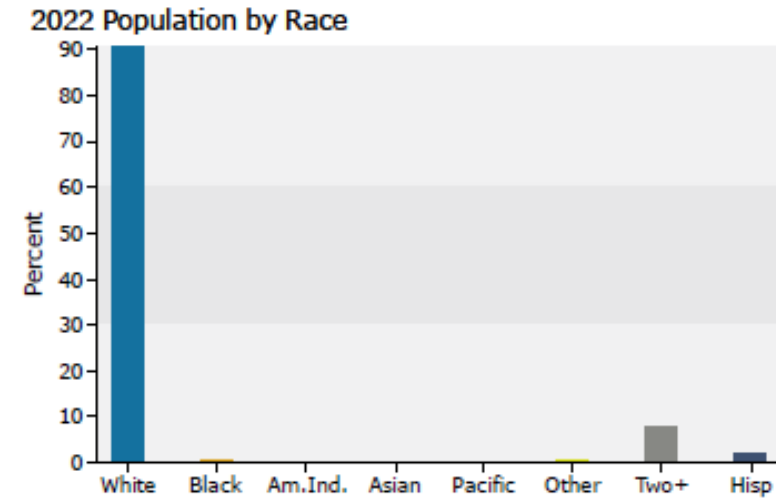
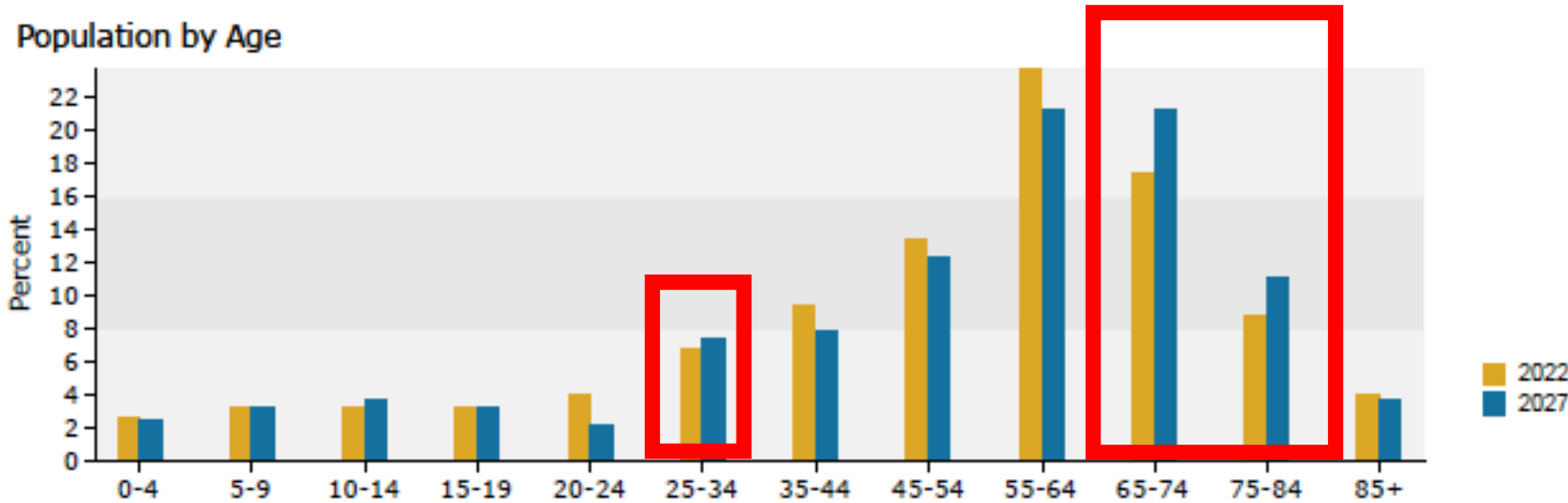
MARKET UNDERSTANDING

DEMOGRAPHICS

- + Slight population increase (2010 to 2020), households and families 5min, 10 min. Decline 25min
- + 2022-27 Trends, Population, household, families slight decline.
- + Aging population, increasing median household income and average household income



DEMOGRAPHIC TRENDS, 2022-2027, 10MIN



- + Population, household, and families slight decline 5, 10 and 25 min, less than 1%
- + Median HH income increases, +1.75 – 2.1%
- + Growth primarily in 35-44 and 65-84
- + Largest minority groups by race in 10 min drive are Two+ and Black, Growing Hispanic population

Some psychographic characteristics

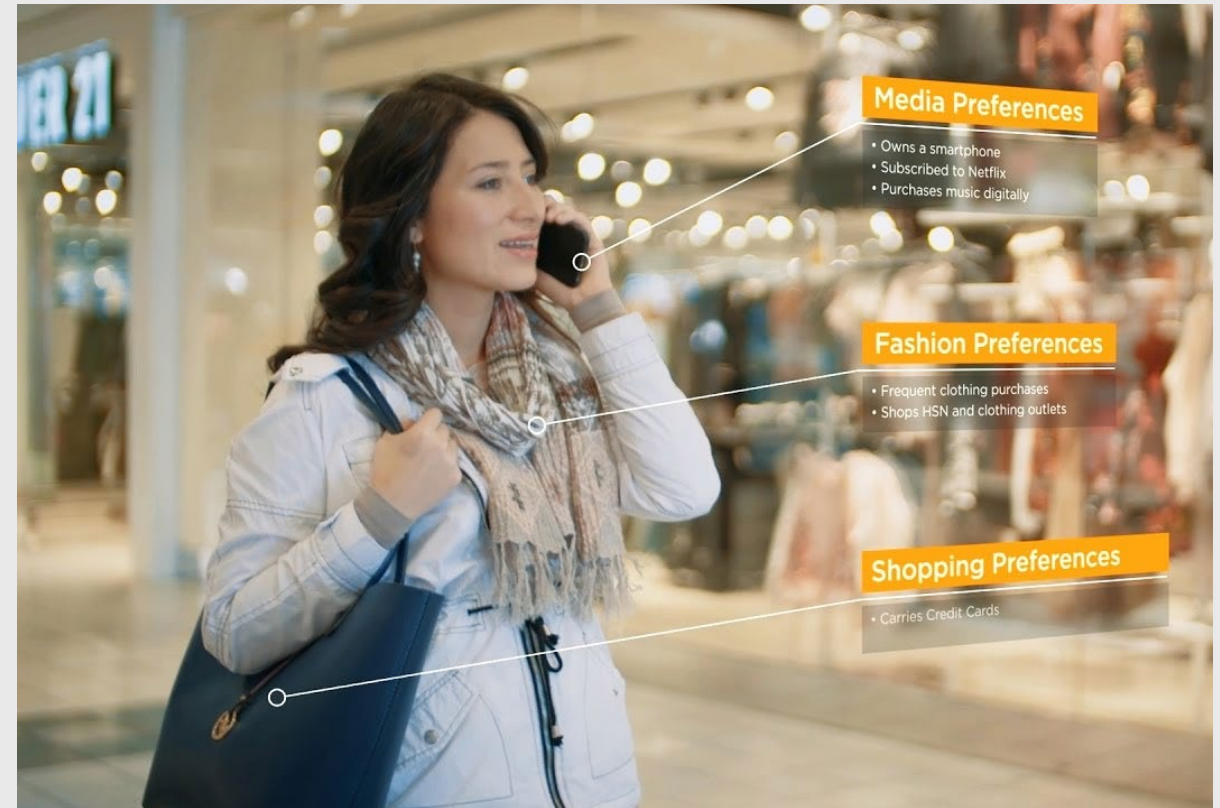
What is Psychographics?

Psychographics is the study of personality, values, opinions, attitudes, interests, and lifestyles. Psychographic studies of individuals or communities can be valuable in the fields of marketing, demographics, opinion research, prediction, and social research in general. They can be contrasted with demographic variables (such as age and gender), behavioral variables (such as usage rate or loyalty), and organizational demographics variables (sometimes called firmographic variables), such as industry, number of employees, and functional area.

When a relatively complete profile of a person or group's psychographic make-up is constructed, this is called a "psychographic profile". Psychographic profiles are used in market segmentation as well as in advertising. Some categories of psychographic factors used in market segmentation include:

- activity, interest, opinion (AIOs)
- attitudes
- values
- behavior

**5 min, 10 min, 25 min
Rural Resort Dwellers**



5, 10, and 25 min

- + Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting, and motorcycling.
- + At home, *Rural Resort Dwellers* residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.
- + Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the internet often but will make online purchases for items difficult to find in nearby stores.
- + Their taste in TV shows reflects their hobbies—National Geographic, Discovery Channel, and the Weather Channel.



LifeMode Group: Cozy Country Living

Rural Resort Dwellers

6E

Households: 1,227,200

Average Household Size: 2.22

Median Age: 54.1

Median Household Income: \$50,400

WHO ARE WE?

Although the Great Recession forced many owners of second homes to sell, *Rural Resort Dwellers* residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting.

OUR NEIGHBORHOOD

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas contain homes valued near the US median. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

SOCIOECONOMIC TRAITS

- *Rural Resort Dwellers* residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue-collar residents. They shop for timeless, comfortable clothing but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.



TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MIS-Simmons.

RURAL RESORT DWELLERS



6E

Rural Resort Dwellers



Household
Married Couples
w/No Kids



Housing
Single Fam/Seasonal

52.4

Median Age

\$46k

Median Income

Households: 1,215,000

6

Svcs/Prof
HS Diploma Only
White

- Tend vegetable gardens
- Own low-risk assets
- Go hunting, freshwater fishing
- Watch Animal Planet, Discovery Channel, DIY Network
- Own older, domestic vehicles



**Food projected
growth \$132K**

2027 demand:

Food at home \$872K
(snacks, meats, fish, fruits
& veggies)
Food away \$510K



**Entertainment &
Recreation
projected growth
\$50K**

2027 demand:

TV/Video/Audio \$18K
Services \$14K
Fees and Admission \$8K



**Home
maintenance &
remodeling
projected growth
\$48K**

2027 demand:

Furniture \$86K
Major appliances \$57K
Lawn & Garden \$105K
Childcare \$49K



**Apparel and
Service projected
growth \$26K**

2027 Demand:

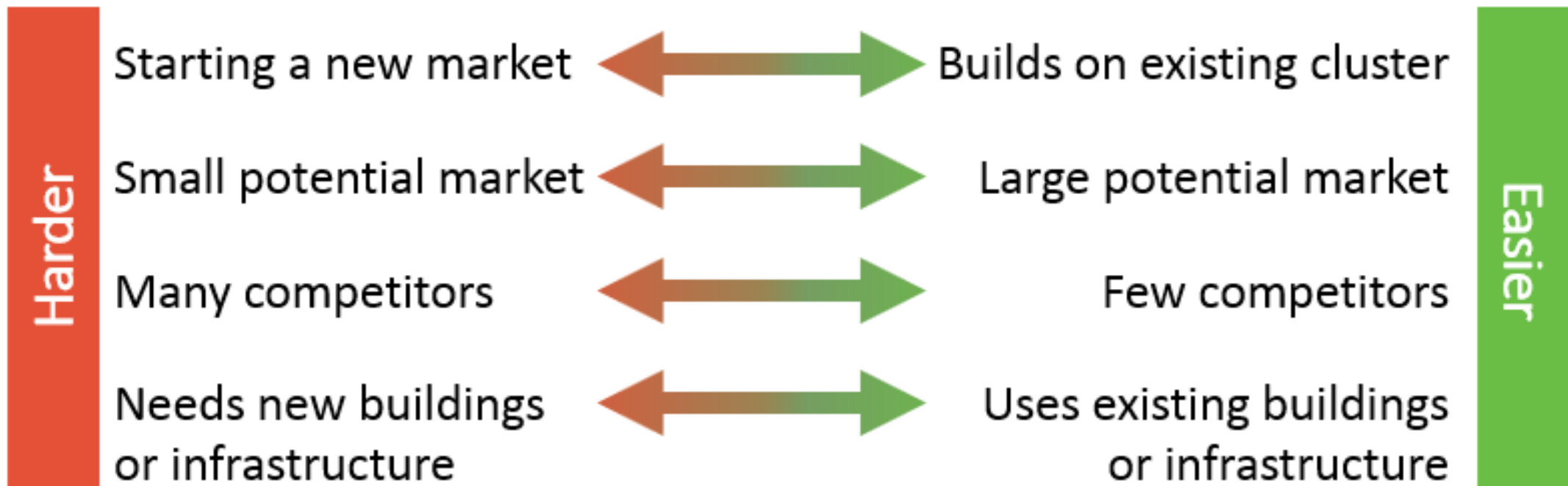
Women's \$107K
Footwear \$63K
Men's \$46K
Children \$37K



**Pets projected
growth \$15K**

**2027 Demand:
\$155K**

Which strategies are a good fit?





DAY 2

Transformational
Strategies &
Implementing Work Plans

COMMUNITY VISION FOR DOWNTOWN

COMMUNITY INPUT THROUGH FOCUS GROUPS

Econ/Vitality

- + **Economic Development Toolkit:** build resources for business/building owners, design services, trades person list
- + **Financing:**
- + **Business Survey**
- + **Unified plan:** Business retention & recruitment. Identify/promote business wish list. Anticipate possible ordinance and code needs.
- + **City Comprehensive Plan:** Align strategy and workplans
- + **Inventory:** Vacant lots or buildings

Design

- + **Beautification projects:** flowers, business signs
- + **Safety:** Lighting, streetscape infrastructure, accessibility, and walkability
- + **Wayfinding:** Hamlet connectivity, distance to activities/businesses,
- + **Building maintenance:** façade improvements, front door experience

Promotion

- + **Tourism Destination:** Adirondack Park, National Historic Landmark
- + **Overall branding**
- + **Unify hamlets:**
- + **EV Plan:** Position the business culture / retail districts conducive to consumer target markets

ORGANIZATION

- + **Business and property owner engagement:** outreach and assistance, promotion, hamlet connectivity.
- + **Funding balance:** City, partnerships, fundraiser events/activities, sponsorships etc.
- + **Partnership cultivation:** Continue working with other organizations to align with vision and goals

LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH



STRENGTHS:

- Community Partnerships
 - City and other organizations
- Public and Private Investment
- Comprehensive Plan
- Adirondack Forest Preserve National Historic Landmark
- Historic Culture and Heritage

LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH



Create a vibrant and vital Indian Lake Hamlet that serves the needs of the full-time residents and seasonal visitors to the community.

➤ **Community Serving**

- Goal: increase housing opportunities (single-family, apartments, condos)
- Goal: Support current businesses and attract new businesses

➤ **Ecotourism and Recreation Economy**

- Goal: Give visitors a reason to stop and linger
- Goal: Install Wayfinding and marketing for businesses

FOUNDATION BUILDING

This Community Transformation Strategy was created for newly-designated Main Street programs. While most transformation strategies are designed to cover a two- to three-year period, this strategy focuses on building basic foundational elements for success over a one-year period.

This strategy focuses on relationship building, board development, work plan development, and creating programmatic policies upon which the organization can build and develop further over the coming years.

- + Create an online business directory highlighting a business of the week/month.
 - + Develop an incentive packet highlighting the financial resources available for potential new businesses and work to bring in particular resident-serving businesses, i.e. grocery stores, daycares, hair salons, hardware stores, restaurants, and retail.
 - + Educate business owners about the importance of business hours that coincide with commuter metrics and local residential needs, i.e. businesses open after 6 p.m. and open on Sundays and Mondays.
 - + Work with business owners to develop a “love your local” campaign in which local businesses would offer discounts to city residents.
 - + Work with local banks to offer low-interest loans specifically geared towards local residents opening businesses downtown.
- Create a residential amenities guide focusing on shops, restaurants, and services to serve the local community. Offer this guide online and in print.
 - Create a “welcome to downtown” campaign to reintroduce downtown to the greater community and to create a feeling of inclusiveness.
 - Work with partners to develop a community calendar with events.
 - Develop a special section on your website with information and deals for locals only.
 - Design and distribute a newsletter both in digital and print.
 - Host events that serve the residents, such as trick-or-treating, Easter egg hunts, a farmers’ market, movie nights and the creation of a shop local/shop small campaign.
 - Write news releases/create social media videos promoting business and property owners who give back to the community.

DESIGN

- + Develop wayfinding signage to identify both businesses and local amenities.
- + Conduct a sidewalk inventory to identify gaps in walkability for pedestrian traffic.
- + Add or repair sidewalks to make them more pedestrian friendly and compliant with the Americans with Disabilities Act.
- + Add bike lanes with bike hubs downtown.
- + Plant a community garden specifically for downtown residents.
- + Build a dog park and dog sanitation stations.
- + Install or update downtown lighting to illuminate alley ways and parking lots for increased safety and visibility.
- + Develop special parking for residents only.
- + Add benches and other furnishings to encourage people to spend more time downtown.

ORGANIZATION

- Develop a welcome packet for new residents and work with local partners such as real estate professionals and the chamber of commerce to distribute.
- Develop a relationship with the greater community's neighborhood associations to develop a shop local campaign.
- Create volunteer opportunities downtown for students and civic organizations.
- Offer a community input survey in print and online to learn how your downtown and Main Street program can work better to serve the community.

Community Serving

- + Develop a diverse business mix to support the existing recreational amenities (i.e. outfitters, equipment rental, etc.).
 - + Work with the community and downtown to provide diverse lodging options and price points.
 - + Encourage restaurants to offer brown bag lunches or food that is portable and travel-friendly.
 - + Recruit new business that provide food-to-go or convenience store options.
 - + Develop infrastructure to engage the existing natural amenities and directly connect them to downtown. For example, connect to a river with walkways or docks, encourage trails to have spurs that lead downtown and connect to parks and greenspaces downtown.
 - + Businesses offer discounts to citizens who bike or walk, taking advantage of alternative transportation options.
- Develop a Downtown Dollars program or shop local campaign that is specifically geared to support these niche businesses.
 - When possible, consider how you can take a regional focus and partner with other organizations or Main Streets.
 - Highlight cultural and heritage tourism attractions through both physical and digital marketing pieces.
 - Create incentive-based programs to connect regional amenities to downtown businesses, such as a city pass, one day discount or coupons.
 - Offer to host awards ceremony downtown for local or regional sports competitions.
 - Host a recreation fair downtown.
 - Develop a website dedicated to promoting your region's specific ecotourism and recreation amenities and connecting them to downtown.
 - Develop a hashtag that connects your downtown to the recreational amenities. Examples include #kayakcolumbus and #hiketoccoa.

DESIGN

- + Develop wayfinding signage to assist with navigating downtown businesses and how to access recreational sites.
- + Consider including a step counter or a mile marker to illustrate how close or far local resources are located to downtown.
- + Offer scooter or bike rental opportunities and provide additional bike stand stations downtown to encourage people to consider alternative transportation options.
- + Install fitness stations on existing trails or paths to enhance the user experience.
- + Install water refill stations and public restrooms.
- + Develop infrastructure to encourage owners to bring their pets to downtown. For example, set out water bowls for pets, develop a dog park and set up pet sanitation disposal stations.
- + Consider adding bike lanes to make cyclists feel safer on downtown streets.

ORGANIZATION

- + Develop a multi-community business association to support regional amenities.
- + Appoint board members who represent local amenities.
- + Join water trails or rail-to-trails organizations/ partnerships and take advantage of available training opportunities.
- + Work with local elected officials to identify diverse funding streams, and hotel/motel tax dollars.
- + Partner with local governments to promote regional amenities.
- + Host a Tourism Product Development Team or walking audit to identify local resources and amenities.
- + Work with local partners to develop a walking tour of downtown buildings and sites of interest.
- + Work with local partners to develop a bicycle tour or shuttle service that connects downtown sites and resources with assets outside downtown.