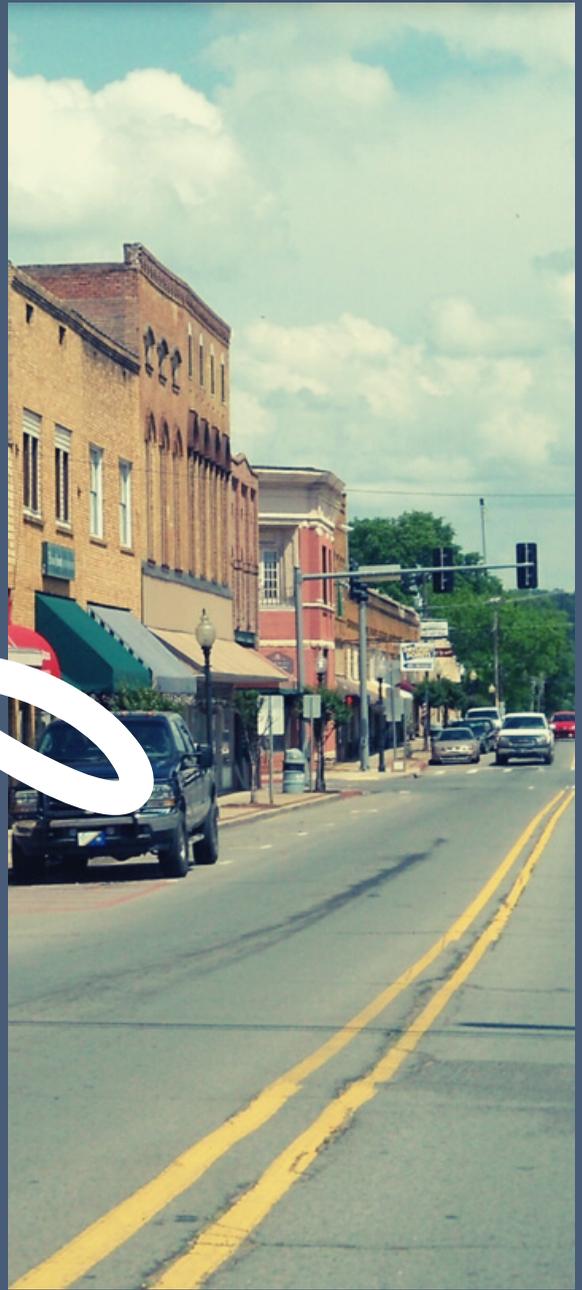


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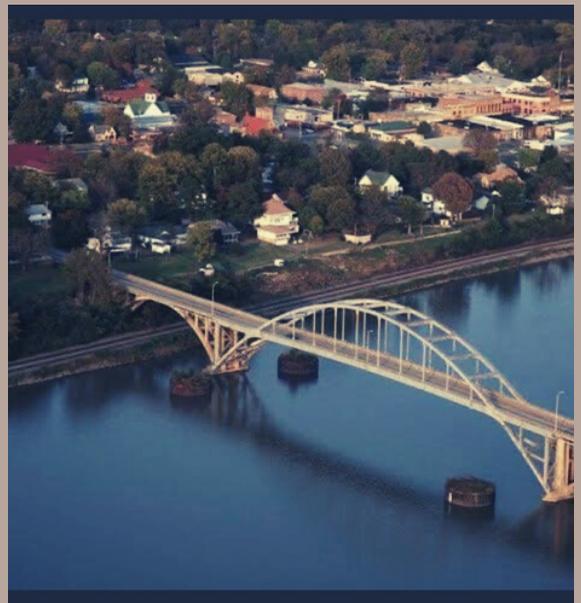
INFORMATION &
SERVICES

Welcome & Table of Contents

Welcome to Main Street Ozark!
We hope this guidebook will be
of use to you in determine how
Main Street Ozark can help you!

We thank you for your support
and participation with this
program. The key to our
success rest in businesses,
residents, and volunteers like
you.

- 01** Mission & Vision
- 02** Main Street Ozark
- 03** Main Street Arkansas
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1 - Our Mission & Vision



OUR OBJECTIVES AND
ASPIRATIONS.

Our Mission

Emphasizing the Four Points of Main Street, Design, Organization, Promotion and Economic Vitality, it is our mission to encourage the development, redevelopment, promotion, and improvement of the downtown area in Ozark, Arkansas through education and historic preservation.

Our Vision

We envision a revitalized downtown Ozark that draws on its unique sense of place, encourages economic growth, and community vitality.

We envision a downtown Ozark that enhances the quality of life for residents and visitors alike by offering a safe, clean setting by providing a comfortable and attractive environment of accessible pedestrian friendly streets, outstanding public spaces, and invites natural beauty along the river.

We envision a downtown Ozark that protects, preserves, and promotes its heritage, historic assets, and architecture for the active enjoyment of current and future generations, and offer educational opportunities and enrichment to people of all ages, abilities, and backgrounds.

We envision a downtown Ozark that is conducive to business enterprises, employment opportunities, and stores that offer special and distinctive merchandise with a personal touch that creates a pleasant shopping experience.



We envision a downtown Ozark that celebrates and shares its ever evolving ethnic and cultural diversity by providing a vibrant setting for cultural experiences, diverse dining, the arts, entertainment, community festivals, tourism, and quality residential living.

Our vision is achieved and maintained through a strong public-private partnership among local government, businesses, educational institutions, non-profit community based organizations, and the residents of Ozark. This partnership is devoted to constantly working together to make downtown Ozark an attraction, an asset, and a success as both a business district and thriving neighborhood.

2 - Main Street Ozark



HOW CAN WE HELP?

In addition to supporting and partnering with the city of Ozark, Ozark Area Chamber of Commerce, and other organizations on events, Main Street Ozark is your liaison between you and the services offered by Main Street Arkansas. Learn more about Main Street Arkansas in section 3 of this guidebook. They work with us to focus on downtown revitalization. Below are services offered through Main Street Arkansas. Please contact Main Street Ozark to schedule your free consultation.

Small Business Consulting

Main Street Arkansas's small business consultant offers confidential, on-site advice to independent downtown merchants within the Main Street network. Small business assistance includes working directly with merchants on issues from customer service to inventory control techniques. We teach the best small business practices that keep businesses competitive in the marketplace, especially during hard economic times.

Main Street Arkansas's small business consultant develops and presents trainings, public lectures and workshops. These help to educate community leaders, downtown interest groups and merchants in retailing strategies, economic development strategies and best small business practices. Topics include seminars on how businesses can compete with big box retailers and stay vital to the local economy. The seminars are customized to suit the needs in each community, which may range from the need for merchants to capitalize on their downtowns' business clusters, or devising a business recruitment plan for a specific market.

We offer joint workshops with the Main Street interior design consultant that teaches the long-term benefits of window displays, storefronts, and signage to branding your business. The increasingly popular workshops are customized to suit the special business and design needs in each community and take into consideration changes in consumer habits.

Main Street Arkansas's Small Business Consultant works with local executive directors, their boards and committees to offer guidance and direction for the local business district's growth.

Interior Design

The Main Street Arkansas interior design consultant works with property owners and merchants in the Main Street network on their businesses' interior spaces. Working together, we collaborate to design interiors that are foremost functional, but that are visually stimulating and ensure thriving businesses in Arkansas's historic downtowns.

Main Street interior design consultant services assist merchants and property owners who are in the planning stages of opening a new business or rehabilitating a historic building to suit their business needs. The service provides constituents with feasibility studies, which are conceptual planning drawings essential to the preliminary stages for businesses. Working with AutoCAD design computer software, floor plans drawings are produced that encourage the utilization of existing historic architectural elements with the new functional interior design.

We also teach visual design through a window display workshop titled "Designing Window Displays that Sell." This increasingly popular workshop has been creatively implemented into downtown window displays throughout the state. Other interior design services include the construction of visual merchandising displays in retail businesses, which often entails reworking the entire floor plan. These design services are provided at no-cost to the downtown merchants and property owners.

Exterior Design

The Main Street Arkansas design consultant works with local programs to improve the physical assets of the historic commercial core. Design consultation includes working with property owners to find the best and often most cost effective solutions to make the exterior inviting to customers. Often a simple coat of paint and awning replacement can change the way a block of property feels. Our services are provided at no-cost to downtown merchants and property owners. The assistance is broadly offered and includes providing reviews of streetscapes, signage plans and overall downtown planning, rehabilitation advice for building facades, written recommendations and resources and drawings of facades with material colors selected.

Design services also include workshops on storefronts, awnings, signs and streetscapes. All recommendations are specific for each building and property owner, or the streetscape's historic qualities and/or budget parameters. Services are not limited to historic buildings. Advice is provided for appropriate infill when dealing with new construction, street furniture, street lighting, parking and other areas unique to the local community.

DOWNTOWN REVITALIZATION (DTR) GRANT

In addition to the services offered by Main Street Arkansas, Main Street Ozark also receives funding from the state. With the funds received, we offer mini grants.

All businesses and residences located in the Main Street Ozark District are eligible to apply for these funds.

Grant funds can be used for:

- Exterior Repairs (including roofs and masonry)
- Façade improvements
- Signs
- Paint
- Awnings
- Window Displays
- Lighting
- And More!

These grants are financed with tax revenue from the State of Arkansas and the Arkansas Historic Preservation Program, an agency of the Department of Arkansas Heritage.

Apply for funding by completing a Downtown Revitalization Matching Mini Grant Application at www.mainstreetozark.com.

If approved by Main Street Arkansas, Main Street Ozark will match 75% or up to a maximum of \$1,000.00. Additional funds can be granted if approved. All projects must be completed within 90 days of approval or grant money will be designated to another project.

Why Downtowns Matter

Downtowns are irrefutable contributors to, or detractors from, a city's "quality of life". As a city symbol, as a working and living place, as a cultural amenity, downtowns continue to embody the community's sense of itself. That's why all across the country, communities are preserving, restoring and celebrating their downtowns.

COMMITTEES

Committees are the backbone of a Main Street program. If you are interested in being a committee member, please contact Main Street Ozark at mainstreetozark3@gmail.com.

Design Committee

Encourage visual improvements through good design compatible with historic features. This committee plays a key role in shaping the physical image of Main Street as a place attractive to shoppers, investors, business owners, and visitors.

Organization Committee

Help provide direction and increase involvement in the program. This committee plays a key role in keeping the board, committees, staff, and program-of-work in good shape by attracting people and money to the organization.

Promotion Committee

Promote the downtown as the community's social, cultural, and economic center. This committee helps promote downtown as a center of commerce, culture, and community for residents and visitors alike,

Economic Vitality Committee

Strengthen and broaden the economic base downtown. This committee identifies market opportunities for the traditional commercial district, find new uses for historic commercial building, and stimulate investment in property within the Main Street district.



3-Main Street Arkansas



MAIN STREET ARKANSAS' MISSION IS TO STRENGTHEN AND PRESERVE HISTORIC DOWNTOWNS AND MAIN STREET DISTRICTS ACROSS THE STATE. IT PROVIDES TECHNICAL ASSISTANCE, RESOURCES, AND ONGOING EDUCATION TO LOCAL PROGRAMS TO HELP IMPLEMENT AND EXCEL IN THE 'MAIN STREET FOUR-POINT APPROACH,' CREATING A VIVID AND VITAL SENSE OF PLACE.

The Main Street approach to downtown revitalization is based on four points:

Design is a heritage asset and leverages the built history. It involves improving the downtown image by enhancing its physical appearance, not just that of buildings but also of street lights, window displays, parking areas, signs, sidewalks, promotional materials, and all other elements which convey a visual message about what the downtown is and what it has to offer.

Organization is a human asset and leverages an engaged community. It means building consensus and cooperation between groups that play roles in the downtown. Many individuals and organizations in the community have a stake in the economic viability of the downtown, including:

- bankers
- property owners
- city and county officials
- merchants
- residents
- professionals
- Chamber of Commerce
- local industries
- civic groups
- historical societies
- schools
- consumer
- real estate agents
- local media

Promotion is a heritage asset and leverage the cultural history. It involves marketing the downtown's unique characteristics to shoppers, investors, businesses, tourists, and others. Effective promotion creates a positive image of the downtown through promotional activity, special events and ongoing programs to build positive perceptions of the district.

Economic Vitality is a human asset and leverage entrepreneurs. It means strengthening the existing economic base of the downtown while diversifying it. Economic restructuring activities include helping existing downtown businesses expand, recruiting new businesses to provide a balanced mix, converting unused space into productive property, and sharpening the competitiveness of downtown merchants.

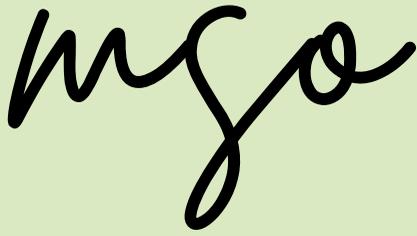
The key to the success of the Main Street approach is its comprehensive nature. By carefully integrating all four areas into a practical downtown management strategy, the Main Street approach produces fundamental changes in the downtown's economic base.

The Eight Guiding Principles

1. **Comprehensive** - A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.
2. **Incremental** - Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex projects.
3. **Self-Help** - The state can provide valuable direction and technical assistance, but only local leadership can breed long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
4. **Public/Private Partnership** - Every local Main Street program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.
5. **Identifying and Capitalizing on Existing Assets** - Unique offerings and local assets provide the solid foundation for a successful Main Street initiative.
6. **Quality** - From storefront design, to promotional campaigns, to special events, quality must be instilled in the organization.
7. **Change** - Changing community attitudes and habits are essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.
8. **Action Oriented** - Frequent visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic, improvements early in the process will remind the community that the revitalization effort is underway.

Want more information? Check out Main Street Arkansas' website at

<https://www.arkansasheritage.com/arkansas-preservation/programs/main-street-arkansas>.



4 - 2024 Board of Directors

THE PEOPLE WHO MAKE UP THE MAIN STREET OZARK BOARD OF DIRECTORS AND SHARE THE VISION AND VALUES OF OUR COMMUNITY.



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SANDY KEY

Ex-Officio Board Member
Director for 25+ Years



KAREN HAWKINS

Ex-Officio Board Member
OACC Executive Director



MAYOR ROXIE HALL

Ex-Officio Board Member
City of Ozark

5 - MSO District

mso

Downtown Ozark, AR

DISTRICT



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