



**MAIN STREET  
AMERICA™**

Nationally recognized.  
Locally powered.™

# **Economic Transformation Strategies for Angola, IN**

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# Main Street Four-Point Approach®

- **Organization** - getting the community working toward consensus
- **Design** - getting the commercial district in top physical shape
- **Promotion** - marketing the district's unique characteristics and assets
- **Economic Vitality/District Vitality** - diversifying the district's economic base



# Main Street Approach®



## **Community vision + Market understanding:**

Establish a community vision for the Main Street district that acknowledges market realities and provides a foundation for future (re)development.

*Key tools: local surveys, market data*

## **Transformation Strategies**

Select a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.

*Key tools: focused strategy, implementable goals*

## **Implementation and Measurement**

Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.

*Key tools: project work plans, data collection and tracking*

# 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



# Community Surveys

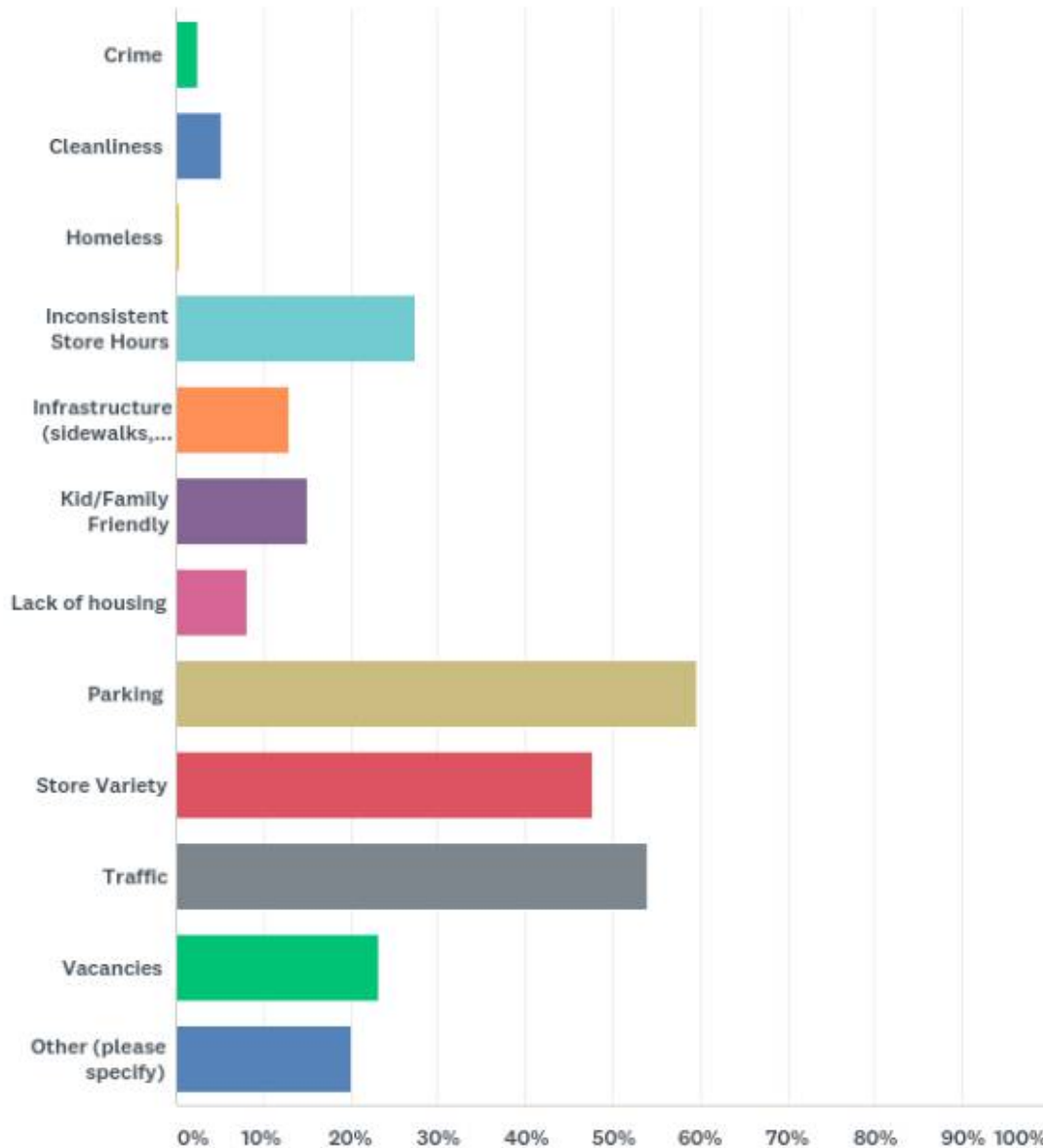
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What 3 words come to mind when you think about Downtown



## Q2 The top 3 issues facing downtown are:

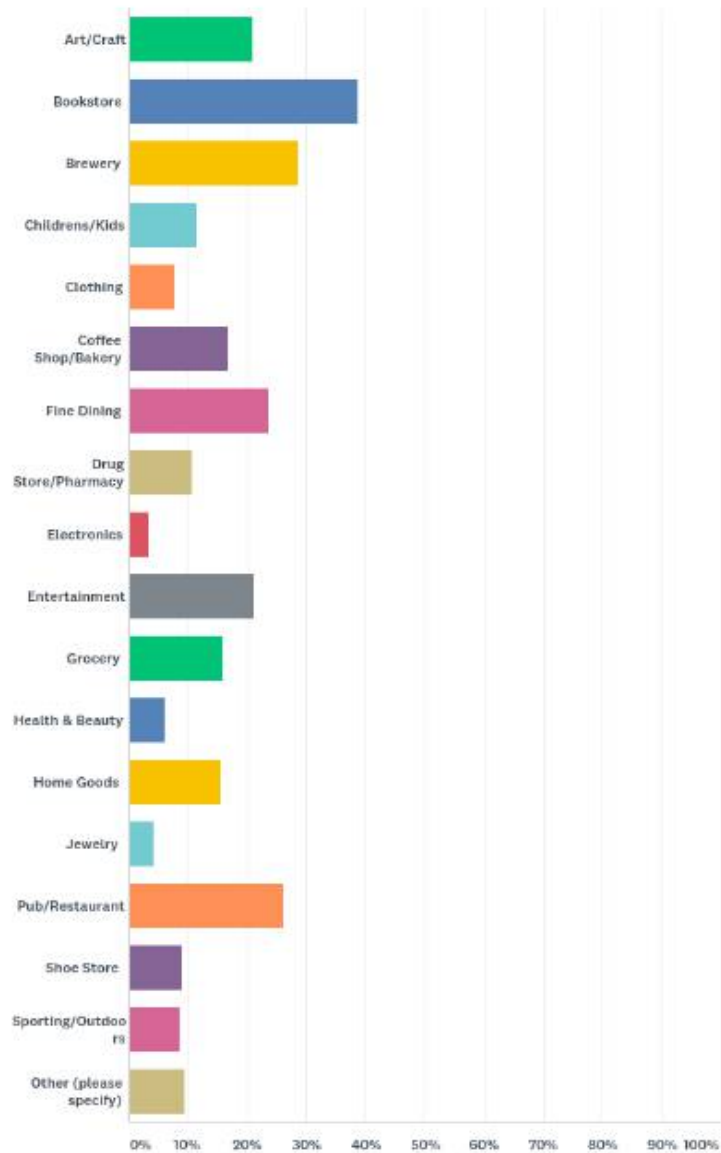


1. Parking
2. Traffic
3. Store Variety
4. Inconsistent Store Hours
5. Vacancies



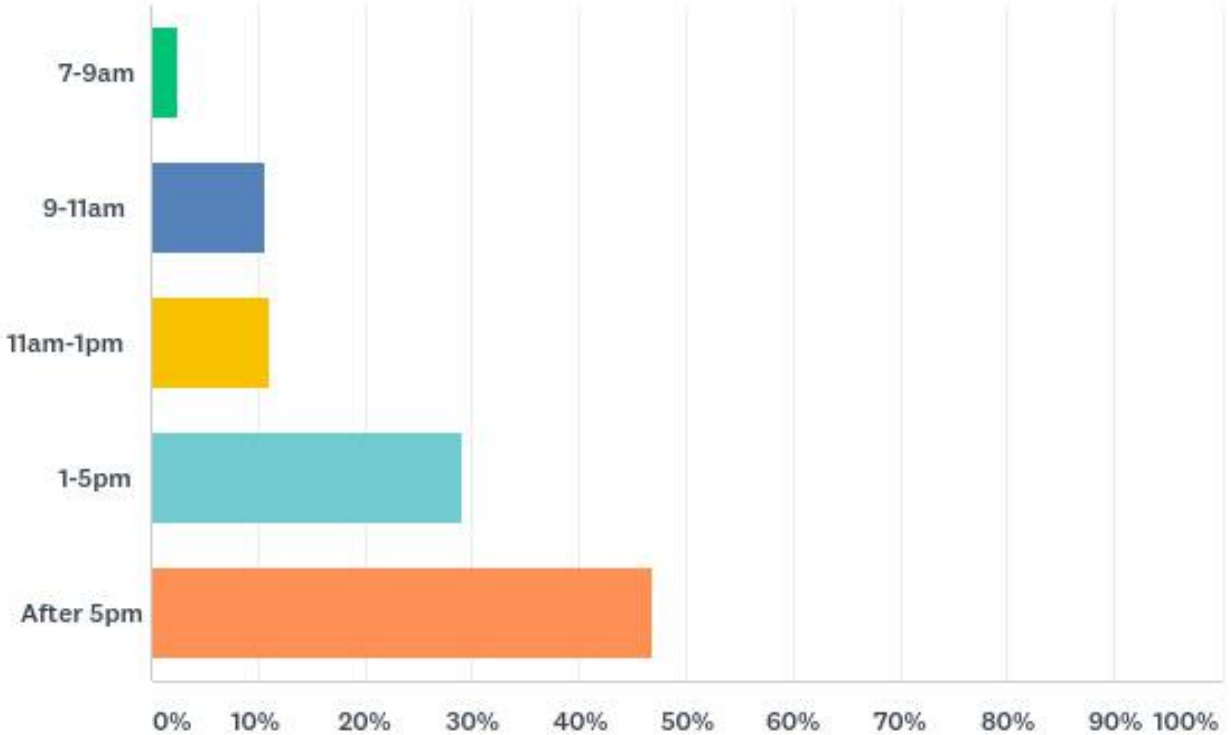


Q4 What 3 business types would you like to see within the downtown, currently present?

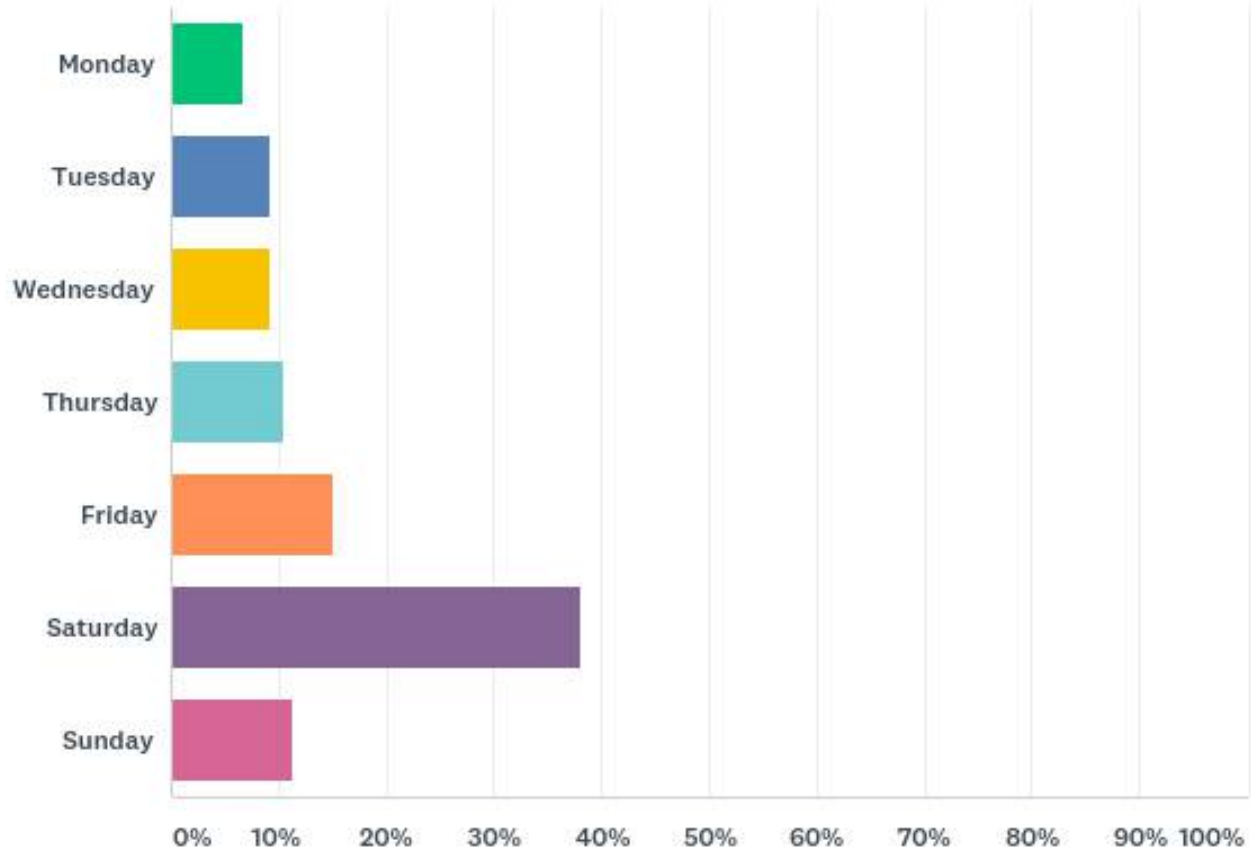


1. Bookstore
2. Brewery
3. Pub/Restaurant
4. Fine Dining
5. Entertainment
6. Art/Craft
7. Coffee Shop/Bakery
8. Grocery
9. Home Goods
10. Children/Kids

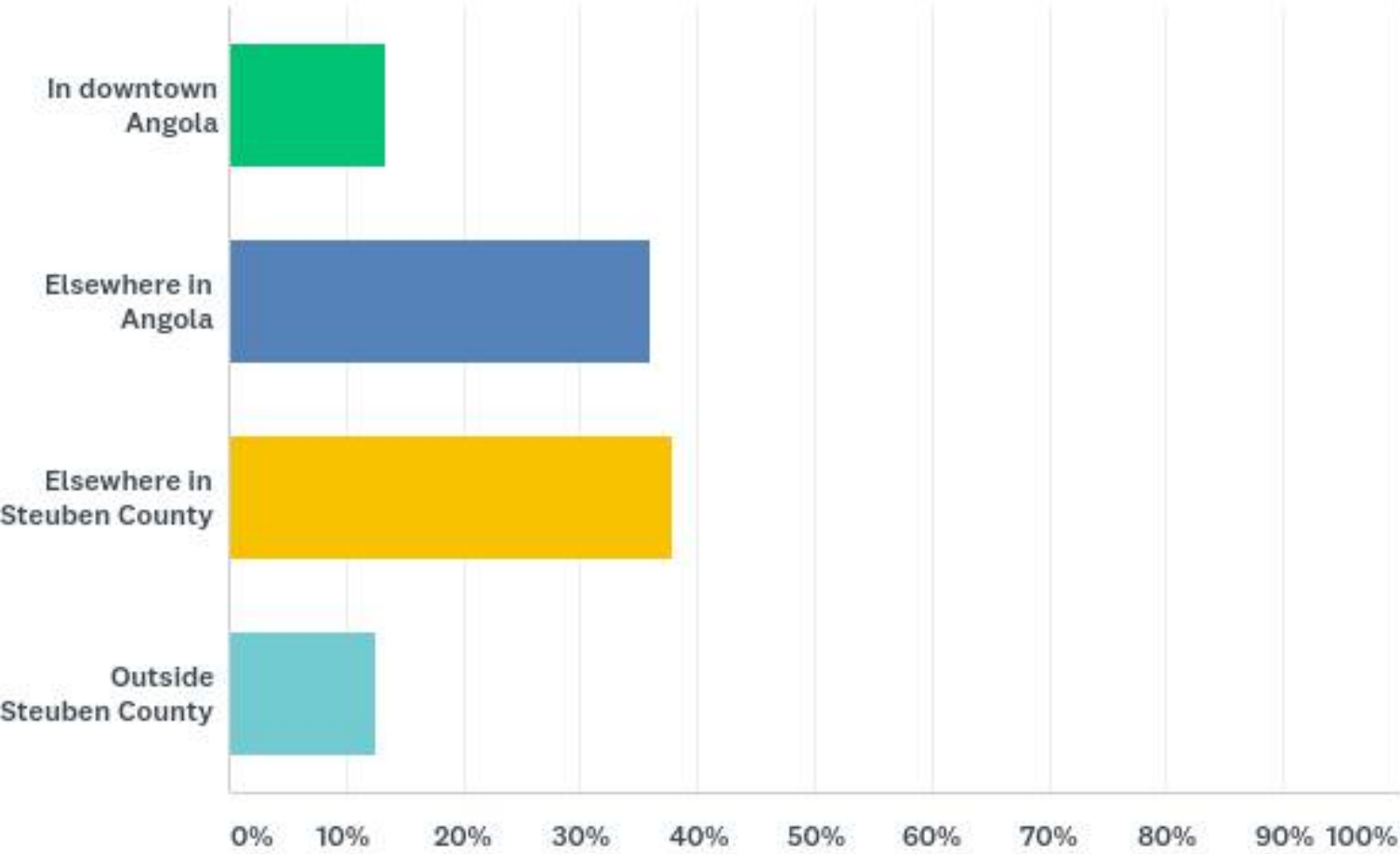
# Q5 What time of day do you most typically do you shopping (not just downtown)?



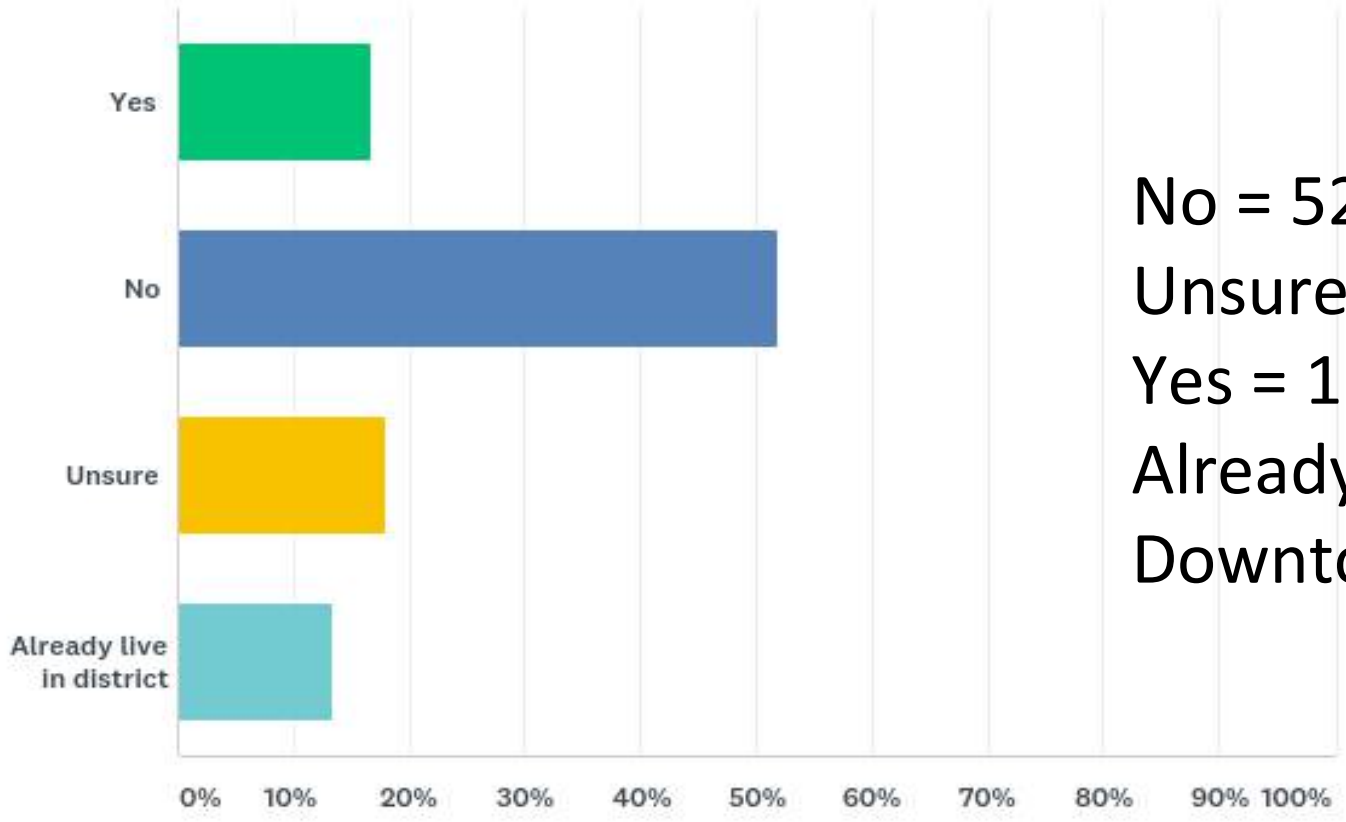
# Q6 What day of the week do you most frequently shop (not just in downtown)?



# Q7 Where do you live?



# Q8 Would you live in the downtown/district if you could?



No = 52%  
Unsure = 18%  
Yes = 17%  
Already Live in  
Downtown = 13%

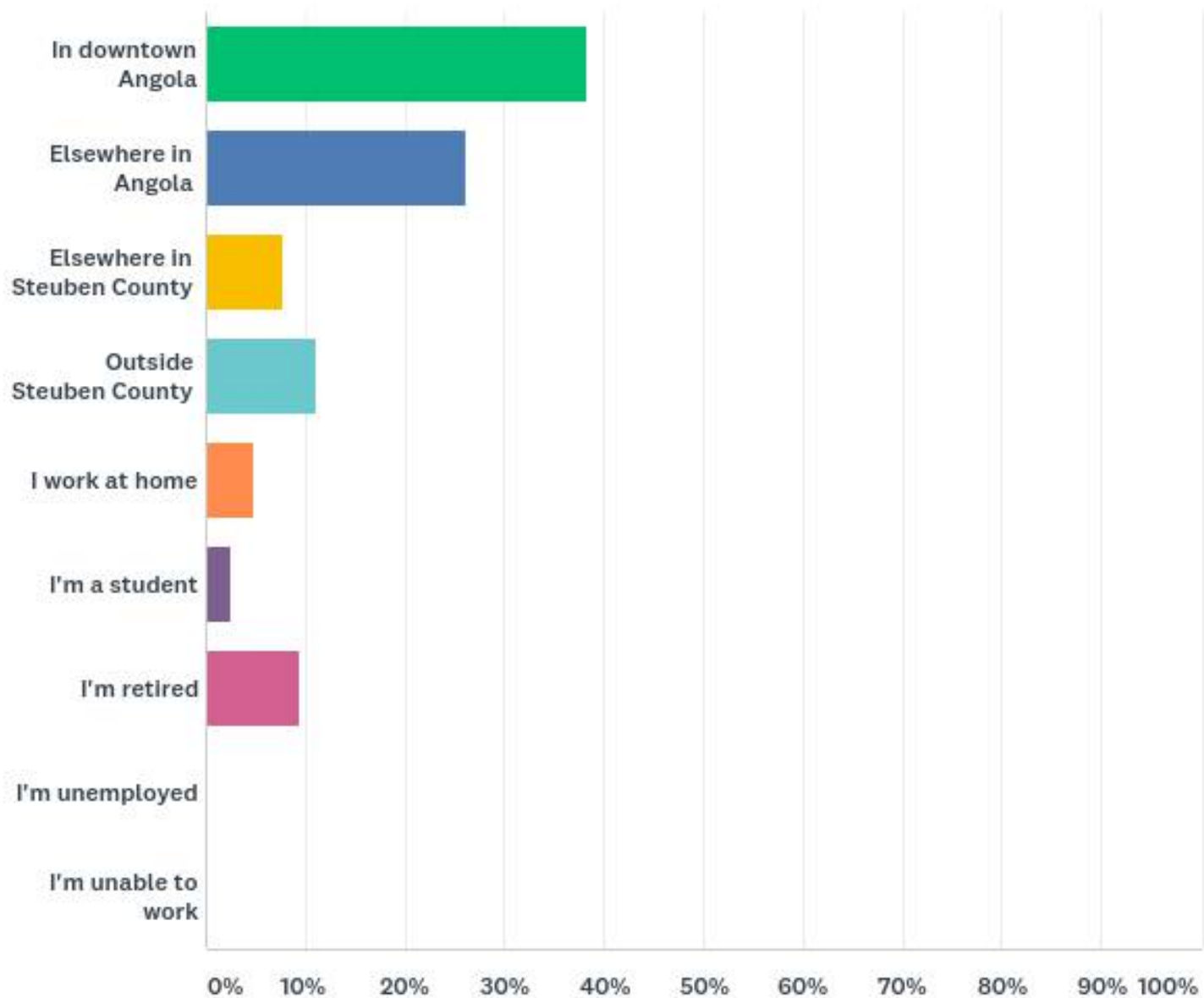


# Why Wouldn't You Live Downtown?

- Want/need a yard for kids/pets
- Live on the lake
- Prefer privacy
- Like country living
- Lack of groceries, convenience stores within walking distance
- Lack of good housing and amenities within walking like grocery, pharmacy
- There is too much confused traffic, too many bars, and too much construction.
- Downtown is boring - Parking
- If I was single, I would love to live downtown

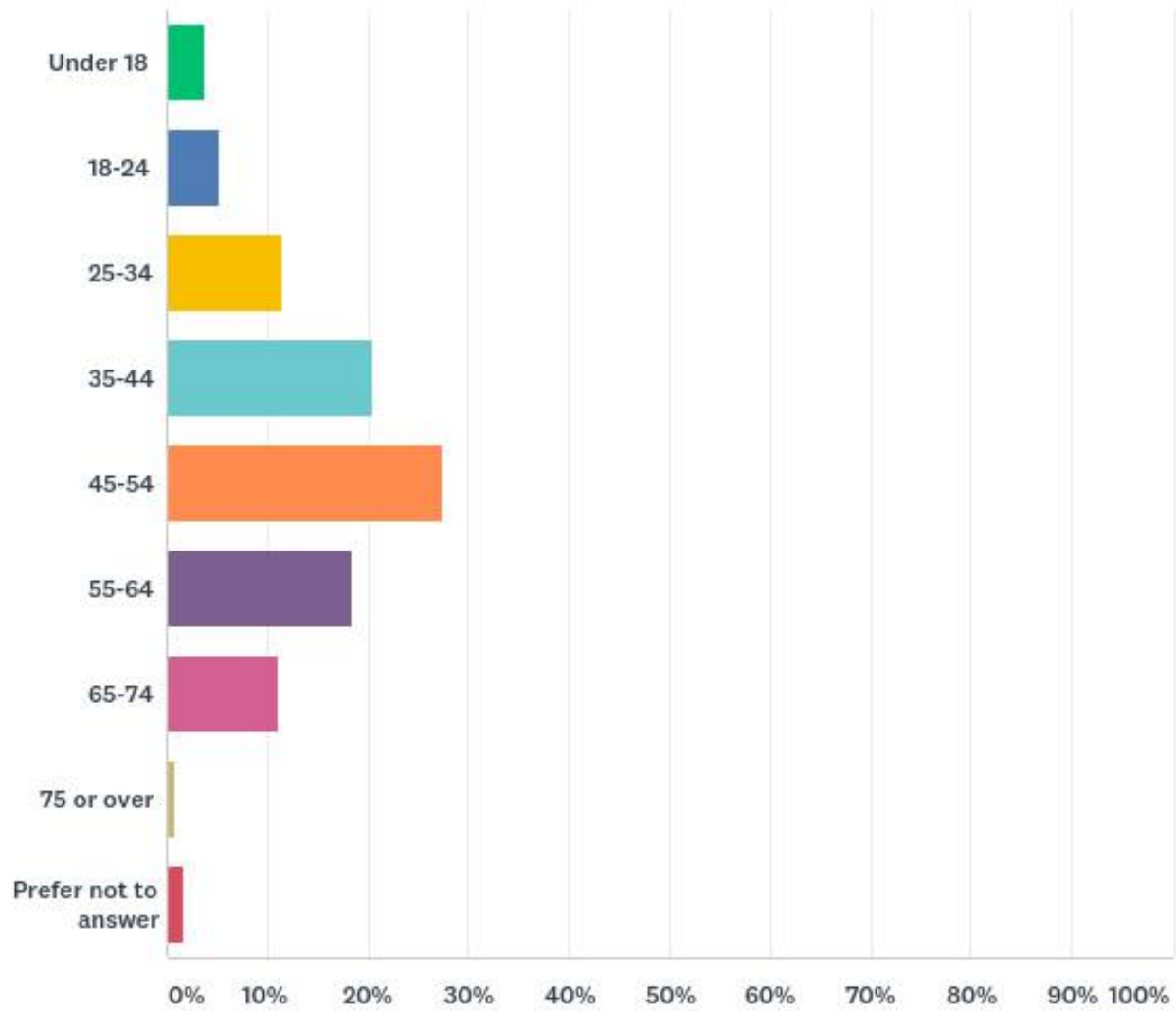


## Q9 Where do you work?





# Q10 How old are you?



# Describe Downtown in One Sentence

- A beautiful place with more going for it than many small town downtown districts.
- A downtown with great potential that has missed a great opportunity to thrive due to lack of community participation.
- Closed due to never ending road construction.
- Angola's downtown has been renovated to a beautiful standard; keep it up.
- Angola's continuing revitalization gives the city a charming, positive vibe that draws people to our area.
- Downtown Angola is a place to leisurely shop, eat, meet, hang out, and experience events and activities.
- Downtown is a amalgamation of small, locally owned businesses that helps to diversify our town, but could use more to be really awesome.