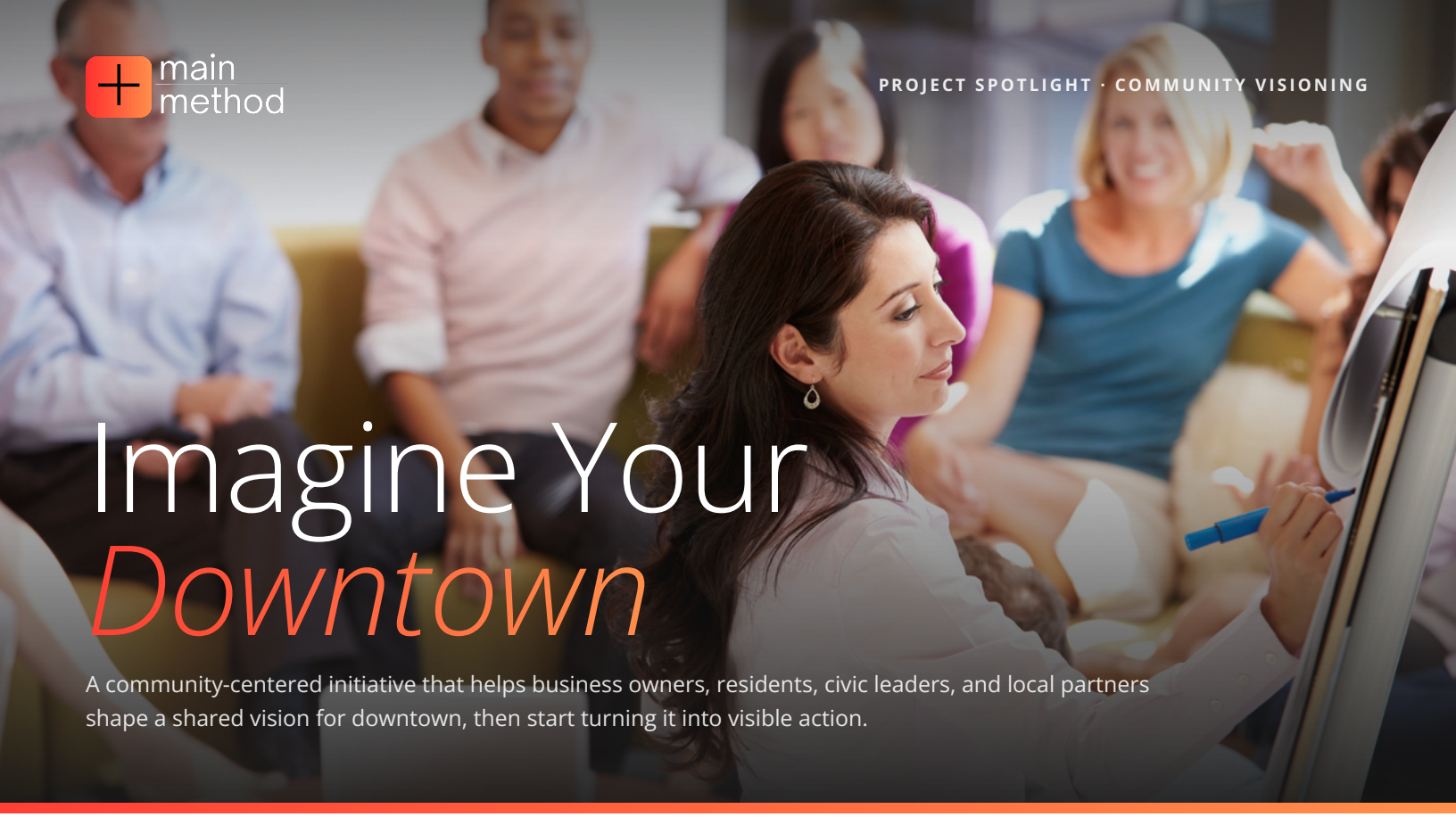

main method

PROJECT SPOTLIGHT · COMMUNITY VISIONING

Imagine Your *Downtown*

A community-centered initiative that helps business owners, residents, civic leaders, and local partners shape a shared vision for downtown, then start turning it into visible action.

Strong downtowns aren't built on good intentions. They're built when people *imagine together* and commit to what comes next.

Imagine Your Downtown combines listening, facilitation, learning, and early action. It surfaces ideas, builds alignment, and gives your community an energized, organized path forward.

Best for downtowns, BIDs, chambers, and municipalities.
Format: a multi-session initiative, typically three to five months.

01 Listen

Stakeholder interviews, a community survey, and street conversations on market days and event nights.

02 Convene

Public visioning workshops, a business owners' roundtable, and sessions with campus and civic partners.

03 Shape

A vision statement, priority areas, and a 12 to 18 month action plan with owners and rough costs.

04 Share

A final plan, a one-page public summary, and presentations to your board and community.

WHAT IT INCLUDES

- Stakeholder engagement and facilitation
- Synthesis of themes, opportunities, and priorities
- Concepts for initiatives, campaigns, or pilot projects
- Optional follow-on implementation support

WHAT YOUR COMMUNITY RECEIVES

- A clearer shared vision for downtown
- Stronger alignment between owners and partners
- A menu of actionable ideas and initiatives
- Momentum for continued revitalization work

INVESTMENT

$18,000 to $32,000

From a focused Visioning Lite (interviews, one workshop, survey, short plan) to the full five-month process and action plan.

Let's imagine what's next, together.

Book a conversation →

mainandmethod.com/get-started · build@mainandmethod.com · 800.413.7563

Illustrative program concept. Scope and pricing tailored to each community.