



MAIN STREET WEST VIRGINIA

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West Virginia ON TRAC Program
Advancing community and economic vitality



A project of
Main Street West Virginia



WEST VIRGINIA ON TRAC PROGRAM

The West Virginia ON TRAC (Organization, Training, Revitalization and Capacity) program was created by Main Street West Virginia and endorsed by Governor Joe Manchin to assist West Virginia communities in their efforts to boost economic and community growth. The goals of the program are to evaluate, educate and assist communities in these efforts.

Communities selected as ON TRAC participants will receive the following during the two-year participation period:

- Training on the National Trust for Historic Preservation's Main Street Four-Point Approach™, which includes organization, promotion, design and economic restructuring
- An assessment of strengths and weaknesses
- Access to an online library of databases and resources, such as e-clips, videos and articles
- Attendance to Main Street training workshops
- Action-planning services
- Telephone consultation
- Scholarship and grant information
- Technical design visit(s)
- Participation in the mentoring program

BENEFITS TO RESIDENTS AND COMMUNITIES

Restoring and revitalizing communities provides a sense of pride and commitment in neighborhoods, and empowers the people, businesses and organizations to achieve ongoing transformation.

Main Street districts will experience an increase in tourism through shopping and cultural and social activities; a stabilized or improved housing market; an increase in customers and sales; and an improved image.

Downtown revitalization:

- Protects the existing tax base. The Main Street program protects and enhances private investment in banks, businesses and commercial property and public investment in water and sewer lines, streets and sidewalks.
- Creates an incubator for business development. A viable downtown offers opportunities and incentives for new entrepreneurs, such as lower rent and technical assistance.
- Attracts industrial development. Downtowns reflect the overall image a community projects to potential investors. An invigorated downtown makes a positive statement about the entire community.
- Provides a point-of-focus and stability. A vibrant downtown gives the whole community and region a sense of pride and a positive self-image. It serves as an anchor for the community by providing stability that is necessary for economic growth.



CRITERIA AND SELECTION PROCESS

Incorporated entities served by downtown infrastructure and resources are eligible to participate in the ON TRAC program.

Candidates will complete an application and submit it to Main Street West Virginia for consideration. Applicants will be scored based on the information provided in their ON TRAC application. Applications will be available at workshops across the state.

Communities applying for Main Street designation will be required to participate in the two year ON TRAC program; therefore, potential Main Street applicants are strongly encouraged to apply.



ABOUT MAIN STREET WEST VIRGINIA

Main Street West Virginia, a program of the West Virginia Development Office, focuses on economic revitalization of historic downtown commercial districts by providing technical services, design assistance, and continuous training of board/committee members and program managers using the National Trust for Historic Preservation's

Main Street Four-Point Approach™. Main Street West Virginia provides a liaison between various state agencies and organizations with the designated communities.

