

EXHIBIT B
of
Port Main Street Inc. By-Laws
Article 2

Section 1. STRATEGY – Four Point Approach;

a) **Design** takes advantage of the visual opportunities inherent in the commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, landscaping, merchandising, displays, and promotional materials. Its aim is to stress the importance of design quality in all of these areas, to educate people about design quality, historic preservation and to expedite improvements in the commercial district.

b) **Economic Vitality** strengthens downtown's existing economic assets while strengthening and diversifying its economic base. This is accomplished by retaining and expanding existing businesses to provide a balanced commercial mix, by converting unused or underutilized space into the productive property, and by sharpening competitiveness and merchandising skills of business people.

c) **Organization** establishes consensus and cooperation by building partnerships among the various groups that have a stake in Downtown. This will allow the Main Street revitalization program to provide effective, ongoing management and advocacy of the commercial district. Diverse groups from the public and private sectors (city, property owners, bankers, business owners, community leaders, and others) must work together to create and maintain a successful program. Committees to address organizational issues handle the following tasks: fund raising, media relations, and volunteer recruitment.

d) **Promotion** takes many forms, but the aim is to create a positive image of the downtown in order to maintain and rekindle community pride in the commercial district. Promotion seeks to improve or create retail sales events and festivals, and to create a positive public image through branding initiatives of the commercial district to attract investors, developers, residents, and new businesses.

Section 2. STRATEGY – Eight Guiding Principles;

a) **Comprehensive.** No single focus such as lavish public improvements, name-brand business recruitment, or endless promotional events, can do the job. For successful, long-term revitalization, a comprehensive approach must be applied.

b) **Incremental.** Baby steps come before walking. Basic, simple activities lead to a more sophisticated understanding of the revitalization process and help members of the community develop skills and resources to tackle more complex problems and ambitious projects.

c) **Self-Help.** Nobody else will save Main Street. Local leaders must have the will and desire to mobilize local resources. That means convincing residents and business owners alike on the rewards for their investment of time and money in Main Street, the heart of their community.

d) **Partnerships.** Both the public and private sectors have a vital interest in the district and can work together to achieve shared goals. Each sector has a role to play and each must understand the other's strengths and limitations to forge an effective partnership.

e) **Assets.** Business districts must capitalize on the assets that make them unique. Every district has unique qualities like distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization program.

f) **Quality.** Emphasize quality in every aspect of the revitalization program. This applies to every element of the process: from storefront designs, to promotional campaigns, to educational programs. Shoestring budgets and cut and paste efforts will not do the job.

g) **Change.** Skeptics turn into believers. Almost no one believes Main Street can really turn around the downtown. Changes in attitude and practice are slow but definite. Public support for change will build as the program grows and consistently meets its goals.

h) **Implementations.** Activity creates confidence in the program and ever-greater levels of participation. Frequent, visible changes are a reminder that the revitalization effort is underway. Small projects at the beginning of the program pave the way for larger activities as the revitalization effort matures.