

# Mainstreet Maryland

## ICF Huddle Presentation

**PARTNERSHIP FOR ACTION LEARNING IN  
SUSTAINABILITY (PALS)**



**ROBERT H. SMITH  
SCHOOL OF BUSINESS**  
**CENTER FOR SOCIAL VALUE CREATION**

## 01. MEET THE TEAM

Client & Research Team

## 02. PROJECT OVERVIEW

Project Objectives, and  
Background

## 03. TIMELINE

## 04. CURRENT PROGRESS

Interview Overview and  
Deliverables

## 05. REFLECTION

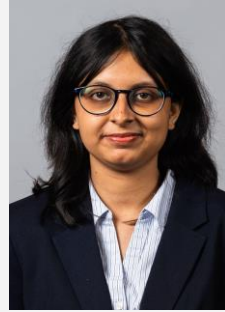
What went well, challenges,  
and lessons learned

## 06. WHAT'S NEXT

# OUR TEAM



Tae Kim  
Lead



Afia Simeen  
Client Team



Oreoluwa Alale  
Client &  
Research Team



Arthur Lin  
Research Team



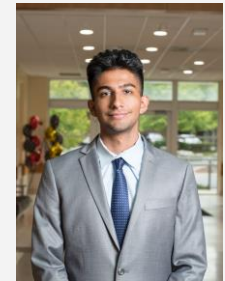
Arvyn Garchitorena  
Client Team



Kelly Yu  
Client Team



Ryan Hoang  
Research Team



Udai Singh<sup>+</sup>  
Research Team

# ABOUT THE PROJECT

## ***INTRODUCTION***

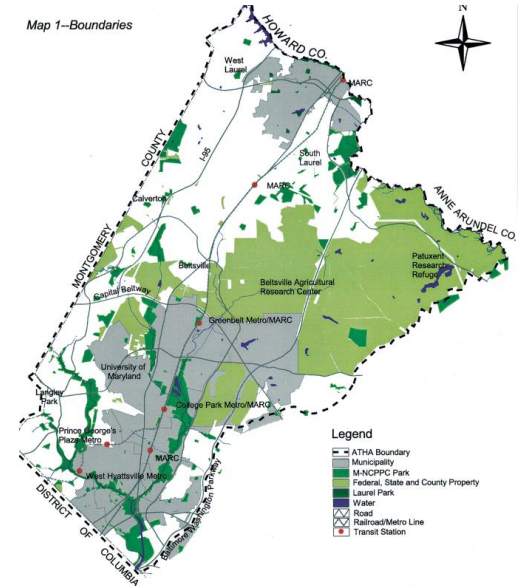
In Prince George's county, there are many communities and towns that have a main road lined with unique businesses that are central for local residents, but the structure of these places does not fall within the classical definition of a "main street."

## ***PROJECT OBJECTIVE***

- Learn more about the Main Street program and its requirements
- Identify funding pathways and partnership opportunities
- Survey and identify key stakeholders and areas of opportunities

## ***ANACOSTIA TRAIL HERITAGE AREA***

Map 1--Boundaries



# TIMELINE

Activities	Week 1 11/06 - 11/12	Week 2 11/13 - 11/19	Week 3 11/20 - 11/26	Week 4 11/27 - 12/03	Week 5 12/04 - 12/12	Week 6 12/13 - 12/19	Week 7 12/20 - 12/24	Extra 5/12/2023
Team meeting introduction								
Meet client								
Set up interview with Amy and Manuel Ochoa								
Delegate responsibilities								
Start powerpoint slides								
Prepare interview questions for Amy								
Research Main Street and Anacostia Trails Heritage Area								
Midterm Team Meeting								
Interview with Amy								
Weekly Team Meeting								
Interview with Manuel								
Weekly Team Meeting								
PALS Meeting								
ICF Huddle Presentation								
Meeting with City of Hyattsville								
Finalize powerpoint slides								
Queen Chapel Town Center Survey								
Client Presentation								
PALS Showcase								

# INTRODUCTION MEETING WITH MEAGAN



**Meagan Baco**

Director of  
Anacostia Heritage  
Trail

- Client Introduction & Kickoff Presentation with Meagan
  - Anacostia Trails Heritage Area - West Hyattsville
  - In 2021, DHCD awarded \$7 million in funding that will support small businesses and other economic recovery efforts in both the state and Baltimore City designated Main Street communities
  - West Hyattsville has majority Latino/Latina owned small businesses

# INTERVIEW WITH AMY

Amy Seitz

Director of  
Mainstreet Maryland

- Distinction between full designated MainStreet vs Affiliate Program
  - Limitations: Program manager, volunteer board of directors/advisory committee, sustainable program budget
  - May provide consultation on specific issues for affiliate members
    - Vacancies, marketing, economic development consulting
- Plan to improve website to provide more accessible resources and communication
- Frederick County shares hotel & motel tax with DMO that supports MainStreet Maryland



## RESOURCES

- Manager orientation and training sessions
- On-site design assistance
- Education about State and Federal programs, grants, and loans
- Specialized training on topics specific to commercial revitalization
- Facilitate and promote outreach for Main Street communities

## REQUIREMENTS

- Minimum population of 1,000
- Commitment to employ a program manager for min of 3 years
- Commitment to volunteer board of directors and committees
- Commitment to provide a program budget for a min of 3 years
- Must have a defined central business district with historic commercial buildings



## MARYLAND'S MAIN STREETS



# INTERVIEW WITH MANUEL



**Manuel Ochoa**

Director of Ochoa  
Urban Collaborative.  
Consultant for Purple  
Line Corridor

- Purple Line Corridor Coalition
- Partnership with University of Maryland's National Center for Smart Growth (NCSG)
- Consultation on payments systems, uber eats, lease negotiations
- Future partnership with ATHA and Purple Line Corridor Coalition
- Upcoming change in MD governor and state agencies
- Montgomery County is funding and administering their own MainStreet program initiatives

# QUEEN CHAPEL TOWN CENTER

Dorothy Estrada

Community and  
Economic Development  
Coordinator

UNIT	SQ FT	TENANT	UNIT	SQ FT	TENANT	UNIT	SQ FT	TENANT
5401	3,100	Kentucky Fried Chicken	3026	1,292	House of Music	5408	2,651	Emeritas Puperia
2906	1,270	Mi Pueblito Bakery	3028	1,254	Elegant Nails	<b>5412</b>	<b>1,560</b>	<b>AVAILABLE</b>
2908	1,166	Boost Mobile	3030	5,168	Aaron's	5414	3,300	Bank of America
2910	2,224	Maryland News Center	3100	2,887	Acapulco Restaurant	5418	7,300	Auto Zone
3004	1,406	Baskin Robbins	3104	976	Emma's Dollar Store			
3006	1,281	Curzi's Seafood	3106	1,006	Salon Tazara			
3008	2,379	Trinity Bar & Grill	3108	1,054	Barber Shop			
3012	960	Hair Clinic	3110	3,000	7-Eleven			
3014	1,260	US Check Cashing	3114	930	Chichie's Pet Boutique			
3016	892	Fred's Pawn Shop	3116	4,653	US Postal Service			
3018	1,067	Caro's African Fabrics	5400-A	1,750	Cash Depot			
3019	2,400	Maryland Performing Arts	5400-B	1,750	Century Chinese Restaurant			
3020	2,500	Bonivia International Foods	5402	2,308	Smile Your Way Dental			
<b>3022</b>	<b>3,500</b>	<b>AVAILABLE</b>	<b>5406</b>	<b>1,085</b>	<b>AVAILABLE</b>			

Krissi Humbard

Small Business  
Recovery Coordinator



# SITE VISIT WITH CITY OF HYATTSVILLE

Dorothy Estrada

Community and  
Economic Development  
Coordinator

Krissi Humbard

Small Business  
Recovery Coordinator



- Police and Public Safety Building
  - Public meeting space, emergency space and services, and social and mental health assistance and referral services
- West Hyattsville Riverfront multifamily unit and townhouse development with retail/commercial space

# SITE VISIT WITH CITY OF HYATTSVILLE

**Dorothy Estrada**

Community and  
Economic Development  
Coordinator

**Krissi Humbard**

Small Business  
Recovery Coordinator

- Reimagining Shopping Centers as Community Spaces
  - Reduce conflicts between cars and pedestrians
  - Increase outside sitting & amenities
  - Keep the property clean
- SoHy Co-op is a membership-based nonprofit group focused on the geographic area along Route 1
  - Social Media Channels
  - Biweekly Business Newsletter
  - Events and Programming



# REFLECTION

## STRENGTHS

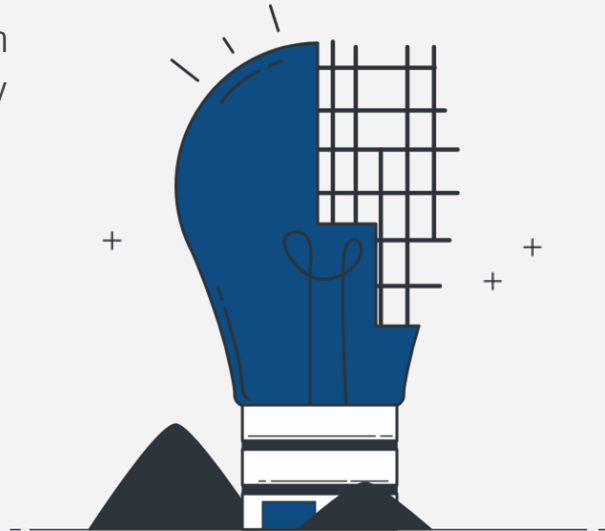
- Sponsors and Interviewees' Cooperation
  - Use of Technology

## WEAKNESSES

- Project Timeline
- Language Barrier
- Stakeholders & Jurisdiction

## LESSONS LEARNED

- Change of Project Scope
- Community Development takes time and commitment



# WHAT'S NEXT

Contact Jon Weiss, Rosenthal Properties, to discuss these ideas

Continue researching MainStreet Program & partnership opportunities

- City of Laurel
- Current MainStreet Affiliate Participants

Prepare PALS Showcase

