

Main Street 101 Deep Dive

Estimated Value: \$500/person

Cost to Community: \$0

Discover the full potential of the Main Street Approach with our biannual cohort program. Designed for local directors, board members, and volunteers from Utah communities, this is an immersive, guided learning experience. This deep dive is paired with the [Main Street America Academy Four-Point Approach](#) modules. Join the cohort to engage in collaborative learning and strengthen your revitalization efforts.

This service provides structured bi-weekly meetings, with schedules coordinated directly with each cohort. These sessions offer supplemental insights and hands-on application of the Main Street 101 modules. Registration is required and will close one month prior to the cohort's start for effective coordination.

Timeline: 1-hour meetings every 2 weeks for 9 weeks (*typically offered twice a year*)

Sample Agenda

- Week 1: Kick-off Meeting
- Week 3: Organization Modules Discussion
- Week 5: Economic Vitality Modules Discussion
- Week 7: Design Modules Discussion
- Week 9: Promotion Modules Discussion

Preparation:

One month before the course start date, individuals will receive a survey to identify meeting schedules. Utah Main Street will try to accommodate all schedules, but your first choice may not be selected. Each person is expected to attend all meetings during the cohort. Each individual will need to make a free account on mainstreet.org in order to access the modules. Please also familiarize yourself with the website prior to the kick-off meeting.

This service is available to individuals from all communities within the Utah Main Street Network.