



**MAIN
STREET**
Now

APRIL 13-15, 2026

TULSA
OKLAHOMA

You Can't Do It All ... So Stop!

Tasha Weaver

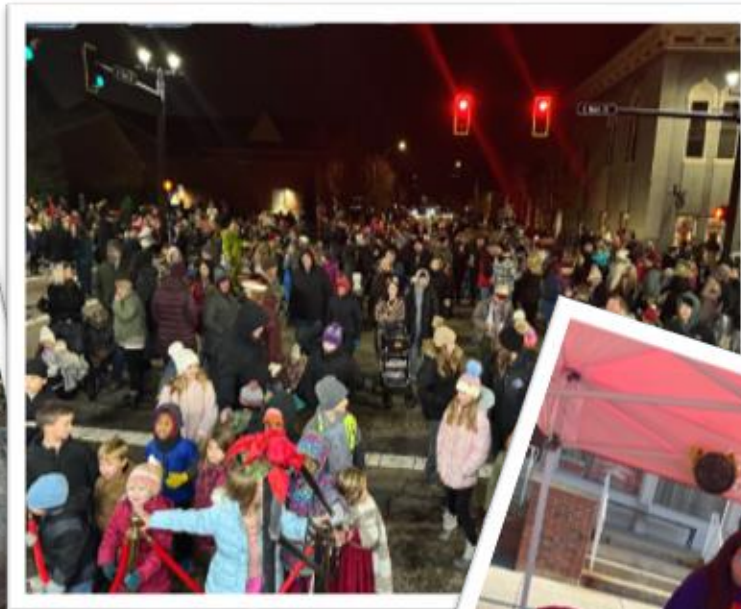
**Executive Director, Downtown Tipp City
Partnership**



AGENDA

- + **Why you can't do everything ...
and why you shouldn't**
- + **Choosing things to**
 - + **Stop**
 - + **Start**
 - + **Keep**
- + **Tools**

Small programs, big expectations



How can we focus on what's important?



Stop — Drop drains that don't serve the mission



Start — Try what's talked about but has never been piloted

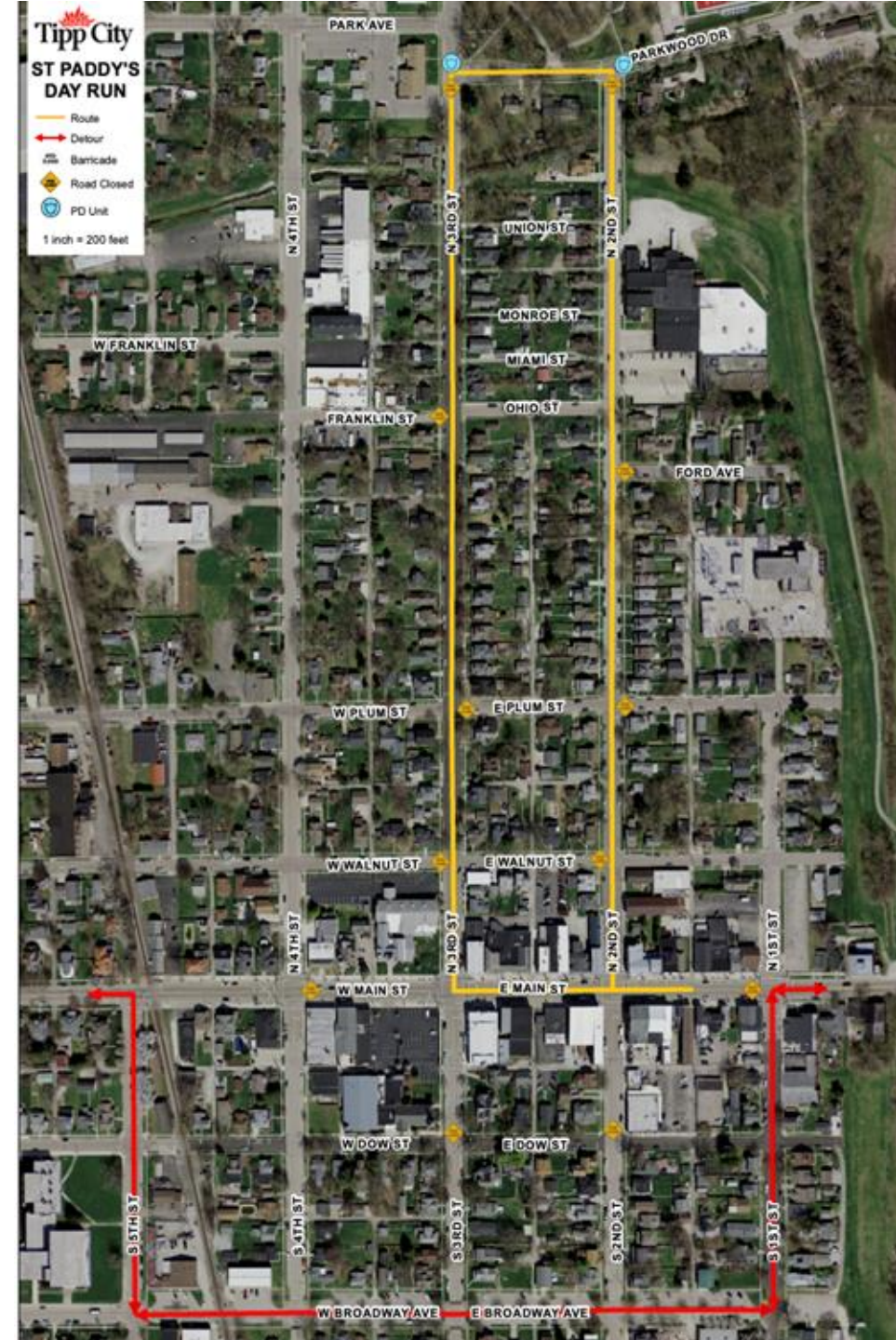


Keep — Protect systems that work

St. Paddy's Day Run



The good, the bad,
and the ugly ... mostly
the ugly





St. Paddy's Day Run

In Year 1, we had:

- 500 runners
- 15 volunteers
- \$1,500 donation

And we got:

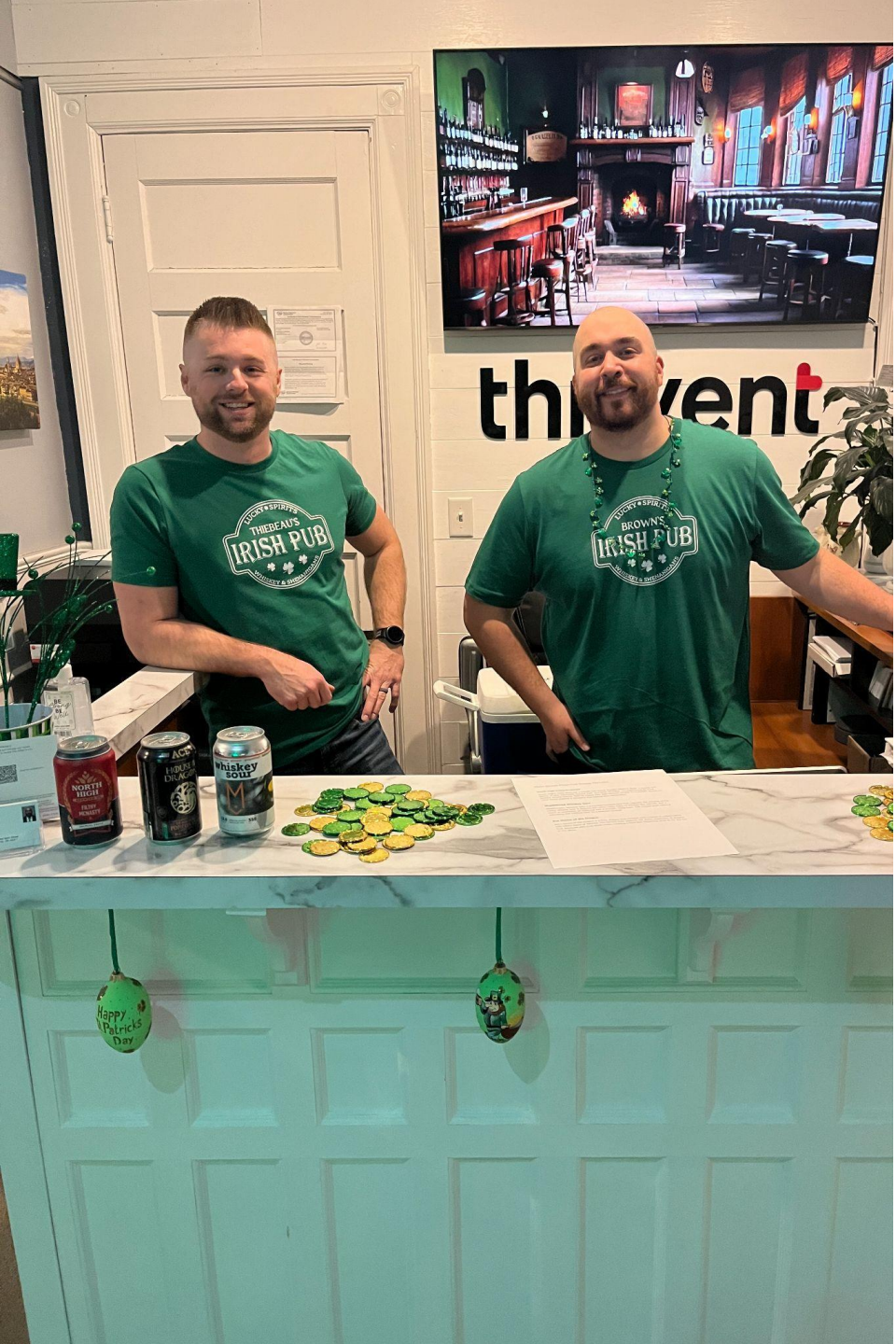
- Citizen complaints
- Merchant complaints
- City complaints



St. Paddy's Day Run

In Year 2:

- We added a party to get folks to stay in the downtown shopping district
- Extra expense, extra work
- No results



So we changed the Run to a ...

St. Paddy's Day Beer Crawl

- Mission fit
- Merchant benefits
- Collaborations





Results, before and after

St. Paddy's Day Run

- 90 hours volunteer time
- \$1,500 profit

St. Paddy's Day Beer Crawl

- 65 hours volunteer time
- \$7,000 profit

Stop

We need the
courage to quit what
doesn't serve us.



In deciding what to “stop,” ask yourself:

1

What is one event or task you can retire or shrink this year, and why?

2

What is your team doing out of habit that no longer serves you?

3

What is taking a ton of time but not moving your program forward?

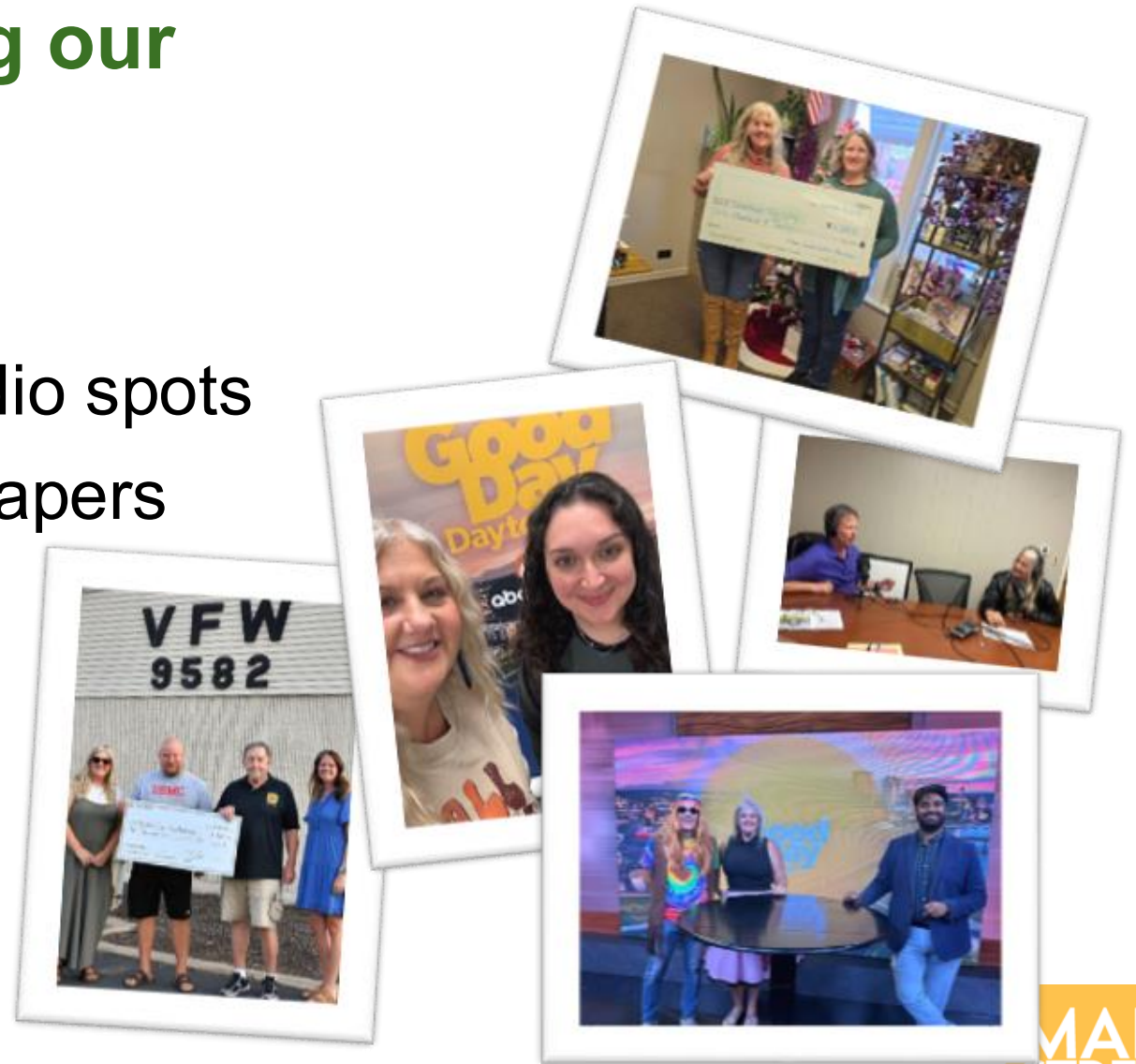


Start

What has been on your radar that you haven't had the time or courage to try?

Finding a voice, educating our community

- What's Up Wednesday
- Media: local television and radio spots
- Press releases in local newspapers
- Storytelling blog
- Podcast





Keep

What's working that we need to protect, improve or do more consistently?



Things that we're keeping

- Regular committee meetings
 - Empowered Chairs
 - Clear agendas
- Consistent communication
 - Consistent public and internal communications
- Work Plans
 - Preserves history, reduces burnout



Tools

Let's work smarter,
not harder

Email
 Promote on Radio/TV Tasha Jan 2025 Completed (Tippecanoe Gazette coverage/Power 107.1)

Key Event Highlights



- 20th anniversary kickoff celebration with founding board member recognition and custom
- Board President Chris Snider reviewed 2024 achievements and thanked sponsors and city officials.
- 2025 board members introduced.
- Awards presented in 10 categories, including Volunteer of the Year and Heart of Downtown Award.
- Raffle fundraiser raised nearly \$1,000.
- Successful networking and sponsor appreciation.

Lessons for 2026

- Order even more red wine for happy hour.
- Begin raffle promotions earlier and consider adding silent auction elements.
- Maintain music during dinner (well-received).
- Continue recognizing past board members in program. Add Committee recognition
- Check-in volunteers must be well-connected community members, not students, to create a welcoming experience.
- Assign someone to focus on new friendships during the event.
- Promote that businesses can purchase tables for their staff and families; clarify that staff are welcome to attend.

Work Plans

- Helps with delegation
- Promotes accountability

Main Street WORK PLAN
 Organization Committee

Submitted by Chairperson: Pant Date: 8/11/24 - 8/30/27
 Project Title: Membership & Community Connection/Events Project #:

Task	Timeline	Responsibility	Budget
Website update in August			
Board of Directors Meeting	8/24/24	Pant	\$50
Website update 2024			
membership structure	9/30/24	None w/ Amanda	\$1,000
Website membership			
see link for 2024 10/17	3/21/27	Pant	\$200
Encourage band participation			
in business community forums	Q3 2024	Pant	
Encourage band participation			
in weekly market at the staff	ongoing	Pant	

WORK PLAN	CHAIR PERSON:	DATE:	PAGE:		
COMMITTEE:		REVIEW DATE:			
OBJECTIVE OR GOAL BEING MET:					
PROJECT PROGRAM/ EVENT /ACTIVITY:					
ANTICIPATED RESULTS/ ACHIEVEMENT MEASURE:					
TASKS NECESSARY TO COMPLETE PROJECT/ ACTIVITY:	PERSON RESPONSIBLE:	START DATE:	END DATE:	BUDGET:	VOLUNTEER HOURS:





Volunteers

- Start with purpose, not just tasks
 - People want to be part of something meaningful — let them know why their help matters
- Create Micro-Roles
- Use Work Plans and Checklists
- Volunteers thrive when they know what success looks like and how to get there





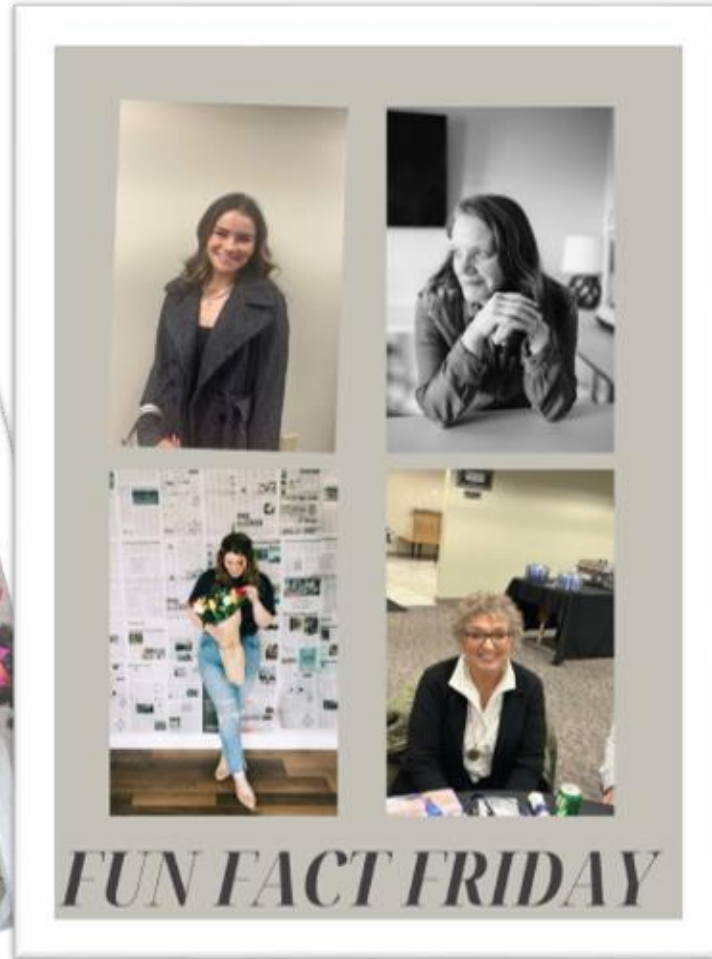
Volunteers, cont'd

- Let them choose their zone
- “Try it and see”
- Respect their time
- Ask
- Build in appreciation from the start

No joke ... we love our volunteers!



Low-Lift, High-Return Ideas





Listen Out Loud

- Ask for simple live feedback at events
 - Community surveys
 - Observe, record and compare
- Action: Share results back with the public
- Return: Shows transparency, increases public trust, and boosts participation

Feedback doesn't have to be boring!



**Downtown New Business
of the Year
Finalists**

Aecha Cafe
Seven Sisters Apothecary & Art
Sip Coffee Co



Communicate consistently

- Start with **why**
 - When people understand **why** something is changing, they're far more likely to get on board.
- Use the “**so that**” strategy
 - Connect each shift to its impact, and reframe subtraction as investment
 - “We are dropping XYZ event **so that** we can focus on ABC event, which brings more people to the downtown.”

DOWNTOWN TIPP CITY PARTNERSHIP

2025 Impact Report



35,000+

People downtown for DTCP events

That means an estimated **\$700,000+** in economic impact for downtown businesses, even using the national standard of a conservative \$20 per person.



2,965

Volunteer hours

That represents an estimated **\$96,125** in community value, powered by people who gave their time to support downtown.



\$23,000

Returned to the community

DTCP returned **\$23,000** into the community through donations, local gift cards, and community grants, creating quality, memorable experiences all year round.



Join Us in Shaping Downtown Tipp City's Future!



- Use visuals and real numbers
- Boards and community members love clarity





Truth:

Sometimes the hardest part of doing less is explaining it to people who think you should be doing more.



What can help:

- Celebrate all wins — even small ones — publicly
 - When people feel momentum, they're more open to change. Momentum is magnetic!
- Send quick, friendly newsletters — public and internal
 - Can be weekly, bi-weekly, or monthly
 - Include success stories, what's coming up, and one call to action
- Insist on Work Plans for every event or program
 - Communicate using your work plan
 - Use it year after year
 - Always be updating it



Simply saying “no”

“My current bandwidth can’t implement this well now, but if you create a committee, work plan, budget, and secure sponsors, I’m happy to meet and see if we can find a potential date.”

Show impact and tell your story

People support what they understand



Let's keep each other accountable!

Choose:

- One thing to **stop**
- One thing to **start**
- One thing to **keep**





MAIN
STREET
Now
2026

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THANK YOU!

WE APPRECIATE YOUR FEEDBACK!

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- 1 Download the “Main Street Now 2026” app
- 2 Locate this session and scroll to “Session Feedback”
- 3 Complete your review

Need help? See your conference program or a volunteer for assistance.