Main Street Rhode Island
2027 Programming

Join our Main Street RI Network

Who → Individuals who love Rhode Island's diverse, walkable commercial districts!

What → Monthly **free** events like virtual roundtables, district tours, and networking socials

How → Visit **growsmartri.org/main-street-ri** to sign up for our newsletter and view past virtual roundtables and events

Apply to be an MSRI Community

Who → New teams of at least 3 community members focused on a local main street district AND returning teams who completed our 2026 Learning Cohort

What → Introductory programming focused on the Main Street Approach & advanced project-based workshops (all sessions are open to accepted applicants)

How → Assemble your team. Fill out our brief online application describing your district & goals.
Learn more: **growsmartri.org/msri-communities**

Past Topics:

- Climate resilience
- Farmers markets
- Facade improvements
- Parking
- Activating public spaces
- Marketing your main street
- Street trees

& so much more!

APPLY HERE!

Deadline: December 1

2027 Calendar*

Jan: Orientation (new & returning teams attend)

Feb: Organization 101

Mar: Organization 102 + site visit 1

Apr: Design 101

May: Design 102 + site visit 2

Jun: Promotion 101

Jul: Promotion 102 + site visit 3

Aug: Econ. Vitality 101

Sep: Econ. Vitality 102 + site visit 4

Oct: Wrap up/Final presentations (new & returning teams attend)

*Draft calendar, subject to change based on Main Street America field team schedules and the National Main Street Conference in May.

2027 Curriculum

Main Street 101

- *Required for new teams, optional for returning teams*
- Virtual webinars led by MSRI staff
- 2-3 hours on Tuesday/Wednesday evenings

Organization 101 - creating a strong foundation of people for a sustainable revitalization effort

Design 101 - strengthening the physical and visual assets that set a commercial district apart

Promotion 101 - cultivating a unique identity through events & marketing

Economic Vitality 101 - fostering an environment for thriving businesses that drive local economies

Main Street 102

- *Required for returning teams, optional for new teams*
- In-person workshops led by MSA & MSRI staff
- 3 hours on Tuesday/Wednesday evenings
- Each advanced session will include a presentation by MSA and time for teams to workshop a project

Volunteer-Powered Projects - planning & delivering community development projects

Creative Fundraising - diversifying revenue through events, partnerships, & unique channels

Telling Your District's Story - building & promoting a vision and brand from local assets

Business Retention & Expansion - using market data and stakeholder interviews to support existing businesses

Individual District Consultations

- All accepted teams will be visited by the MSRI staff
- Returning teams have the option to apply for a 3 hour district visit from MSA and 1 hour debrief session
  - Up to 4 teams will be selected
  - These will take place the morning after a 102 session

For more information, visit growsmartri.org/msri-communities
or contact Jillian Finkle: jfinkle@growsmartri.org