



#I-Y Alive

Main Street Coming Alive

YAC's *Main Street Coming Alive* initiative brings new life to main streets by transforming empty storefronts into showcases of positive youth and community action.

Jackson, Mason, Tyler and Wirt County teens launched the project in Point Pleasant, WV.

Here's how –

- Identify a store front to transform into a showcase of positive youth and community action.
- Meet with the owner to explain your idea and ask their permission.
- Decide what you want to showcase and create your displays.
- Determine what it will take to clean up the store front and get what you need.
- Involve others – organizations, other youth programs, any local community development groups – whatever your community has, get their endorsement. Get the local newspaper on board. Then give them credit as your partners. Get their name out there too. Remember, you're building community pride, you're bringing new life to your community.
- Figure out how much time the actual storefront project will take and set a date.
- Divide up the preparation work so on the project date you have everything you need.
- Confirm who will actually do the project.
- Do it!
- Have the local newspaper there to cover your work. If you have a radio or TV station, get them there too.
- Celebrate – have a lunch, picnic, pizza or dinner for everyone who did the work and your partners.
- Let the HI-Y Leadership Center know when you're doing your project so we can attend. Be sure to send us copies of any news coverage you get.

HI-Y Leadership Center hi-y@hi-y.org



HI-Ys can bring new life to their downtowns by cleaning up a store front and adding displays of their HI-Y, school or other special program. Bring new life to your downtown!



West Virginia's Youth Action Council is a Learn and Serve Civic Leadership Initiative of the Department of Education's Learn & Serve America program and the HI-Y Leadership Center.

Additional program partners with the Pt. Pleasant Main Street project are the Lowe Hotel (owners of the building), WV Development Office, Point Pleasant Register, WV Library Commission and Main Street Point Pleasant, Inc.

Ohio-West Virginia YMCA

P.O. Box 239

Pt. Pleasant, WV 25550

304.675.5899

www.hi-y.org

