

## Overview of ReSurge, Inc.

ReSurge, Inc. provides a full range of consulting and training services related to the management and revitalization of traditional business districts. Established in 2006 by nationally-known revitalization expert Stephanie Redman, ReSurge, Inc. provides training, evaluation, planning, and advisory services to non-profit organizations and governments engaged in the work of revitalizing traditional business districts.

When providing training or consulting services to her clients, Ms. Redman works diligently to identify needs, establish clear and mutually-agreed upon service objectives, define clear roles and responsibilities, and to provide the highest quality service and follow-up possible.

Stephanie's Main Street clients are routinely impressed by her Main Street knowledge, service quality, efficiency, analytic abilities, and her ability to deliver advice, information, solutions, and even "bad news" in a way that is respectful of participants and always has the end goal of improving the organization.

## Service Highlights

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Organizational Development  
Organizational Planning  
Staff & Board Training  
Organizational Policies & Procedures  
Organizational Public Relations  
Needs Identification  
Initiative Development  
Partnership & Collaboration Development  
Promotion & Marketing Strategies  
Economic Development Strategies  
Main Street Coordinating Program  
Development

### Stephanie Redman, President

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assisting traditional business districts

## Consulting & Training Support for Downtown Revitalization Organizations

**Stephanie Redman, President**

## Local Organization Services

### Strengthening Downtown Organizations

Knowing what makes downtown revitalization organizations tick, Stephanie Redman provides a wide array of organizational development, governance, and planning services all designed to build and strengthen downtown organizations. Her areas of specialty include

- Strategic Planning
- Board Development
- Personnel Procedures
- Annual Planning
- Committee Development
- Organizational Structure
- Communications & Outreach
- Operational Policies
- Meeting Facilitation
- Staff Development & Mentoring
- Volunteer Development Plans
- 501c3 Applications (Form 1023)
- Program Evaluation
- Project Planning
- Organization Marketing Materials

### Advanced Organization Academy

This series of six advanced-level trainings addresses volunteerism, organizational transition, funding, public relations, and strategy development for mature downtown organizations. The Academy was developed and is delivered in conjunction with Donna Harris, Principal, Heritage Consulting, Inc.

### Downtown Promotion & Marketing

With a firm philosophy that downtown events should be goal-oriented and leverage community resources, ReSurge, Inc. offers the following downtown event and marketing assistance:

- Event Development & Design
- Market-Driven Promotional Events
- Asset-Based Business Promotions
- Downtown Marketing Campaigns
- Project Planning

### Economic Development Assistance

- Project Identification
- Market-Driven Strategies

### State Main Street Program Services

With extensive experience in state program development, Stephanie Redman understands the needs and challenges of operating a successful Main Street coordinating program. ReSurge provides the following services to strengthen state Main Street organizations' operation and programs.

- Strategic Planning
- Program Planning & Initiative Development
- Operational Policy
- Staff Mentoring & Development
- Coordinating Program Evaluation
- Conference Sessions
- Main Street Basic Training



**Stephanie Redman**, president of ReSurge, Inc., has actively supported the work of organizations engaged in the revitalization of traditional business districts since 1989. Ms. Redman is a regular conference speaker and trainer and a highly-skilled strategist and planner. Her Main Street work addresses a variety of topics, with special emphasis on local organizational structure, planning, management, and governance. She regularly conducts Main Street organization-related training, facilitates visioning sessions, strategic planning processes, and annual work plan development. Ms. Redman has consulted with and trained Main Street revitalization organizations in more than 250 diverse communities in 42 states and internationally. Prior to beginning ReSurge, Inc. in 2006, Ms. Redman held four progressively more responsible positions at the National Trust Main Street Center, ending as assistant director. In her early career, Ms. Redman worked closely with several Iowa cities, towns, and a county in her capacity as a coordinator with Main Street Iowa. She holds a B.A. in English with a concentration in Afro-American studies from Grinnell College.

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