

# GEORGIA MAIN STREET PROGRAM

## Revitalizing our Downtowns

*Downtown is the heart and soul of the community.*



***Organization***

***Promotion***

***Design***

***Economic Development***

A Nationally Accredited State Coordinating Program Since 1980

*Georgia Department of Community Affairs*

*Office of Downtown Development*

## What is Main Street?

The Main Street initiative is a comprehensive, community-based revitalization program developed by the National Trust of Historic Preservation's Main Street Center. Started in 1980, Georgia was one of six pilot program states and to date serves nearly 100 state-wide designated communities.<sup>1</sup> Main Street has transformed the way communities think about their downtowns and the management of their commercial districts.

## The Main Street 4-Point Approach™

The Main Street 4-Point Approach™ is a common-sense method to address the variety of common issues and problems that challenge traditional business districts. This proven framework concentrates Design, Organization, Promotion and Economic Restructuring for communities.

### DESIGN

Design means getting the downtown into top physical shape. Capitalizing on assets such as historic buildings and looking at the traditional downtown layout are just part of the story. An inviting atmosphere can be created through window displays, greenspaces, parking areas, signage, sidewalks, street lights and landscaping; good design conveys a visual message about what Main Street is and what it has to offer.



### PROMOTION

Promotion means selling the image and promise of Main Street to all prospects. By marketing the district's unique characteristics through advertising, retail promotional activities, special events, and marketing campaigns an effective promotion strategy forges a positive image to shoppers, investors, new businesses and visitors.



### ORGANIZATION

Organization means getting everyone working towards common goals. The common-sense formula of a volunteer-driven program and an organizational structure of board and committees assisting

<sup>1</sup> The Georgia Main Street Program also consists of a small-town program called Better Hometown for cities under 5,000 in population.

professional management can ease the difficult work of building consensus and cooperation among the varied stakeholders that have an interest in the district.

## ECONOMIC RESTRUCTURING

Economic Restructuring means finding new or better purposes for Main Street enterprises. Helping existing downtown businesses expand and recruiting new ones, a successful Main Street converts unused space into productive property and sharpens the competitiveness of its businesses.



## Main Street Communities and the Georgia Economy

In spite of the recent economic downturn, the revitalization of Georgia's downtown communities has been a catalyst for small business growth and job creation. The Main Streets in our state are continually adding private investment in new business starts and expansions, housing development, historic preservation projects and tourism.

Since 2004, Georgia Main Streets have:

- Added 26,141 net new jobs for the state economy.
- Welcomed 6,728 new businesses to their communities.
- Watched 1,155 businesses expand or relocated into their downtowns.
- Rehabilitated 5,190 properties generating over \$1.4 billion in private investment.
- Added 653 new residential units in downtowns through in-fill construction and upper floor loft development projects.
- Benefited from \$290 million in public investment projects ranging from streetscapes, park development, increased parking facilities, public signage, and infrastructure improvements.



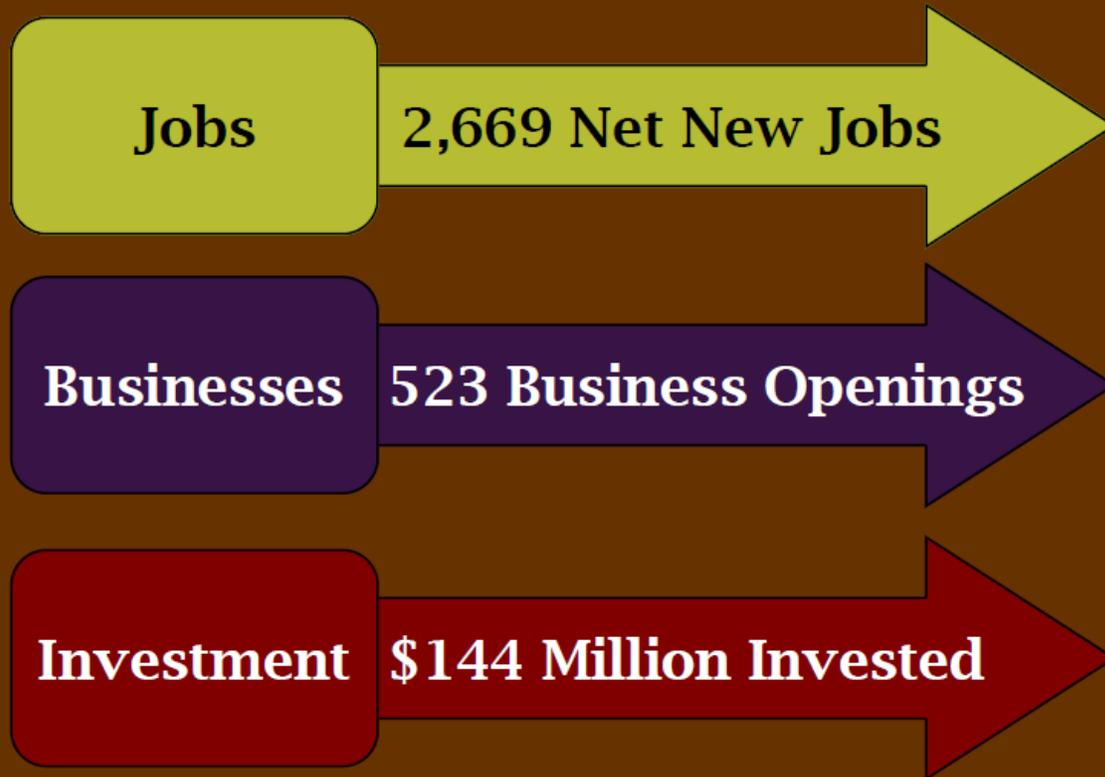
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*Each year, Georgia's Main Street Communities generate jobs equivalent to one Kia Plant.*

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*Main Street is More Than Just Events ...  
Georgia's Main Streets Are Local Economic Engines*

**In 2012, Georgia Main Street Communities Generated ...**



**For more information, contact the Office of Downtown Development:**

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