



GEORGIA MAIN STREETS



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Georgia is a national leader in the National Trust for Historic Preservation's Main Street Initiative, which has helped revitalize central business districts across the state. Since its inception in 1980 with a pilot of five communities, DCA's Georgia Main Street Network of cities have added 55,990 net new jobs for the state's workforce and have seen 11,643 net new business starts that invested nearly \$3 billion in public and private projects ranging from streetscapes to building rehabilitations and new construction. Today there are 96 cities participating in the Georgia Main Streets network.

"We are a community that is proud to be a part of this program and what we are doing to make our town an even better place to call home, work, and enjoy the quality of life in the foothills of Northeast Georgia." —Candy Rhoades, Better Hometown Manager of Royston (population 2,567)

Main Street focuses on a nationally recognized 4-Point Approach™ to community revitalization. With a foundation in historic preservation, the initiative is built upon organization, design, promotion, and economic restructuring for downtown success. Designated programs have a paid local program manager, work within the framework of an active board of directors, maintain an adequate budget for local programming, develop an annual work-plan based on the 4-Point Approach™, provide an annual program self-assessment, complete monthly economic activity reports and participate in a program of ongoing training in downtown revitalization.

Downtowns are the symbol of community pride across the country and represent the highest concentration of small businesses within the nation. The National Main Street movement is an incremental approach to community revitalization and economic growth that begins with local commitment to strategic downtown planning.

"The Main Street Program has provided a positive outlet for the merchants and residents of Downtown Woodstock to have a greater say in the development and future of downtown." — Jeff Moon, City Manager of Woodstock (population 24,346)

The Office of Downtown Development is proud to offer a new Tier of Services beginning July 1, 2013. This programmatic shift will allow for all communities to participate in good downtown development through planning, economic development strategies, design, and local leadership.

The Economics of Georgia Main Streets

Below are snapshots of each region of Georgia. Each snapshot outlines the designated Main Street Communities within that region. Each of these communities is required to submit online monthly activity reports as part of their program accreditation. This snapshot provides a glimpse into the downtown development to date in 2013. Each community is required to report new business starts, business closings, total public and private investment, and volunteer support among other key data.

REGION 1



Designated Cities: *Buchanan, Calhoun, Cartersville, Cedartown, Dalton, Ellijay, LaFayette, Rome, Summerville, & Trenton*

2013 Economic Activity for Main Street Area to date:

| | |
|---|----------|
| Total Dollar Amount of Public/Private Investment: | \$3.24 M |
| New Businesses Locating in Downtown: | 11 |
| Net New Jobs Created in Downtown: | 78 |
| New Business Churn Rate (Starts/Closings): | 2.75 |
| Number of Completed Building Rehabilitations: | 19 |
| Volunteer Hours: | 5,562 |
| Public Improvement Expenditures Downtown: | \$303K |

REGION 2



Designated Cities: *Blairsville, Clarkesville, Cornelia, Dahlonega, Gainesville, Hartwell, Lavonia, Royston, & Toccoa*

2013 Economic Activity for Main Street Area to date:

| | |
|---|----------|
| Total Dollar Amount of Public/Private Investment: | \$1.43 M |
| New Businesses Locating in Downtown: | 23 |
| Net New Jobs Created in Downtown: | 56 |
| New Business Churn Rate (Starts/Closings): | 2.55 |
| Number of Completed Building Rehabilitations: | 9 |
| Volunteer Hours: | 7,228 |
| Public Improvement Expenditures Downtown: | \$73K |

REGION 3



Designated Cities: *Acworth, Canton, College Park, Conyers, Douglasville, Fayetteville, Hampton, Hapeville, Locust Grove, McDonough, Stone Mountain, Suwanee, & Woodstock*

2013 Economic Activity for Main Street Area to date:

| | |
|---|----------|
| Total Dollar Amount of Public/Private Investment: | \$41.7 M |
| New Businesses Locating in Downtown: | 63 |
| Net New Jobs Created in Downtown: | 149 |
| New Business Churn Rate (Starts/Closings): | 9 |
| Number of Completed Building Rehabilitations: | 18 |
| Volunteer Hours: | 2,967 |
| Public Improvement Expenditures Downtown: | \$1.7M |

REGION 4



Designated Cities: *Carrollton, Greenville, Griffin, LaGrange, Newnan, Villa Rica, & West Point*

2013 Economic Activity for Main Street Area to date:

| | |
|---|--------|
| Total Dollar Amount of Public/Private Investment: | \$199K |
| New Businesses Locating in Downtown: | 7 |
| Net New Jobs Created in Downtown: | -6 |
| New Business Churn Rate (Starts/Closings): | .875 |
| Number of Completed Building Rehabilitations: | 3 |
| Volunteer Hours: | 914 |
| Public Improvement Expenditures Downtown: | \$2K |

REGION 5



Designated Cities: *Athens, Commerce, Covington, Elberton, Greensboro, Jefferson, Madison, Monroe, Social Circle, & Union Point*

2013 Economic Activity for Main Street Area to date:

| | |
|---|---------|
| Total Dollar Amount of Public/Private Investment: | \$1.59M |
| New Businesses Locating in Downtown: | 7 |
| Net New Jobs Created in Downtown: | 38 |
| New Business Churn Rate (Starts/Closings): | 7 |
| Number of Completed Building Rehabilitations: | 3 |
| Volunteer Hours: | 7,221 |
| Public Improvement Expenditures Downtown: | \$22K |

REGION 6



Designated Cities: *Byron, Eatonton, Forsyth, Fort Valley, Gordon, Gray, Hawkinsville, Macon, & Milledgeville*

2013 Economic Activity for Main Street Area to date:

| | |
|---|---------|
| Total Dollar Amount of Public/Private Investment: | \$2.14M |
| New Businesses Locating in Downtown: | 13 |
| Net New Jobs Created in Downtown: | 139 |
| New Business Churn Rate (Starts/Closings): | 13 |
| Number of Completed Building Rehabilitations: | 5 |
| Volunteer Hours: | 4,033 |
| Public Improvement Expenditures Downtown: | \$516K |



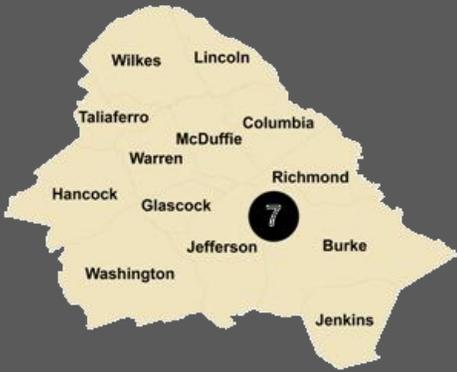
Since 1980, Georgia Main Street Communities:

- Added 56,966 Jobs for Georgians
- Added 11,879 Net New Small Businesses
- Leveraged \$2.98 billion in Public & Private Investment for Downtown Improvements

In 2012, Georgia Main Streets led the nation in private investment and job creation.



REGION 7



Designated Cities: *Millen, Warrenton, Washington, & Waynesboro*

2013 Economic Activity for Main Street Area to date:

| | |
|---|--------|
| Total Dollar Amount of Public/Private Investment: | \$438K |
| New Businesses Locating in Downtown: | 1 |
| Net New Jobs Created in Downtown: | 12 |
| New Business Churn Rate (Starts/Closings): | 1 |
| Number of Completed Building Rehabilitations: | 2 |
| Volunteer Hours: | 2,305 |
| Public Improvement Expenditures Downtown: | \$29K |

REGION 8



Designated Cities: *Americus, Columbus, Cordele, Montezuma, Oglethorpe, Richland, & Vienna*

2013 Economic Activity for Main Street Area to date:

| | |
|---|--------|
| Total Dollar Amount of Public/Private Investment: | \$7.2M |
| New Businesses Locating in Downtown: | 5 |
| Net New Jobs Created in Downtown: | 16 |
| New Business Churn Rate (Starts/Closings): | 1.66 |
| Number of Completed Building Rehabilitations: | 1 |
| Volunteer Hours: | 2,238 |
| Public Improvement Expenditures Downtown: | \$6K |

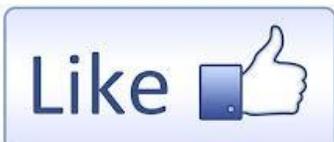
REGION 9



Designated Cities: *Cochran, Dublin, Lyons, Metter, Vidalia, & Wrightsville*

2013 Economic Activity for Main Street Area to date:

| | |
|---|--------|
| Total Dollar Amount of Public/Private Investment: | \$199K |
| New Businesses Locating in Downtown: | 5 |
| Net New Jobs Created in Downtown: | 12 |
| New Business Churn Rate (Starts/Closings): | 5 |
| Number of Completed Building Rehabilitations: | 0 |
| Volunteer Hours: | 3,530 |
| Public Improvement Expenditures Downtown: | \$4K |



A Pilot Social Media Program for DCA, Georgia Main Streets launched on Facebook/gamainst on May 25, 2013. The page had over 250 likes in the first week. The picture of the Big Oak in Thomasville (left) generated 702 likes and 72 comments in a week. The site allows the staff to drive traffic to local communities online.



REGION 10



Designated Cities: *Bainbridge, Donalsonville, Moultrie, Pelham, & Thomasville*

2013 Economic Activity for Main Street Area to date:

| | |
|---|--------|
| Total Dollar Amount of Public/Private Investment: | \$1.4M |
| New Businesses Locating in Downtown: | 4 |
| Net New Jobs Created in Downtown: | 28 |
| New Business Churn Rate (Starts/Closings): | 4 |
| Number of Completed Building Rehabilitations: | 1 |
| Volunteer Hours: | 4,387 |
| Public Improvement Expenditures Downtown: | \$22K |

REGION 11



Designated Cities: *Blackshear, Douglas, Homerville, Nashville, Tifton, Valdosta, & Waycross*

2013 Economic Activity for Main Street Area to date:

| | |
|---|---------|
| Total Dollar Amount of Public/Private Investment: | \$2.05M |
| New Businesses Locating in Downtown: | 8 |
| Net New Jobs Created in Downtown: | 48 |
| New Business Churn Rate (Starts/Closings): | .88 |
| Number of Completed Building Rehabilitations: | 1 |
| Volunteer Hours: | 2,382 |
| Public Improvement Expenditures Downtown: | \$864K |

REGION 12



Designated Cities: *Brunswick, Darien, Kingsland, Pembroke, St. Marys, Statesboro, Sylvania, Tybee Island, & Woodbine*

2013 Economic Activity for Main Street Area to date:

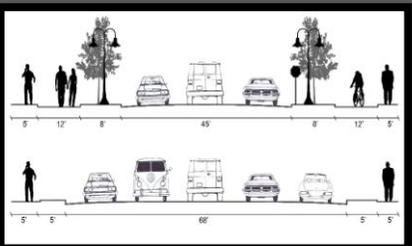
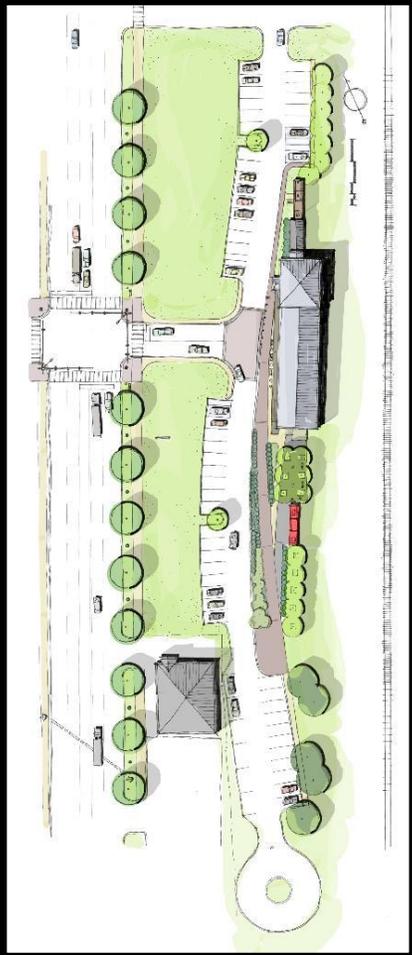
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|---|---------|
| Total Dollar Amount of Public/Private Investment: | \$3.07M |
| New Businesses Locating in Downtown: | 23 |
| Net New Jobs Created in Downtown: | 143 |
| New Business Churn Rate (Starts/Closings): | 4.6 |
| Number of Completed Building Rehabilitations: | 9 |
| Volunteer Hours: | 4,354 |
| Public Improvement Expenditures Downtown: | \$0 |



The Office of Downtown Development is working to provide a new and extensive training program for local communities. Launched this month, the new WEB-U program utilizes GoToWebinar to provide a monthly series of trainings online for local managers, boards, and city staff. In addition, staff provides a hands on Main Street Institute each year.



DOWNTOWN DESIGN STUDIO



The Office of Downtown Development offers design assistance for a nominal fee to property owners, Main Street Program Managers and municipalities who are interested in improving their downtown. The goal is to enhance downtown buildings, streetscapes, and public spaces so they attract new businesses, customers, residents and investors.

Rehabilitated buildings, attractive storefronts, and well-designed pedestrian amenities provide a distinctive sense of place and draw people to shop, visit and live downtown. Allow our design studio to assist your community in planning the following:

- Façade rehabilitation programs and projects
- Streetscape designs
- Public and park space planning
- Sign package recommendations/schematic designs
- Downtown Infill planning
- Corridor Improvement plans

The Downtown Design Studio provides field visits to review your project and identify community and building attributes, meet with property owners, and develop a plan to implement the designed work. Finished products range from conceptual designs to 3-D modeling, depending on the project.

“The Design Studio has provided Dahlonega with many sketches, including restorations of existing buildings, concepts for new buildings, streetscape sketches, and landscaping ideas. The Design Studio’s work has been an important factor to private investment projects, to successful city projects and to successful grant applications.” —Joel Cordle, Dahlonega Downtown Development Authority & Main Street

The Georgia Main Street Program is one of a handful of states in the country that provides design services to its designated communities. The Office of Downtown Development enjoys the ability to showcase its partnership with the Georgia Trust for Historic Preservation and the University of Georgia’s College of Environmental Design by providing design services to not only Georgia Main Streets, but to all local governments, small businesses, and strategic resources teams.

“We value the professional quality renderings from the Design Studio because they enable our leaders to articulate a vision.” —Monica Callahan, Planning Director, City of Madison.