



Georgia Main Street Program

THE MAIN STREET APPROACH

- Promotion
- Economic Vitality
- Organization
- Design

TIERS

- Tier 1: Downtown Affiliate Network
- Tier 2: Classic Main Street Program
- Tier 3: Georgia Exceptional Main Streets (GEMS)

Program Overview

The Georgia Main Street Program began in 1980 as one of the original pilot state coordinating programs of the National Main Street Initiative launched by the National Trust for Historic Preservation. The program launched with five local communities and has grown to serve 100+ communities statewide. Georgia Main Streets represent some of the strongest central business districts in the state and in the Southeast. Since it started, the designated community programs have been instrumental in leading the state in historic preservation, small business development, expansion of the state's employment base, leveraging private investment, increasing tourism and providing a positive road map for public-private partnerships. Housed in the Office of Downtown Development at the Georgia Department of Community Affairs (DCA), Main Street is a signature program for community development and revitalization in Georgia's historic downtowns.