

Stockbridge Start-up Main Street Program

In early 2013, the City of Stockbridge petitioned the Georgia Department of Community Affairs Office of Downtown Development for authorization to establish a local Main Street Program. In February 2014, a Memorandum of Understanding was signed by Mayor Timothy L. Thompson to initiate this process through the State of Georgia's Main Street Start-up Program.

Once established and accredited, Stockbridge Main Street will be one of the 90+ programs across the State of Georgia and part of a national network of over 1,800 active Main Street entities. This community-driven initiative focuses on conscientious revitalization of older, traditional business districts throughout the United States. The underlying premise of the Main Street concept is to encourage economic development, within the context of historic preservation, in ways that are appropriate for today's marketplace. Main Street programs advocate a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets—distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

The Main Street Philosophy

The *Main Street Four-Point Approach*[™] is a comprehensive strategy that is tailored to meet local needs and opportunities. It encompasses work in four areas: **Design, Economic Restructuring, Promotion and Organization**. Committees, that encourage community involvement and work to catalyze action in these impactful areas, are an important part of most Main Street Programs.

The Main Street philosophy and the **Eight Guiding Principles** behind this methodology make it an effective tool for community-based, grassroots revitalization efforts. These eight components ask Main Street cities to take a **comprehensive** approach, move in **incremental steps**, promote **self-help**, create **partnerships**, strive to **identify and capitalize on existing assets**, emphasize **quality**, be open to **change** and, most importantly, be committed to **implementation**.

For more information about the Main Street programs across Georgia, visit www.mainstreetgeorgia.org. For information about your local start-up program, visit: www.cityofstockbridge.com or contact the *Stockbridge Start-up Main Street Program Office* at 678-833-3306.