

Stockbridge Main Street Manager

The Stockbridge Main Street Manager develops and executes a cooperative and comprehensive Main Street Revitalization Plan for Downtown District based on the National Main Street Program Four-Point Approach: Organization, Promotion, Economic Restructuring, and Design. This position is also responsible for managing the Main Street Program budget as well as the Main Street Advisory Board.

The Main Street Manager's Major Duties Include:

- Developing and implementing strategies to attract businesses to the downtown district;
- Insuring compliance of local Main Street Program with the Georgia Department of Community Affairs Office of Downtown Development Standards ;
- Managing the Main Street Advisory Board and all related administrative functions such as budget development and accounting, as well as preparing reports when necessary;
- Coordinating all Main Street Program activities;
- Recruiting volunteers to assist with implementing Four Point Main Street Strategy;
- Implementing marketing strategies that will encourage business development and retain existing businesses;
- Assisting property owners with physical improvement projects through personal consultation or by obtaining professional design assistance (through Georgia Trust);
- Preparing reports, expenditures, purchasing, record keeping and inventory management;
- Meeting with prospective clients to convey City's economic development practices and principles;
- Building strong relationships with local businesses and local associations;
- Composing marketing materials for promoting the Downtown District; develop and create event brochures, guides, flyers, posters, etc.
- Engaging small business owners and community organizations in economic development activities;
- Maintaining and updating an inventory of available properties and buildings in the downtown area; and
- Maintaining a current knowledge of both National and State Main Street Program principles and goals.