Florida Main Street

INTRODUCTION TO MAIN STREET
WELCOME TO MAIN STREET!
Why is Downtown Important?
Downtown is the economic engine that drives the rest of the community. Downtown provides a sense of place and belonging.
What does this downtown say?
Would you open a business here?
Would you move here?
Downtowns Rock!
The Main Street Four-Point Approach® as described by the National Trust for Historic Preservation is a unique economic development tool that serves as the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride. The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort. These points include organization, promotion, design, and economic restructuring.
IMPORTANCE OF DOWNTOWN

Annual cost of an Empty Downtown Storefront

- lost sales
- lost employee payroll
- lost rent
- lost business profit
- lost property taxes
- lost bank deposits
- lost real estate loan demand
- lost business loan demand
- lost sales tax to government
- lost utilities
- lost advertising

$ 400,100 TOTAL
IMPORTANCE OF DOWNTOWN

Downtown is the home of independent, family owned businesses
Buildings assessed at full value help reduce the tax burden on homeowners.

EVERY YEAR the Property Taxes from private sector investment in buildings on Main Street provide an additional $12,500,000 to local governments.
What Is Main Street?
In 1977 the National Trust for Historic Preservation developed three pilot programs: *Hot Springs, SD; Madison, IN; Galesburg, IL*

The Mission of the pilot program was to prove that: A commitment to preservation, coupled with dedicated organization, enticing promotional events, good design, and an incremental approach to economic restructuring/vitality, could halt and turn around Main Street decline.
National Trust Main Street Center established in 1980
- Started with 6 states & 30 communities
- Now network of 45 statewide coordinating programs with more than 2,000 local programs over 36 years

Florida became a Coordinating Program in 1985 with the selection of 5 communities
Main Street is economic development

Main Street is historic preservation

Main Street is commercial development

Main Street is all-inclusive

Main Street concepts transfer to the entire community
Florida Main Street

Florida Main Street is a technical assistance program with the goal of economic development within the context of historic preservation.

Since 1985, Florida Main Street has offered technical assistance to Main Street programs across the state. The program is a part of a network of over 40 nationally recognized programs throughout the country. Florida Main Street is administered by Division of Historical Resources under the Florida Department of State. The program is affiliated with the National Main Street Center and utilizes the National Main Street Center’s Four-Point Approach® which offers a framework for community-based revitalization initiatives.
## Economic Impact

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Private and Public Investment</td>
<td>$3,819,755,189</td>
</tr>
<tr>
<td>Net Gain in jobs</td>
<td>33,386</td>
</tr>
<tr>
<td>Net Gain in businesses</td>
<td>9,892</td>
</tr>
<tr>
<td>Number of Building Projects</td>
<td>12,699+</td>
</tr>
<tr>
<td>Volunteer Hours</td>
<td>1,326,130</td>
</tr>
</tbody>
</table>
KEY COMPONENTS TO SUCCEED

• Follow the four point approach
• Operate Under the Eight Guiding Principles
• Engaged Executive Director
• Unified vision for downtown
• Strong committed leadership/Board
• Partnerships are essential
• Commitment from MS District businesses
• Understanding that success is incremental
• Downtown is never “finished”
• Without risk...there is no reward!
BROAD BASED PUBLIC AND PRIVATE SUPPORT

Public Investment Stimulates Private Investment
Public Investment - A Trail System:

Drawing over 50,000 people a month to the downtown, supporting the local businesses

“The downtown trail was single handedly the biggest catalyst for downtown economic development! If the city won’t invest in downtown, why would anyone else.”

Winter Garden City Planner
Love your DownTown!

Daniel Burnham, an urban architect and planner may have put it best: “To love one’s city and have a part in its advancement and improvement is the highest privilege and duty of a citizen.” Hope to see you downtown.