

Tennessee Main Street Program



Tennessee joins a growing national movement to improve the business climate in America's traditional downtowns. Main Street works with these communities to provide technical assistance, training and guidance to improve the economic, social, cultural and environmental well-being of traditional commercial districts. The "Main Street Approach to Revitalization"™ guides communities to develop strong, broad-based local organizations and to create a road map for implement and management of the revitalization process.

The Tennessee Main Street Program is a program of Tennessee Dept. of Economic & Community Development and is a coordinating partner of the National Trust for Historic Preservation's National Main Street Center.



Tennessee Downtowns is a program designed to assist communities to fully understand the comprehensive nature of downtown revitalization—patterned after the Main Street four-point Approach to

Revitalization---this program allows selected communities to receive a technical assistance package and engage in understanding the Main Street principals and how they may apply in their communities. Applications are accepted annually.

What is Main Street?

Developed by the National Trust for Historic Preservation almost 30 years ago, the National Main Street Center encourages public-private partnerships to enhance community livability and job creation while maintaining the historic character of communities' traditional commercial districts. The Main Street Four-Point Approach™ is a community-driven, comprehensive methodology used to revitalize historic downtowns nationwide, addressing the variety of challenges that face traditional business districts in a common sense way. The Main Street Approach advocates a return to community self-reliance, local empowerment and the rebuilding of traditional commercial districts based on unique assets such as distinctive architecture, a pedestrian-friendly environment and local ownership.



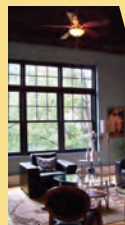
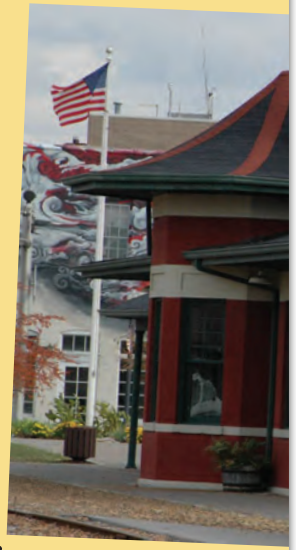
Certification in Tennessee Main Street

While not every city or town engaged in downtown revitalization seeks Main Street certification, many Tennessee communities seek to more closely understand and follow the Main Street Approach™ applying the principals to their downtown district.

To participate in the Tennessee Main Street Program as a certified community, a rigorous application process requires communities to demonstrate broad-based community support for the program, a comprehensive work plan, a sufficient operating budget and adequate staff and volunteer support among other criteria.

Certified Main Street communities must also submit to an annual review against National Accreditation criteria set by the National Main Street Center.

The staff at Tennessee Economic and Community Development can assist communities as you begin your plans for community revitalization.



Certified Tennessee Main Street Communities

Bristol	Dandridge	Gallatin	Lawrenceburg	Tiptonville
Cleveland	Dayton	Greeneville	McMinnville	Savannah
Collierville	Dyersburg	Jackson	Murfreesboro	Union City
Columbia	Fayetteville	Johnson City	Morristown	Ripley
Cookeville	Franklin	Kingsport	Rogersville	

How to get your community excited about downtown revitalization. . .

- Organize a steering committee to learn more about downtown revitalization.
- Start talking about your downtown's strengths and opportunities.
- Identify and talk to all downtown stakeholders including property owners, residents, merchants, and civic leaders.
- Learn about the National Main Street movement by visiting www.mainstreet.org.
- Visit other communities-find out how they got it started!
- Walk around your downtown—with a camera.
- Ask another community to visit your community to discuss how they got started.
- Call a meeting to talk about the future of downtown-invite everyone!
- Talk to your city and county leaders about the importance of downtown.
- Invite the Tennessee Main Street Program/ Tennessee Economic and Community Development staff to your community for a tour.

2009 Community Reinvestment Statistics

Net new jobs	266
Net new businesses	123
Building Rehabilitation projects	203
Public Improvement projects	73
New Construction projects	43
Housing units created	57
Number of volunteer hours	100,344

Private investment in downtown \$ 39,219,425

Public investment in downtown \$ 51,709,383

Total public/private investment downtown \$ 90,928,808

**For additional information contact:
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