

# Tennessee Main Street Program



**Tennessee Main Street** is our flagship downtown development assistance program. As part of the Tennessee Department of Economic and Community Development Rural Services Division, the Tennessee Main Street program is a coordinating partner with the National Trust for Historic Preservation's National Main Street Center. By working with communities to provide technical assistance, training and guidance, the program assists in developing strong, broad-based local organizations that work to preserve unique heritage assets, create jobs, support entrepreneurs, build community, stimulate investment and engage volunteers in new and creative ways. Healthy and vibrant downtowns are an essential element of comprehensive economic development and tourism strategies.

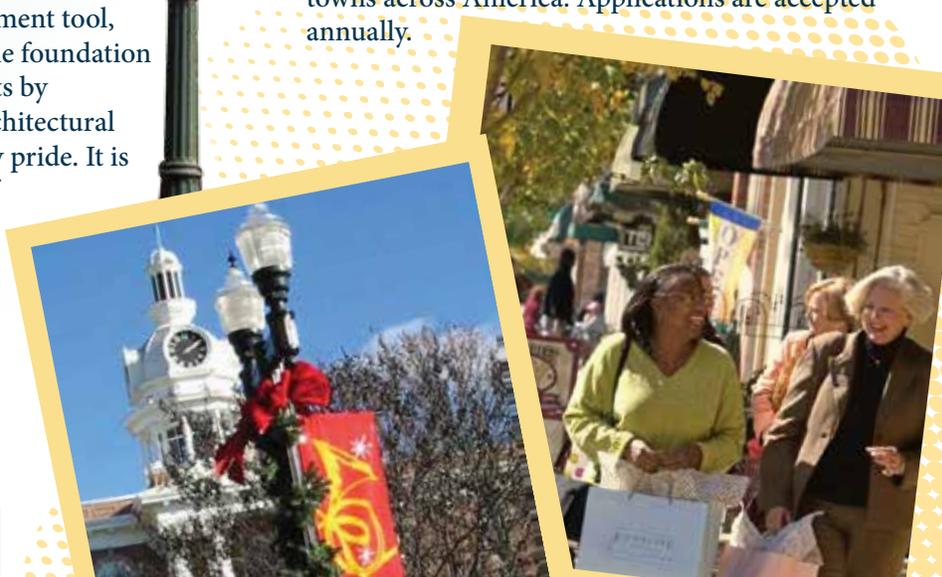


**Tennessee Downtowns** was started in 2009 and is designed to help communities that do not currently have certified Main Street programs learn more about how to get started with downtown revitalization.

Tennessee Downtowns provides selected communities with a technical assistance package built around the Main Street Four-Point Approach®. Across the state, 28 communities have learned or are in the process of learning this proven strategy that has been so successful in towns across America. Applications are accepted annually.

## What is Main Street?

Developed by the National Trust for Historic Preservation over 30 years ago, the Main Street Four-Point Approach® is a proven strategy that continues to transform the way communities think about the revitalization and management of their downtowns. As a unique economic development tool, the Main Street Four-Point Approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride. It is unique in the way it addresses the variety of challenges traditional business districts face in practical yet effective ways. What is the Four-Point Approach®? It focuses attention on the importance of design, promotion, economic restructuring and organization to build a comprehensive and sustainable downtown revitalization and management program.

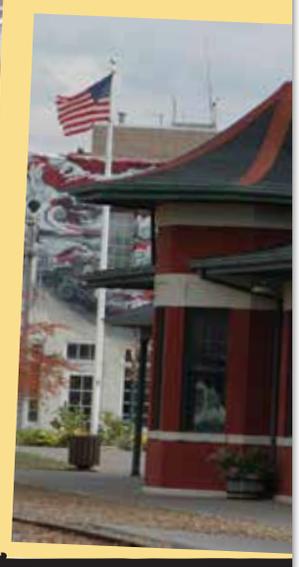


## Certification in Tennessee Main Street

Whenever you see a Tennessee Main Street sign or logo associated with a community, be assured that something special is happening there.

These communities are following the Main Street Four-Point Approach® and have had their efforts recognized at both the state and national levels. What are they doing? These communities have an organization dedicated to the revitalization and management of their downtown with trained professional staff, focused budgets, an annual plan of work and broad-based community support (among other things). Every year, these communities meet the National Main Street Center's rigorous criteria to be recognized as a Main Street program.

We are proud of our Tennessee Main Street communities! No one will say it is easy to become a certified program, but the value speaks for itself. Take a look at our annual Community Reinvestment Statistics below and plan to visit a Main Street town soon!



### 2012 Community Reinvestment Statistics Tennessee Main Street Program Communities (24 communities reporting)

Net new jobs	604
Net new businesses	107
Building Rehabilitation projects	217
Public Improvement projects	304
New Construction projects	25
Housing units created	273
Number of volunteer hours	117,253

Private investment in downtown \$ 62,081,591

Public investment in downtown \$ 20,661,307

Total public/private investment downtown \$ 82,742,898

### 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](http://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.

### Certified Tennessee Main Street Communities

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

**Find out more:**  
[www.TennesseeMainstreet.org](http://www.TennesseeMainstreet.org)