



ATLANTA MAIN STREET



Department of
CITY PLANNING



WHY ATLANTA MAIN STREET?

Asset-based Economic
Development

Unique Places, Common Threads

Voice & Promotion

Atlanta's Future – Sustainable
Growth & Cultural/Historic
Preservation

WHAT IS MAIN STREET?

ECONOMIC VITALITY

Investing in hyper-local economic development creates thriving places for small businesses and residents alike.

PROMOTION

Developing strategies to promote the business district, develops district brand and drives local and regional traffic.

ORGANIZATION

Creating a strong organizational foundation builds a sustainable entity to drive revitalization efforts, cultivate partnerships, and implement strategic vision.

DESIGN

Taking an asset-based approach, the program will develop design strategies that leverage the unique built environment of a Main Street district.

FELLOWSHIP

- Capacity Building
- District Needs Assessment
- District Branding/Promotion
- Main Street Work Plan
- District Funding



NETWORK

- Main Street 101 - Training
- District Problem-Solving
- Main Street Coalition Building

AFFILIATE DISTRICTS

- Funding: staffing, projects, storefront redesign, etc.
- TA, support, and promotion
- Partner with Georgia Main Street



NETWORK

QUARTERLY GATHERING

- Training on Main Street Approach
- Panels, guest speakers, interactive exhibits
- Peer-to-peer problem-solving

EXCLUSIVE PROGRAMMING

- 2019 'Shop Small' Launch of Small Business Saturday in Atlanta
- Storefront Improvement Program
- Access to expert panels in Network sessions

COALITION BUILDING

- Cultivate relationships between the leaders of Main Street districts
- Build a network of AMS advocates, supporting policy, funding, and programs that raise the profile of Atlanta's urban Main Streets.

FELLOWSHIP

CAPACITY BUILDING

- Intensive Main Street training: 1-on-1, cohort, conferences, etc.
- Complete foundational Main Street Projects in their districts

DISTRICT PROFILE

- District inventory: cleanliness, vacancy rates, shoppers' survey
- Conduct a District Needs Assessment, analyzing data and observational results to assess state of the district.

MAIN STREET WORK PLAN

- Develop Main Street implementation plan
- Identify priorities and deliverables for Year 2

An aerial photograph of Atlanta, Georgia, showing the city skyline with several skyscrapers in the distance and a dense network of streets and buildings in the foreground. The image is slightly faded and serves as a background for the text.

FELLOWSHIP

THE 2019 FELLOWSHIP PROGRAM

- 2-4 Fellows
- Starts Summer 2019
- 1 Year long
- Individual from Neighborhood Commercial District
- Small Stipend
- Customized Main Street 101 Training
- Quarterly projects to begin implementation of the Main Street approach.
- 1-on-1 and cohort training
- Local Main Street field trips and travel to National Main Street Conference

FELLOWSHIP

2019 Atlanta Main Street Fellowship application will go live on May 16.

Application kick-off meeting
11 am on May 16 at City Hall.

AFFILIATE DISTRICTS

Partnering with Georgia Main Street, Atlanta Main Street will begin accepting applications to become Atlanta Main Street Affiliate Districts in early 2020.



MAIN STREET
AMERICA™

AFFILIATE DISTRICTS

First Atlanta Main Street Affiliate
Districts coming Spring 2020.

TIMELINE: YEAR 1

SUMMER 2019

- AMS Fellows accepted
- 1st AMS Fellowship year begins

SPRING 2020

- Applications due for inaugural AMS Affiliate District designation
- Applications due for AMS Fellowship year two

SPRING 2019

- Launch AMS Network
- Fellowship applications go live

FALL 2019

- 1st round of Community Visioning
- District Needs Assessment conducted
- District Profiles created for Fellow districts

SUMMER 2020

- 1st officially designated AMS Main Street Affiliate districts announced
- AMS Fellowship year two begins
- AMS Network gathering to celebrate year one accomplishments

THE EXPERIENCE ECONOMY

Raw Material Economy



1940's
\$.50

Product Economy



1960's
\$2.00

Service Economy



1980's
\$10.00

Experience Economy



Today
\$500.00

Credit:  ARNETT MULDROW

THE EXPERIENCE ECONOMY

What makes the experience of your district special?

TOPICS TO CONSIDER:

Businesses

Built environment

Culture/history

Community

MAIN STREETS FOSTER...

Independent Small Businesses



Access for everyone



LOCAL

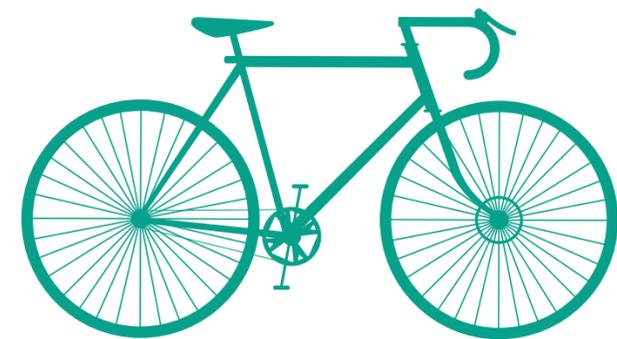


EQUITY

COMMUNITY

HUB

WALKABLE



Local Jobs

Preserves Culture



SUSTAINABLE CITY

LOCAL ECONOMIC INVESTMENT

UP NEXT WITH ATLANTA MAIN STREET

- Fellowship Pre-Application meeting 5/16 at City Hall
- Fellowship applications open 5/16 - 6/17
- 2nd AMS network gathering in July
- Small Business Saturday roll out for 2019
- AMS Affiliate Application in early 2020