

WELCOME TO DOWNTOWN NEWNAN

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ABOUT MAIN STREET NEWNAN

Our perspective as an accredited National and Georgia Main Street Program is committed to historic preservation-based community revitalization. We facilitate this in practice by using the Main Street Four Point Approach, which considers these objectives. The promotion of our downtown district through special events and individualized marketing plans. The quality of the aesthetic design that is represented by our district's built environment. The organization of interests, leadership and commitments that move our program forward, and the use of strategic planning to warrant the economic restructuring of our historic commercial district. As a unique economic development tool, this approach provides our community with the opportunity to effectively stimulate our commercial downtown by leveraging: partnerships, our culture, small businesses, local assets, architectural heritage and community events to support local enterprises and community pride.

HISTORY OF MAIN STREET NEWNAN

As one of Georgia's elder Main Street programs, Main Street Newnan has served as a liaison between the City of Newnan and the business community, local and regional economic development groups and the non-profit sector since 1986. Our inception as an accredited Main Street Program occurred 35 years ago by a group of local volunteers, businesses and partnering organizations, who invested countless hours of personal time and financial resources to safeguard the fate of our downtown. Their commitment to preserve our city's cultural identity through the redevelopment of our downtown district served as an example that continues to move our program forward into the future. Main Street Newnan understands that the retention of a successful revitalization program involves strategic partnerships. When considering the growth that Downtown Newnan has experienced, we hope to continue to develop and bolster the support that has been provided by our community. Main Street Newnan hopes to continue to see an increase in the amount of new program sponsors, as has been the trend for several years of growth. We also intend to sustain long lasting relationships with sponsors who have supported our program throughout many years, and even decades! We hope to continue to partner with new businesses and organizations, and experience an increase in volunteer participation by individuals. We will continue to guide and encourage existing downtown business owner to expand their portfolio, recruiting new businesses opening to Downtown Newnan. We will continue to use our resources to encourage property owners to invest in long lasting improvements, utilizing financial guidance and assistance from Main Street Newnan.

MISSION

Main Street Newnan is devoted to developing and maintaining a healthy, viable downtown commercial district symbolic of community caring, and the high quality of life available to residents and visitors alike.

VISION

Downtown Newnan will continue to grow and develop as a result of continued support from our volunteers, local businesses, partnering organization and our sponsors, who all share a belief that a strong downtown is an essential component to the integrity of a community. Collectively, we will continue to develop the balanced application of the Main Street Four-Point Approach to enhance the future of our downtown district.

HOW MAIN STREET NEWNAN CAN ASSIST YOUR BUSINESS

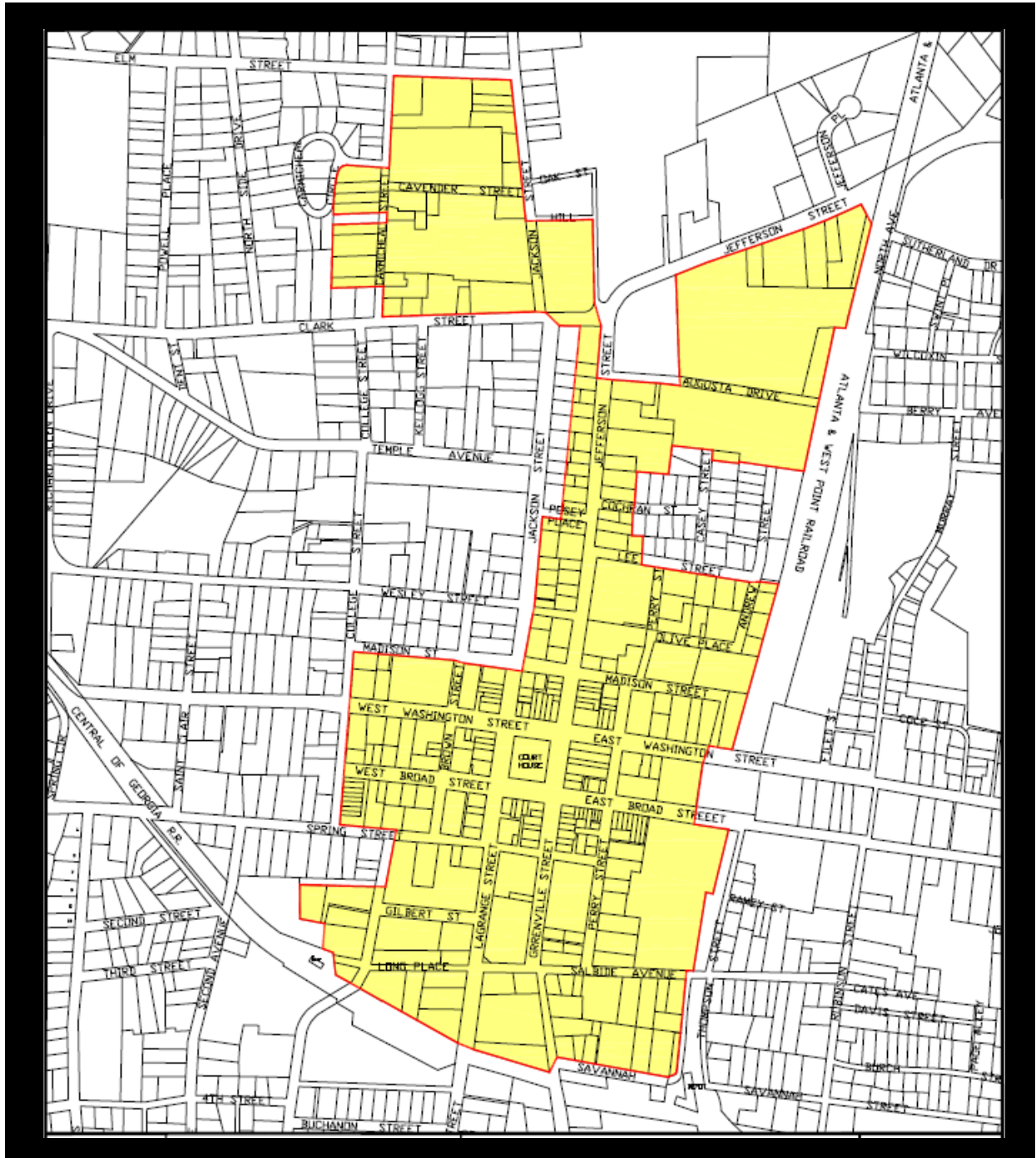


- MENTIONS ON MAIN STREET NEWNAN SOCIAL MEDIA
- LISTING ON MAIN STREET NEWNAN WEBSITE
- SUBSCRIPTION TO WEEKLY NEWSLETTER ONLY FOR DOWNTOWN BUSINESS OWNERS
- BUSINESS FEATURED DURING MAIN STREET EVENTS
- ELIGIBLE FOR FACADE GRANT PROGRAM
- ELIGIBLE FOR BRICK & CLICK GRANT
- ELIGIBLE FOR DOWNTOWN DISTRICT REVOLVING LOAN FUND AT A REDUCED INTEREST RATE FROM GEORGIA DEPARTMENT COMMUNITY AFFAIRS
- ACCESS TO VARIOUS GRANTS/LOANS THROUGH MAIN STREET AMERICA



CONTACT US: MAINSTREETNEWNAN@CITYOFNEWNAN.ORG

DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT



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MAIN STREET NEWNAN EVENTS

Main Street Newnan hosts a robust yearly event schedule

- **SPRING & FALL ART WALKS**
- **TASTE OF NEWNAN**
- **MONTHLY MARKET DAYS**
- **WEEKLY FARMER'S MARKETS**
- **SUMMER NEWNANNIGHTS CONCERT SERIES**
- **SUMMER WINED UP**
- **4TH OF JULY PARADE**
- **LABOR DAY SIDEWALK SALE**
- **SUNRISE ON THE SQUARE ROAD RACE**
- **OKTOBERFEST**
- **MUNCHKIN MASQUERADE**
- **HOLIDAY SIP & SEE**
- **PLAID FRIDAY**
- **SANTA ON THE SQUARE**
- **SMALL BUSINESS SATURDAY**



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INCENTIVES

Buildings and businesses located in Downtown Newnan are eligible for great incentives!

MAIN STREET NEWNAN INCENTIVES

FACADE

The purpose of the Facade Grant Program is to provide a matching grant to existing commercial buildings for preservation, restoration and maintenance. Grant resources should produce visible changes to commercial building facades. The Façade Grant Program is available to all downtown Newnan businesses located in the Downtown Development Authority (DDA) district. Each recipient hat is approved will receive compensation for 50% of the cost for eligible enhancements, up to a maximum funding of \$1,000 per project.

BRICK & CLICK

The purpose of the Grant Program is to provide a matching grant to downtown businesses for creation or improvement of their online presence. The program is administered by Main Street Newnan and the Downtown Development Authority of the City of Newnan. Having an online presence allows businesses to enhance accessibility, garner a wider audience, build relationships and consumer trust, and enables effortless marketing. The Brick and Click Grant Recipient will receive reimbursement for 50% (up to \$500) of the total cost of the approved project.

MORE INCENTIVES

STATE INCENTIVES

- **Downtown Development Revolving Loan Fund:** The purpose of the Downtown Development Revolving Loan Fund (DD RLF) is to assist cities, counties and development authorities in their efforts to revitalize and enhance downtown areas by providing below-market rate financing to fund capital projects in core historic downtown areas and adjacent historic neighborhoods where DD RLF will spur commercial redevelopment.
- **Georgia Heritage Grant Program:** Offers matching funds on a statewide competitive basis to local governments and nonprofit organizations (except for churches and other religious organizations) for the preservation of Georgia Register and National Register-eligible historic properties. The program provides matching grants for development and predevelopment projects. Program funding is provided by historic preservation license plate fees.
- **Georgia Cities Foundation:** The Georgia Cities Foundation, established in 1999 as a 501(c)(3) organization, is a non-profit subsidiary of the Georgia Municipal Association. The mission of the Foundation is to assist cities in their efforts to revitalize and enhance downtown areas by serving as a partner and facilitator in funding capital projects through a revolving loan fund.

MORE INCENTIVES

TAX INCENTIVES

- **Historic Preservation Historic Tax Incentives:** Rehabilitating historic properties can promote economic development, encourage heritage tourism, and support sustainability. The Georgia Historic Preservation Division offers financial assistance, to aid historic preservation efforts, through tax incentives and grant programs. For more information visit georgiashpo.org
- **Federal Tax Incentives:** Available are two types of incentives including a federal income tax credit equal to 20 percent of the project's Qualified Rehabilitation Expenditures, or a charitable contribution deduction taken in the form of a conservation easement.
- **State Tax Incentives:** Available are two types of incentives, including a state income tax credit equal to 25 percent of the project's Qualified Rehabilitation Expenditures and a property tax freeze for eight and a half years.

