



Main Street 201 Training

September, 17, 2019

Brunswick, GA

Funding Main Street

- 10 am **Welcome and Introduction**
- 10:10 am **"Making the Most of Your Toolbox"**
by Jessica Reynolds
In this session attendees will participate in a group activity designed to illustrate the power of the resources in your toolbox. Afterwards we will review programs DCA has in place to assist local Main Street Programs as well as examples of communities that have created and implemented out of the box funding opportunities and programs.
- 10:45 am **"Concierge Development"**
by Tara Bradshaw
Downtown development projects come in all shapes and sizes, and often from unexpected places. During this session participants will explore the powers afforded to Downtown Development Authorities and how to best put those powers into action, resulting in high-impact, long-lasting outcomes for your community. This presentation will look at innovative ways a DDA can catalyze private development by outlining priorities, creating project-based incentives, and "casting a wide net" to attract developers and entrepreneurs.
- 11:30 pm **LUNCH and Group Activity**
Lunch is provided
- 12:30 pm **Brunswick Main Street: "High Ceiling, Low Expectations"**
by Matthew Hill and Harvest Hale
The Brunswick Main Street program has been progressive in growing their business footprint along with their Main Street Program. During this session participants will hear from Matthew Hill about how as a city Brunswick has been progressive about updating their alcohol and manufacturing ordinances, to attract new businesses. And learn how a local Stabilization Loan along with the Enterprise Zone benefits have come together to attract a new downtown brewery. Harvest will illustrate how sharing the downtown's story has helped to garner more community support both financially and with volunteer buy-in.
- 1:30pm **Panel Discussion**
Moderated by Jessica Reynolds
Join us for some one on one dialogue with Main Street experts from around the state. Hear what your fellow managers have done locally in their community to build support and grow funding, as well as get your questions answered by smartest, most creative people in the business.
- 2:30 pm **Wrap Up & Adjourn**