**Mission I** *What is Main Street Newnan?*

**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.**

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.

**Our Vision I** *What is Main Street Newnan?*

**Downtown Newnan will continue to grow and develop as a result of continued support from our volunteers, local businesses, partnering organizations 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.**

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 29 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.