



Dear Downtown Business Owner,

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 30 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 in 2020. Main Street Newnan understands that the retention of a successful revitalization program involves strategic partnerships. When considering the growth that Downtown Newnan experienced in 2019, it is easy to reflect upon the support that was provided by our community. In 2019, Main Street Newnan welcomed a large increase in the amount of new participating downtown businesses, and continued to sustain long lasting relationships with businesses who have supported our program throughout many years. We partnered with several new sponsors and organizations, and experienced an increase in volunteer participation by individuals. Several existing downtown business owners were encouraged to expand their portfolio by a large degree, numerous new businesses opened, and property owners were willing to invest in long lasting improvements- many of them utilizing financial assistance from Main Street Newnan. The correlation between these factors is undisputable, Downtown Newnan continues 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.

It is our hope that you will consider investigating the opportunities that Main Street Newnan can provide for your business as a Downtown Participant. Downtown businesses affiliated with Main Street Newnan are offered promotional incentives such as: participation in Main Street events, reduced rate cooperative advertising, marketing, business development assistance, design assistance, networking and much more. Participation in Main Street Newnan is complementary for any business located downtown within the Downtown Development Authority District.

All the Best,

Courtney Harcourt
Main Street Manager
City of Newnan

Main Street Newnan's downtown network consists of businesses, property owners, financial institutions, media organizations, nonprofit organizations, professionals, government officials, and community members. Be involved and enjoy the assistance that Main Street Newnan can provide for your business Cost Free:

Stay informed about information or downtown projects that may affect your business.

- Weekly updates from the Main Street Listserv
- Free Weekly Online Newsletter Subscription

Access to Free or Reduced Marketing Opportunities

- Promotion for your business through Main Street Newnan's social media outlets- Facebook, Instagram, Twitter, www.mainstreetnewnan.com
- Promotional Email Blast forwarding for your business to the Main Street Network (other Downtown Businesses, Partners, Volunteers and City of Newnan Employees)
- Reduced market cost for cooperative advertising opportunities
- Free Downtown Newnan Promotional Materials
- Opportunity for your business to participate as a location host during any Main Street Event
- Opportunity for your business's name to be listed in all promotional material for events that you participate in

Access to Business Development Assistance & Property Improvement Assistance

- Free Business Development Consulting
- Free Design Consultation, and Historic Preservation Consulting
- Opportunity to participate in Main Street's Façade Grant Program for property improvement
- Educational services provided through quarterly business development lectures
- Electronic Educational services

Networking Opportunities & Community Leadership

- Main Street Meetings and events
- Volunteering
- Partner Organization's
- Committee membership
- The opportunity to play an active role in preserving, protecting and promoting Historic Downtown Newnan