

About The Main Street Program

Why a Main Street Program?

In response to repeated efforts throughout the country to revitalize and restore downtown business communities, the National Trust for Historic Preservation began an initiative to evaluate active revitalization programs and to identify what was working and what was not. Based on their observations, the National Main Street Program was developed as a guideline to assist local grassroots organizations as they worked to rebuild their downtown communities.

Using this proven method, the Main Street Program of Anderson, Inc. works with businesses, city and county government, and other interested parties to encourage growth and progress in the downtown district.

How can you help?

The Main Street Program of Anderson, Inc. is an independent 501(c)3 non-profit organization dedicated to the promotion, preservation, and revitalization of Anderson's Downtown Historic District. Membership is open to any individual, business, or organization interested in helping the Main Street Program achieve its goal.

Adopting the four-point approach established by the National Trust for Historic Preservation, our efforts are concentrated in the areas of organization, promotion, economic restructuring and design. The Main Street Program is an all-volunteer organization and is funded entirely by membership dues, donations, and grant assistance. We can use your help.

Please consider joining us as we work to make Anderson's Downtown Historic District a vital part of our community for generations to come.

The Main Street Program of Anderson, Inc.

Preserving our past, shaping our future.

“Every local Main Street program needs the support and expertise of both the public and private sector.”

“An ongoing series of initiatives is vital to build community support and create lasting progress.”

The Main Street Approach is ...

Comprehensive: A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.

Incremental: Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex problems.

Action-oriented: Frequent, visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic improvements early in the process will remind the community that the revitalization effort is under way.

And Promotes...

Self-Help: Local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

Public/private partnership: Every local Main Street program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.

Identification and capitalization of existing assets: Communities must recognize and make the best use of their unique offerings. Local assets provide the solid foundation for a successful Main Street initiative.

Quality: From storefront design to promotional campaigns to special events, quality must be the main goal.

Change: Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

It's Your Downtown. It's Your Future. Won't You Join Us!

Patron \$ 250 Associate \$ 50

Partner \$ 100 Friend \$ 25

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Company: _____

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Phone: _____

Please contact me about volunteer opportunities with the Main Street Program of Anderson, Inc.

Make checks payable and return to:

**Main Street Program of Anderson, Inc.
PO Box 2645
Anderson, SC 29622**

