

About the Main Street Program

The Main Street Program promotes downtown revitalization based economic development within the context of historic preservation, a concept developed by the National Trust for Historic Preservation that has proven successful in more than 1200 smaller communities across the country.

Garner was accepted into the North Carolina Main Street Program in 2009 after a competitive application process. Since that time, the NC Main Street Center staff has worked with the Garner Revitalization Association and the Town of Garner to assess the needs of the community, develop an economic vision for downtown and create a strategic action plan to implement the Main Street Four Point Approach.®

Downtown Garner Economic Vision

Downtown Garner is a hub of **sports and recreation** and the center of **arts and culture** for the community and provides an ideal setting to nurture Garner's **emerging business leaders** and **active citizens** while preserving the **unique history** of the community.



Downtown gateway signs were erected at each end of Main Street in 2010 through a public/private partnership between GRA, the former Friends of Historic Garner and the Town of Garner.

These signs will be followed in 2011-2012 by a Wayfinding Sign Program that will increase accessibility to the Downtown area and key destinations such as the Garner Historic Auditorium.



The Garner Revitalization Association (GRA) is a non-profit organization that supports the development of the downtown Garner area as a vibrant business, residential, entertainment and cultural center in partnership with government and private organizations following the Main Street Four-Point Approach.®



GRA moved its popular outdoor concert series **Music on Main** to an underutilized lawn on the campus of the Garner Historic Auditorium to create an outdoor performance space.

The series, renamed **Music Off Main**, is now being produced in partnership with the Garner Parks & Recreation Department to support the campus as a hub of arts and cultural activity for downtown.



Façade Grant Program

GRA and the Town of Garner awarded their first façade grants to the owners of three Main Street properties. The Façade Grant Program is funded by the Town of Garner and administered in partnership with the Garner Revitalization Association.

Before and after photos of the building at 110 East Main Street show the dramatic impact this program is having on the Downtown Central Business District. This building is now home to Rising Stream Media.



Volunteer Spotlight - Becky Nobles



Garner resident **Becky Nobles** learned about the Main Street Program from a guest speaker at a class at Wake Technical College. With a strong interest in preservation and a desire to volunteer in her community, Becky researched the Main Street program, found that Garner was a participant and

volunteered to help. After learning that Becky was pursuing a degree in Architectural Technology, GRA Executive Director John Hodges came up with a project that Becky could help with – creating computerized architectural drawings of the Historic Garner Depot. Becky spent over 14 hours on her days off measuring the Depot and creating a computerized model of the structure. The result of her hard work and generous donation of time will be a great help to GRA and the Town of Garner as they make plans for the future use of the depot.



***Volunteers** have given over **328 hours** to support **GRA** initiatives and the **Main Street Program** in the past two years. These hours are valued at over **\$7,000**.*

*The **North Carolina Main Street Center** has invested over **186 hours** in the Garner community in the past two years. Their time and resources are valued at over **\$34,000**.*

Local Investment Made in Downtown Garner

Investment Source	2009-2010	2010-2011	2 Year Total
Public Sector	\$325,650	\$295,276	\$620,926
Private Sector	\$111,720	\$944,457	\$1,056,177
Total	\$437,370	\$1,239,733	\$1,677,103

Main Street Program Statistics

	2009-2010	2010-2011	2 Year Total
Net New Jobs	8	19	27
Net New Businesses	5	2	7
Facades Redone	1	2	3
Building Renovations	2	3	5
Business Expansions	0	1	1
Volunteer Hours	102	226	328
Value of Volunteer Hours	\$2,178	\$4,827	\$7,005

Main Street Program Receives National Accreditation

The Garner Revitalization Association was designated as an accredited National Main Street Program in 2010 for meeting the 10 commercial district revitalization performance standards set by the National Trust Main Street Center®.

Each year, the National Trust and its partners announce the list of accredited Main Street® programs that have built strong revitalization organizations and demonstrate their ability in using the Main Street Four-Point Approach® methodology for strengthening their local economy and protecting their historic buildings.

The National Main Street Center's Four Point Approach® focuses on the areas of Organization, Design, Promotions and Economic Restructuring to provide a balanced framework for downtown revitalization.



Mayor Pro Tem Kathy Behringer was honored as a **2010 Main Street Champion** at the 2010 NC Main Street Awards Banquet.

Mrs. Behringer was selected for this special recognition by the Garner Revitalization Association in appreciation of her exceptional contributions to the downtown revitalization process.

Mrs. Behringer is pictured above receiving her award from NC Secretary of Commerce J. Keith Crisco.



**North Carolina
Main Street**

Garner Revitalization Association

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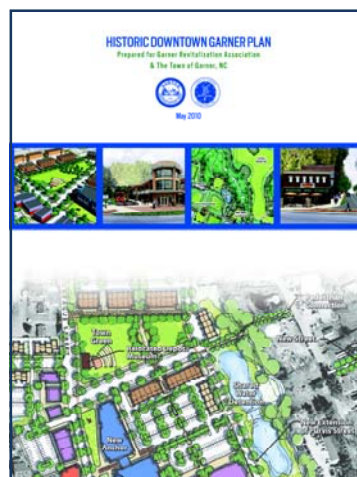
Garner Historic Depot This Place Matters

The Garner Historic Depot was named one of 100 **This Place Matters** sites in 2010 by the National Trust for Historic Preservation. The Garner Revitalization Association is leading an effort to move the Depot and caboose to a nearby park where it can be

safely accessed and used as a multi-functional facility to showcase local history, arts and cultural resources. Donations are being accepted to assist with moving and restoring the Depot. Contact the GRA Office for details.

Historic Downtown Garner Plan

GRA and the Town of Garner partnered to create the *Historic Downtown Garner Plan*, a redevelopment action plan for the downtown area. The plan was based on a detailed market analysis and utilized a community-based design charrette to gather input from citizens and area stakeholders. The Historic Downtown Garner Plan was adopted by the Town Council in 2010. The plan can be found on our website, DowntownGarner.com or click on the image below.



“The Small Business Administration would not have approved our loan to buy and renovate downtown office space if it were not for the vision and commitment to the area established by the Historic Downtown Garner Plan.”

Shaun Barbour
President/CEO
Management Concepts, Inc.

Garner Revitalization Association

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