

Main Street Advisory Board

Transformation Strategies

1. Facilitate communication and collaboration among downtown stakeholders
 - a. *Promotion of Downtown Georgetown as a signature destination*
 - i. *Work with downtown partners to promote this message; CVB, DGA, Arts & Culture*
 - b. *Leverage existing marketing resources and tools to achieve strategy*
 - i. *Host quarterly Breakfast Bites & Downtown Lowdown Events to provide education and networking for business and property owners as well as interested local citizens.*
 - c. *Encourage collaborative marketing*
 - i. *Work with businesses and other downtown partners on cooperative marketing efforts*

2. Foster development and historic preservation
 - a. *Façade and Sign Grant program*
 - i. *Fundraising to support grant program with The Swirl and Christmas ornament sales*
 - ii. *Promotion of the program to new businesses through the Block Captain Program and Welcome packet*
 - iii. *Partner with Preservation Georgetown on their Grant Program for additional resources for businesses and residents in historic districts*
 - b. *Collaborate with other preservation-based organizations*
 - i. *Board members will attend partner meetings to share information and gain information to bring back to Main Street*

Project Teams:

Breakfast Bites

The Swirl

Shop Small

Main Street Board

Block Captains