



Downtown Strong Initiative

A partnership between the City, the Community, and the NC
Department of Commerce's Main Street & Rural Planning Center

AGENDA

1. Welcome

2. Discussion of Downtown Strong Initiative and other City/Community efforts

3. Conduct community input activity

4. Review of community input

5. Next Steps

WHAT IS THE DOWNTOWN STRONG INITIATIVE?

Downtown Strong will provide a downtown assessment of Thomasville, as well as staff training, technical assistance and other resources. Services and resources will use the **Main Street America™** approach, which establishes economic development strategies and implementation plans through *economic vitality, design, promotion* and *organization* actions.

Downtown Strong will help us to prosper on our own and/or prepare us to join the Main Street Associate program.

WHAT IS THE CITY DOING TO HELP STRENGTHEN DOWNTOWN?

- ❖ Downtown District Tax Incentive within the area of the Municipal Service District.
- ❖ The City has entered into a contract with The Retail Coach, LLC.
- ❖ Support of downtown activity, changes to City codes, staff time.

...AND WHY?

- ❖ A vibrant downtown creates a sense of place and pride for the community.
- ❖ A healthy, vibrant downtown is an indicator of the economic condition of the City.
- ❖ It serves as an incubator—for new, small, and locally owned businesses.
- ❖ Downtown serves as a community space where members of all segments of the community can come together for community events.
- ❖ A healthy downtown enhances property values and expands the City's tax base.

WHAT OTHER ORGANIZATIONS HELP DOWNTOWN?

- ❖ Thomasville Beautification Committee
- ❖ People Achieving Community Enhancement - P.A.C.E.
- ❖ Thomasville Chamber of Commerce
- ❖ Tourism Commission
- ❖ Davidson County Community College – Small Business Center
- ❖ Businesses and people helping each other



Thomasville
NORTH CAROLINA