

How to become a Main Street South Carolina community

Main Street South Carolina will accept applications for the 2016 program year between September 1 – October 15, 2015.

For more information, email blegrand@masc.sc or call 803.933.1231.

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MASC Municipal Association
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What is Main Street South Carolina?

Main Street is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in South Carolina. Main Street South Carolina was established in 1984 to encourage and support the revitalization of downtowns throughout the state. Each year, Main Street South Carolina accepts applications and designates selected communities to join the program. These communities receive valuable technical support and training to assist in restoring their Main Streets as centers of community and economic activity.

Our member communities have brought significant numbers of new businesses and jobs to their respective downtowns. In addition, facade improvements and building rehabilitation projects have upgraded the image of Main Street.

We build on the Four Point Approach developed by the National Main Street Center in 1980 to assist downtown revitalization efforts nationwide.

Benefits of becoming a Main Street South Carolina community

When a community participates in a comprehensive revitalization effort, its downtown can experience a return of economic vitality. Benefits of becoming a Main Street program

- Strengthened tax base
- Increased sales with revenues returning to the community
- Positive community image
- Visually appealing and economically viable downtown buildings
- New businesses
- New jobs
- Increased investment in the downtown
- Historic architectural resources preserved

The Four Point Approach

There are no quick fixes for declining downtowns. True success comes from using a comprehensive and incremental approach such as the Main Street program. Four elements combine to create this well-balanced program:

Organization

Organization involves building a local Main Street organization that is well represented and funded by local residents, merchants, property owners, civic groups, bankers, public officials, and chambers of commerce. A strong organization provides stability to build and maintain a long-term effort.

Economic Development

Economic Development involves analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of Main Street's entrepreneurial merchants are examples of economic development activities.

Design

Design enhances the visual appearance, attractiveness and traffic management of the business district. Historic building rehabilitations, street and alley clean-ups, parking and traffic calming issues, colorful banners, landscaping, and lighting all improve the physical beauty of the downtown as a quality place in which to shop, work, walk, invest and live.

Promotion

Promotion involves marketing an enticing image to shoppers, investors, residents and visitors. Festivals, retail events and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown.