

VOLUME 1 ISSUE 1

# MAIN STREET MINUTE

OCTOBER 2017

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## WHAT IS MAINSTREET?

BY RACHEL MARSHALL,  
DOROTHY ANDERSON, AND  
RICHARD DEARK

MainStreet Dayton is happy to launch our Newsletter! We hope that this will give us an opportunity to showcase what a great downtown district Dayton has to offer! What does MainStreet do, you may ask?

As an accredited Main Street program through Tennessee Main Street and the National Main Street Center, our main goal is to help our downtown district thrive and grow! We do this through various fundraising efforts such as our downtown events. We also work hard to create an inviting atmosphere for the people of Dayton and Rhea County to enjoy our downtown district.

MainStreet Dayton is one of over 30 Main Street cities in Tennessee. The National Main Street Center outlines four areas known as the four-point approach. These points are Design, Organization, Promotion, and Economic Vitality (formerly Economic Restructuring).

The Design Committee, chaired by Kerry Nabors, is tasked with the beautification and continuing functionality of our downtown. Cleaning and resurfacing the sidewalks, installing a sprinkler system on the courthouse lawn, and overseeing private grant projects for downtown building renovations are just a few examples.

Also, in the scope of the Design Committee are landscaping, parking area design, signage, decorative banners, and street lights. In addition, the brand new Farmer's Market Pavilion can be attributed to the hard work of this committee.

# Continued...

The Organization Committee, chaired by Dorothy Anderson, works with the membership of MainStreet; through communication with the present membership and with prospective members, the goal is to take the needs of our merchants to heart in planning events and promotions to bring people downtown.

The merchant meetings are one means of achieving this goal as well as a one on one exchange of ideas.

Recruiting a volunteer base to draw from to help initiate the ideas and plans for moving forward with the revitalization of downtown Dayton is of paramount importance for the future.

The promotions committee is responsible for marketing MainStreet Dayton, and our wonderful downtown community. Among other things, their job is to advertise for downtown, as well as work with the Organization committee to produce events such as PumpkinFest, the Holiday Stroll, and the Christmas Parade.

Under the promotions, MainStreet has recently procured a new billboard on the south end of Dayton, next to Aaron's. This billboard is visible when traveling north, towards town. We are also looking into other avenues of advertising, such as a heavier social media presence.

We are in the process of developing a new website, new logo, and coordinating new banners to be hung downtown to replace the old "historic" banners. All of this will have a similar look and feel to create a vision of cohesion.

The Economic Vitality committee really works hand in hand with the other three committees to help the downtown district grow and prosper through working to recruit new businesses, as well as new patrons for existing businesses.

Plans for 2018 are to complete the Farmers Market Pavilion project with electric lights, fans, and outlets to make the pavilion more useable year round for community activities. In addition to the Farmers Market, bring in activities such as arts and crafts shows, antiques/collectables and other community functions that will bring visitors/buyers to the downtown area.

Utilize and take advantage of our two Destination Attractions we already have

>The National Historic Rhea County Courthouse: Team up with the Courthouse Restoration Task Force, Scopes Historical Preservation Foundation (Front Page News), The Chamber (Strawberry Festival), and RETC to take advantage of the notoriety of the famous Courthouse and make it a National Destination Attraction.

> The great natural resource asset we have that comes right into the heart of the city, The Chickamauga Lake: Team up with RETC, The Chamber, The City of Dayton, and Rhea County to take advantage of the Lake to make it a National Destination Attraction.

Two imperatives to revitalize the downtown area for long range growth are to consider and resolve the parking issue. Once we find a solution to the parking issue then we can consider pursuing either one of the following opportunities:

> An Anchor Store – one that brings local customers back to the downtown area for repeat sales.

> A Destination Business – one that is so compellingly different that it will draw customers from a 150 mile radius.

Get business owners and building owners together to strategize with Merlin Waldorf, a Chattanooga Incubator professional, or other professional with the goal to bring the occupancy rate up to 90%. Find out what type of businesses we need to attract to balance out the downtown area that will bring in more repeat customers.

# COMMUNITY CALENDAR

## OCT-DEC 2017

Oct. 10th DCOC Coffee- Welcome Center  
Hosted by The Herald-News

Oct. 27th-28th PumpkinFest Downtown Dayton

Nov. 9th Holiday Stroll Downtown Dayton

Nov. 14th DCOC Coffee- Welcome Center  
Hosted by Rhea United Way

Nov. 17th-18th Rhea-diant- 225 Manufacturers Rd.  
Hosted by Rhea Medical Healthcare Foundation

Dec. 2nd Christmas at the Courthouse and parade  
Downtown Dayton

Dec. 9th Spring City Christmas Parade

