



## What is Main Street?

Main Street is a national movement that, since 1980, has taken root in more than 2,000 communities across the nation. It is a grass-roots movement that has spurred \$54 billion in reinvestment, creating 473,439 new jobs, and resulting in the rehabilitation of 236,418 buildings and 109,693 new businesses in traditional commercial districts. *National statistics show that for every dollar a Main Street community spends to support the operation of the program, \$18 is reinvested back into the community.*

**Our motto is:**

**Historic Preservation= Economic Development**

## Who we are:

The mission of Olde Towne Slidell Main Street is to encourage entrepreneurship and preserve our historic district. We envision Olde Towne as a vibrant and sustainable place to live, work, and play.

Through the Main Street Four-Point Approach® we will educate and work with the public and private sectors to create and build a volunteer driven, historic preservation based revitalization program that will protect our historic architecture, strengthen our business community, respect the environment, create gathering places for friends and family, hold outstanding events, and honor our history, heritage, and culture.



Olde Towne Slidell Main Street is proud of its dedicated volunteers who give freely of their time and talents to drive projects and events to help make Olde Towne and our community the best it can be. Without them, our Main Street program cannot exist.



We invite you to be part of this exciting and fun program that will help shape the heart of our community for all future generations! Learn more about getting involved at:

**[www.oldetowneslidellmainstreet.org](http://www.oldetowneslidellmainstreet.org)**

**or contact us at:**

**Olde Towne Slidell Main Street**

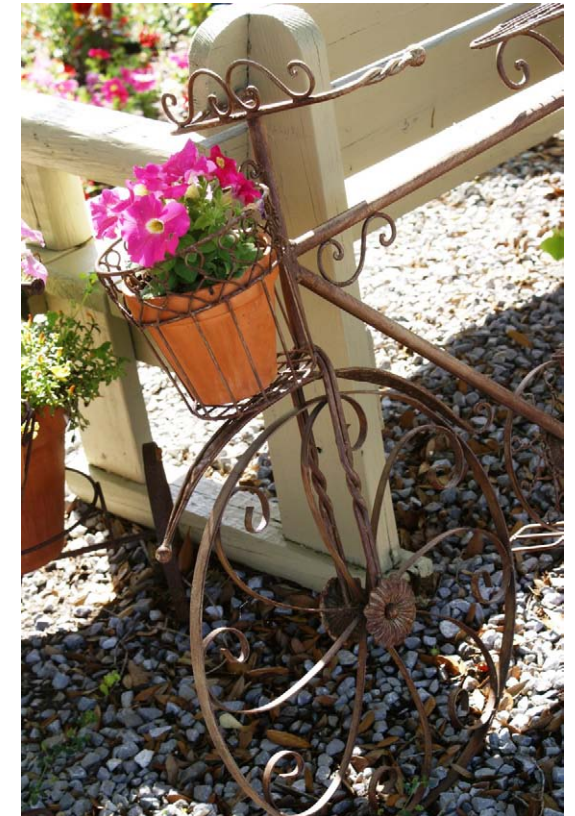
**1808 Front Street**

**985.643.5678**

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**An Accredited Main Street City**





## The Main Street Four-Point Approach®

The Main Street Four Point Approach® is a unique preservation-based economic development tool that enables communities to revitalize downtown districts by leveraging local assets from historic, cultural and architectural resources. It is a comprehensive strategy that is volunteer driven and addresses the variety of issues that challenge traditional commercial districts.

### 1 ORGANIZATION

Assembles the volunteer resources and develops methods to secure funding for the revitalization of Olde Towne.

### 2 DESIGN

Capitalizes on Olde Towne's historic buildings and pedestrian-oriented streets to create an inviting downtown atmosphere.

### 3 PROMOTION

Enhances the image of Olde Towne and encourages consumers and investors to live, work, have fun, and invest in the district.

### 4 ECONOMIC RESTRUCTURING

Strengthens Olde Towne's existing economic assets while expanding and diversifying its economic base.

## Why is it important?

A healthy downtown area positively affects economic growth and civic pride, both locally and globally. The Olde Towne Slidell Main Street's program is focused on retaining the real sense of community that Olde Towne provides through preservation, district improvements and community involvement.

***In 2014, for every dollar invested in the Olde Towne Slidell Main Street Program, \$35 was reinvested back into the community which is well above the state average of \$28, and the national average of \$18!***

## Our Goals...

Olde Towne Slidell Main Street is utilizing the Main Street Four-Point Approach® to form an action plan to accomplish the priorities set by the community.

These priorities include:

- Assist in developing and filling vacant properties
- Provide visitor accommodations
- Create a music, arts & culture mecca
- Create a walkable Olde Towne
- Encourage Olde Towne residential spaces
- Create or improve year-round community events
- Enhance Olde Towne's physical appearance

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_

**I am excited to become part of the Main Street program in Olde Towne! My annual contribution is :**

Preservation \$5000

Restoration Level \$2500

Renovation Level \$1000

Camellia Coin Sponsorship \$500

**Paid by:** \_\_\_\_\_ **Check #** \_\_\_\_\_

## How You Can Help

With your support we will preserve our heritage, and ensure a vibrant Main Street district for years to come!

### Preservation Level \$5000

- ◇ Two tables of eight at the annual fundraising event
- ◇ Visible signage at fundraising events
- ◇ Listed as a Camellia Coin Sponsor
- ◇ Business promotion and logo in all event programs
- ◇ Logo on the Main Street banner & brochure
- ◇ Listing as a Preservation Sponsor on our website with a link to your site
- ◇ Noted as a Preservation Sponsor on our FB page

### Restoration Level \$2500

- ◇ One table of eight at the annual fundraising event
- ◇ Business promotion and logo in all event programs
- ◇ Listed as a Camellia Coin Sponsor
- ◇ Logo on the Main Street banner & brochure
- ◇ Listing as a Restoration Sponsor on our website with a link to your site
- ◇ Noted as a Restoration Sponsor on our FB page

### Revitalization Level \$1000

- ◇ Four tickets to the annual fundraising event
- ◇ Business promotion and logo in all event programs
- ◇ Listed as a Camellia Coin Sponsor
- ◇ Logo on the Main Street banner & brochure
- ◇ Listing as a Renovation Sponsor on our website
- ◇ Noted as a Renovation Sponsor on our FB page

### Camellia Coin Sponsorship \$500

- ◇ Promotion in all event programs
- ◇ Listing as a Camellia Coin Sponsor on our website
- ◇ Noted as a Camellia Coin Sponsor on our FB page