

Since being founded in 1984, the **Downtown Franklin Association** (DFA) has spearheaded the revitalization of Franklin's historic downtown core. Working in partnership with property owners, preservationists, city and county government, local businesses and merchants in the city's historic retail district, the DFA and its parent organization, the Heritage Foundation of Franklin and Williamson County, have helped create one of the nation's Main Street success stories. The DFA has earned national recognition as an authentic, eclectic place that offers something for everyone in an atmosphere that reminds locals and visitors alike of a simpler time in our history – a place where community matters.

As an officially accredited Main Street, Historic Downtown Franklin must maintain annually its national certification. **That process includes completing an annual designation report and signing an official letter of agreement between the City of Franklin and The Tennessee Main Street Program.** The annual designation report is due to the state Main Street coordinator on Jan. 31.

The Main Street Four-Point Approach is a multi-faceted economic development tool that enables communities to revitalize their downtowns by leveraging local assets - from historic, cultural, and architectural resources to local enterprises and community pride. It is a comprehensive strategy that addresses the variety of issues and problems that challenge traditional commercial districts by focusing on the following areas:

- **Design** - getting downtown into top physical shape and creating a safe, inviting environment through appropriate building renovations, streetscape and public space improvements, good signage, attractive window displays, and overall aesthetic qualities;
- **Economic Restructuring** - strengthening the community's existing economic assets while diversifying its economic base through identification of current and potential market opportunities, business retention and recruitment, working with small business owners and entrepreneurs and development of financial assistance and training tools;
- **Promotion** - creating a positive image to rekindle community pride and improve consumer and investor confidence in the commercial district through special events, marketing and branding; and
- **Organization** - building partnerships among the various groups that have a stake in the downtown and creating a well-run, financially sustainable non-profit organization that operates the Main Street program locally.

By completing the accreditation process, the Downtown Franklin Association agrees to abide by the four-point approach to maintain the Main Street program standards. The Tennessee Main Street program is administered by the Tennessee Department of Economic and Community Development's Community and Rural Development Division. It follows the proven downtown revitalization model developed by the National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

The DFA respectfully requests that the Franklin Board of Mayor and Aldermen sign the accompanying letter of agreement.