

MainStreet Dayton News

Everything Old is New again!

June 2010

VOL. #1 ISSUE #1



Everything Old



Is New Again!

The transformations downtown from old to new, delight the eye and advance the economic restructuring of the historic district by enticing businesses to rent or buy the space & families & individuals to live downtown.

Welcome to MainStreet Dayton News!

This is the first monthly newsletter through which we will keep you informed about happenings in our town and with MainStreet Dayton. Each month we will feature news from MainStreet members – individuals & businesses, committees, the board. We'll keep you abreast of happenings with a calendar of upcoming events & opportunities as well as news from our Executive Director, Anna Tromanhauser.

We welcome (and need) your feedback! Please send news by the 3rd week in each month to:

Anna Tromanhauser at mainstreet@volstate.net.

Economic Restructuring

This month, we feature **Economic Restructuring**. The chairperson, **Ron Harris** presented the vision at our Quarterly meeting at Bells Landing in April and entertained us with "Dayton on Parade", a video with clips from various eras of Dayton. He showed old buildings that have been renovated and re-purposed.



Ron also reviewed the goal of the Economic Restructuring committee:

- **Economic Restructuring** strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.

**Respecting Dayton's Past ~
To Embrace Dayton's Future!**

Everything Old is New Again!

MainStreet Happenings

June – July and beyond!

First Fridays:

June 4th is the next First Friday, featuring a Boat Show, great food, fabulous sales & fun for the family!

- Shop owners: Promotion & advertising opportunity. See Angie Kerr!
- Everyone: Look for event details in the Herald –and- invite your family & friends!
- First Friday's Schedule:
 - June 4th
 - July 16th
 - August 6th
 - September 3rd

Father's Day

June 20th is Father's Day. All members are encouraged to promote & showcase your business' offering of Father's Day gifts.



Upcoming MainStreet Dayton events:

- MainStreet Quarterly: July 20th @5pm: *The theme is "Christmas in July", and everyone is encouraged to attend! (Look for more details via email!)*
- Scopes Festival ~ and ~ July's First Friday: July 15-17
- Harvest Ball: October 16
- PumpkinFest: October 29-30
- Holiday Stroll: November 11
- Christmas Parade: December 4

Save your local economy...
three stores at a time.

the 3/50 project

SAVING THE BRICK AND MORTARS OUR NATION IS BUILT ON

3

Think about which three independently owned businesses you'd miss most if they were gone. Stop in and say hello. Pick up a little something that will make someone smile. Your contribution is what keeps those businesses around.

50

If just half the employed U.S. population spent \$50 each month in independently owned businesses, their purchases would generate more than \$42.6 billion in revenue.* Imagine the positive impact if 3/4 of the employed population did that.

68

For every \$100 spent in independently owned stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home.*

1

The number of people it takes to start the trend...*you.*

Pick 3. Spend 50. Save your local economy.

Visit the350project.net

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* Employment statistics courtesy U.S. Bureau of Labor Statistics, 2/6/2009; 68/43 courtesy Civic Economics study, 2008



The 3/50 project

*unites small
businesses and
consumers in
stabilizing the
local economy.*



Design

Street Lights:

20 additional Street lights were recently installed for a total of 56 to date with more to come!

Stamped intersections:

Crosswalks are brick stamped at the intersections of Market Street & Main, 1st, 2nd & 3rd, creating a leisurely pedestrian feel downtown.

Courthouse Feature:

The courthouse lawn entry feature added this past month makes a more open & inviting access.

What's Next?

- Signage at the courthouse entry.
- Electrical outlets on the lawn will be replaced with more attractive & less intrusive electrical access.
- Replacement of the benches on the courthouse lawn.
- Parking Signage for public lots.

Promotion

First Fridays:

Enjoy downtown with your friends & family. June 4th is the next First Friday. See details in the "MainStreet Happenings" section of this newsletter.

Shop Dayton Campaign:

- This kicks off in early fall! See **Anna's challenge!**
- MainStreet Promotion sells a positive image of the community and encourages consumers and investors to live, work, shop, play and invest in the Main Street district by marketing the district's unique attributes to residents, investors, business owners, and visitors.

MainStreet Board Members



Volunteers:

The MainStreet Dayton board is made up of business men and women - your friends & neighbors - who volunteer to work towards MainStreet Dayton's vision for the future of historic downtown Dayton.

Board Members:

- **Mary Brooks** ~ Bells Landing Mule Company
- **Justin DeFriese** ~ Rhea Historical Society
- **Bobby Doss** ~ City of Dayton Vice-Mayor
- **Kathy Griffin** ~ Robinson Manufacturing
- **Ron Harris** ~ Money Concepts
- **Angie Kerr** ~ Gathering Place
- **Margie Legg** ~ Bryan College
- **Kerry Nabors** ~ Dillard Construction
- **Jenny Nevans** ~ BWS Properties
- **Helen Spudich** ~ Colonial Life
- **Tom Taylor** ~ Rhea Economic & Tourism Pres.
- **Jeremy Toliver** ~ Toliver Construction
- **Dr. Becky Tucker** ~ Oxford, President & CEO
- **Raymond Walker** ~ RETC Director
- **Randy Wells** ~ Southeast Bank
- **Jack White** ~ Outback Jack Landscaping
- **Anna Tromanhauser** ~ MainStreet Dayton, Executive Director

Contact a board member today with your ideas & feedback!

Organization

Volunteers:

MainStreet Dayton is calling all volunteers! E-mail Anna Tromanhauser to let her know that you'd like to volunteer.

Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote everyday about the kind of community you want to live in.

~Marjorie Moore

Membership: The 2010 membership drive yielded 70 members. If you have yet to join, contact Anna today!

Media: The launch of this newsletter is a key item that the Organization Committee is undertaking in 2010. We are also refreshing the website and utilizing social media.

Shop-Dine-Live-Enjoy!

News from Executive Director, Anna Tromanhauser

I am thrilled to announce that MainStreet Dayton is launching a “Shop Dayton” campaign this fall! Funded through the 2010 Tennessee Main Street Innovation Grant of \$5,000, we meet a key objective of our mission to provide a *vision and an action plan that contributes to the sustainability and future growth* of our great town of Dayton.

In anticipation of this upcoming campaign, I would like to challenge each of you to consider for yourself all that the Dayton community has to offer. When you are in need of products or services, do business with your friends and neighbors here in Dayton. It not only benefits that business owner, but effects the entire local economy with \$68 out of every \$100 spent going back into our community through taxes, payroll and other expenditures. Join us as we *shop, dine, live and enjoy* Dayton!

Anna

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Shop-Live-Dine-Enjoy!



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