

What is it all about?

The Main Street Four-Point Approach to Downtown Revitalization

THE FOUR POINTS

Organization involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program. A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. Volunteers are coordinated and supported by a paid program director as well. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

Design means getting Main Street into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

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.

Please join us in preserving our downtown!



Main Street Milton, Inc.
P.O. Box 821
Milton, FL 32572

Become a Member!



*Working to create, promote,
and preserve historic down-
town Milton as a vital center
of Santa Rosa County*

www.MainStreetMilton.org

Downtown Milton

Settled on the banks of the Blackwater River in the early 1800s, Milton is one of Florida's oldest communities, and was incorporated under the Florida Territorial Acts of 1844. In its early days, the Blackwater River served as the main transportation artery for its timber, lumber, brick, naval stores and ship building industries that were prevalent for more than a century.

In less than 25 years, between 1885 and 1909, three devastating fires struck Milton, largely destroying the commercial sections of town. The worst fire was in 1909, which razed almost every building within two blocks of the river, including the Town Hall. Today, downtown Milton reflects the aggressive rebuilding effort by the community that took place after this fire.

With the decline of the lumber industry after the Great Depression and before World War II, a new industry of Naval Aviation came with the opening of NAS Whiting Field, north of Milton.

With most commercial growth moving west toward Pensacola and leaving the downtown after the 1960s, the historic district became a ghost town.

Main Street Milton is a group of residents, business owners and public officials who want to see the heart of Milton revitalized to show the distinct character of our once booming, industry-driven town.

The downtown area of Milton was listed on the National Register of Historic Places in 1987.

The Main Street Approach to Downtown Revitalization



Artist's rendering depicting future view of Willing Street

Main Street Milton, Inc. was established to preserve the unique historical character of downtown Milton while working to revitalize its historic commercial district to an active, lively community center with a strong economic base.

Main Street Milton is a public/private partnership involving individuals, businesses, civic organizations, the City of Milton and Santa Rosa County. Our grassroots approach to revitalization of downtown Milton puts ownership for success where it belongs – in the hands of the community.

Your contribution is used to envision, strategize and implement programs and projects based on the National Main Street Center's Four Point Approach to revitalization.

Main Street Milton's success depends on the support and involvement of the community.

Designed and copy-written by
Main Street Milton

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Looking south on Willing Street in the 1930s

BECOME A MEMBER

Name (last) (first) (middle initial)

Address

City

State

Zip Code

Phone Number

E-mail address

Sign me up! (check one)

- Annual Membership -- \$25 Adults / \$5 Students
 - Main Street Milton Revitalizer \$500
 - Main Street Milton Sponsor \$250
 - Main Street Milton Booster \$100
 - Other \$ _____
 - I cannot give financially, but keep me informed!
 - Contact me! I'd like to volunteer.
 - Contact me about sponsorship opportunities for Main Street Nights Summer Music Series
- Please make checks payable to: Main Street Milton

Mail payments to: Main Street Milton

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