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WELCOME TO DOWNTOWN LOUISIANA

WHO IS DOWNTOWN LOUISIANA?

Downtown Louisiana is a Main Street Program of the Louisiana Economic Development Committee (LEDC). In 2003 State funding was cut for the Main Street Program. A devoted group of volunteers began to meet regularly, refined their focus to concentrate on Louisiana's beautiful historic business district, secured 501(c)(3) tax status, and a contract was signed with Downtown Professional Network of Batavia, IL.

Successful downtown revitalization program models were researched, community meetings were held and using Main Street's Four Point Approach, LEDC dubbed "Downtown Louisiana" as our Main Street Program. We are members of the National Main Street Center and Missouri Main Street Connection.

WHAT IS MAIN STREET?

The Program was founded by the National Trust for Historic Preservation as an effort to focus on the revitalization and historic preservation of traditional small towns across America. Main Street provides guidelines for communities to enhance their appearance, give economic stability to its downtown business district and improve community pride and quality of life for residents and visitors.

MAIN STREET FOUR POINT APPROACH

Design: It means getting Main Street into top physical shape.

Organization: Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.

Promotion: Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors.

Economic Restructuring: Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities—and challenges from outlying development.

WHY DOES IT WORK?

The National Main Street Center's experience in helping communities bring their downtowns back to life has shown time and time again that the Four Point Approach succeeds only when combined with the following eight principles:

Comprehensive: A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.

Incremental: Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex problems.

Self-Help: Although the National Main Street Center can provide valuable direction and hands-on technical assistance, only local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

Public/private partnership: Every local program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.

Identifying and capitalizing on existing assets: One of the National Main Street Center's key goals is to help communities recognize and make the best use of their unique offerings. Local assets provide the solid foundation for a successful Main Street initiative.

Quality: From storefront design to promotional campaigns to special events, quality must be the main goal.

Change: Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

Action-oriented: Frequent, visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic improvements early in the process will remind the community that the revitalization effort is under way.

DOWNTOWN LOUISIANA'S MISSION STATEMENT

The Louisiana Economic Development Committee is committed to the revitalization of the Central Business District of Louisiana, Missouri and identifies the area as those blocks from Water Street to Ninth along Georgia Street and one block north on Tennessee Street and one block south on South Carolina Street. Our focus on these areas will include marketing for both businesses and tourist attraction, building or improving infrastructure, clean-up initiatives, property redevelopment and reuse, and retention programs. The purpose of these initiatives is to create an attractive environment to increase the number and variety of businesses downtown and bring in shoppers and tourists.

Partnerships will be developed with the local government, the Louisiana Visitor's & Convention Bureau, civic and social organizations and building owners. Tasks will be prioritized and assigned for maximum involvement by all entities.

DOWNTOWN LOUISIANA'S VISION STATEMENT

Downtown Louisiana of the future is an exciting center for commerce and culture. Beautifully restored historic buildings, sensitively designed new structures, and artistic elements embedded within the downtown streetscape help to tell the story of this small Mississippi River town's heritage and promising future.

The downtown, nestled within the valley's golden hills and a prominent feature along the Scenic Byway, has re-emerged as an economically vibrant regional center for commerce featuring a mix that includes traditional and specialty retail establishments, unique dining and entertainment venues, and a creative enterprise showcasing the arts. Recreational and cultural amenities and attractions emanate from the river and flow throughout the historic downtown district to offer new experiences to be discovered again and again.

Downtown Louisiana is a place that embraces, fosters and celebrates family, community spirit and small town values. Community leaders, business people, civic organizations and residents from Louisiana and surrounding areas have rallied to the cause and are working together to build and maintain a strong and robust downtown for today, and for generations to come.

PROGRAMS:

**Matching Façade Grants
Lace Up Downtown Louisiana
Matching Sidewalk Grants**

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If you would like more information about Downtown Louisiana or are interested in looking for business development, please call our office at 573.754.6485 or email: downtownlouisiana@sbcglobal.net.