



Mount Airy Main Street Association

Economic Restructuring Committee

PURPOSE:

- Collect data about district business and markets
- Develop business retention, expansion, and recruitment strategies
- Develop property
- Create incentives for business / property development

INTERNAL TASKS:

- Draft a committee work plan
- Collect existing data, such as market studies, master plans, and current incentives
- Conduct a business survey
- Keep a Main Street program chart of rehabs, jobs, new businesses, investment, tax revenue etc.
- Create a revitalization district base map
- Help Design Committee develop financial incentives for building rehab projects
- Develop financial / technical assistance for business owners

EXTERNAL TASKS:

- Create an orientation kit for new business owners
- Hold workshops for business owners on such topics as customer service, floor planning, and business plans
- Conduct a preliminary market analysis
- Develop business incentives

CHAIR: Ashley Collier

EXECUTIVE COMMITTEE LIAISON: Dick Swanson

Members: