



BELIEVE IN BRISTOL BOARD'S MAIN STREET GOALS

1. Develop our sense of community and place
 - Preservation of our heritage, promote our history, culture and music
 - Preserve the architectural heritage and integrity of downtown
 - Redevelop the downtown as the center of identity and events for our community
 - Increase the cultural events and activities in the downtown area
 - Establish a physical identity for the downtown through a joint streetscape and lighting plan with Bristol, Tennessee and Bristol, Virginia
2. Strengthen our economic vitality, downtown and community-wide
 - Attract jobs and new businesses and increase entrepreneurship within our community and in the downtown center
 - Create a physical space and a cultural atmosphere inviting to our young professionals and the “creative class”
 - Increase the attractiveness of downtown for shopping and entertainment
 - Through public and private initiatives, encourage and facilitate investment by the private sector in downtown properties
3. Sustain and grow residential living downtown
 - Review housing regulations that impact the ability to create living space in the downtown
 - Improve parking options in the downtown
 - Encourage and promote services and retail opportunities appropriate to sustain and facilitate downtown residencies
 - Increase the feeling of safety for all downtown residents and visitors
4. Develop and market the downtown experience
 - Develop our culture, heritage and arts by establishing more venues and opportunities for events, exhibits and cultural exchanges
 - Expand the tourism opportunities in Bristol and the downtown in particular
 - Brand and market our downtown through events and physical space improvements
 - Expand opportunities by the development of the Birthplace of Country Music Heritage Center
5. Improve the professionalism of the downtown program
 - Add professional staff to assist the volunteer efforts and to help coordinate activities taking place in the downtown area
 - Work with the City of Bristol, Tennessee and Bristol, Virginia to adopt and implement a downtown development plan
 - Provide professional assistance to property and business owners to improve marketing and to improve retail opportunities in the downtown
 - Facilitate the addition of more citizens, business owners, and downtown residents to the downtown improvement effort