



Genora Young, PCED
Executive Director

Downtown San Angelo, Inc.
36 E. Twohig Suite 110
San Angelo, TX. 76903

(325) 655-2345 ph
(325) 655-1234 fax

Gcy@dtsa.org

www.downtownsanangelo.com

Downtown San Angelo, Inc.

MISSION STATEMENT

To utilize the Main Street 4-Point Approach; design, economic restructuring, organization and promotion, to develop the historic central business district of downtown San Angelo into a unified district of cultural and economic vitality. To enhance revitalization and preservation programs to preserve and promote downtown San Angelo's rich history.

VISION STATEMENT

Downtown San Angelo is envisioned as an inviting environment sustained by historically preserved buildings, thriving businesses that appeal to locals and tourists, a uniquely distinct area anchored by traditional institutions, and living spaces that exemplify the neighborhood concept.

MAIN STREET PROGRAM

Operating from a national model of the National Trust for Historic Preservation, Main Street is designed to be an economic development tool through downtown revitalization in the context of historic preservation. Economic growth, urban revitalization, and the creation of jobs are all issues addressed through the rehabilitation of historic downtown districts. The mission is accomplished through the Main Street Four-Point Approach.

MAIN STREET FOUR POINTS (& COMMITTEES)

- **DESIGN** takes advantage of the visual opportunities inherent in downtown by directing attention to all of its physical elements; public and private buildings, storefronts, signs, public spaces, landscaping, merchandising, displays, and promotional materials. The aim is to stress the importance of design quality in all of these areas, to educate people about design quality and to expedite improvements in the downtown.
- **PROMOTION** takes many forms, but the aim is to create a positive image in order to rekindle community pride in the downtown. Promotion seeks to improve retail sales events and festivals and to create a positive public image of the downtown in order to attract investors, developers, new businesses, and visitors/tourists.
- **ECONOMIC RESTRUCTURING** strengthens downtown's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding existing businesses to provide a balanced commercial mix, by converting unused or underutilized space into productive property and by sharpening the competitiveness and merchandising skills of downtown business people.
- **ORGANIZATION** establishes consensus and cooperation by building partnerships among the various groups that have a stake in downtown. This allows the Main Street revitalization program to provide effective, ongoing management and advocacy of the downtown. Diverse groups from the public and private sectors (city and county governments, local bankers, merchants, the chamber of commerce, property owners, community leaders, and others) must work together to create and maintain a successful program.