

Main Street Exploratory Committee
Fredericksburg EDA
706 Caroline Street
Fredericksburg, VA 22401

November 28, 2011

Dear Downtown Fredericksburg Stakeholders:

The Main Street Exploratory Committee has been working on our assignment for about six months and we wish to provide you with a status report and important piece of good news.

The mission of the exploratory committee, commissioned by the EDA, was to study the Main Street model, especially other Virginia MS programs and determine the level of support for such a program in our downtown. Could Main Street enhance the preservation, enjoyment and economic viability of Fredericksburg's downtown? If so could we identify an adequate, sustainable funding stream for a Fredericksburg Main Street program?

We had skeptics within the ranks of our committee but, as we studied, we became convinced MS is a strong model. The Main Street program, created more than 30 years ago by the National Trust for Historic Preservation, recognizes that if the treasures of downtowns are to be preserved, a strong, sustainable downtown business economy is vital.

Fredericksburg recovered from the threat of deterioration, led by generous and dedicated city residents, and the economic success has grown for the last 30 years. We are convinced that the potential for additional economic success is real and substantial. Main Street is a way to provide the structure and organization for increased preservation and economic growth. This was the EDA's motivation to explore and, if appropriate, recommend Main Street for downtown Fredericksburg.

The excitement about and understanding of Main Street here has grown. It is clear from our public meetings that a majority of downtown businesses and property owners would like to see a Fredericksburg Main Street organization established. We also found that there is broad support from the community at large but no consensus could be reached on how to finance the \$225,000 estimated annual budget for the MS organization. Those asked to invest had important and valid questions about the vision, mission, goals, objectives and budget priorities of a Main Street program here. The answers to these questions lie with the initial Main Street board that represents the full spectrum of downtown stakeholders, not our committee.

Fortunately, a small group of downtown stakeholders has stepped forward and is willing to take the lead in establishing the initial Main Street Board in a manner acceptable to all who have a stake in our downtown's future. We are thrilled to see that this spark of downtown organization has been ignited.

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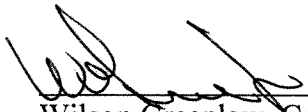
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Two downtown business people, Scarlett Pons of PONSHOP Studio and Gallery and Paul Cymrot, of Riverby Books and Read All Over have volunteered to start the process of organizing Main Street Fredericksburg for the downtown business community and for other groups who represent the diverse interests of Fredericksburg and care about downtown's future. You will soon receive a letter from Scarlett and Paul soliciting your help. We hope you will all join them in this vital effort to define the details of Main Street for Fredericksburg.

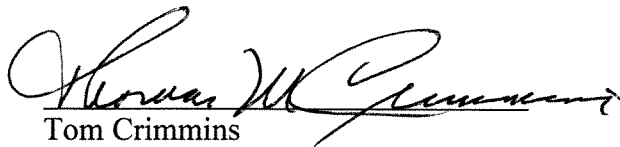
The committee has completed its exploratory assignment and is available to assist the downtown business community in this effort if needed. Each of committee members individually stand ready to help in any way we can in establishing Fredericksburg Main Street.

Sincerely,

Main Street Exploratory Committee



Wilson Greenlaw, Co-Chair


Marc Ast, Co-Chair


Tom Crimmins


Linda Arnold


Mona Albertine


Sue Bridi