



### **Braselton Main Street Vision Statement**

Downtown Braselton will cultivate its role as the center for community and economic development. It will have an inviting appearance, highlighted by historic character and architecture. It will enhance the civic, cultural, and economic vitality of the entire community.

Downtown Braselton will be a strong center for business growth and new business development and it will be a destination with:

- a clean, well-lighted and inviting appearance day and night
- attractive storefronts occupied with a variety of appealing retail and service businesses
- activities that attract and benefit area residents, visitors, and industry
- a reputation as a creative and lively center where people will want to live, shop, and invest

### **Braselton Main Street Mission Statement**

The mission of the Braselton Main Street program is to enhance our community's identity and heritage, to foster a center of activity, create a sense of community and to ensure economic stability for Downtown Braselton. Our goals are to encourage cooperation and build leadership among our community partners; sustain and improve the appearance of downtown; project a positive image of downtown and promote it as an exciting place to live, shop, and invest.

Adopted by the DDA on December 11, 2014