



# DIAMONDS IN THE ROUGH: TRANSFORMING UNDERUTILIZED SPACES INTO DOWNTOWN ANCHORS

**Presented by: Lynn Brinson**

**Director of Downtown Development, City of Swainsboro**





Swainsboro, GA





# Swainsboro, GA









**FOR RENT**  
Call: 237-2271



# Local Needs

- More retail
- Downtown anchor
- Support for arts community
- Multipurpose space







## Opportunity Awaits

- 12,000 sq. ft. building
- Last used as a church youth center
- No retail occupancy in 30 years
- 1 block from center of downtown
- Owned by City of Swainsboro



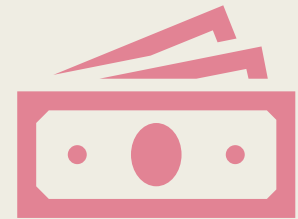
# The Process (Simplified)



DDA developed concept



City transferred property  
to DDA



DDA secured funding and  
managed construction



# The Concept



DDA owns and operates market



Manager runs market day-to-day



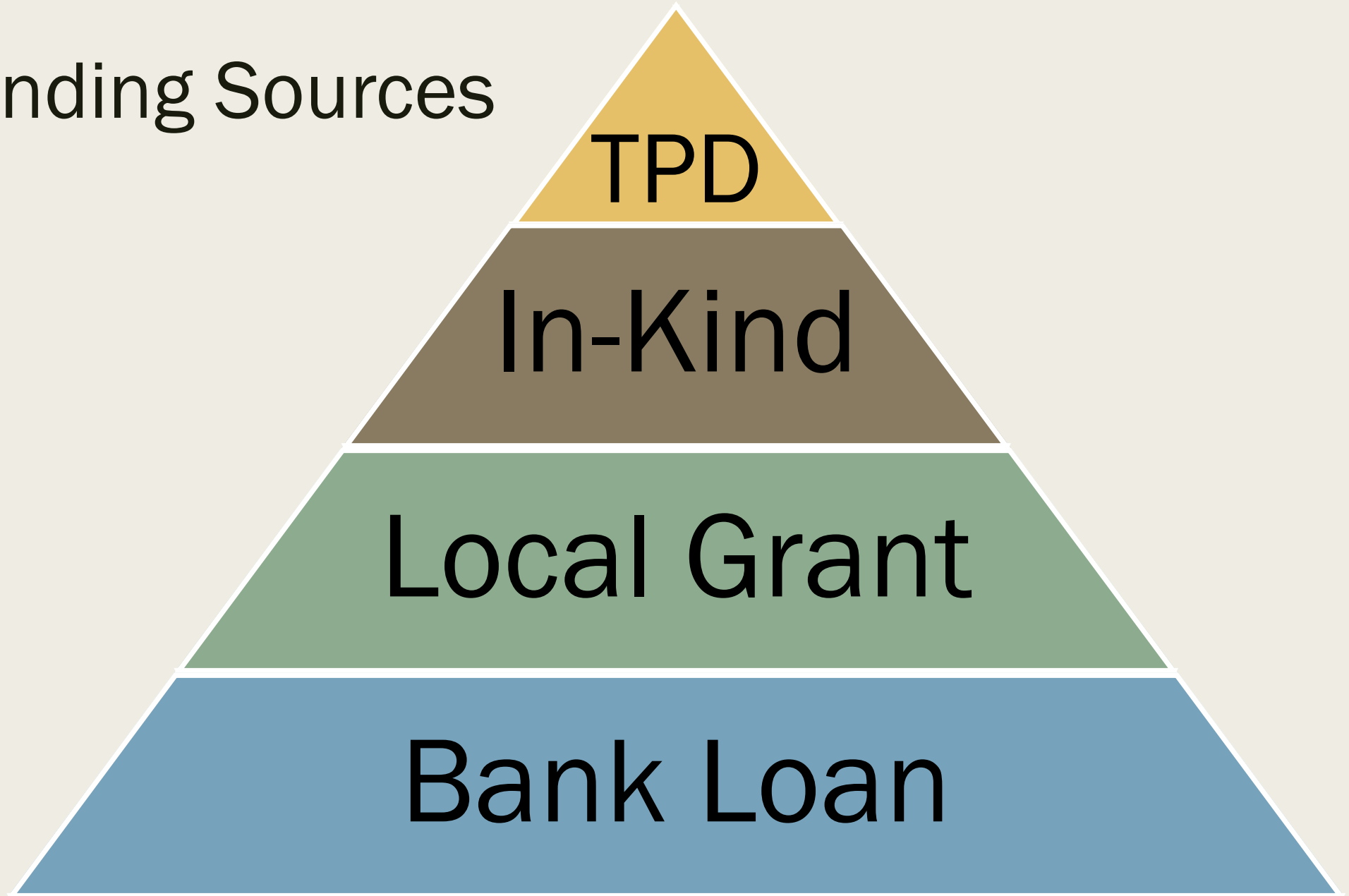
10' x 10' spaces rented to individual vendors on monthly basis



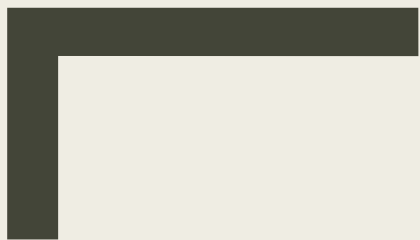
Additional space available for meetings/activities, art gallery, auctions



# Funding Sources







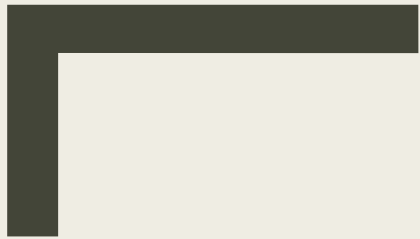
**THEN**











**TODAY**







CLUB BY THE  
MAIN STREET MARKET  
ANTIQUE MALL

Main Street Market

OPEN

Antique Mall

12,000 Sq. Ft. With Over 60 Dealer Booths  
Filled with Antiques, Collectibles & Unique Gifts  
**Open 6 Days A Week**  
10am - 5pm  
Monday - Saturday  
Like Us @ facebook/mainstreetmarketswainsboro



# Grand Opening





# Activities



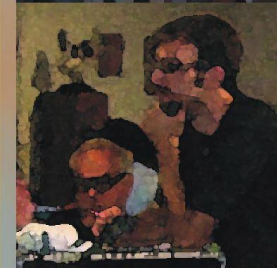
**The Geriatrics**



## Main Street Jam

Friday October 12  
Beginning at 8pm

No Admission Charge Light Refreshments



**Hard Labor Creek**

Main Street Market at the Boneyard  
Swainsboro, Georgia

478-237-0936

215 West Main Street  
MarketAtTheBoneyard.com



# Activities

Art Gallery Exhibits

Art Workshops

Community Meetings

Antique Auctions

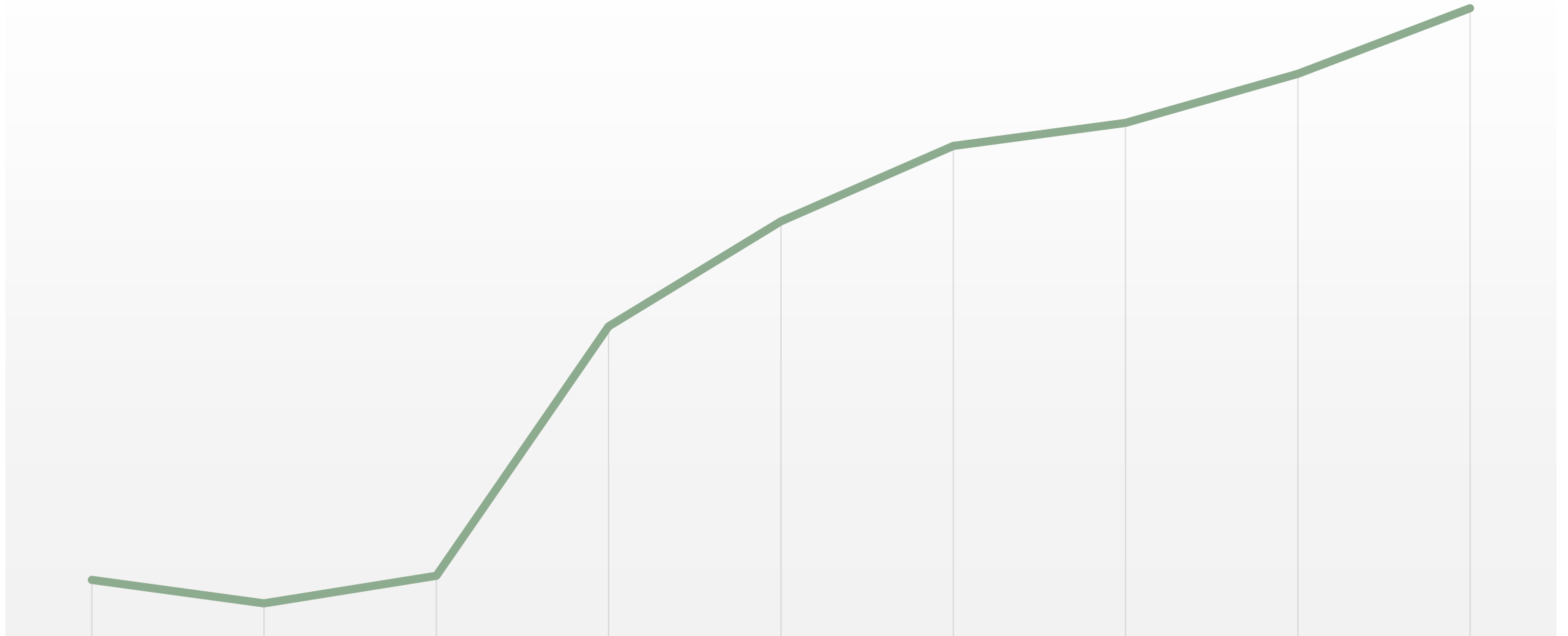
Merchandising Workshops

Main Street Jam & Open Mic





# Main Street Market Annual Sales









# Music Memories Museum



ALABAMA  
GREATEST

Welcome to the  
60's

GARY LEWIS & THE PLAYBOYS  
SHE'S JUST MY STYLE

The Non-Stop Greatest Hits  
MUSIC





















# The Result

60+ Microbusinesses

Music Memories Museum  
Tourism Draw

Downtown Anchor

“Lead by Example”





*Thank you for your support!*



## MAIN STREET MARKET

*Antiques • Arts • Crafts • Home Decor • Unique Gifts*

*Manager Michael Bright & Staff*

*Judy Bright, Michelle Goff, Cindy Gray, Mary Ann Smith*

*215 West Main St., Downtown Swainsboro  
Open Monday - Saturday 10am - 5pm*







**OPEN**  
**ANTIQUE**  
**MALL**  
Parking  
→  
Across Street













## Get in Touch

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City of Swainsboro

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