

What is BEACON?

The BEACON Program, an initiative of Mayor Bernard Kincaid and supported by the City Council, is targeting nine urban commercial districts to strengthen economic development by utilizing the national Main Street principles of design, organization, economic restructuring, and promotion.

Main Street Birmingham, Inc. (MSB) is a nonprofit organization under contract to the City of Birmingham to implement the BEACON program for neighborhood commercial district revitalization.



BEACON Target Districts

Avondale	Parkway East
East Lake	North Birmingham
Ensley	Titusville
Lomb Avenue	Tuscaloosa Avenue
Woodlawn	

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business, enterprise and commercial opportunities for neighborhoods



THE
BEACON

P R O G R A M

Main Street Birmingham, Inc.

BEACON Program strategies to revitalize commercial districts in Birmingham include:

- Promoting business within districts and organizing merchants' associations and volunteer committees
- Cultivating working relationships and communicating with key constituencies in districts including retailers, property owners, churches, etc.
- Targeting and recruiting new businesses through economic development incentives and marketing
- Facilitating physical improvement of properties through the use of grants, City funds and other financing alternatives
- Developing financial proposals and assembling financing for real estate projects



Who can benefit from the BEACON program?

Businesses

Business that are in (or interested in locating within) BEACON target districts can work with Main Street Birmingham, Inc. to learn of market potential and City incentives for development.

Property Owners

BEACON is marketing the district's assets and working to stimulate development. This is an effort to bring value to property. Property owners can also receive technical assistance from Main Street Birmingham, Inc., on ways to bring physical improvements to their property.

Merchant and Business Associations

Main Street Birmingham, Inc. will assist Merchant groups in BEACON districts with strategic planning and implementation of goals to improve the business environment in the area.

Neighborhood Residents

The BEACON Program's goal is to improve the community business district through appropriate business development and help make the neighborhoods strong and attractive places to live. Neighborhood input is important to the process!

Main Street Four Point Approach

The effort to bring vitality to these neighborhood business districts revolve around addressing needs in four major areas. The "four point" approach has been developed by the National Trust for Historic Preservation® for the revitalization of older areas. The points are:

Design

Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.

Organization

Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.

Promotion

Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors.

Economic Restructuring

Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities—and challenges from outlying development.

The success of the BEACON program relies on all of the above!