

CONCLUSION

Main Street revitalization is always an incremental and evolving process; quick results are not guaranteed, nor are they realistic. Board members, volunteers, the municipal government, and other stakeholders always desire immediate results, but for the Highland Station DDA/Main Street program, the most important immediate goal is to develop and build a strong Main Street organization that can undertake a wide range of downtown revitalization activities. Without a strong organization, implementing active business development efforts, downtown design improvements, and promotions and marketing activities will be a challenge to make happen successfully.

With this in mind, the resource team would like to emphasize that Highland Station has many assets, including its committed and energetic board of directors, with its wealth of talent, skills, and experience. This is where the program starts and, when implementing the Main Street approach, the community's commitment, vision, and hard work will most assuredly result in a successful revitalization process, placing Highland Station in the vanguard of communities that implement the Main Street approach within the downtown development authority framework.