



# UTAH MAIN STREET PILOT PROJECT

## BRIGHAM CITY AND PRICE

The Utah Main Street Pilot Project is an initiative of and partnership between Brigham City and Price, Utah as well as numerous state agencies and other organizations.

### Why Main Street?

*"Downtown is important because it's the heart and soul of any community. If you don't have a healthy downtown, you simply don't have a healthy town."*

— Ed McMahon, Chair,  
National Main Street Center  
Board of Directors

### Background

Utah's downtown areas won't recover from the economic impacts of COVID-19 by government proclamations to reopen or marketing campaigns to bring customers back downtown. A return to bricks and mortar shopping, and other downtown activities, like getting a haircut, participating in a yoga class, eating in a restaurant and attending a special event are dependent on having an informed and strategic recovery plan.

Part of the Utah Main Street Pilot Project helps both Brigham City and Price develop recovery plans and action steps.

### What Main Streets Are About

- Revitalization and giving new life to an area of town
- A traditional center of community life
- Local businesses that encourage more small businesses and entrepreneurs
- Supporting positive community development, infill and adaptable use
- Preserving a community's culture and history
- Encouraging placemaking

### What the Partnership Team Provides

The local public/private partnership team provides a multi-faceted pilot program that offers several benefits including:

- Training and technical assistance
  - Project planning, business counseling and training, market research, feasibility studies, professional or technical reports
  - Community economic development
  - Feasibility studies and business plans
  - Long-term business strategic planning
- Funding assistance
  - Placemaking grants
  - City beautification
  - Historic restoration tax credits
  - Consultants
- Multi-Agency approach
  - Utilize multiple state agency resources
  - Outside consultants

### Who Benefits from Main Street Revitalization?

- **Property owners.**  
Growth of rental income; increase in property values; safer environment.
- **Business owners.**  
Higher sales; safer work environment; access to business resources.
- **District workers.**  
Access to a broader range of goods and services; more pleasant work environment; rise in wages.
- **Residents.**  
Access to a broader range of goods and services; more pleasant living environment.
- **Local government.**  
Increased property tax revenues; stronger civic engagement.
- **State government.**  
Increased sales and income tax revenues; reduced burden of state support.
- **Federal government.**  
Increased income tax revenues; reduced burden of federal support.
- **Social service agencies.**  
Stronger local employment base; better range of goods and services for residents.
- **Civic groups.**  
Venue for holding events; partner in strengthening community.
- **Arts organizations.**  
Strengthened cultural environment; venue for holding events.
- **Financial institutions.**  
Safer investments; CRA compliance; more/larger commercial deposits.
- **Police.**  
Reduced crime; greater neighborhood involvement in community policing.
- **Schools.**  
Living laboratory for civics, local history, architecture, small business development.

The Main Street approach is centered around transformation strategies.



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## Downtowns Matter

*The Main Street America approach is a unique preservation-based economic development tool that enables communities to revitalize downtown and neighborhood business districts by leveraging local assets - from historic, cultural, and architectural resources to local enterprises and community pride. It is a comprehensive strategy that addresses the variety of issues and problems that challenge traditional commercial districts.*



In turn, the strategy should be organized around the four points of:

- Economic Vitality
- Design
- Promotion
- Organization

### Partners:

Brigham City  
 Price  
 GOED  
 Utah Department of Heritage & Arts  
 State Historic Preservation Office  
 Utah Department of Transportation

DWS-Community Development Office  
 Utah Office of Tourism  
 SEUALG  
 BRAG  
 Preservation Utah

### Funding:

GOED  
 Utah Office of Tourism  
 Utah Department of Heritage & Arts

Utah Department of Transportation  
 USDA – RBD grant

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