

THE MAIN STREET READER



A biquarterly newsletter created to highlight the activities and events relating to the functions, growth, and development of our city. The mission of Fairburn's Main Street Program is to promote economic development and historic preservation in the Historic Downtown Commercial District building upon traditional community assets to include business owners, governmental agencies, educational leaders, developers, residents, and the overall population.

Volume 1 | Issue 4 | Thanksgiving Edition "Community Voices"

October/ November 2020

Main Street Turns 40: Economy & COVID-19 moving consumers toward hometown shops

Established in 1980 by the National Trust for Historic Preservation, the Main Street Program was created to promote private investment in downtown districts throughout America. The rise of shopping malls in the 1960s and 1970s dealt a crushing blow to small businesses, when consumers changed from going to their local mom and pop stores for the mall. At the mall families could gather under bright lights and visit a variety of stores in one location. Slowly, specialty shops on America's main streets closed, and downtown areas were blighted and vacated. *(continued page 7)*

Movies & Main Street: City of Fairburn becoming Georgia Film Ready

The familiar cue "lights, camera, action" may be heard more frequently in the city of Fairburn, with the recent approval by the Mayor and City Council of the Media Production and Permits Ordinance. *(continued page 7)*

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Business Spotlight: Distinctive Flair Home Accessories, specializing in Art for everyday living

Moving to Fairburn was unexpected, but a welcomed venture for former U.S. Army veteran Natacha Seizeme. A native of Haiti, she spent most of her life in the United States. Wife and mother of three children, Seizeme has been in the home accessory business since leaving the military. Having served for more than 15 years, her visits from around the world brings unique items to Fairburn from places that include Italy, Spain, Djibouti, Germany, Madagascar, Czechoslovakia and more.



Whether you are looking for holiday or one-of-a-kind art pieces for your home, Distinctive Flair Home Accessories is a place where there is something unique for everyone. Rugs, quilts, clothing, crystal, even Jimmy Choo shoes, were among the varied eye-catching items that make perfect gift options or items to add to your home collection. Behind every item there is a story, which makes shopping in her retail boutique an experience worth sharing.

Located at 41 W. Campbellton Street in Fairburn’s Historic Downtown Commercial District, Distinctive Flair Home Accessories is open seven days a week from 11 am – 6 pm and by appointment.

Natacha has a distinctive deal waiting for you!
 Contact for more info: 770-369-6775

AROUND FAIRBURN



l. to r. Mayor Elizabeth Carr-Hurst; Councilman James Whitmore; John Culbreth, Director of Parks & Recreation; Dominic Stokes, Telley Anthony of This Is It Soul Food Restaurant food chain

Getting resources to Fairburn residents during the COVID-19 pandemic received a boost through the support of Community Teen Coalition. The partnership between Black Entertainment Television (BET) and the United Way of Greater Atlanta paved the way for more than 400 families in the Lightning community and surrounding communities to receive hot meals.

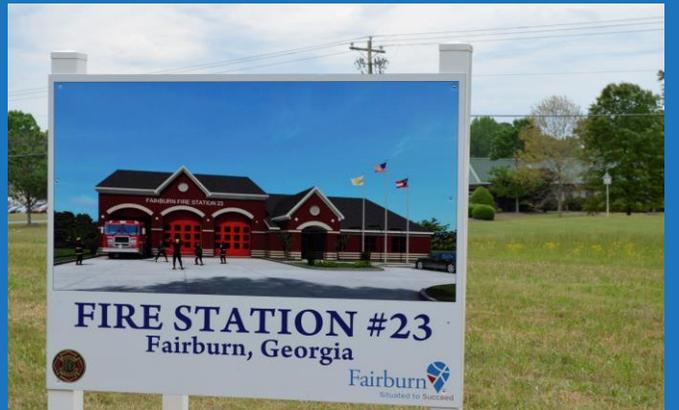
The event, which was coordinated by Fairburn's Parks & Recreation Department showcased the city's community presence and support, with several civic groups like *In His Great Name Ministries*, and area churches in the Lightning community. Councilman James Whitmore, who was also on hand with Mayor Elizabeth Carr-Hurst to assist families with receiving meals recalls, "It was such a great event. One of the residents said to us, "God bless you because we did not have any food and these meals allowed us to eat today."

Held near Cora Robinson Park, where social distancing for those who walked to the Pop-Up truck was in place, along with most people remaining in their vehicles, the *This Is It* staff and volunteers prepped and packaged meals. While the City of Fairburn parks remain closed in accordance to CDC guidance, and an abundance of caution, the Pop-Up trucks were set up at the park's perimeter to provide a needed service to help address food insecurity. "We will continue to work with our neighbors to do anything we can to contribute to stability during these unstable times. John Culbreth, Director of Parks and Recreation.

Mayor Carr-Hurst reiterated that the City of Fairburn will continue to help residents during the COVID-19 crisis and moving forward. Although revenues have been impacted by the pandemic, Fairburn maintained a moratorium on shutting off utilities for several months. The BET/United Way COVID-19 Relief Fund Grant also provides rent and utilities assistance, mortgage, and student support in addition to food subsidies. The program has provided approximately \$430,000 in financial support during the COVID-19 crisis to help those in need, according to program director Dominic Stokes.



City of Fairburn hosted Covid-19 Mobile testing site in conjunction with Fulton County Health Services, at the Fairburn Educational Campus parking lot in the Historic Downtown District on Friday, September 5th.



On the Horizon: Mayor and City Council revisit planning and funding of a new fire station.



City of Fairburn provides hundreds of masks and PPE supplies to senior residents at the Manor at Broad Street. (pictured Mayor Elizabeth Carr-Hurst and Manor resident.

City of Fairburn's Chaplain shares T.H.I.N.G.S



Chaplain., Bishop Aaron B. Lackey and First Lady Lakita C. Lackey

Having a global impact from a relatively small community is in many cases hard to do, but not for Bishop Aaron B. Lackey, Chaplain for the City of Fairburn and International Prelate for the United Churches of God in Christ.

Bishop Lackey is the pastor of Temple of Prayer Cathedral, which may sound familiar to many because of the church's location near Fairburn's Historic Downtown Commercial District, and for the ongoing programs that provide food and clothing to numerous families throughout Fairburn.

Temple of Prayer Family Worship is a family church, where the entire Lackey family serves. While Bishop Lackey sees the growing economic disparity that the pandemic is having on communities, he finds hope in faith spiritually and practically. Churches, he believes, are changing and evolving to continue addressing people's needs. He shares that while services look a little different than usual, whether they worship online or in the parking lot, the reality of, "All things are working together for the good," helps him keep perspective.

"Life is like baking a pound cake, the ingredients by themselves are not very good, however when you mix them together and apply heat, after a set time the ingredients become a delicious cake." Bishop Lackey explains that T.H.I.N.G.S. may cause us pain, but when we put the T-Trouble; H-Heartache; I-Inequities; N-Needs and neglects; G-Grief and grievances; S-Suffering and sorrow into perspective and know that it will not always last, we come out better on the other side.

Sharing why we are thankful

This issue is dedicated to those who sacrifice their lives and talents in service to the Fairburn community. Fairburn's faith-based community partners hold the line everyday by providing food, clothing, rent and mortgage assistance, housing referrals, utility assistance, and holiday gifts for children.

"I'm thankful for the opportunity to serve, and for a city whose leadership is concerned about getting sidewalks, supporting the police department, improving housing options."

*~Apostle Danita Jones, In His Great Name Ministries
City of Fairburn
Downtown Development Authority Board Member*

Located at 161 Senoia Rd., Temple of Prayer has provided close to 10,000 meals to families since the inception of their food program; and given away more than \$100,000 in gifts to children through the Annual Christmas Giveaway project.

This year's Christmas Giveaway takes place on Saturday and Sunday, December 12 -13, 2020, in which families are provided with food, clothing, and toys. What makes the program extra special for children is that they are provided new bikes and \$200 worth of gifts. Families and individuals may participate in the program through drive-thru services provided by the church. However, due to the ongoing pandemic, this year participants are required to preregister at admin@templeofprayerchurch.org or they may contact Elder Cory Moss at 770-742-8913.

Those who wish to make financial donations to help with the Annual Christmas Giveaway may do so online: www.Templeofprayerchurch.org or www.AaronLackey.org.





Community Teen Coalition: “Don’t wait for opportunity, Create Opportunity.”

Dominic Stokes dedicates his life to giving back to the community, a first-generation college student who moved from Boston to Atlanta at the age of seven years old. Stokes grew up understanding the importance of hard work through his grandmother Ann Stokes. Once a regional director for the Fortune 500 company DHL, he is a success story for anyone who has a dream and commits to excellence and achievement. Community Teen Coalition is a non-profit organization that empowers teens in the community through mentoring, intervention, and other health and wellness programs.

Stokes, who was at one time, a resident of the City of Fairburn, founded Community Teen Coalition in 2007. In 2016, he received the FBI Leadership Award and Proclamation from the city for his work with teens. “I’m very proud of the things the City of Fairburn is doing. It is a place that feels like family, and I really love that about the city.” Community Teen Coalition offers a comprehensive platform for young people from vulnerable groups to understand entrepreneurship as a way of maximizing opportunities regardless of any hinderances they may face. Based on a four-point strategy Community Teen Coalition’s philosophy is built on Leadership, Excellence, Respect, and Responsibility. Stokes’ work has not gone without notice.



The program has received numerous awards and has major sponsorship with organizations like the United Way of Greater Atlanta. More recently, Community Teen Coalition has partnered with Black Entertainment Television (BET) through the BET COVID-19 Relief Fund Grant. Through a collaboration with the City of Fairburn, more than 400 families received meals and other support with rent, utilities, mortgage assistance, and student support.

Community Teen Coalition: “Don’t wait for opportunity, Create Opportunity.”



Community Teen Coalition equips teens with the prerequisite skills to run and operate a company. Students are trained in business to identify products, create an operating budget, human resources, maintaining all aspects of a supply chain. The Coalition uses Italian Ice carts as a business model; which they have been successful in monetary profit and as a teaching platform. In this way, students learn how to create opportunities by understanding the fundamentals of entrepreneurship.



Stokes receives 2016 FBI Leadership award. Pictured with wife, Mrs. Dion Stokes



Now Showing @ South City Theatre



A play based on the book written by Joyce Elbert What do you do when you have three geriatric sisters as patients and all they want to do is sit at home and talk to one another—all at the same time? This heartwarming piece is loaded with wisecracks and one-liners that keep the laughter flowing. Visit www.stgplay.com for cast list and more information. Showing October 8, 9, 10, 11, 15, 16, 17, 18

South City Guild
20 West Campbellton Street
Fairburn, GA 30213
770-969-0656



This month at Cochran Mill: Blue Nomad Grill, Senoia Pizza Company, Rebecca Marie Kott Live, Pita Mediterranean Food Truck, Azucar Cuban Cuisine and more. Go to www.cochranmillbrewing.com for full listing or call 770-892-1539.



Downtown business owners discuss improvements with Community Development staff

Contributor Kalanos Johnson, Director of Economic Development

Approximately 15 business owners from Fairburn’s Historic Downtown Commercial District met to discuss the impact of ongoing construction of the LCI Streetscape Project. Issues ranging from parking enforcement and ongoing street maintenance, to increasing economic opportunities, marketing and advertising were addressed by the City of Fairburn staff, along with Mayor Elizabeth Carr-Hurst, who was on hand to address concerns directly.

Local governments investing in public infrastructure projects is a measure that has taken place all over the country. “A major component in a city’s quality of life is having adequate infrastructure for roads, utilities, schools, neighborhoods,” Fairburn’s Economic Development Director, Kalanos Johnson commented.

Studies have shown that every dollar invested in infrastructure can provide an economic boost of at least two dollars, as well as increase long-term economic growth, productivity, and land values.

Despite the barrels, cones, debris, and impediments to traffic during construction, studies have shown that a streetscape project can contribute a return on the investment, both qualitatively and quantitatively; with added benefits including:

1. Inviting, healthy, enjoyable, safe, and interesting downtowns
2. Increasing foot traffic to shops
3. Promoting new retail investment
4. Increasing property value of homes and businesses
5. Reducing traffic with alternative modes of transportation
6. Reducing water treatment costs by facilitating natural storm water filtration
7. Providing recreational spaces that encourage healthier and active lifestyles
8. Demonstrating best practices in design and the value of landscaping, lighting and pedestrian safety

These are key measures for local governments. They can save money for the local governments, make money for local merchants, and are integral for the long-term fiscal and economic health of a community.

Main Street turns 40 (continued from page 1)

Over the years, the Main Street Program has been essential in establishing a platform for small businesses and increasing local government and developers' interest in downtown districts. The program has also reminded consumers of the value in buying local. Embracing hometown charm and traditional assets that make the local jeweler, salon, mechanic, restaurant, insurance, attorney, realtor, grocer, and the like more appealing for visitors who cherish relationship as well as experience. Supporting local businesses keep downtowns vibrant, helping them to thrive also enhances placemaking, arts and entertainment, and in establishing a local community's brand.

Fairburn's Main Street Program, in conjunction with the Georgia Main Street Program, works to enhance, coordinate, and implement revitalization of the Historic Commercial District. Next steps include establishing a Board of Directors of local merchants, a business association led by merchants, and working with the Downtown Development Association (DDA) to provide additional incentives and business resources to help the business community thrive.

Over the years the cumulative reinvestment dollars into Main Streets across America is an estimated \$85.43 billion dollars. Moreover, a net gain of 672,333 jobs and more than 150,000 new businesses. Main Street is a staple to American communities and an essential platform to network local businesses with residents and visitors.

Movies & Main Street: City of Fairburn becoming a Georgia Film Ready City

Contributor Cal Beverly, *TheCitizen.com*; and Ryan Dennis, WXIA Georgia News, 09/16/19; David McNary of Variety

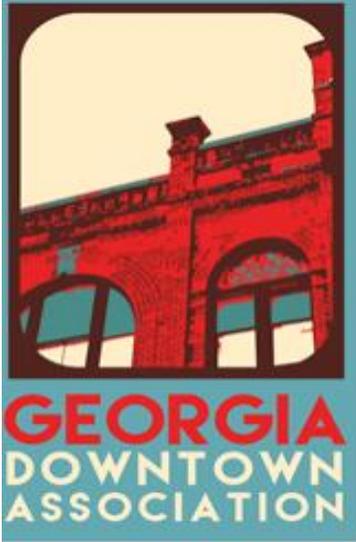


To remain competitive in the film and movie industry, the City of Fairburn recently passed a Media and Permits Ordinance. This enables Fairburn to maintain regulatory oversight of use of film activities. Additionally, the ordinance provides for the appointment of a Film Liaison who facilitates community engagement between production companies, governmental officials, and the communities where filming takes place.

Nearby Fayetteville is home of Pinewood Studios, which sold its ownership to the Fayetteville facility's joint venture partner, River's Rock, a trust owned by CEO of Chick-fil-A Dan Cathy (Pinewood Atlanta has since rebranded to Trilith Studios). Pinewood's presence in Fayetteville has increased economic prosperity for the town with the creation of Pinewood Forest, a residential development, of approximately \$700 million to \$1 billion that covers 230 acres that includes plans for hotels, 1,300 residences, senior housing, retail, office space, health care and more. Pinewood is known for filming *Avengers: Endgame*, *Ant-Man and the Wasp*, and *Zombieland: Double Tap*.

Georgia's film industry is touted by many as successful for approximately \$2.9 billion invested in the state, according to the Georgia Department of Economic Development (GDEcD). In FY2019, the Global Commerce and Film Division of the GDEcD reports that more than 399 productions were completed in Georgia, with an economic impact of \$7.4 billion and 28,960 jobs. Local entrepreneurs were a part of Georgia's film industry success, with the team connecting with more than 1,600 individuals to making the state number one for business.

Statewide conference goes virtual: Downtown professionals coalesce around growth and cultural infrastructure building



The Department of Community Affairs hosted the 2020 Georgia Downtown Conference virtually this year, where approximately 200 Downtown Development Authority and Main Street Program officials from around the state met to discuss subjects, which included enhancing downtown quality of life events, vitality and growth by utilizing food trucks; Branding, marketing, and adapting to crisis; priming communities for place-based economic development; and fixing the downtown parking problem. Ryan Gravel, urban thinker, designer and author, who is best known for his thesis and work that led to the implementation of Atlanta Beltline, was one of the keynote speakers who emphasized that rather a city is small or large, the cultural side of infrastructure building is key to creating a pathway for cities to grow and be economically vibrant. The Downtown Edge Scholarship Program was also announced, which is created to honor Georgia Downtown Association (GDA) Board Member, Adam Edge, who was known for his work with downtown development statewide. The scholarship provides \$1,500 in matching funds to deserving downtown professionals to cover up to 50% of the costs for qualified training programs. For more information visit: www.georgiadowntownassociation.org

On the Horizon: Keep Fairburn Beautiful coming to Main Street; and Fulton County Schools to reopen for in-person instruction



The Mayor and City Council have approved in FY2020-2021 budget the Keep Fairburn Beautiful Program, which aligns with national initiatives to promote community pride and enhance public awareness in creating and maintaining clean neighborhoods. Main Street will have a citizen-driven campaign to assist with downtown clean-up. As a part of a task force, business, community, and corporate sponsors, KFB will work with businesses and residents to keep the city clean, in addition to coordinating special events, awards and incentives.



The Fulton County Board of Education has voted to enter Phase IV of its reopening plan that will allow students to return to school two days a week for in-person learning, beginning October 14, 2020. Parents have the option of keeping their students in full-time universal remote learning for the 5-day school week. The schedule for students is based upon a four group process as follows:

- Group 1 and 3 – Monday and Thursday – In class (other days universal remote)
- Group 2 and 4 – Tuesday and Friday – In class (other days universal remote)

Parents must designate whether they want their students to return to class or remain virtual by completing a form and submitting it to the Fulton County Board of Education. The form may be found on Fulton County's website using the following link: www.fultonschools.org/F2FElection

#fairburn! 1st

Remember to show love to your local businesses and Buy Local!!

Antique Mall
104 SE Broad Street
Fairburn, GA 30213
770-964-3351

Armando's Mexican Kitchen
70 W Broad Street
Fairburn, GA 30213
770-964-9909

Autotronics Diagnostic Services
216 NW Broad Street, Suite D
Fairburn, GA 30213
770-833-4134

Casablanca's
Coming Soon!
Orders/Special Events
770-629-5399

Cochran Mill Brewing Company
27 Word Street
Fairburn, GA 30213
770-892-1539

Crest Jewelers of Fairburn
99 SW Broad Street
Fairburn, GA 30213
770-964-3373
www.crestjewelersfairburn.com

Distinctive Flair Home Accessories
41 W. Campbellton Street
Fairburn, GA 30213
770-369-6775
Instagram:
Distinctiveflairgeneral

Dogwood Auto Sales
Quality Used Automotive Sales & Service
8480 Senoia Road, Hwy 74
Fairburn, GA 30213
678-269-1140 ext. 102
www.dogwoodauto.com

El Amigo Supermarket
13 Smith Street
Fairburn, GA 30213
770-964-4611

Fairburn Antique Mall Outlet
10 West SW Broad Street
Fairburn, GA 30213
770-306-8349

Fairburn Pawn
33 SW Broad Street
Fairburn, GA 30213
770-964-7434

Fairburn Cleaners
51 Smith Street
Fairburn, GA 30213
770-964-4157

Fairburn CVS
77 Hudson Plaza
Fairburn, GA 30213
770-964-7167

Fairburn Full Service
38 W. Broad Street
Fairburn, GA 30213
770-964-9303

Green Oil I
41 Dodd Street
Fairburn, GA 30213
770-964-6125

HairLooms
25 W Campbellton Street
Suite 200
Fairburn, GA 30213
770-376-7993

Iverson Group
8420 Senoia Road
Suite 208
Fairburn, GA 30213
678-678

Jerry Gowan's Garage Inc.
20 NW Broad Street
Fairburn, GA 30213
770-964-8526

Judy's
38 Smith Street
Fairburn, GA 30213
770-964-3766

The King's Donuts
8420 Senoia RD
Suite 201
Fairburn, GA 30213
770-742-0152
www.thekingsdonuts.com

Lala's Beauty Studio
8420 Senoia RD, Suite 207
Fairburn, GA 30213
678-489-5058
Lalasbeautystudio@gmail.com

Lucky Nails
17 Hudson Plaza, Suite A
Fairburn, GA 30213
770-774-7104

Metro PCS
128 Hudson Plaza
Fairburn, GA 30213
678-604-7338

Nah African Hair
Braiding
16 SE Broad Street
Fairburn, GA 30213
678-668-0960

Oz Pizza
5 W Broad Street
Fairburn, GA 30213
770-306-0603

Slider's Burger Joint
22 NW Broad Street
Fairburn, GA 30213
678-489-2824
www.slidersburgerjoint.com

Southside Theatre Guild
20 W Campbellton Street
Fairburn, GA 30213
770-969-0956

Have your business listed in the Fairburn directory and website by sending your request to sabernathy@fairburn.com.

Remember to include your logo!



For more information regarding the Community Calendar visit online at www.fairburn.com or Fairburn's app.

