MOBILIZE MAIN STREET

Downtown Revitalization Case Studies

Three Statesboro properties. Three different paths to bringing historic downtown space back to life.

THE COMMON THREAD

Revitalization is not one-size-fits-all. Sometimes it means finding the right tenant. Sometimes it means becoming the tenant. And sometimes it means saving a building that has been written off for decades.

A NOTE ON THE NUMBERS

Financial figures are based on project information provided by the owner. Acquisition financing, building improvements and business-launch capital are shown separately where appropriate.

PROPERTY 01

THE ARCHIVE

20 S Main St • Acquired 2022 • $220,000 acquisition





BEFORE **AFTER**

FROM VACANT SPACE TO VIBRANT RETAIL

After sitting vacant for roughly two years, 20 S Main St was acquired with the goal of returning the building to productive downtown use. The right tenant ultimately became Tyler Brands, owner of The Archive, a vintage clothing and shoe store.

$220K	$50K	$20K
ACQUISITION	OWNER IMPROVEMENTS	TENANT IMPROVEMENTS

FINANCING: Synovus financed 80% of the $220,000 acquisition ($176,000), with $44,000 of owner equity. The owner invested approximately $50,000 in a new roof, HVAC, flooring and Sheetrock. Tyler Brands invested approximately $20,000 of its own capital into the interior buildout.

THE RESULT: A long-vacant Main Street property returned to active retail use, with both the building and business receiving meaningful new investment.

PROPERTY 02

LITTLE HARTS CHILDREN'S BOUTIQUE

16 S Main St • Acquired as part of a 14 + 16 S Main package • $500,000 total acquisition





BEFORE PHOTOS

FROM LONG-TERM OWNERSHIP & STORAGE TO A LOCALLY OWNED MAIN STREET BUSINESS

The building had been owned by a local couple for approximately 40 years. The downstairs space was leased to retailers, while the upstairs had primarily become personal storage. Rather than simply purchase and lease the property, the owners took on the renovation and launched Little Harts themselves.

$500K	$200K	$200K
14 + 16 S MAIN ACQUISITION	BUILDING RENOVATION	BUSINESS LAUNCH

FINANCING: Synovus financed $400,000 of the $500,000 package acquisition, with $100,000 of owner equity. Approximately $200,000 went into the 16 S Main building, including two new AC units, electrical work, hardwood floors, wallpaper, paint, upstairs flooring and electrical, demolition, new windows and a full bathroom renovation. Another approximately $200,000 was invested to launch Little Harts.

THE CHALLENGE: Coordinating smaller contractors required significant oversight, direction and accountability throughout the renovation.

THE TRANSFORMATION IS BEST EXPERIENCED IN PERSON. The goal was to turn a former eyesore into an inviting, family-friendly piece of Main Street.

PROPERTY 03

TRELLIS PILATES

34 N Main St • Acquired March 2025 • $145,000 acquisition



25 YEARS VACANT

Open roof • repeated flooding • no running water • no electricity • severe deterioration

Purchased from the Holland family, longtime downtown property owners whose holdings had been kept in a family trust for generations. The community was surprised when the family agreed to sell.

BEFORE

FROM ABANDONED BUILDING TO A NEW DOWNTOWN DESTINATION

The building was “a trainwreck.” After approximately 25 years of vacancy, continued neglect threatened its long-term survival. The project required building stabilization and the creation of a new business inside the restored shell.

$145K	$75K	$150K
ACQUISITION	ADDITIONAL BUILDING FINANCING	BUSINESS / BUILDOUT CAPITAL

FINANCING: Synovus financed 90% of the acquisition and provided an additional $75,000 for building renovations based on an as-complete valuation. That capital funded a new roof, HVAC and all-new electrical. An additional $100,000 Synovus line of credit plus $50,000 of personal funds funded the Trellis buildout: tile, flooring, reformers, framing, mirrors, sauna, sound system, bathroom renovation, paint, window framing and operational needs.

THE IMPACT: The project preserved a historic downtown building, increased foot traffic on North Main, and transformed a major eyesore into a welcoming centerpiece at the northern end of the Blue Mile.