



December Newsletter

It was a Holly Jolly Old-Fashioned Christmas Walk!



Canton Main Street would like to thank everyone who came out and enjoyed the Old-Fashioned Christmas Walk and Santa Parade held on Friday, December 3rd. The support everyone showed and gave to the Canton downtown businesses was truly magical! Canton Main Street encourages everyone to continue to Shop Small this holiday season!!

Congratulations goes out to Progressive Vision Center for winning best decorated window and Goodwill Industries for winning the online popular vote!

A huge thank you to the Canton Junior Women's Club for their hard work on organizing the Santa Parade!

[Read More!](#)

Thank you CEFCU!

CEFCU
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Thank you to CEFCU for their generous donation of \$1,500 to help purchase new decorations for Jones Park. Garland and lights for the 13 street lights around the park,



lights for the north rod iron fence, and two beautiful Christmas angels that are placed in the flower bed around the clock.

December Spotlight...



CANTON AREA HERITAGE CENTER

Canton Main Street is happy to announce the Canton Area Heritage Center as the December spotlight of the month! The Heritage Center is located at 111 S. Main St in downtown Canton. Canton Main Street helped launch the project, a museum to memorialize the farm implement industry, local history and notable people, by hosting a feasibility meeting in the fall of 2014. Following a positive discussion involving 30 invited persons, a museum steering committee was named.

[Read More!](#)

Princess Creations has Candy Making Supplies!!

Princess Creations...



Princess Creations Cakes is offering Peter's milk chocolate, dark chocolate and Guittard white chocolate for sale by the pound! They also have Peter's caramel. Stop in today and get your holiday candy making supplies!

[Visit their Facebook Page!](#)

Captain Geech Returns to Canton!



Saturday, December 18th @ 8:00
PM

White Oaks Sports Bar

[Visit White Oaks Facebook Page!](#)

Who Loves PIZZA!



MR. PIZZA DUDE
Ⓐ THE BISTRO

Pizza is now being served out of The Bistro! Mr. Pizza Dude will be serving up Pizzas out of the space on days The Bistro has off! Like them on Facebook to learn more!

[Visit their Facebook Page!](#)

A Message from the Spoon River Partnership for Economic Development (SRPED)...



Measuring the impacts of an economic development strategy is of increasing importance in order to more accurately link strategies and tactics to outcomes, and assess and recalibrate programs as needed. But given all the data points that could be used, how are local economic development strategies best measured and tracked? I would like to outline below some of the strategies that SRPED has, or is planning, to implement in our reporting moving forward:

1. Connect metrics to program activity. Develop and document the logic model for each economic development program to articulate explicitly how inputs (investment or activity) are expected to translate into outcomes.
2. Consider adopting performance indicators that address job quality and business dynamics, where appropriate.
 - Incorporate and monitor job quality metrics such as wage levels, benefits provided, occupations, and/or skill development and career pathways.
 - Address business dynamics (churn) indicators in addition to basic year-over-year summary business trends.
 - Include next generation business dynamic indicators related to innovation, productivity or global business activity among assisted businesses.
3. Report program-related outcomes as distinct from broader economic benchmark indicators.
4. Evaluate data source options, including the feasibility, quality, and availability of data when selecting indicators.
5. Determine which indicators can be used to understand economic inclusivity within the state's overall economic development portfolio.
 - Develop collection methods that capture relevant information about program impacts related to racial, ethnic or gender diversity and related to the distress of the places where investments are made.
 - Report the data internally (even if not required for external reporting) to allow agency leaders to monitor how well it is doing in addressing inclusivity issues across programs.
6. Create a communication plan to drive productive use (and accurate dissemination) of economic development program outcome data.

By collecting and analyzing economic development specific data, we will be better informed on what programs, initiatives, and focus we should have within our organization for both the short and long terms. I hope everyone has a wonderful Holiday season. I will look forward to what 2022 has in store for Canton and Fulton County!



SRPED is dedicated to serving as a catalyst for economic and community development. Our mission is to create community partnerships, business opportunities, and implement programs and projects that foster growth and development.

[SRPED Website](#)



President: Dana Smith
Carol Kohler, Eric Duffield, Jason Coulter, Kevin
Stephenson, Barry Blackwell, and Ryan Spangler.
Staff Members: Cole McDaniel and Amanda Woodruff

Canton Main Street is committed to the revitalization and preservation of Canton's historic downtown by promoting a positive community image, fostering downtown business growth and development, and encouraging ongoing efforts to improve the heart of our community.

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