

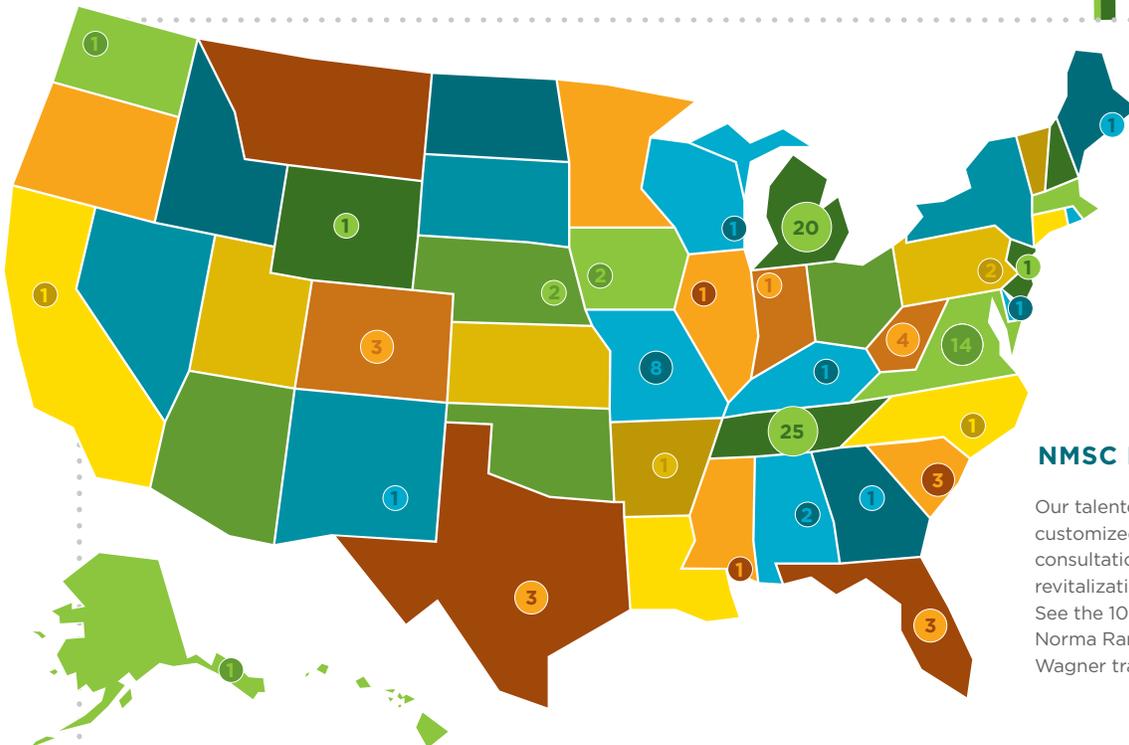
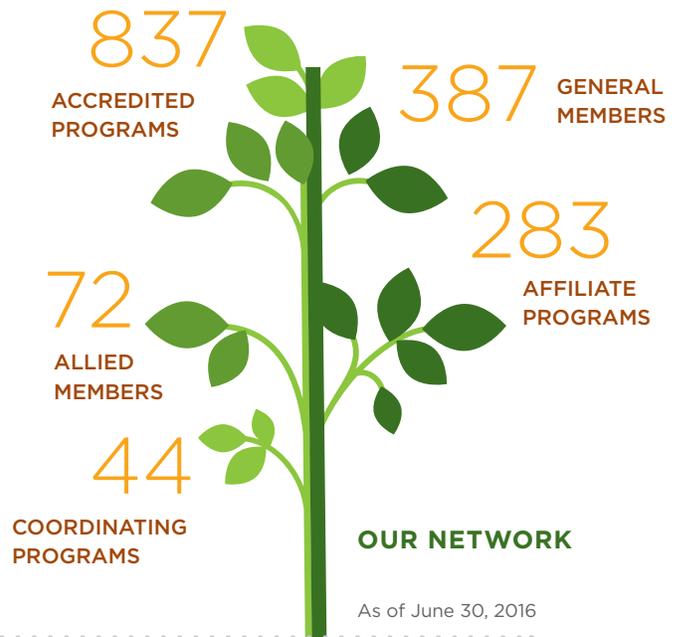
YEAR IN REVIEW

THE MAIN STREET AMERICA NETWORK

Thank you to all of you who are a part of the Main Street America movement—community members, volunteers, board members, executive directors and state coordinators.

A special thanks to the Main Street Coordinators Executive Council for their exceptional leadership:

- Pauline Eaton**, *Orlando Main Streets*
- Bill Fontana**, *Pennsylvania Downtown Center*
- Laura Krizov**, *Vice Chair, Michigan Main Street*
- Diane Laird**, *Acting Chair, Downtown Delaware*
- Beppie LeGrand**, *Past Chair, Main Street South Carolina*
- Greg Phillips**, *Main Street Arkansas*
- Tim Reinders**, *Design Representative, Main Street Iowa*
- Sheri Stuart**, *Oregon Main Street*
- Darrin Wasniewski**, *Wisconsin Main Street*
- Rich Williams**, *New Mexico Main Street*



NMSC FIELD SERVICES REACH

Our talented field services team provides customized training, analysis, and consultation on commercial district revitalization topics across the country. See the 100+ places that Kathy La Plante, Norma Ramirez de Miess, and Matt Wagner traveled to over the past year.

MAIN STREET AMERICA™

Membership Benefits**MAIN STREET
AMERICA™**Nationally recognized.
Locally powered.™**Join the movement and gain access to:****The digital newsletter *Main Street Weekly***

Revitalization news delivered directly to your inbox

Discounted registration to the Main Street Now Conference and Main Street America Institute™

Save big on premiere training opportunities

Free webinars

Convenient professional development right at your desk

Digital library of must-read revitalization publications

Free to download and always available

Easy to use Main Street toolkits

Now featuring Fundraising and Volunteer Management

Solution Center

Sample documents and templates that are yours to use or build upon

Insurance from the National Trust Insurance Services, LLC**Main Street Listserv**

Network with other revitalization professionals across the country

Special 25% discount at Island Press

Stock up on bestselling revitalization books for less

Membership with the National Trust for Historic PreservationIncluding a subscription to the awarding-winning *Preservation* magazine**And so much more! Visit www.mainstreet.org to learn more and join today.**

Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

YEAR IN REVIEW

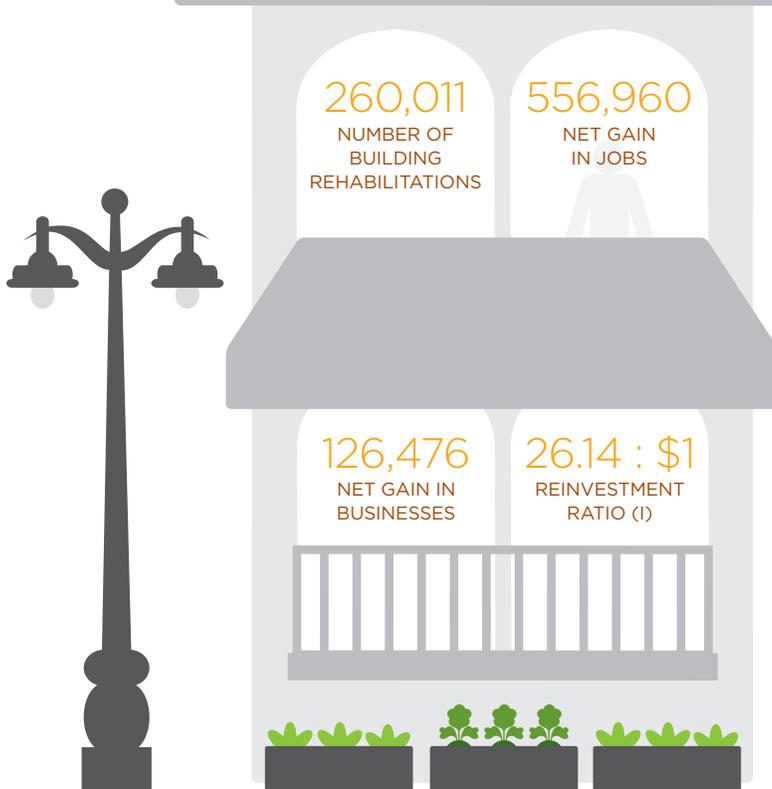
THE POWER OF MAIN STREET

The cumulative success of the Main Street Approach and Main Street America programs on the local level has earned this revitalization strategy a reputation as one of the most powerful economic development tools in the nation. The National Main Street Center annually collects statistical information on economic activity in local Main Street America programs throughout the country. The cumulative estimates are based on statistics gathered from 1980 to December 31, 2015, for all designated (i) Main Street America communities nationwide. The 2015 estimates are based on statistics gathered from January 1, 2015, to December 31, 2015, for all designated (ii) Main Street America communities nationwide.

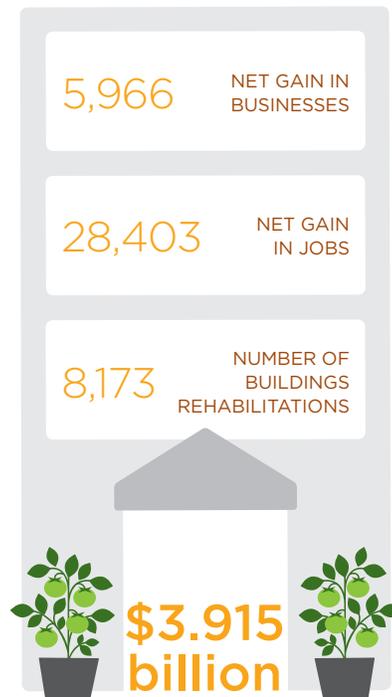
CUMULATIVE REINVESTMENT STATISTICS

\$65.6 billion

TOTAL DOLLARS REINVESTED IN PHYSICAL IMPROVEMENTS FROM PUBLIC AND PRIVATE SOURCES



2015 REINVESTMENT STATISTICS



TOTAL DOLLARS REINVESTED IN PHYSICAL IMPROVEMENTS FROM PUBLIC AND PRIVATE SOURCES

(i) The Reinvestment Ratio measures the amount of new investment that occurs, on average, for every dollar a participating community spends to support the operation of its Main Street program, based on median annual program costs reported to the National Main Street Center by its coordinating programs. This number is not cumulative and represents investment and organization budgets from January 1, 2015, to December 31, 2015.

(ii) There were 1,074 programs included in this report.

THANK YOU to our generous donors for their support:

National Main Street Center Board of Directors // Anne T. and Robert M. Bass Foundation // The 1772 Foundation, Inc. // John S. and James L. Knight Foundation // American Express // U.S. Bank // JHMR Fund // National Trust for Historic Preservation // National Trust Insurance Services, LLC // National Trust Community Investment Corporation

MAIN STREET AMERICA WORKING TOGETHER

MAIN STREET AMERICA INSTITUTE TASK FORCE

In January 2016, the National Main Street Center launched the Main Street America Institute, our targeted professional development training program aimed to equip downtown and commercial district leaders with the tools they need to lead results-oriented and preservation-based community revitalization organizations. Building upon the framework of the original Main Street certification program that went on hiatus in 2008, the new and enhanced Institute offers a comprehensive, intensive, and yet convenient curriculum structure that supports professional career development and growth through lifelong learning opportunities.



Thank you to the following for their involvement in the creation and launch of the Main Street America Institute.

Joe Borgstrom, *Principal, Place & Main Advisors, LLC*

Rachel Bowdon, *Manager of Content and Education, NMSC*

Travis Brown, *Director of Business Development, Rokusek*

Samantha Evans, *Assistant Director, Main Street Arkansas*

Mary Helmer, *President/State Coordinator, Main Street Alabama*

Steven Hoffman, *Professor, Southeast Missouri State University*

Chet Jackson, *Executive Director, West Humboldt Park Development Council*

Mike Jackson, *FAIA*

Kathy La Plante, *Senior Program Officer and Director of Coordinating Program Services, NMSC*

Norma Ramirez de Miess, *Senior Program Officer and Director of Leadership Development, NMSC*

Gayla Roten, *State Director, Missouri Main Street Connection*

Sheri Stuart, *State Coordinator, Oregon Main Street*

Jim Thompson, *Business Specialist, Main Street Iowa*

Matt Wagner, *Vice President of Revitalization Programs, NMSC*

Randy Wilson, *President, Community Design Solutions*

YEAR IN REVIEW

MAIN STREET AMERICA WORKING TOGETHER

FOUR POINT REFRESH
TASK FORCE

The community development field has changed dramatically over the course of the past three and a half decades. In order to ensure the continued success of the Main Street model in revitalizing traditional business districts, the National Main Street Center's Board of Directors appointed a Four Point Refresh Task Force to oversee the renewal of the Center's signature revitalization framework.

Thank you to the task force for their time and outstanding work to refresh the powerful Main Street Approach framework that will continue to make communities strong for decades to come.

Mary Thompson, *Chair, Four Point Refresh Task Force*

Barbara Sidway, *Founding Chair, National Main Street Center Board of Directors*

Joshua Bloom, *Principal, Community Land Use + Economics Group, LLC*

Patrice Frey, *President and CEO, National Main Street Center*

Jane Jenkins, *President and CEO, Downtown Oklahoma City, Inc.*

Fred Kent, *President, Project for Public Spaces*

Beppie LeGrand, *Executive Director, Main Street South Carolina*

Ed McMahon, *Chair, National Main Street Center Board of Directors; Senior Resident Fellow, Urban Land Institute*

Manuel T. Ochoa, *Senior Analyst, Project Director, Enterprise Community Partners, Inc.*

Terry Richey, *Richey Consulting*

Anwar Saleem, *Executive Director, H Street Main Street, Inc.*

Ascala T. Sisk, *Director, Community Stabilization, NeighborWorks America*

Kennedy Smith, *Principal, Community Land Use + Economics Group, LLC*

WHITE HOUSE RURAL CONVENING

In November 2015, the National Main Street Center co-sponsored the first White House Convening on Rural Placemaking in partnership with the White House Rural Council and the Project for Public Spaces. This convening brought together federal agencies, national organizations, philanthropic foundations, and Placemaking and Main Street professionals interested in leveraging their resources to help rural communities realize the economic and social benefits of Placemaking.

Thank you to the following for lending their experience, time and insights.

Appalachian Regional Commission // ArtPlace America // co*lab // Delta Regional Authority // Local Initiatives Support Corporation // LOR Foundation // Main Street America and National Main Street Center // Mississippi State University // National Association of Realtors // National Endowment for the Arts // National Park Service // National Trust for Historic Preservation // Pennsylvania Humanities Council // Project for Public Spaces // Smart Growth America // Strong Towns // U.S. Department of Agriculture // U.S. Department of Commerce // U.S. Department of Energy // U.S. Environmental Protection Agency // U.S. Department of Transportation // U.S. Small Business Administration // University of Iowa College of Public Health // Wholesome Wave

2016 Main Street NOW Sponsors & Partners

CO-HOSTS



National Main Street Center
a subsidiary of the
National Trust *for* Historic Preservation



WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

PLATINUM



FOUNDING PARTNER



PREMIER



MAJOR



DONOR



CONTRIBUTING



WISCONSIN PRESERVATION FUND, INC.

SUPPORT

