

THE MAIN STREET AMERICA *Network*

A MOVEMENT OF COMMUNITY CHANGEMAKERS

Made up of small towns, mid-sized communities, and urban commercial districts, the thousands of organizations, individuals, volunteers, and local leaders that make up Main Street America™ represent the broad diversity that makes this country so unique. Working together, the Main Street America Network helps to breathe new life into the places people call home.

Thank you to the thousands of people who are a part of this powerful movement and to the **Main Street Leadership Council** for their support and direction:

Laura Krizov, *Chair, Michigan Main Street*

Darrin Wasniewski, *Co-Chair, Wisconsin Main Street*

Ronald Campbell, *Main Street Oakland County*

Kitty Dougoud, *Kentucky Main Street*

Breanne Durham, *Washington Main Street Program*

Bill Fontana, *Pennsylvania Downtown Center*

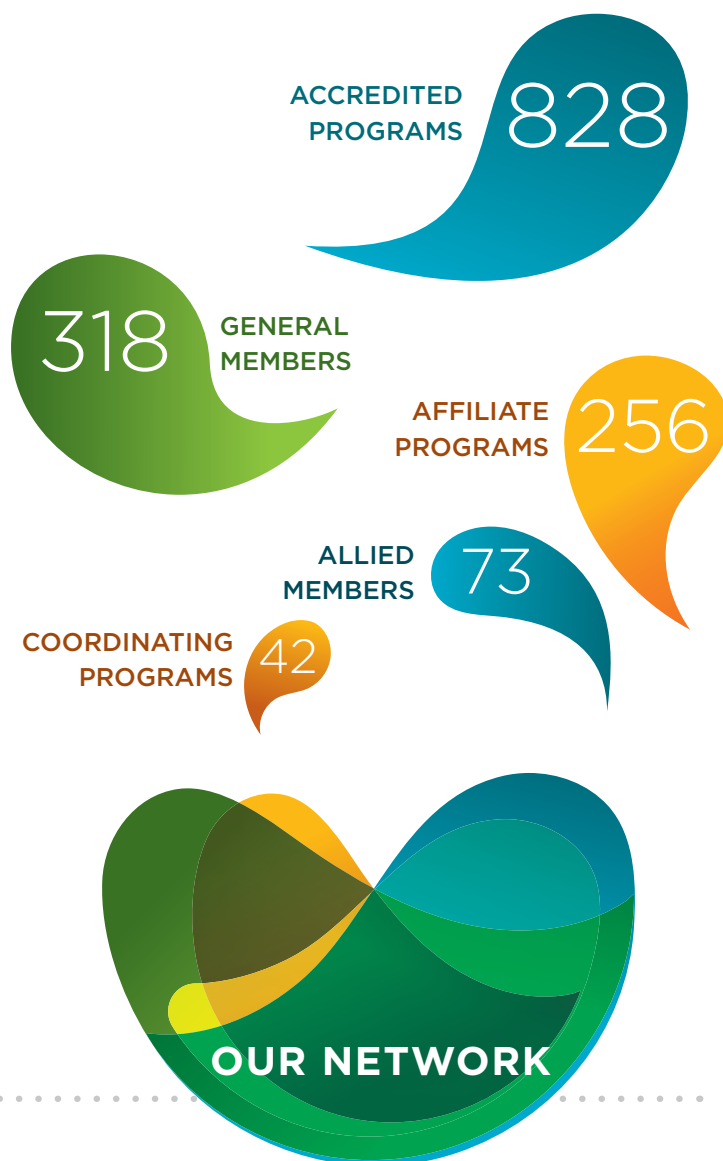
Stephen Gilman, *Boston Main Streets*

Gayla Roten, *Missouri Main Street Connection*

Michael Wagler, *Main Street Iowa*

COMMITTEE MEMBER EMERITUS

Beppie LeGrand, *Main Street South Carolina*



As of December 31, 2017

Membership Benefits



Main Street News

A weekly newsletter on trends, stories from the field, and need-to-know information

Discounted Registration

Exclusive low-rates to the Main Street Now Conference and Main Street America Institute

State of Main

Main Street America's annual printed publication

Digital Library

A digital library of must-read revitalization publications and Main Street-specific resource guides

Free Webinars

Convenient, accessible professional development

Peer Connections

Member-exclusive online networking and community-building opportunities

Resource Center

Sample documents, articles, reports, and more from your peers and experts in the field

Job Postings

Main Street and preservation-specific Career Center

Insurance

Tailored insurance products from the National Trust Insurance Services, LLC

Preservation Resources

Membership with the National Trust for Historic Preservation

**And so much more!
Visit 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.

THE POWER OF *Main Street*

HISTORIC PRESERVATION = ECONOMIC IMPACT

The cumulative success of the Main Street Approach™ and Main Street America™ programs on the local level has earned Main Street the reputation as one of the most powerful economic revitalization tools in the nation. The National Main Street Center conducts research to document this by collecting impact data on the preservation, revitalization, and economic activities in local Main Street America programs throughout the country.

CUMULATIVE REINVESTMENT STATISTICS

The cumulative estimates are based on statistics gathered from 1980 to December 31, 2016, for all designated Main Street America communities nationwide.

2016 REINVESTMENT STATISTICS

The 2016 estimates are based on statistics gathered January 1, 2016, to December 31, 2016, from the 1,052 designated Main Street America communities nationwide.

\$70.25 billion

TOTAL DOLLARS REINVESTED IN PHYSICAL
IMPROVEMENTS FROM PUBLIC AND PRIVATE SOURCES

268,053
NUMBER OF
BUILDING REHA-
BILITATIONS

584,422
NET GAIN
IN JOBS

132,092
NET GAIN IN
BUSINESSES

32.56 : \$1
REINVESTMENT
RATIO*

5,616

NET GAIN IN
BUSINESSES

27,462

NET GAIN
IN JOBS

8,042

NUMBER OF
BUILDINGS
REHABILITATIONS

**\$4.65
billion**

TOTAL DOLLARS REINVESTED IN
PHYSICAL IMPROVEMENTS FROM
PUBLIC AND PRIVATE SOURCES

* 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, 2016, to December 31, 2016.

A STRONG RETURN ON INVESTMENT

So much of what we do is intangible. We foster pride of place, celebrate diverse history and culture, and cultivate leadership from within our own communities. While those things are vitally important, our work also directly advances local economic prosperity.

Our annual reinvestment statistics capture a wide range of economic indicators, from building rehabilitations to public and private investment. While these figures are powerful, we are looking at new data that paint a fuller picture of the difference Main Streets make.

For example, new research we conducted this year shows the fiscal impact of Main Street America programs in Washington, Oklahoma, Pennsylvania, and the City of Boston.* The results are unequivocal: investment in Main Street yields strong return on investment (ROI).

In **Washington State**, business growth attributable to Main Street America programs generated state tax revenues of approximately \$17 million. This fiscal impact far exceeds state spending on the program, which has averaged \$1.2 million over the last two years, **resulting in an ROI of 1:13**.

Likewise, **Oklahoma's** Main Street America communities make significant fiscal contributions. With a state budget of \$470,000, Oklahoma Main Street programs generated almost \$2.4 million in fiscal return to the state between 2015 and 2016, equal to nearly \$72,000 per Main Street community, **resulting in an ROI of 1:5**.

In **Pennsylvania**, business growth attributable to Pennsylvania Main Street America communities generated state tax revenues of approximately \$25.1 million. This fiscal impact outpaces state spending on the program, which has averaged \$2.8 million over the last two years, **resulting in an ROI of 1:8**.

At the city level, Main Street America programs in **Boston** generated nearly \$7.3 million more city tax revenue than would have been expected without the presence of a Main Street program—a \$5.5 million net fiscal gain for the city, **resulting in an ROI of 1:3**.

We know that downtown and neighborhood district revitalization doesn't happen overnight, but Main Street America programs are showing day in, day out, that strategic, incremental investment can lead to real economic change.

	WASHINGTON	OKLAHOMA	PENNSYLVANIA	BOSTON
City or State spending on Main Street program	\$1.2 million	\$470,000	\$2.8 million	\$1.8 million
Fiscal revenue generated from average program in City or State	\$985,000	\$72,000	\$485,000	\$274,000
Tax revenue attributable to Main Street program	\$17 million	\$2.8 million	\$25.1 million	\$7.3 million
Return on Investment	1:13	1:5	1:8	1:3

*Research conducted by Jon Stover and Associates.

THANK YOU TO OUR GENEROUS *Partners and Supporters*

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DEPARTMENT OF COMMUNITY
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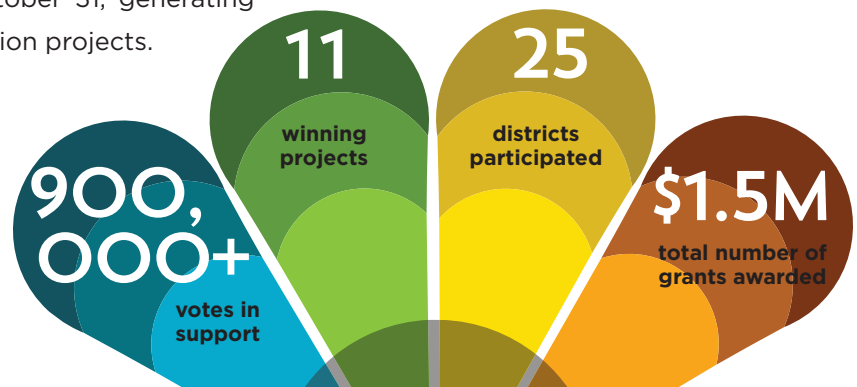
PARTNERS IN PRESERVATION

Preserving America's Main Streets

This fall, Main Street America joined the National Trust for Historic Preservation, American Express, and National Geographic for Partners in Preservation: Main Streets, a community-based campaign to raise awareness about the importance of preserving America's Main Street districts.

The vote-driven campaign highlighted Main Street communities around the U.S. and their positive local impact. A total of 25 different Main Street districts participated in the campaign from September 25 through October 31, generating over 900,000 votes in support of their preservation projects.

The 11 winning projects received a total of \$1.5 million in funding. An additional \$500,000 in grants was provided to the nonprofit partners of the 25 Main Street communities that participated in the program to help raise awareness about their preservation needs.



Congratulations to the winners of Partners in Preservation: Main Streets



**BIRMINGHAM,
ALABAMA***

Lead Organization:
REV Birmingham

Project: Alabama Theatre

Grant Amount: \$120,000

**CASA GRANDE,
ARIZONA***

Lead Organization:
Casa Grande Main Street

Project: Vintage Neon
Sign Park

Grant Amount: \$144,000

**LOS ANGELES,
CALIFORNIA**

Lead Organization:
Los Angeles Conservancy

Project: Formosa Café

Grant Amount:
\$150,000

**WEST DES MOINES,
IOWA***

Lead Organization:
Historic Valley Junction
Foundation

Project: The Lyric

Grant Amount: \$150,000

**CAPE GIRARDEAU,
MISSOURI***

Lead Organization:
Old Town Cape, Inc.

Project: Ivers Square

Grant Amount: \$127,650

**LAS VEGAS,
NEW MEXICO***

Lead Organization: Main-
Street Las Vegas Corporation

Project: E. Romero Hose &
Fire Building

Grant Amount: \$150,000

**GREENSBORO,
NORTH CAROLINA**

Lead Organization:
Downtown Greensboro
Foundation

Project: Carolina Theatre

Grant Amount: \$150,000

CINCINNATI, OHIO

Lead Organization:
Cincinnati Preservation
Association

Project: Woodward Theater

Grant Amount: \$150,000

**PHILADELPHIA,
PENNSYLVANIA**

Lead Organization: German-
town United Community
Development Corporation

Project: Parker Hall
and the John Trower Building

Grant Amount: \$150,000

MCKINNEY, TEXAS*

Lead Organization:
McKinney Main Street

Project: McKinney Performing
Arts Center

Grant Amount:
\$150,000

**For more information
on the winning sites
please visit:**
**[savingplaces.org/partners-
in-preservation-main-streets](http://savingplaces.org/partners-in-preservation-main-streets).**

**Main Street America community*

**SALT LAKE CITY,
UTAH***

Lead Organization:
Studio Elevn

Project: Granary District

Grant Amount: \$50,000

RECOGNIZING AND CELEBRATING

Each year, the National Main Street Center presents a series of awards at the Main Street Now Conference. These exclusive awards serve to honor the important work of commercial district revitalization organizations, individuals, and businesses, as well as raise the visibility of the Main Street America movement nationwide.

2017 GREAT AMERICAN MAIN STREET AWARDS

The National Main Street Center recognizes exceptional Main Street America communities with the Great American Main Street Award™ (GAMSA). Their successes are a shining model for comprehensive, preservation-based commercial district revitalization. GAMSA winners represent the diversity of communities in the Main Street America Network—small towns, mid-sized communities, and urban commercial districts from every region in the country. The 2017 awards were made possible through the generous support of PNC Bank.

Renaissance Covington, Covington, Ky.

A Creative Renaissance

Made up of 19 neighborhoods and commercial districts, Covington is situated south of the Ohio River and Cincinnati. The area features a casual mix of Midwestern strength and Southern charm and has developed a flourishing creative population. Brimming with beautiful Italianate brick buildings, the district has seen an influx of new independent businesses and insatiable demand for downtown residential units over the past few years.

“Downtown Covington’s resurgence has been a long time in the making,” said Katie Meyer, executive director, Renaissance Covington. “There are several critical partners who have contributed to the development’s success and this award reflects all the individuals’ and entities’ hard work.”

Established in 2003, Renaissance Covington has played a key role in spearheading efforts that integrate small business with creative public space projects to encourage civic engagement and Main Street revival. Since 2010, over 40 new businesses have opened in formerly vacant storefronts. Many storefronts’ upper floors have also transitioned into urban lofts. Since 2003, vacancy rates have dropped from 26 percent to five percent and the district has also added 790 jobs.



Left: Hopscotch Parklet Unveiling at Braxton Brewing
Credit: Anissa Lewis

Top Right: From the stage at Central City Fest in O.C. Haley
Credit: Victor Robinson

Bottom Right: Street festivals add vitality to downtown West Chester. Credit: West Chester BID

EXCELLENCE: *2017 Main Street Awards*

Cumulatively, this year's GAMSAs winners and semi-finalists have generated almost a billion dollars in public and private reinvestment, created 5,700 new jobs, opened 1,000 new businesses, rehabbed 1,400 buildings, and clocked over 133,000 volunteer hours since their programs' inception.



Oretha Castle Haley Boulevard Merchants and Business Association, New Orleans, La.

A Community for All

Located in New Orleans, Oretha Castle Haley Boulevard's revival reflects the city's resilience. Once a bustling Jewish and African-American corridor in the late 19th and early 20th centuries and a hub for civil rights activism in the 1960s, the boulevard fell into decline in the 1970s. In 1995, the Oretha Castle Haley Boulevard Merchants & Business Association was established to help revive the area following interest in a local arts center and coffee shop. Since then, the association has helped reinvigorate the 12-block long commercial district into a robust community that not

only celebrates New Orleans' culture of jazz heritage and great cuisine, but also features renovated historic churches, schools, and homes serving local residents.

"We are pleased that our collaborative efforts have helped transform the area from a majority of vacant structures to being mostly occupied," said Linda Pompa, executive director, Oretha Castle Haley Boulevard Merchants & Business Association. "Since 1995, we've reduced the vacancy rate from 48 percent to just 17 percent. Through key partnerships and collaboration with committed developers and neighborhood stakeholders, we've come a long way."

The neighborhood within the city is steeped in social activism. The boulevard's namesake Oretha Castle Haley played a major role in the Civil Rights Movement and helped organize the 1960 boycott of businesses refusing to hire black sales clerks right on the boulevard. Post Hurricane Katrina, the community also rallied together to rebuild into a thriving cultural and commercial destination that was featured in The New York Times travel section in 2016.

West Chester Business Improvement District, West Chester, Pa.

Historic Town with a Thriving Food Scene

At just 1.8-square miles, West Chester is a lush green town that packs in a thriving food scene, a vibrant college population, and 200 years of history. Nestled in the Brandywine Valley, the town has 4,200 structures listed in the National Register of Historic Places, including a collection designed by Thomas U. Walter, a celebrated American architect whose credits include the Capitol in Washington, D.C.

Since 2000, under the leadership of the West Chester Business Improvement District, the town has reduced the business vacancy rate from 22 percent to four percent, adding close to 250 new businesses and creating 1,000 jobs for the area.

“It was a challenge to bring a new vitality to our downtown more than a decade ago so it’s especially rewarding to now gain recognition for our hard work,” said Malcolm Johnstone, executive director of West Chester BID. “The completion of the historic courthouse renovation and the opening of a new hotel and theater are just some visible signs of the area’s revitalization, but it truly was the partnership between local, regional and national organizations that helped West Chester flourish into a vibrant community.”

One to Watch

Downtown Goldsboro Development Corporation in Goldsboro, North Carolina, was selected as the 2017 “One to Watch”—a place that is making great strides in using the Main Street Approach to revitalize their downtown.

Downtown Goldsboro exemplifies the Main Street promise—transforming the once neglected and abandoned heart of the city into a thriving destination, beloved by residents and visitors alike. Downtown Goldsboro has leveraged resources and partnerships leading to almost \$13 million in streetscape improvements, and has cultivated a dynamic local business environment.



2017 MAIN STREET EXCELLENCE AWARDS

All three Main Street Excellence Awards—Innovation on Main Street Award, Business Leadership Award, and Main Street America Hero Award—were generously sponsored by Edward Jones.



INNOVATION ON MAIN STREET AWARD

The Innovation on Main Street Award recognizes high caliber Main Street America programs for successful, sustainable initiatives that represent new approaches to downtown revitalization challenges or opportunities.

Texas Main Street Program

Celebrate Main Street Campaign

The Celebrate Main Street campaign was launched by Texas Main Street (TMS), a program of the Texas Historical Commission, to recognize its 35th anniversary. To honor this achievement, TMS created a sweepstakes campaign to draw attention to the collective achievement of all participating Texas Main Street communities while promoting them as destinations for visitors. Sweepstake winners received a prize package of a weekend getaway to one of the 89 Main Street cities—including lodging, dining, entertainment, and activities that showcase the historical aspects of each Main Street community.

Gulfport Main Street Association

Fishbone Alley “Urban Living Room” Project

The Fishbone Alley “Urban Living Room” project is an inspiring example of the power of Main Street to transform downtowns and rally communities. Gulfport Main Street Association helped to turn an underused, unattractive alley right in the middle of the downtown district into a vibrant public space, featuring century-old brick pavers, public art, and enchanting lighting.

Top Right: Buster’s Main Street Café in Cottage Grove, Oregon. Credit: Busters Main Street Café

Middle Right: Michigan Main Street receives the 2017 Main Street America Hero Award at the Main Street Now Conference in Pittsburgh.

Bottom: Fishbone Alley in Gulfport, Mississippi. Credit: Gulfport Main Street Association





BUSINESS LEADERSHIP AWARD

The Business Leadership Award recognizes the critical role that local businesses play in a healthy economy, and honors the hard-working small business owners that keep those enterprises going while contributing to the community.



Buster's Main Street Café, Cottage Grove, Ore.

In 2011, Paul and Amy Tocco purchased Buster's Main Street Café, located in the Cottage Grove Main Street district. Since then, they have grown the business into new locations and now employ 15 people in town. Their leadership extends far beyond just that of employers—they are true community citizens, giving back to Cottage Grove at every opportunity.

In 2013, the Toccos began providing free meals to veterans and active service duty members. Since then, the entire community has gotten involved, initiating a "thank you" on the 11th of every month. On that day, Main Street is adorned with American flags welcoming service members to Cottage Grove. And of course, they are all provided with a free meal at Buster's.



MAIN STREET AMERICA HERO AWARD

The Main Street America Hero Award recognizes outstanding contributions by an elected official, government staff person, public agency, or nonprofit organization at the local, state, or federal level. Winners of the Hero Award are champions of community-driven comprehensive economic development, leaving a lasting impact on their own community, region, or state, while also enhancing national efforts to revitalize America's downtowns and older and historic commercial corridors.



Michigan Main Street

Michigan Main Street (MMS), a program of the Michigan Economic Development Corporation, has a long track record of outstanding commitment to communities across the state through direct technical assistance and forward-thinking leadership. MMS also has a strong partnership with the National Main Street Center, including support for professional development initiatives like the Main Street America Institute, as well as the rollout of the refreshed Main Street Approach to all of its communities.

STRENGTHENING THE MOVEMENT

Main Street America Institute

We were honored to recognize the first graduating cohort of the Main Street America Institute at the Main Street Now Conference in May 2017. Achieving the Main Street America Revitalization Professional credential, currently the highest credential offered through the Main Street America Institute, is a tremendous accomplishment. In just over a year, these nine professionals completed ten online courses, two in-person workshops, and one intensive final exam demonstrating a mastery of subject matter essential to downtown and neighborhood district management. Armed with the knowledge, tools, and ability to lead revitalization efforts, our MSARP recipients each have a unique perspective on the future of the profession. We asked them:

The biggest opportunity is to expand creative partnerships. In an era of scarce funding and changing attitudes towards volunteerism, getting creative to tap partnerships offers a way to expand your reach and welcome new partners to your revitalization efforts. Whether it is collaborating with your local library, school, club, or local interest group, Main Street directors have an incredible opportunity to use new technology and ideas to rethink Main Street creatively.

ALEXANDER BALLOON
*Manager, Tacony Community
Development Corporation*

Embracing the growing diversity of our communities—large and small—is the most exciting opportunity, yet most significant challenge currently facing Main Street directors. “Building a bigger table” will ensure our work is more inclusive and can harness new ideas and creative solutions which spark growth in our programs and districts in ways currently unimagined.

BREANN BYE *Executive Director, 6th Avenue
Corridor*

Downtowns are on the upswing, which is both an exciting opportunity as well as the biggest challenge facing downtown directors. People want to live and socialize in downtowns. This creates opportunity for directors to be a part of positive change. It’s gratifying to see community improvements and to look back with pride and say “Hey, I was part of that.” Helping downtowns reclaim their place as the social and cultural hearts of their communities is a huge challenge with endless possibilities.

AMY HANSEN *Executive Director, Downtown
Fond du Lac Partnership*

I’m starting to see new growth and excitement as more towns are realizing the value and potential a vibrant downtown has on economic development, business recruitment, and job creation for their entire city. Because of this, downtown directors are now being paid for the importance that their role brings to a community. Now, we not only love what we do, but we are beginning to get paid for the passion we bring to our jobs.

PATRICK KAY *Director, Americus Main
Street & Americus Downtown Development Authority*

*“What do you see as
the most exciting
opportunity and/or
biggest challenge
facing Main Street
directors in the
next five years?”*

As Main Street directors work to do more with less resources, including a work-life balance, more and more communities will see this as an either unnecessary position or entry level position. This puts Main Street directors in a lose-lose situation to implement effective community development through attacks and distractions from other entities. By working to strengthen the position and visibility of directors, we can combat this phenomenon nationally.

DEREK LUMSDEN *Executive Director, Osceola Chamber Main Street*



We were honored to recognize the first graduating cohort of the Main Street America Institute at the Main Street Now Conference. Back Row: Patrick Kay, Alexander Balloon, Martin Smith, Donnie Rodgers, Derek Lumsden Front Row: Breann Bye, Sarah Thompson, Diana Schwartz, Amy Hansen.

What does the future of Main Street hold for you? Develop your skills and create your own path with the Main Street America Institute.

VISIT MAINSTREET.ORG/MSAI FOR MORE INFORMATION ON THE MSARP CREDENTIAL AND ALL OUR PROGRAMS.

One of the biggest challenges for directors could be the workload and pay gap. Most directors are very passionate about their work and it is easy for them to get overloaded. The challenge for boards will be to put as much time and energy into finding volunteers and offering the kind of salary and benefits that will retain a passionate director. By becoming certified one has shown that they are passionate about the work.

SARAH THOMPSON *Executive Director, Hamilton Hometowns*

Main Street directors must embrace new and changing technology. Technology has made it possible for us to reach people across the world with the single click of a mouse. There is major potential with technology in helping us tell our story and build local awareness while reaching new markets outside of our community.

DONNIE RODGERS *Executive Director, Downtown Lee's Summit Main Street*

One of the challenges facing many Main Street organizations is sustainability of funding. Not only for our organizations, but for everyone involved in economic vitality in a community. With the inherent volatility in politics, it is imperative to understand additional funding mechanisms such as BID and TIF. Thanks to the certifications and credentials I achieved through MSAI, I feel that I have a much better understanding of how to find additional ways to sustain this growth.

DIANA SCHWARTZ *Executive Director, River District Association*

The biggest challenge facing Main Street directors in the next five years is the same as it has always been—funding. This challenge does, however, also produce our biggest opportunity. By advocating for preserving federal dollars in this administration effectively, you can demonstrate what I always say—investing in Main Street now is investing in a leading local economic engine with both quantifiable and qualitative returns—one that helps make your community somewhere people want to work, live, and, most importantly to decision makers, pay taxes.

MARTIN SMITH *Executive Director, Barracks Row Main Street*

MAIN STREET
TOGETHER 2017

CONFERENCE REWIND

Main Street Now 2017

In May 2017, over 1,500 Main Street leaders and commercial district revitalization professionals came together in Pittsburgh for the Main Street Now Conference. From the opening plenary to the celebratory Big Bash, the conference offered ample opportunities to learn, explore, and connect. Thank you to all who attended and supported this one-of-a-kind event that positions Main Street programs and communities to thrive!



MAIN STREET *Now* CONFERENCE

PITTSBURGH, PA
MAY 1-3, 2017

