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

OUR NETWORK

ACCREDITED PROGRAMS 828
GENERAL MEMBERS 318
AFFILIATE PROGRAMS 256
ALLIED MEMBERS 73
COORDINATING PROGRAMS 42

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:
### 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

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

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And so much more!  
Visit mainstreet.org to learn more and join today.
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.

* 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.

<table>
<thead>
<tr>
<th>City or State spending on Main Street program</th>
<th>WASHINGTON</th>
<th>OKLAHOMA</th>
<th>PENNSYLVANIA</th>
<th>BOSTON</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.2 million</td>
<td>$470,000</td>
<td>$2.8 million</td>
<td>$1.8 million</td>
<td></td>
</tr>
<tr>
<td>Fiscal revenue generated from average program in City or State</td>
<td>$985,000</td>
<td>$72,000</td>
<td>$485,000</td>
<td>$274,000</td>
</tr>
<tr>
<td>Tax revenue attributable to Main Street program</td>
<td>$17 million</td>
<td>$2.8 million</td>
<td>$25.1 million</td>
<td>$7.3 million</td>
</tr>
</tbody>
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*Research conducted by Jon Stover and Associates.
THANK YOU TO OUR GENEROUS
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JONATHAN LEHMAN & ZACH HUELSING / ED MCMAHON / MARY THOMPSON / DARRYL YOUNG
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
For more information on the winning sites please visit: savingplaces.org/partners-in-preservation-main-streets.

*Main Street America community
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.
Cumulatively, this year’s GAMSA winners and semi-finalists have generated almost a billion dollars in public and private reinvestment, created 5,700 new jobs, opened 1,000 new business, rehabbed 1,400 buildings, and clocked over 133,000 volunteer hours since their programs’ inceptions.

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.
**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.
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

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

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

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

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
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*

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*

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*
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!