WE ARE MAIN STREET
State of Main is published as a membership benefit of Main Street America™, a program of the National Main Street Center. For information on how to join Main Street America, please visit mainstreet.org/join.

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Rachel Bowdon
Editor in Chief
Associate Director of Marketing and Communications

Jenna Temkin
Senior Editor
Associate Manager of Marketing and Outreach

Design:
The Nimble Bee

Contact:
Tel.: 312.610.5611
Email: mainstreet@savingplaces.org
Website: mainstreet.org

TWITTER: @NatlMainStreet
FACEBOOK: @NationalMainStreetCenter
INSTAGRAM: @NatlMainStreet

Main Street America has been helping revitalize older and historic commercial districts for 40 years. Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. 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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# TABLE OF CONTENTS

**SPRING 2020**

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>President’s Message</td>
</tr>
<tr>
<td></td>
<td><em>By Patrice Frey</em></td>
</tr>
<tr>
<td>4</td>
<td>Editor’s Note</td>
</tr>
<tr>
<td></td>
<td><em>By Rachel Bowdon</em></td>
</tr>
<tr>
<td>6</td>
<td>Partners &amp; Supporters</td>
</tr>
<tr>
<td>8</td>
<td><strong>CELEBRATING THE NETWORK</strong></td>
</tr>
</tbody>
</table>
|      | The Main Street America Network .................. | 8
|      | The Power of Main Street ......................... | 14
|      | Great American Main Street Awards .............. | 16
| 28   | **ADVANCING THE MOVEMENT**                   |
|      | Supporting Communities                       | 28
|      | Technical Services                           | 30
|      | Programs and Partnerships                    |
|      | 2019 Partners in Preservation ................... | 38
|      | Small Business Saturday                      | 40
|      | Professional Development                     |
|      | Main Street America Institute ................... | 42
|      | 2019 Main Street Now Conference ............... | 46
| 52   | **MAIN STREET FORWARD**                      |

Celebrating 40 Years of Main Street! Check out the power of our movement on page 14.
The cornerstone of the Main Street America Institute program, the Community Transformation Workshop is an interactive experience filled with educational sessions and exercises to provide participants with advanced tools to address complex revitalization projects.

“The Community Transformation Workshop was useful and inspiring. It was great getting out into communities for some real-world practice.”

— Lindsey Dotson, MSARP, Executive Director, Charlevoix Main Street DDA, Charlevoix, Michigan

The Main Street America Institute equips downtown and commercial district professionals with the skills and knowledge they need to lead successful revitalization efforts.

Here’s why you should register:

1 **The Approach:** With courses exploring retail, leadership, economic vitality, design, and more, participants will walk away with a deeper understanding of the Main Street Approach, as well as practical tools to implement in their communities right away.

2 **The Flexibility:** From in-person workshops with hands-on learning opportunities to live, online courses and pre-recorded sessions, you can pursue professional development at your own pace and on your own schedule.

3 **The People:** You’ll not only engage with industry-leading experts as your instructors, but you’ll also expand your professional network by learning in the company of your peers.

Grow in your career with the Main Street America Institute: learn more at mainstreet.org/msai or contact us at msai@savingplaces.org.
The Main Street program was founded 40 years ago to counter the serious threat facing thousands of downtowns and commercial corridors. Changes in the underlying economy had seemed to make it all but inevitable that shopping malls and big box retailers were the way of the future and downtowns and small businesses a thing of the past.

Thanks to the vision of Main Street’s founders, they knew that the demise of downtowns and small businesses was not a foregone conclusion. They put together a framework, known today as the Main Street Approach, that offers a roadmap for locally-owned, locally-driven prosperity. State by state, city by city, they organized and helped plant the beginnings of a nationwide movement of local programs dedicated to implementing the approach.

Today, thousands of communities have used the Main Street Approach to transform their economies, leverage local leadership, and improve overall quality of life. What started as a what many believed to be a quaint idea has blossomed into one of the most effective economic development tools out there.

In fact, pandemic recovery likely poses Main Street’s greatest challenge yet.

According to our recent study on the Impact of COVID-19 on Small Businesses as many as 7.5 million small businesses are at risk in the coming months, especially those employing fewer than 20 people. In this moment, our Main Street programs across the country are being called on to help protect our communities from the failure of small businesses at a scale unlike any ever seen in this country. With deep knowledge about the local business landscape and partners, Main Street leaders are uniquely able to connect businesses to the resources they need, and broker creative solutions to help get them through the coming months.

That’s why Main Street America is advocating to Congress for $100M to be included in an upcoming stimulus to sustain and expand the essential work of Main Street leaders in every corner of the country.

We have accomplished so much together over the past 40 years—not only in good times but also in challenging times. Which is where we find ourselves today. The COVID-19 pandemic has resulted in monumental shifts in our economy and how we think about work, shopping, social gathering and even recreation.

This advocacy effort is part of a larger campaign called Main Street Forward we have launched to provide you with the resources you need to navigate...
these uncertain times. Building on Main Street’s 40-year history of cultivating a strategic and comprehensive approach to problem solving through innovative and entrepreneurial thinking, we are dedicated to providing you with a wide range of free resources including recovery planning tools, guidance as it relates to Four Point activities, research, advocacy efforts, and best practices and examples from around the Network.

Central to this campaign is our commitment to providing resources that advance our core belief that Main Streets are for everyone. People of every race, ethnicity, gender, and sexual orientation should feel safe and welcome in our public spaces. During recovery efforts and beyond, we are dedicated to providing tools needed to help local leaders recognize inequity, embrace change, and resist a return to the status quo.

Now more than ever, we have a crucial role to play in supporting small businesses, maintaining and improving quality of life for all, and ultimately restoring the vitality of commercial districts. I hope this edition of State of Main brings you a bit of light during this challenging time as we look back on our year together and provides you with the inspiration you need to move forward.

This edition of State of Main marks the culmination of the We Are Main Street campaign, our year-long 40th anniversary celebration showcasing the people who make Main Streets shine. It’s been incredible to see how people connected and engaged with the campaign and learn about the broad diversity of champions that make up our network. Check out page 12 to meet a few of them. It is because of the ongoing work of these individuals coming together across the nation that Main Street continues to transform local economies at an unparalleled pace. This year alone, we saw $6.45 billion in reinvested in Main Street communities bringing us to over $85 billion reinvested since 1980—see page 14 for more details.

Main Street America works hard to energize and support our powerful network and drive the movement forward. See page 30 for more information on our technical services offerings, professional development programs, and partnerships that help promote revitalization efforts. Finally, head to page 52 to learn about our new campaign Main Street Forward that we launched to help you navigate the COVID-19 recovery process.

P.S. Even though the #WeAreMainStreet campaign is “officially” over, I hope you continue to use it to share and amplify your experiences and stories. We will be doing the same!
MAIN STREETS ARE FOR EVERYONE.

WE BELIEVE MAIN STREETS ARE FOR EVERYONE. AT THE CORE OF OUR APPROACH TO REVITALIZATION IS A COMMITMENT TO CREATING PLACES OF SHARED PROSPERITY, EQUAL ACCESS TO OPPORTUNITY, AND INCLUSIVE ENGAGEMENT. THE NATIONAL MAIN STREET CENTER MODELS AND CHAMPIONS THIS VISION THROUGH OUR ACTIONS AND PROGRAMS.

CREATING PLACES OF SHARED PROSPERITY TOGETHER

There’s important work for us all to do to fully realize this vision. Everyone who is part of the Main Street Movement can take an active role in shaping an inclusive future.

HERE ARE SOME NEXT STEPS WE CAN TAKE TOGETHER:

JOIN THE CONVERSATION. We encourage you to send us your feedback and use Main Street member resources, including The Point, to share your approaches, resources and challenges.

SHARE YOUR STORY. Great places happen due to a dedicated and diverse group of people. Use the #WeAreMainStreet campaign to share the individuals and ideas that power your community.

BUILD YOUR KNOWLEDGE. It’s incumbent upon each of us to expand our understanding of ourselves and others.

To learn more about our commitment to diversity, equity, and inclusion, visit mainstreet.org/mainstreetsareforeveryone.
ANNE T. AND ROBERT M. BASS FOUNDATION
THE RICHARD DRIEHAUS FOUNDATION FUND
AT THE CHICAGO COMMUNITY FOUNDATION

JOE AND MARGE GRILLS

COLEMAN FOUNDATION / KEVIN AND MARY DANIELS

J.M. KAPLAN FUND / THALIA AND MICHAEL C. CARLOS FOUNDATION, INC. / WILLIAMS FAMILY FOUNDATION OF GEORGIA CONSERVATION AND PRESERVATION FUND, COMMUNITY FOUNDATION OF SOUTH GEORGIA / WILLIAM T KEMPER FOUNDATION

TERRY LUNDEEN / PETER AND ISABEL MALKIN


THE KEVIN AND MARY DANIELS FUND

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.

**IN 2019, WE WELcomed**

**247 NEW MEMBERS FOR A TOTAL OF 1,860 MEMBERS—**

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**A 10 YEAR HIGH!**

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<td>Friends of Main Street</td>
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</tr>
</tbody>
</table>

**THANK YOU TO THE MAIN STREET LEADERSHIP COUNCIL FOR THEIR SUPPORT AND DIRECTION:**

- Laura Krizov, Michigan Main Street Center
- Ron Campbell, Oakland County Main Street (Architect/Design Representative)
- Michael Wagler, Main Street Iowa
- Tash Wisemiller, Montana Main Street
- Linda Klinck, Wyoming Main Street
- Gayla Roten, Missouri Main Street
- Mary Helmer, Main Street Alabama
- Bill Fontana, Pennsylvania Downtown Center
- Stephen Gilman, Boston Main Streets

Thank you also to Kitty Dougoud of Kentucky Main Street for her three years of service.
MEMBERSHIP BENEFITS

The Point
Access to our online member networking platform

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

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

State of Main
Main Street America’s printed publication that serves as an annual report and industry journal

Resource Center
A digital library of must-read revitalization publications, exclusive training materials, and topic-based toolkits

Free Webinars
Convenient, accessible professional development

Job Postings
Access to the Main Street and preservation-specific Career Center

Insurance
Tailored insurance products from the National Trust Insurance Services, LLC

Preservation Resources
Complimentary membership with the National Trust for Historic Preservation

And so much more!
Visit mainstreet.org to learn more and join today.
Small business, big impact.

U.S. Bank supports the small businesses and business development programs that build and sustain our community. We value the role small businesses play in providing jobs, contributing to local charities, and shaping the identity of our community. Local businesses are proof that with vision and determination, we can create our own possibilities. usbank.com/communitypossible

U.S. Bank is proud to support Main Street America.
StreetSounds® is a wireless audio solution designed for permanent outdoor mounting on streetlight poles. The audio is sent in real-time so that you can use the system for announcements, background music, live music, festivals, parades, farmers markets, and seasonal holiday music using a streaming music service such as Pandora.

Each StreetSounds® unit includes a high-quality wireless radio, a 70-watt stereo audio amplifier, two outdoor-rated speakers, and a heavy-duty stainless steel mount. Each system includes a Master Transmitter that can either be fixed-mounted, or transportable for festivals and parades, or can be used to “mic your band”.

Wireless. No digging up sidewalks or streets.
Real-time, high-quality audio.
Like having your own radio station.
Easily mounts on street light pole.
Fully outdoor-rated system.
Built-in scheduler for time-of-day operation.
Remote volume control of each unit.
In honor of our year-long We Are Main Street campaign celebrating 40 years of the Main Street Movement, we asked Main Street America members to choose words that best capture what Main Street means to them. Check out their inspiring answers and then join the conversation by sharing your perspective using #WeAreMainStreet!

**AMANDA ELLIOTT**  
Senior Program Officer and Director of California Programs, National Main Street Center  
RICHMOND, CALIFORNIA

Main Street is the engine for community revitalization.

As a former Main Street Executive Director, I know first-hand how using the Main Street Approach can mobilize communities toward positive change to improve their overall quality of life. It is a balanced, strategic, and comprehensive method that continues to help communities find their identity and highlight their assets.

**TASH WISEMILLER**  
Montana Main Street Program Coordinator and Community & Economic Vitality Program Manager, Montana Department of Commerce  
HELENA, MONTANA

Main Street is community in action.

Successful community building requires inspiration, collaboration, and vision, and must be met with dedicated action. A community in action is implementing its ideas and needs and is proactively and consistently taking steps toward realizing a more vibrant, healthy, and authentic sense of place on Main Street.

**MICHAEL BULLOCH**  
Downtown Coordinator/Executive Director, Downtown Farmington: A MainStreet Project  
FARMINGTON, NEW MEXICO

Main Street is the HeART of our Community!

People describe downtown as the “historic heart” of Farmington and speak fondly of downtown “in the good ol’ days.” We call our Main Street district the HeART, and capitalize “ART” because we are a State designated Arts and Cultural District, and it’s important to the Creative Economy.
MELVIN THOMPSON
Executive Director, Endeleo Institute
CHICAGO, ILLINOIS

Main Street is the Mecca for community revitalization.

The Endeleo Institute is deeply committed to restoring and preserving the cultural relevance of promoting economic development along the historic US Route 12/20 Highway (aka the 95th Street Corridor), where during The Great Migration (1915-1970) significantly large numbers of African Americans settled in the Washington Heights/Greater Roseland Area in Chicago, Illinois.

MICHELLE OWENS
Executive Director, Tybee Island Development Authority/ Main Street
TYBEE ISLAND, GEORGIA

Main Street is a point of entry.

As a military family, we moved to new locales more than a dozen times before my husband retired. Whenever we relocated, the local Main Street was always our first stop. It’s where we could meet people, find out what goods and services were available, and learn about town events.

GINGER BROWN
Executive Director, Jamaica Plain Centre/South Main Streets
BOSTON, MASSACHUSETTS

Main Street is innovation through teamwork for our community.

Our organization has focused on the innovations that small businesses could use but may not have access to. By consolidating community support, we launched our holiday light show with laser projections and our mobile app that highlights local events, all to keep our business district lively and competitive.
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 impact by collecting data on the preservation, revitalization, and economic activities of local Main Street America programs throughout the country.

These estimates are based on cumulative statistics gathered from 1980 to December 31, 2019, for all designated Main Street America communities nationwide.

These estimates are based on statistics gathered from January 1, 2019 to December 31, 2019 for all designated Main Street America communities nationwide. There were 1,161 programs included in this report.

**CUMULATIVE REINVESTMENT STATISTICS**

<table>
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<th>DOLLARS REINVESTED*:</th>
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<tbody>
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<td>295,348</td>
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<td>672,333</td>
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<tr>
<td>NET GAIN IN BUSINESSES</td>
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</tr>
</tbody>
</table>

**2019 REINVESTMENT STATISTICS**

<table>
<thead>
<tr>
<th>DOLLARS REINVESTED*:</th>
<th>$6.45 billion</th>
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<tr>
<td>BUILDINGS REHABILITATED</td>
<td>10,412</td>
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<tr>
<td>NET GAIN IN JOBS</td>
<td>32,316</td>
</tr>
<tr>
<td>NET GAIN IN BUSINESSES</td>
<td>6,466</td>
</tr>
</tbody>
</table>

Reinvestment ratio:** $30.09:$1

* Total reinvestment in physical improvements from public & 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, 2019, to December 31, 2019.
ArtsQuest was created to help the Bethlehem community recover from the closure of Bethlehem Steel.

Community Event and Festival Incubator (CEFIncubator.org) is a knowledge and networking platform for local leaders and organizers engaged in revitalizing their communities. CEFIncubator.org is dedicated to spreading best-practices to help develop authentic and sustainable festivals and events geared toward economic development.

**FOUNDING PARTNERS**

**ArtsQuest**

ArtsQuest reaches more than 2 million people annually with a combined economic impact to the region of more than $138 million through its flagship event, Musikfest; the Banana Factory Arts Center; and SteelStacks.

**Rileighs Outdoor Decor**

Rileighs Outdoor Decor is your preferred partner for outdoor events and festivals — we provide advice, design, installations, and logistical help for all your outdoor decorations needs.

**CEFIncubator.org**
CELEBRATING THE NETWORK
2019 GREAT AMERICAN MAIN STREET AWARDS

EXCEPTIONAL MAIN STREETS

Each year, Main Street America recognizes exceptional communities with the Great American Main Street Award™ (GAMSA). Selected by a national jury of community development professionals and representatives of government agencies involved in economic development and historic preservation, winners exemplify the power of the Main Street Approach and serve as shining models for comprehensive, preservation-based commercial district revitalization.

The 2019 Great American Main Street Awards were presented to Alberta Main Street of Portland, Oregon, Wausau River District of Wausau, Wisconsin, and Wheeling Heritage of Wheeling, West Virginia, at the 2019 Main Street Now Conference in Seattle, Washington.

“This year’s winners are proof that our commercial district revitalization approach has the power to transform communities across the country,” said Patrice Frey, President and CEO of the National Main Street Center. “While their stories are all unique, GAMSA winners have turned around their local economies by investing in locally-owned businesses, collaborating with public and private partners, and rallying their community members’ support.”
After struggling for decades, Alberta Main Street has become a bustling and inclusive arts district. Since the Alberta Main Street program formed in 2010, they have worked to create an equitable commercial district by offering programs that encourage small business development and property ownership among residents who have been historically marginalized from economic growth.

Known as a vibrant working-class and commercial district in the 1950s, Alberta Main Street suffered from decades of disinvestment and exclusionary lending practices. In the 1980s, gang activity reached unprecedented levels, and Alberta had become, as one television reporter stated, “the most killing street in Portland.” Community development efforts began in the 1990s, and Alberta Main Street formed in 2010 to continue the momentum while addressing the threat of losing the diversity and creative culture of the community. Over the past nine years, Alberta Main Street has flourished while remaining committed to inclusion and shared prosperity. Forty-four new businesses have started since 2010 and job opportunities have nearly doubled—from 696 in 2010 to 1,375 in 2018.

“Alberta Main Street is at the forefront of helping small businesses and entrepreneurs succeed, balancing historic preservation with new infill, and creating an inviting and welcoming district for all,” said Sheri Stuart, State Coordinator of Oregon Main Street. “They are a credit to our state program and an example for Main Streets across the country.”

Alberta Main Street has worked diligently to create an inclusive commercial district by offering programs that encourage small business development and property

“Alberta Main Street serves as a model for neighborhoods in cities that are struggling to retain their character in the face of new development, gentrification, and displacement,” said National Main Street Center CEO and President Patrice Frey. “Alberta has been able to grow its local economy without sacrificing the heritage and historic character that make this arts district unique.”
ownership among residents who have been historically marginalized from economic growth. Alberta hosts free small business seminars and networking events, offers matching grants to businesses and property owners, and provides one-on-one technical assistance. Their programming has paid off. Sixty percent of Alberta businesses are women-owned and 23 percent are minority-owned.

Alberta’s future is bright. Lined with locally-owned businesses, public art, and unique shops and galleries, residents and visitors are flocking to Main Street. Last year, events, programs, and activities drew 30,000 people to the district, with an estimated economic impact of over $5 million. Between 2015 and 2016, 60 percent of Alberta Street businesses reported an increase in revenue, and 40 percent planned to expand operations.

Alberta Main Street owes much of its success to its determined leader and ambassador for their Main Street—founding Executive Director Sara Wittenberg, who passed away in August 2018.

“I am truly honored to become the Executive Director of Alberta Main Street just a short time before this significant award,” said Ann Griffin, Alberta Main Street Executive Director. “It is a real tribute to my predecessor’s hard work, and to the dedication of the neighborhood leaders and volunteers who make this Main Street a success. We work to maintain Alberta as a place where all feel welcome, and where arts-inspired and community conscious projects can grow real roots.”

WATCH: View a video of Alberta Main Street’s remarkable transformation at mainstreet.org/alberta.

Located along the Wisconsin River, Wausau has focused on developing unique public spaces and special events that showcase the character and natural beauty of their downtown. Founded in 2002, Wausau River District has generated nearly $120 million in public and private investment, added rich programming, and expanded their partnerships to transform their commercial corridor into an arts and culture hub of north central Wisconsin.

Before Wausau River District formed in 2002, this north central Wisconsin downtown faced a decade of blight and competition from big box stores, resulting in a constant flight of local businesses. Between 2002 and 2010, Wausau River District advocated for new developments and redesigned wider and more walkable streets. These efforts, combined with bringing in nearly $120 million in public and private investment, have
sparked a true transformation. Downtown Wausau’s vacancy rate has dropped from 13 percent to 3 percent since 2002, and residential development has swelled.

“Wausau River District has consistently been a leader in district revitalization,” said Errin Welty, Wisconsin Main Street Program Coordinator and Downtown Development Account Manager for the Wisconsin Economic Development Corporation. “The strong engagement from the property owner and business community, together with the strong relationship with municipal government, have fostered an atmosphere of innovation and creativity. While the River District has always been an employment hub and shopping destination, it is also increasingly attracting overnight visitors and permanent residents that appreciate the district’s ample dining, nightlife, and recreation amenities.”

Located along the Wisconsin River, Wausau has focused on developing unique public spaces and special events that showcase the character and natural beauty of their downtown. Wausau River District implemented a series of placemaking strategies to jumpstart these efforts, including placing painted pianos, murals, public art displays, and an umbrella art installation downtown. Wausau River District also hosts 100 special events each year in downtown, ranging from concerts to art fairs, drawing over 72,000 visitors annually. The crown jewel of Wausau is the 400 Block, a centrally-located park completed in 2011 with a covered stage that hosts dozens of events annually, as well as a skating rink, snow slide, and splash pad.

“I’m beyond proud of our community’s focus on improving the quality of life for our residents, through the creation of public spaces, community events, expansion of walking/biking trails and the vast amount of cultural and historical offerings that make our downtown so vibrant any time of the year,” said Blake Opal-Wahoske, Executive Director of Wausau River District.

Wausau River District’s efforts have spurred significant economic growth. In the past four years, they have introduced 47 new programs, events, and services with a total estimated economic impact that ranges from $8 to $13.5 million. Their downtown has generated more than 1,000 new jobs and 104 new businesses since 2002. Wausau has also focused on generating more locally-owned small businesses. Their Entrepreneurial and Education Center offers boot camps, trainings, classes, and mentorship opportunities to budding small business owners to encourage development.

“Wausau River District has set an example for communities across the country that are looking to cultivate sustainable, long-term revitalization in their downtown,” said National Main Street Center CEO and President Patrice Frey. “They have shown what’s possible if you invest in public spaces, expand partnerships and collaborations, diversify funding sources, and launch programs that respond to the needs of your community.”
A town of 28,000 along the Ohio River, Wheeling has turned their once blighted downtown into an economic engine for the community. Wheeling saw disinvestment in the 1980s and 90s as retailers went to suburban shopping malls and major local industries suffered losses. But since Wheeling’s Main Street program launched in 2015, they have generated nearly $50 million in total investment downtown, the vacancy rate has decreased to 15 percent and 124 buildings have seen improvements.

“We’ve been successful because we are cognizant of the ever-changing nature of our community. While we’ve taken great strides, our work isn’t done,” said Alex Weld, Project and Outreach Manager at Wheeling Heritage, who oversees Wheeling’s Main Street program. “We continuously evaluate and adapt our programming to address pressing needs in the community, which we feel is the best way to help Wheeling continue to flourish.”

Thanks to a growing downtown shopping, dining, and arts scene, anchored by the iconic Capitol Theater and Centre Market Historic District, more people are living in downtown Wheeling than ever before. Once vacant buildings, including a warehouse and former department

“In only a few years, Wheeling Heritage has changed the narrative around what is possible for their downtown,” said National Main Street Center President and CEO Patrice Frey. “Wheeling Heritage has brought significant economic opportunity to their Main Street, harnessed the neighborhood’s historic character, and helped residents believe in the future of their community.”
store, have been transformed into unique living spaces. While there were no multi-family, market-rate apartments in 2015, there are now 100 of these types of units in Wheeling’s historic downtown.

Wheeling Heritage has also worked to cultivate a strong small business community. From launching a live community crowdfunding event for new business ideas called Show of Hands, to bringing an international entrepreneur training program to assist new business owners, Wheeling Heritage has been creative in their approach to community-based economic development. These programs have yielded positive results. Over the past three years, their downtown has added 37 net new businesses.

“It’s an honor to receive national recognition for the impact of our work,” said Jake Dougherty, Executive Director of Wheeling Heritage. While all of us here in Wheeling see the progress the city has made, it’s always nice to see people outside of the city recognize our progress and potential. Although we were selected for work that has been done in the past four years, this is built off decades of effort by many people.”

Former Main Street West Virginia Coordinator Nikki Martin echoed Dougherty. “Wheeling is an outstanding example of how West Virginians can work together to achieve downtown revitalization and improve quality of life. Under the leadership of Alex Weld and Jake Dougherty, and with phenomenal support from the board, volunteers, businesses, community, and local government over the years—you see the amazing results that come when people come together to love their downtown.”

**WATCH:** See how Wheeling Heritage brought significant economic opportunity to their downtown at mainstreet.org/wheeling.
CELEBRATING THE NETWORK

2020 GREAT AMERICAN MAIN STREET AWARDS

THIS YEAR’S SEMIFINALISTS

Every year, a group of outstanding communities are selected from a nationwide pool of Accredited Main Street America applicants as Great American Main Street Award (GAMSA) semifinalists. This year we were honored to recognize eight semifinalists, three of which will move on to become our 2020 GAMSA winners.

TOGETHER, THIS YEAR’S EIGHT SEMIFINALISTS HAVE:*

- OPENED 459 NEW BUSINESSES
- GENERATED 9,498 JOBS
- REHABBED 734 BUILDINGS
- LOGGED 192,371 VOLUNTEER HOURS
- BROUGHT IN OVER 1 BILLION DOLLARS IN PUBLIC INVESTMENT
- BROUGHT IN HALF A BILLION DOLLARS IN PRIVATE INVESTMENT

* These estimates are based on cumulative statistics gathered from the Main Street America programs’ inceptions through 2018.
**BOYNE CITY MAIN STREET**
**BOYNE CITY, MICHIGAN**

Located along Lake Charlevoix in Northern Michigan, Boyne City has harnessed the Main Street Approach to bring renewed vitality downtown. By activating its waterfront and boosting recreation opportunities, Boyne City has become a tourist destination. But it hasn’t forgotten about its residents. Several workforce housing initiatives are underway, and a newly constructed pavilion in the core of downtown hosts year-round community events and a farmers market. Since the Main Street program began in 2003, they’ve built up a strong volunteer base, logging 54,150 volunteer hours in a town of just 3,740!

**DESTINATION CONGRESS HEIGHTS**
**WASHINGTON, DC**

Through inclusive economic development, community engagement, mixed-use development projects, and placemaking, Destination Congress Heights (DCH) has changed the narrative around their corridor in just three years. The proof is in their reinvestment statistics: since 2016, the district’s vacancy rate has shrunk from 29 percent to 13 percent, and they’ve created 7,291 new jobs. DCH has focused on building an inclusive economy for its residents by providing an array of entrepreneurship programs for people in the community. Now, the district boasts an eclectic mix of shops that are nearly 85 percent owned by African Americans. DCH rebranded Congress Heights as the “Soul of the City,” and that tagline certainly rings true today.

**DOWNTOWN TUPELO MAIN STREET ASSOCIATION**
**TUPELO, MISSISSIPPI**

Downtown Tupelo has built on its legacy as the home of Elvis Presley and transformed its Main Street from a buttoned-up corridor that shut down after 5pm to a bustling district with live music, art galleries, and farm-to-table restaurants. Thanks in part to a $14 million streetscape project that changed the face of Main Street and a new development that doubled the footprint of their downtown, Tupelo is now thriving—in the past five years, 83 business have opened, generating over 1,300 jobs. A three-time GAMSA semifinalist, Tupelo Main Street embraces the “Tupelo Spirit” with a range of inclusive community events and festivals.

**Evanston URA/Main Street**
**Evanston, Wyoming**

A natural gas boom drew activity away from Evanston’s downtown in the 1970s, but significant preservation and design projects have transformed Evanston’s Main Street into a lively place to live, work, and play. A town along the historic Lincoln Highway, Evanston has reshaped downtown by rehabbing 35 buildings, including a fire-ravaged theater, abandoned hotel, and vacant train depot. Evanston encourages small business owners to take part in their preservation ethic by offering a revolving loan fund. With a Chinese New Year parade, Cinco de Mayo celebration, and Celtic Festival, the URA/Main Street program offers events that celebrate the diversity of their community.
GREATER ASHMONT MAIN STREET
BOSTON, MASSACHUSETTS

Greater Ashmont Main Street has become an active, walkable district with inviting public spaces and vibrant shops and restaurants that embrace the area’s diversity. Anchored by a large transit hub, Greater Ashmont Main Street has implemented a range of people-centered placemaking projects to connect this formerly bifurcated district and bring more foot traffic downtown. After extensive community feedback, Greater Ashmont Main Street created a public plaza for community gathering in historic Peabody Square and brought in four mixed-income residential projects. With a linear park aimed at creating even more continuity and walkability in the district on the way, Greater Ashmont Main Street has spurred an impressive transformation.

JEFFERSON MATTERS: MAIN STREET
JEFFERSON, IOWA

When Jefferson Matters: Main Street got its start in 2012, many of the district’s storefronts were vacant and historic buildings had fallen into disrepair. But in only eight years, Jefferson Matters has sparked an inspiring transformation through innovative placemaking projects and building restorations. Jefferson Matters bought up vacant buildings, renovated the storefronts themselves, and hosted events to encourage property owners and entrepreneurs to locate downtown. The Main Street program also worked with community partners to bring the software development company Pillar Technology to their town of 4,300, which will result in thirty new jobs, and has already sparked new housing developments.

KENDALL WHITTIER MAIN STREET
TULSA, OKLAHOMA

With lively restaurants, breweries, art galleries, and retail lining the streets of Kendall Whittier, it’s hard to believe this district had a 65 percent vacancy rate just seven years ago. After an eight-lane highway bisected Kendall Whittier in the 1960s, this once-thriving shopping district hit hard times. But since 2013, 36 new businesses have opened, and 292 jobs have been created. With people-centered transportation projects, affordable housing initiatives, and events that reflect the diversity of the community, Kendall Whittier has seen progress without marginalization. Their revitalization has made a it a model for other Tulsa neighborhoods and sparked a citywide Main Street program.

MAIN STREET DENISON
DENISON, TEXAS

The longest Main Street in Texas, Denison has gone from a sleepy railroad town to a thriving hub for music, arts, and entertainment. Denison has made community engagement a part of everything they do—from engaging middle schoolers through an event volunteering program to initiating “Mayor on Main,” an effort where the Mayor and Main Street Director personally visit every business on Main Street. With 424 buildings rehabbed since 1989 and a large, multi-stakeholder streetscape redesign initiative in the works, Denison is preserving its past while building a brighter future.
THE 1772 FOUNDATION
Preserving American Historical Treasures

Working to ensure the safe passage of our historic buildings and farmland to future generations.
CELEBRATING THE NETWORK
GREAT AMERICAN MAIN STREET AWARDS

IN 2019,
Main Street America was honored to reach the impressive milestone of celebrating the 100th Great American Main Street Award winner! Launched 25 years ago to celebrate models of excellence in downtown revitalization, this prominent awards program has shown time and time again the power of the Main Street Approach.

THE GAMSA 100

Please join us in celebrating these award-winning communities as we look forward to the next 100!

2019
Alberta District (Portland), OR • Wausau, WI • Wheeling, WV

2018
Howell, MI • Oregon City, OR • Rock Springs, WY

2017
Covington, KY • O.C. Haley Blvd. (New Orleans), LA • West Chester, PA

2016
Shaw District, D.C. • Audubon Park, FL • Dahlonega, GA
2015
Cape Girardeau, MO • Montclair, NJ • Rawlins, WY

2014
Milledgeville, GA • Woodbine, IA • Harrisonburg, VA

2013
H Street, D.C. • Rochester, MI • Ocean Springs, MS

2012
Valley Junction (West Des Moines), IA • Jacksonville, IL • Bath, ME • Washington, MO • Culpeper, VA

2011
Newark, DE • Fort Pierce, FL • Old Town Lansing, MI • Silver City, NM • Beloit, WI

2010
Paducah, KY • Ferndale, MI • Lee’s Summit, MO • Columbus, MS • Fairmont, WV

2009
El Dorado, AR • Federal Hill (Baltimore), MD • Livermore, CA • Rehoboth Beach, DE • Green Bay, WI

2006
Parsons, KS • Natchitoches, LA • El Reno, OK • Lynchburg, VA

2005
Washington Gateway (Boston), MA • Barracks Row, DC • Emporia, KS • New Iberia, LA • Frederick, MD

2004
Rogers, AR • Encinitas, CA • Paso Robles, CA • Burlington, IA • Westfield, NJ

2003
Rome, GA • Littleton, NH • Greenville, SC • Manassas, VA • Wenatchee, WA

2002
Cedar Falls, IA • Milford, NH • Okmulgee, OK • Staunton, VA • La Crosse, WI

2001
Elkader, IA • Danville, KY • Mansfield, OH • Enid, OK • Walla Walla, WA

2000
Coronado, CA • Keokuk, IA • St. Charles, IL • Newkirk, OK • Port Townsend, WA

1999
San Luis Obispo, CA • Lafayette, IN • Bay City, MI • Cordell, OK • Denton, TX

1998
Thomasville, GA • Corning, IA • Lanesboro, MN • York, PA • Morgantown, WV

1997
DeLand, FL • Libertyville, IL • Holland, MI • Georgetown, TX • Burlington, VT

1996
Bonaparte, IA • Saratoga Springs, NY • Wooster, OH • East Carson Street (Pittsburgh), PA • Chippewa Falls, WI

1995
Pasadena, CA • Dubuque, IA • Clarksville, MO • Franklin, TN • Sheboygan Falls, WI
Main Street America works hard to energize and support the diverse network of MSA communities. With expert technical services offerings, enriching professional development from the Main Street America Institute and Main Street Now Conference, and a range of innovative partnerships and programs that promote revitalization, we strive to ensure that this 40-year movement thrives and grows. We’re committed to deepening our work within our existing network and bringing the promise of Main Street to many more places in the years to come.

**SUPPORTING COMMUNITIES THROUGH COMPREHENSIVE PROGRAMMING AND SERVICES**

1. The **FIELD SERVICES** team traveled from coast to coast in 2019 to lend their expertise to communities across the country. One visit took Lindsey Wallace and Dionne Baux to Libertyville, Illinois, where they led a workshop on people-centered design. Learn more about our work helping revitalization professionals achieve quality design, as well as technical assistance services the team provided this year, on page 31.

2. Thirty-six revitalization professionals traveled to Richmond, Virginia, for three days of interactive learning, sharing, and networking at the **MAIN STREET AMERICA INSTITUTE’S** (MSAI) Community Transformation Workshop. A hallmark of MSAI, the workshop allowed participants to learn from experts in the field—and each other—about the complex combination of strategy, revitalization, and leadership that creates positive change in a community. Learn more about other offerings from MSAI and what the 2019 Main Street America Revitalization Professional cohort gained from their experience on page 42.

3. In November, Dionne Baux led a Main Street 101 workshop tailored for urban commercial districts in Charlotte, North Carolina. Baux was joined by **URBANMAIN** community leaders from Shaw Main Streets and H Street Main Street in Washington, D.C., and Rev Birmingham in Birmingham, Alabama, who shared their experiences implementing the Main Street Approach in urban commercial corridors. Learn more about our work revitalizing urban commercial districts on page 32.
IN 2019, OUR STAFF MADE NEARLY 250 TRIPS TO 34 STATES AND TERRITORIES, PLUS INDIA AND THE UK, VISITING 150 COMMUNITIES TOTAL!

In the fall, we asked Main Street America members for their most innovative ideas for celebrating Small Business Saturday as American Express Neighborhood Champions. Communities across the country responded with some truly creative ideas for rallying around their small businesses. One of the 16 winners was Carlsbad Village Association in Carlsbad, California, who attracted shoppers downtown all day long with an interactive gift card giveaway. Head to page 38 to find out about the 15 other communities that won the SMALL BUSINESS SATURDAY INNOVATION CONTEST.

The 20 competing sites in this year’s PARTNERS IN PRESERVATION: MAIN STREETS campaign garnered more than 1.1 million votes during the voting period, making it the largest Partners in Preservation campaign to date. Sites this year focused on highlighting the often-unrecognized contributions of women to American history and society. One of the winning sites, Union Block in Mount Pleasant, Iowa, is home to where the first female lawyer passed the bar exam. Learn more about the campaign and the other winning sites on page 36.

Main Street America was awarded a $750K NATIONAL PARK SERVICE GRANT to fund the first national façade improvement grant program, which will begin in 2020. Learn more about the progress of our impactful façade programs, including our continued work to improve façades in Texas, and the other exciting work we have in store for next year on page 35.

The 2019 MAIN STREET NOW CONFERENCE in Seattle, Washington, brought together more than 1,800 commercial district revitalization professionals, our largest attendance yet! Thanks to our co-hosts, the Washington Trust for Historic Preservation and the Washington Main Street Program, as well as everyone who presented, attended, and supported the conference for making this such a successful event. Check out photos from the conference on page 40.
Our Field Services team traveled from coast to coast in 2019 providing expertise to commercial district revitalization organizations of all sizes. From offering tailored strategic planning and in-person workshops to keynotes and district assessments, the team delivered expert support to local, county, and statewide partners. Keep reading to learn more about this year’s highlights and the team’s work supporting the Main Street America (MSA) Network.

**SUPPORTING PLACE-BASED ENTREPRENEURSHIP ECOSYSTEMS**

To help communities develop environments where entrepreneurs can thrive, the Field Services team created the **Entrepreneurship Ecosystem Community Audit Tool**. This tool helps communities to determine their relative strengths and weaknesses in supporting existing and new businesses. Matt Wagner piloted the Audit Tool in Grayling, Charlevoix, and Owosso, Michigan, and is providing specialized services to each community based on the result of their audit assessments. These services include feasibility analyses for a drop-in space for remote workers and a business incubator, as well as developing an entrepreneurship pipeline plan to provide low-cost entry points for emerging retailers.

In July, Dionne Baux previewed the Audit Tool at a workshop with UrbanMain communities in Chicago, with generous support from the Chicago-based Coleman Foundation. The entrepreneurship ecosystem workshop brought together 50 local commercial district revitalization practitioners in Chicago and was conducted in partnership with the office of Illinois Lieutenant Governor Juliana Stratton.

Building on this work, Wagner customized the Audit Tool for a pilot program in Wyoming focused on mitigating the negative economic impacts resulting from the closure of four Shopko stores. Working with the Wyoming Business Council, Wagner evaluated retail gaps, identified opportunities for downtown businesses, and developed a long-term project for creating a regional ecosystem. Wagner’s work in Wyoming was awarded the 2019 Innovation Award by the Wyoming Economic Development Association.

Learn more about the Entrepreneurship Ecosystem Community Audit Tool here.
**EXPANDING DESIGN SERVICES**

With the addition of Lindsey Wallace to the Field Services team, MSA has continued to grow its expertise in helping communities achieve quality, people-centered design. We unveiled a new set of design technical services this year, including a suite of webinars and workshops focused on a variety of design-related topics, from people-centered design to trail-oriented development.

MSA was called on to share knowledge in the area of placemaking, especially focusing on rural areas and economic impacts, throughout the year. In November, Wallace participated in a panel on the Economic Impacts of Placemaking at the AARP Livable Communities Placemaking Workshop. Wallace also presented a webinar, “Big Ideas, Small Town: Rural Placemaking” for the International Economic Development Council (IEDC) in July, and she published an article by the same name in the Fall 2019 edition of the Economic Development Journal, a publication of IEDC.

**DID YOU KNOW?**

**WALLACE LEADS MSAI’S ADVANCED PRINCIPLES OF QUALITY DESIGN COURSE. LEARN MORE AND REGISTER AT MAINSTREET.ORG/MSAI**

**RETAIL ROADMAP**

We further explored the role of place in entrepreneurship ecosystems through the release of a new publication, The Future of Retail: Creative Approaches to Place-Based Entrepreneurship. The report provides a roadmap for Main Street communities on how to adapt to the evolving retail landscape by capitalizing on interactivity and experience. Visit our Main Street America resource library at mainstreet.org/resourcecenter to download the publication.

**TRANSPORTATION TOOLKIT**

In fall 2019, MSA built on its design work by partnering with Project for Public Spaces (PPS) to develop Navigating Main Streets as Places: A People-First Transportation Toolkit. This resource provides guidance to Main Street leaders, community advocates, local officials, transportation professionals, and everyone else in between on how to evaluate streets and transportation through the lens of placemaking, balance the needs of mobility and other street activities, and build stronger relationships with other decision-makers and the community. A one-stop-shop toolkit, Navigating Streets as Places features guidance and best practices through an 84-page downloadable handbook, an online resource library, and a multipart webinar series.

Check out Navigating Main Streets as Places at mainstreet.org/navigatingmainstreets.
STRENGTHENING URBAN COMMERCIAL DISTRICTS

From Reno, Nevada, to Baltimore, Maryland, UrbanMain has provided in-person technical services to over 10 municipalities across the nation since its founding in 2017. In 2019, we've continued to deepen our engagement and grow the program.

Baux worked closely with REV Birmingham and Main Street Alabama to launch an UrbanMain program in the Woodlawn Business District in Birmingham, Alabama. REV Birmingham is focused on making way for equitable entrepreneurship in the Woodlawn neighborhood and believes UrbanMain has unlocked a magic formula for community transformation. REV Birmingham has made exciting progress applying the Main Street Approach and developing transformation strategies focused on equitable entrepreneurship.

In September, Dionne Baux led a Consensus Building Workshop in Charlotte, North Carolina, for the West End/Beatties Ford district and built on that workshop by returning the following month to conduct a day-long Main Street 101 Workshop. Baux was joined by UrbanMain community leaders from Shaw Main Streets and H Street Main Street in Washington, D.C., and Rev Birmingham in Birmingham, Alabama, to lead in-depth sessions on their experience implementing the Main Street Approach in urban commercial corridors.

UrbanMain also continues to deepen its engagement in Chicago’s neighborhood commercial corridors. Baux has worked closely throughout the year with local partners, including the 51st Business Association, South Shore Chamber of Commerce, and the Morgan Park Beverly Hills Business Association, on capacity building, community engagement and outreach, and partnership building.

UM is thrilled to partner with the City of Chicago and LISC Chicago to launch a new citywide program targeting 12 neighborhood cores on the City’s South and West sides. Learn more.
BUILDING ORGANIZATIONAL CAPACITY

From presenting sessions at conferences to in-person Transformation Strategy workshops, the Field Services team lent their expertise on how to build stronger organizations to a wide range of communities in 2019.

Kathy La Plante was invited to speak at the closing session of The Rural Round Up conference in Nevada. Titled “Main Street and Tourism: Fostering Thriving and Vibrant Communities,” Kathy’s presentation offered guidance on how Main Streets can build on existing assets to create a stronger brand and attract tourists to their communities. La Plante also shared her knowledge at the Oregon Downtown Conference in Tillamook in October. On top of a three-hour Boot Camp that took a deep dive into Main Street principles, La Plante also presented on the importance of building unique partnerships. Through plenty of examples, she highlighted how Main Street communities can identify, engage, and involve unique partners in a variety of Main Street efforts.

We also took our expertise to Puerto Rico this year and developed relationships with organizations helping to rebuild after Hurricane Maria. Norma Ramírez de Miess visited Puerto Rico in January, June, and October, to visit historic communities heavily impacted by the hurricane and explore opportunities to use the Main Street Approach in rebuilding efforts. She met with property owners, business owners, municipal leaders and planning staff, elected officials, government agencies, and universities to see how Main Street could support revitalization while protecting and enhancing local heritage and cultural assets. Local leaders invited Ramírez de Miess to present a keynote presentation on the Main Street Approach and sit on a panel on building resilient, livable communities at the Annual Convention of the Puerto Rico Chapter of Architects in June.

A GROWING TEAM

MSA welcomed Amanda Elliott to the team as Senior Program Officer and Director of California Programs. She is responsible for delivering comprehensive commercial district revitalization technical services to communities across the country and leading the California Main Street program. We also added greater capacity to our support of Illinois Main Street. Kelly Humrichouser, who has managed the Main Street America Institute for the past three years, gained the additional role of coordinating the training, technical services, and communications for the communities that comprise the Illinois Main Street program.
ENCOURAGING LEADERSHIP DEVELOPMENT

It was a strong year for workshops with a focus on leadership development for Main Street staff and boards. **Norma Ramírez de Miess led dozens of customized leadership workshops for communities**, including ten workshops for towns in the state of Michigan alone. These visits included meeting with Main Street Program boards to respond to needs outlined in surveys and discuss their roles, as well as one-on-one retreats with Main Street directors to explore strengths, weaknesses, and areas for growth. She also worked with statewide programs in Oklahoma, Washington, and Michigan to develop strategic plans, facilitate staff retreats, create work plans, and conduct program reviews.

DID YOU KNOW? **RAMÍREZ DE MIESS LEADS MSAI’S ADVANCED PRINCIPLES OF LEADERSHIP DEVELOPMENT COURSE. LEARN MORE AND REGISTER AT MAIN-STREET.ORG/MSAI.**

Kathy La Plante led a Leadership Workshop in Gardnerville, Nevada, which focused on leadership development, volunteer recruitment, and fundraising. The workshop coincided with the state’s first quarterly Main Street staff meeting since the Nevada program began.

LOOKING AHEAD

In 2019, Main Street America selected Maine Downtown Center as the next state partner to participate in the Historic Commercial District Revolving Fund, made possible through the generous support from the 1772 Foundation, Inc. We’ll work with Maine Downtown Center and three communities over the next three years (Gardiner, Biddeford, and Skowhegan) to disburse façade improvement funds. We also launched a second round of revolving funds in Texas to expand our revolving fund into more MSA communities, including the City of Kingsville, and will disburse three loans of $25K for additional façade improvements.
Whether you’re interested in hosting a training or need a speaker at an upcoming event, our Field Services team is here to help!

FIELD SERVICES TEAM:

MATT WAGNER
Vice President of Revitalization Programs
mwagner@savingplaces.org

DIONNE BAUX
Director of Urban Programs
dbaux@savingplaces.org

AMANDA ELLIOTT
Senior Program Officer and Director of California Programs
aelliott@savingplaces.org

KATHY LA PLANTE
Senior Program Officer and Director of Coordinating Program Services
klaplante@savingplaces.org

NORMA RAMÍREZ DE MIESS
Senior Program Officer and Director of Leadership Development
nmiess@savingplaces.org

LINDSEY WALLACE
Director of Strategic Projects and Design Services
lwallace@savingplaces.org

Building on these façade improvement programs, MSA was awarded a $750K National Park Service grant to fund the first national façade improvement grant program. Four Coordinating Programs will be selected as partners, and we will work collaboratively with them to choose three communities in each of their respective states to receive grants. Thanks to additional funding from the National Park Service, we will also be creating a suite of tools and resources for Main Streets on preparing for and responding to natural disasters.

Finally, over the next three years, MSA, Heritage Ohio, and other partners will embark on the Ohio Entrepreneurs Program, made possible through the generous support of PNC Foundation, the Ewing Marion Kauffman Foundation, Anne T. and Robert M. Bass Foundation, and Brookings Institution. The initiative will help community leaders in three Ohio Appalachian communities (Cambridge, Coshocton, and Martins Ferry) to develop and sustain new entrepreneurial growth through an informed market and place-based approach that focuses on implementation through local capacity building and cultivating a local entrepreneurial culture.
Main Street goes mobile!

Your FREE Mobile App

One location-aware app for ALL Main Streets

- Free to your Main Street
- You control content
- Business directory
- Map & parking locations
- List area attractions
- Promote your events
- Add your walking tour
  (per-stop setup charge applies)

Contact us to join the national network!

info@distrx.com  407-618-1223
With decades of combined experience leading and advising commercial district revitalization efforts, the Main Street America and UrbanMain Field Services team offers unparalleled support to local, city, and statewide partners.

Whether you are looking for strategic planning support, district assessment services, or economic development strategy implementation—we have the tools to help make your vision for your community a reality.

Take your commercial district revitalization efforts to the next level

**AREAS OF EXPERTISE INCLUDE:**

- Comprehensive Main Street Approach planning and implementation
- Advancing economic opportunity in urban commercial districts
- People-first district design and transportation
- Entrepreneurial ecosystem development
- Leadership development training for staff and boards
- Fundraising, planning, and organizational assessment
- Promotions and event evaluation
- Succession planning

**THE TEAM OFFERS SERVICES THROUGH A VARIETY OF VEHICLES, WHICH CAN BE CUSTOMIZED BASED ON YOUR NEEDS. SERVICES ARE TYPICALLY OFFERED VIA:**

- One-day, in-community workshops for commercial district leaders
- In-community, multi-day technical assessment and plan development to identify gaps and create plans for revitalization
- One-on-one coaching
- Webinars

**Our team has assisted hundreds of communities, from veteran programs to those just getting off the ground, on their path to sustainable revitalization. We love getting to know Main Street districts from across the country and helping them reach their full potential.**

MATTHEW WAGNER, Ph.D., Vice President of Revitalization Programs

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**Bring the Field Services Team to your community! For more information, contact Matt Wagner at mwagner@savingplaces.org.**

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Learn more here!
In the fall of 2019, Main Street America joined with American Express and the National Trust for Historic Preservation for the 2019 Partners in Preservation: Main Street campaign, which featured sites that highlighted and raised awareness of the often-unrecognized contributions of women to American history and society. The 20 competing sites garnered more than 1.1 million votes during the period, making it the largest Partners in Preservation: Main Streets voting campaign to date.

**JANESVILLE WOMAN’S CLUB**
Janesville, Wisconsin
Credit: Jane Roe

**ODD FELLOWS BUILDING**
Astoria, Oregon*
Local Main Street America program: Astoria
Downtown Historic District Association
Credit: Graham Nystrom

**CHESTER COUNTY HISTORICAL SOCIETY**
West Chester, Pennsylvania*
Local Main Street America program: West Chester BID
Credit: Chester County Historical Society

**UNION BLOCK**
Mount Pleasant, Iowa*
Local Main Street America program: Main Street
Mount Pleasant
Credit: Main Street Mount Pleasant

**MONROE COUNTY COURTHOUSE**
Monroeville, Alabama*
Local Main Street America program: Monroeville Main Street
Credit: Bob McMillan

** HOLLY UNION DEPOT**
Holly, Michigan*
Local Main Street America program: Main Street
Holly Downtown Development Authority

* Located in a Main Street America community
For more information on the winning sites and their preservation projects, please visit: savingplaces.org/partners-in-preservation-main-streets-2019

From the home of the first female African American doctor in Denver, Colorado, to famed author Harper Lee’s hometown courthouse in Monroeville, Alabama, the 13 winning sites celebrated the triumphs, struggles, and rich history of women in America. Winning sites received a total of $1.8 million in grants to fund their preservation projects, in addition to an initial grant of $10,000 each to increase public awareness of these historic places and build grassroots support for their Main Street district.

CASA BELVEDERE
Staten Island, New York
Credit: The Italian Cultural Foundation

THE CLUBHOUSE
Salt Lake City, Utah
Credit: Collective Studios

JULIETTE GORDON LOW BIRTHPLACE
Savannah, Georgia
Credit: Collection of the Girls Scouts of the USA

COLLEGE HALL (LAKE ERIE COLLEGE)
Painesville, Ohio*
Local Main Street America program: Downtown Painesville Organization
Credit: Lake Erie College

DR. JUSTINA FORD HOME
Denver, Colorado

ELISABET NEY MUSEUM
Austin, Texas
Credit: Elisabet Ney Museum

THE WOMAN’S CLUB OF MINNEAPOLIS
Minneapolis, Minnesota
Credit: The Woman’s Club of Minneapolis
In the fall of 2019, we asked Main Street America members for their most innovative ideas for celebrating Small Business Saturday® as an American Express® Neighborhood Champion. From interactive game shows and ugly sweater crawls to selfie contests and holiday markets, the 16 winners of the Small Business Saturday Neighborhood Champion Innovation Contest had some truly creative ideas for encouraging their communities to Shop Small! The entrant with the most innovative idea received one $1,000 gift card, and 15 other programs with creative plans won $500 gift cards in recognition of their Small Business Saturday efforts. Here are the winners!

**GRAND PRIZE WINNER:** TYBEE ISLAND, GEORGIA: CITY OF TYBEE ISLAND DEVELOPMENT AUTHORITY/MAIN STREET

**FACING PAGE, LEFT COLUMN:**

BERLIN, MARYLAND:
BERLIN MAIN STREET
Credit: Ivy Wells

BRADFORD, PENNSYLVANIA:
CITY OF BRADFORD MAIN STREET PROGRAM
Credit: City of Bradford Main Street Program

BURLINGTON, NEW JERSEY:
MAIN STREET BURLINGTON
Credit: Main Street Burlington

CARLISLE, PENNSYLVANIA:
DOWNTOWN CARLISLE ASSOCIATION
Credit: Downtown Carlisle Association

CARLSBAD, CALIFORNIA:
CARLSBAD VILLAGE ASSOCIATION
Credit: Carlsbad Village Association

**MIDDLE COLUMN:**

JACKSONVILLE, ILLINOIS:
JACKSONVILLE MAIN STREET
Credit: Cory Garner, ElCrow Photography

LEE’S SUMMIT, MISSOURI:
DOWNTOWN LEE’S SUMMIT MAIN STREET
Credit: Downtown Lee’s Summit

LOS ALAMOS, NEW MEXICO:
LOS ALAMOS MAINSTREET
Credit: Skip Wecksung

MASON CITY, IOWA:
MAIN STREET MASON CITY
Credit: Aaron Thomas

MOUNT VERNON-LISBON, IOWA:
MOUNT VERNON LISBON COMMUNITY DEVELOPMENT GROUP
Credit: Mount Vernon Lisbon Community Development Group

**RIGHT COLUMN:**

OCEANSIDE, CALIFORNIA:
MAINSTREET OCEANSIDE
Credit: Road West Photography

PEABODY, MASSACHUSETTS:
PEABODY MAIN STREETS
Credit: Peabody Main Street

PROSSER, WASHINGTON:
HISTORIC DOWNTOWN PROSSER ASSOCIATION
Credit: Fred Carroll

SPRINGFIELD, ILLINOIS:
DOWNTOWN SPRINGFIELD INC.
Credit: Kayla Graven

WOODLAND PARK, COLORADO:
WOODLAND PARK MAIN STREET
Credit: Gail Wingerd
SPARKING THE GROWTH OF COMMERCIAL DISTRICT LEADERS

The Main Street America Institute (MSAI) held its third annual graduation ceremony for Main Street America Professional (MSARP) credential recipients at the 2019 Main Street Now Conference in Seattle, Washington. The 2019 cohort demonstrated a mastery of subject matter essential to the profession of commercial district revitalization through completion of both community transformation and leadership development coursework. Their commitment to professional development is a tremendous accomplishment and illustrates their dedication to creating vibrant, healthy Main Streets.

To better understand the impact that their participation in MSAI had upon their professional growth, we asked the MSARP recipients:

\[
\text{HOW HAVE YOU TAKEN WHAT YOU’VE LEARNED FROM MSAI COURSES AND APPLIED IT TO YOUR WORK?}
\]

I don’t have a specific lesson learned through MSAI that I’ve applied to work as much as it has enhanced the knowledge for everything that’s part of my day-to-day activities. **MSAI helped me achieve a higher confidence in the decisions I make** in regards to being a Main Street Manager in Pilot Point, Texas, as well as being able to speak my mind on revitalization projects with more authority. I enjoyed each of the instructors for the online classes, but the workshops were the best part for me. It was a tremendous opportunity to be able to delve deep into Leadership Development and Community Transformation with other people from around the country.”

LENETTE COX, PILOT POINT MAIN STREET
Pilot Point, Texas

“Obtaining certification through the Main Street America Institute has instilled in me a new confidence in my role as Executive Director for Charlevoix Main Street DDA that I desperately needed. The courses addressing Leadership Development were of huge benefit, as **it gave me practical tools to empower members of our community to realize they can make a difference and be the change they want to see.** In the end, I’ve improved my ability to delegate while also inspiring others to see the opportunities that downtown Charlevoix has to offer. I’ve also homed in on my public engagement skills and work dutifully to ensure that no decision is made without adequate feedback from pertinent stakeholders.”

LINDSEY J. DOTSON, EXECUTIVE DIRECTOR, CHARLEVOIX MAIN STREET DDA
Charlevoix, Michigan
The experience of the MSAI courses offered some of the most well-organized and holistic information that has made a positive impact on my ability to lead our local program. Whether it was the webinars about diversity, building partnerships and thinking outside of my comfort zone, the leadership exercises in the Leadership Development Workshop, or the hands-on activities during the Community Transformation Workshop, the courses covered all Four Points in a concise and easy to follow way. My new understanding of how the Transformation Strategies work in a community led our board to go through the planning process recently and become a pilot program for the state of South Carolina.”

JONATHAN IRIICK, EXECUTIVE DIRECTOR, MAIN STREET LAURENS
Laurens, South Carolina

Recipient of the Main Street America Revitalization Professional credential were honored at the 2019 Main Street Now Conference in Seattle, Wash. From left to right: Norma Ramirez de Miess, Kelly Humrichouser, Jonathan Irick, Roger Russove, Lenette Cox, Julie Wagner, Lindsey Dotson, Patrice Frey. Not present: Nikki Martin, Thondra Lanese, Laura Krizov

Credit: Otto Greule

WANT TO LEARN MORE ABOUT MSAI’S PROFESSIONAL DEVELOPMENT OPPORTUNITIES? VISIT MAINSTREET.ORG/MSAI OR EMAIL MSAI@SAVINGPLACES.ORG FOR MORE INFORMATION.
As the state coordinator for Michigan, we provide training at all levels to our Main Street programs. The information that I received from the webinars and workshops have been valuable in helping us update our training materials. Working with the National Main Street Center to help define what the Community Transformation process looks like has really helped move Michigan communities forward with their strategy, defining the strategy, and aligning their work."

LAURA KRIZOV, COORDINATOR, MICHIGAN MAIN STREET

We all face competing priorities as we allocate time, funds, and expertise. The ability to frame outcomes as measurable results is an invaluable tool for making sure the plan matches the goal. The Main Street America Institute coursework specifically meets the need for defined outcomes across the four points and taught me how to quantify the impact of economic development work in a Main Street setting and beyond.

THONDRA LANESE, BUSINESS NAVIGATOR, ECONOMIC DEVELOPMENT DIVISION
St. Lucie County, Florida

The MSAI training and certification program helped me learn how to approach things holistically. No matter what I’m doing, I now instinctively approach my work with an understanding of how the pieces should and could come together. This ability to always have the bigger picture in mind makes tackling each task, each problem, and each project easier and more worthwhile. The leadership development coursework gave me an opportunity to really focus on figuring out my leadership style and how to take full advantage of it. I was able to dedicate time and energy to identifying my weaker areas, and the training helped me find solutions and strategies for becoming better. I use these strategies during every interaction with my staff and co-workers. And I spend a lot more time just thinking about how I should be leading versus how I am leading. The flexibility and comprehensiveness of the MSARP coursework is ideal for any professional wanting to take their skills and knowledge base to the next level."

NIKKI MARTIN, EVENT MANAGER, SANDLER CENTER FOR THE PERFORMING ARTS

The Leadership Development Workshop taught me many lessons, but the one that I apply most often is letting go of things. I am now more willing to delegate and accept what comes from delegating, even if it is not what I would have done, or how I would have done it. There are many people in Two Rivers who want to do great work for Two Rivers Main Street. I just need to stay out of their way and allow them to do it."

ROGER RUSSOVE, EXECUTIVE DIRECTOR, TWO RIVERS MAIN STREET
Two Rivers, Wisconsin

Throughout my more than 20 years as a Main Street Director, I have taken many educational courses to improve my skills and capability to implement the Four Point Approach. The Main Street America Institute took everything to a higher level quickly, giving me a “Master’s” in Main Street Execution and Leadership! The Economic Vitality tracks gave me insight to achieve a 0% vacancy rate in my district. The content and study materials broadened my viewpoints and skill set. I could confidently lead property owners and new business owners to lease and develop a thriving business district!”

JULIE WAGNER, EXECUTIVE DIRECTOR, HARRODSBURG FIRST DOWNTOWN DEVELOPMENT
Harrodsburg, Kentucky
You have spent a lot of time and effort revitalizing your local Main Street community. Now it’s time to highlight your hard work and make getting around attractive, easy and fun for visitors and locals.

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In March 2019, over 1,800 Main Street leaders and commercial district revitalization professionals gathered in Seattle, Wash., for the Main Street Now Conference, our largest attendance yet! From an inspiring general session with Deborah and Jim Fallows to dozens of mobile workshops exploring beautiful Washington Main Street communities, the conference offered a range of opportunities to learn and connect with peers. Thank you to our 2018 conference co-hosts, Washington Main Street and the Washington Trust for Historic Preservation, as well as all who attended and supported this year’s record-breaking conference. We hope you left with the tools, knowledge, and inspiration to help your community thrive!

Join Us!

Main Street Now Conference
Boston, MA // April 12-14, 2021

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Our Allied Network is made up of companies and consultants that provide products and services related to downtown revitalization and economic development. Thank you to our 2019 Allied Members for being a part of the Main Street America Network.

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Connecting with other downtown and commercial district revitalization professionals from across the country is easier than ever before with The Point, a new online networking platform for the Main Street America Network.
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Check us out for a FREE, no obligation 45-Day trial!
Now more than ever, Main Street leaders have a crucial role to play in supporting small businesses, maintaining quality of life, and ultimately restoring the vitality of commercial districts. We are here to support you.

Our COVID-19 recovery-oriented resource center, Main Street Forward, offers a wide range of free resources, including recovery planning tools, guidance as it relates to Four Point activities, research, advocacy efforts, and best practices and examples from around the Network.

Main Street Forward builds on Main Street’s 40-year history of cultivating a strategic and comprehensive approach to problem solving through innovative and entrepreneurial thinking.

Learn more at mainstreet.org/mainstreetforward.

Together we will move Main Street Forward.