

# State of MAIN

A PUBLICATION OF MAIN STREET AMERICA

SPRING  
2020

## WE ARE MAIN STREET



# State of MAIN

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](https://mainstreet.org/join).**

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**MAIN STREET AMERICA**  
Nationally recognized.  
Locally powered.™

**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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52 MAIN STREET FORWARD

**Celebrating 40 Years of Main Street!** Check out the power of our movement on [page 14](#).

# Professional Development Opportunities Made for Main Street



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 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.

“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

Learn more at  
[mainstreet.org/workshops](https://mainstreet.org/workshops)



Grow in your career with the Main Street America Institute: learn more at [mainstreet.org/msai](https://mainstreet.org/msai) or contact us at [msai@savingplaces.org](mailto:msai@savingplaces.org).

# PRESIDENT'S NOTE

**PATRICE FREY**

**PATRICE FREY**

[pfrey@savingplaces.org](mailto:pfrey@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.

**SINCE MAIN STREET'S FOUNDING, OVER \$85 BILLION IN PUBLIC AND PRIVATE REINVESTMENT HAS BEEN GENERATED, 150,079 NET NEW BUSINESSES STARTED, 672,333 NET NEW JOBS CREATED, AND 295,348 BUILDINGS REHABILITATED.**

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.

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.

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

## PRESIDENT'S NOTE (CONTINUED)

### PATRICE FREY

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.

## EDITOR'S NOTE

### RACHEL BOWDON

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.

RACHEL BOWDON  
rbowdon@savingplaces.org



*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](https://mainstreet.org/mainstreetsareforeveryone).

**THANK YOU!**

**PARTNERS AND SUPPORTERS**



**Historic  
Preservation Fund**  
CERTIFIED LOCAL GOVERNMENT



**THE 1772 FOUNDATION**  
*Preserving American Historical Treasures*

FOUNDING PARTNER 



**OneMain Financial.**



**STOCKBRIDGE**

**BROOKINGS**





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MERRILL HOOPENGARDNER / SUSAN JONES AND MARCO ZANGARI / CRAIG AND DANNER KINZER /  
KEVIN KRULEWITCH AND ROSANNE AMMIRATI / JILL KURFIRST / TERRY LUNDEEN / RICHARD MOE /  
MR. AND MRS. F. JOSEPH MORAVEC / MARTIN L.J. NEWMAN / PETER NITZE / GREGORY STEINHAUER / CAMILLE JONES  
STRACHAN / MICHAEL SULLIVAN / DICK AND MARY THOMPSON / KEN WOODCOCK / RON WRIGHT / CHARLIE WRIGHT

CELEBRATING THE NETWORK

## THE MAIN STREET AMERICA NETWORK

*A MOVEMENT OF COMMUNITY CHANGEMAKERS*

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

**IN 2019, WE WELCOMED  
247 NEW MEMBERS FOR A  
TOTAL OF 1,860 MEMBERS—**

**A 10 YEAR  
HIGH!**

**483**

GENERAL  
MEMBERS

**847**

ACCREDITED  
PROGRAMS

**307**

AFFILIATE  
PROGRAMS

**92**

ALLIED  
MEMBERS

**44**

COORDINATING  
PROGRAMS

**35**

STARTUP  
MEMBERS

**52**

FRIENDS OF  
MAIN STREET

**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



Nationally recognized.  
Locally powered.™

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## **The Point**

Access to our online member networking platform

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## **Main Street News**

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

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## **Discounts**

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

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## **State of Main**

Main Street America's printed publication that serves as an annual report and industry journal

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## **Resource Center**

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

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## **Free Webinars**

Convenient, accessible professional development

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## **Job Postings**

Access to the Main Street and preservation-specific Career Center

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## **Insurance**

Tailored insurance products from the National Trust Insurance Services, LLC

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## **Preservation Resources**

Complimentary membership with the National Trust for Historic Preservation

**And so much more!  
Visit [mainstreet.org](https://mainstreet.org)  
to learn more and  
join today.**

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



**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](https://usbank.com/communitypossible)

**U.S. Bank is proud to support Main Street America.**

2019 **WORLD'S MOST  
ETHICAL  
COMPANIES**<sup>™</sup>  
[WWW.ETHISPHERE.COM](http://WWW.ETHISPHERE.COM)



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# STREET SOUNDS

## Music for Your Main Street

- 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.



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”.

CELEBRATING THE NETWORK

# THE MAIN STREET AMERICA NETWORK

## WE ARE MAIN STREET

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!

### 1 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.*



### 2 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.*



### 3 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.*



1

LEARN MORE ABOUT WE ARE MAIN STREET AT [MAINSTREET.ORG/WEAREMAINSTREET](https://mainstreet.org/wearemainstreet).

**#WEAREMAINSTREET**



**4 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.*



**5 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.*



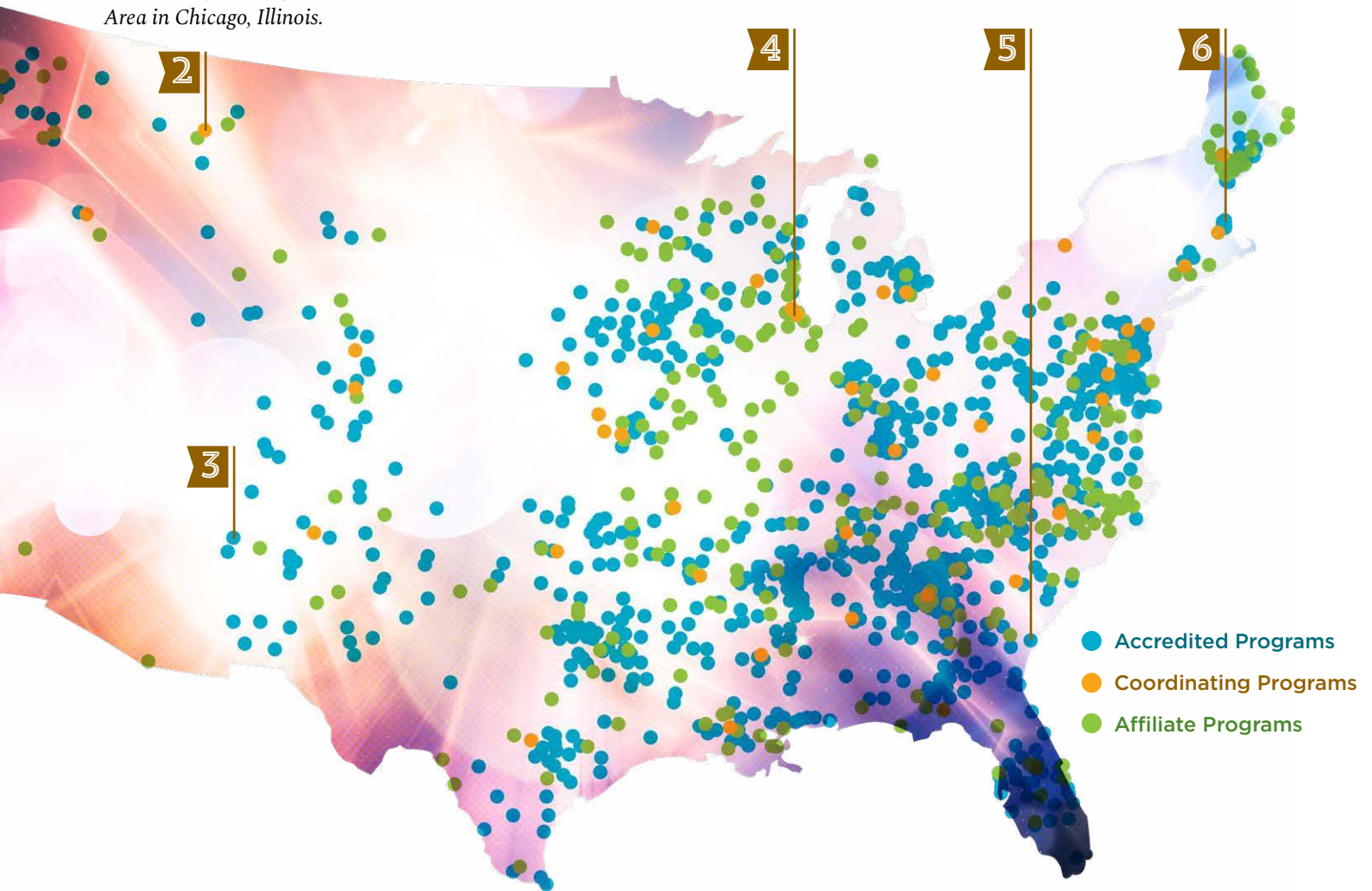
**6 GINGER BROWN**

*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.*



CELEBRATING THE NETWORK

# THE POWER OF MAIN STREET

## MAIN STREET TRANSFORMS LOCAL ECONOMIES

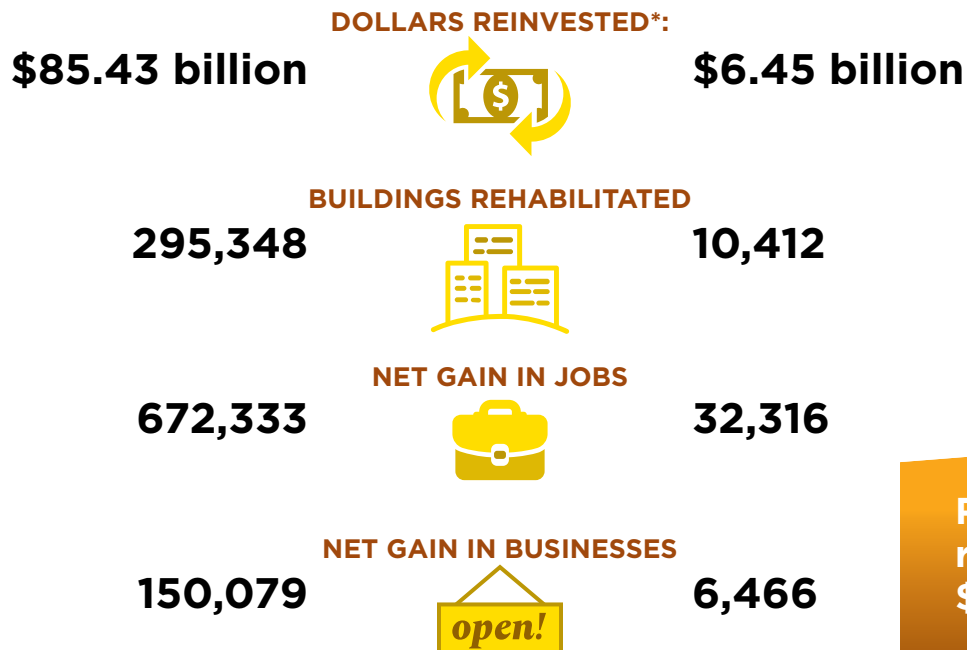
The cumulative success of the Main Street Approach™ and Main Street America programs on the local level has earned Main Street the reputation as one of the most powerful economic revitalization tools in the nation. The National Main Street Center conducts research to document impact by collecting data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

### CUMULATIVE REINVESTMENT STATISTICS

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.

### 2019 REINVESTMENT STATISTICS



\* 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.



# Introducing

Community Event



and Festival Incubator



ArtsQuest was created to help the Bethlehem community recover from the closure of Bethlehem Steel.

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

## FOUNDING PARTNERS



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

**CEFIIncubator.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.



Credit: Elizabeth Field



Credit: Notice Pictures



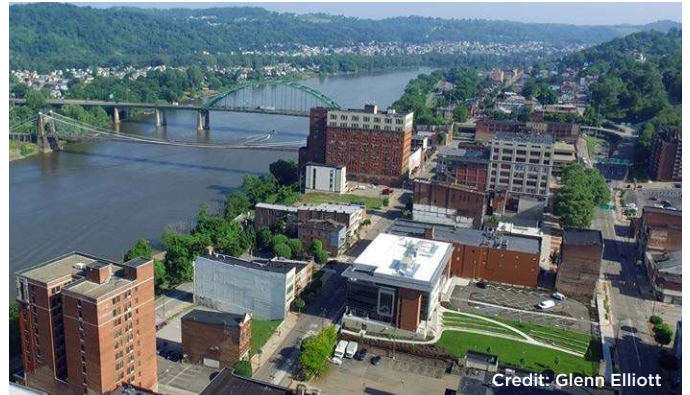
Credit: Matt Myles, Bennet McKinley



Credit: Notice Pictures



Credit: Wausau River District



Credit: Glenn Elliott

**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.”



## ALBERTA MAIN STREET PORTLAND, OREGON

Credits: Notice Picturs (star),  
Mitchell Snyder (top)

PROGRAM FOUNDED:  
**2010**

POPULATION: **29,139**

NET NEW JOBS: **679\***

NET NEW  
BUSINESSES: **44\***

*Main Street America Program: Alberta Main Street*

*Coordinating Program: Oregon Main Street*

*\*Since Main Street America program was founded*

**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.

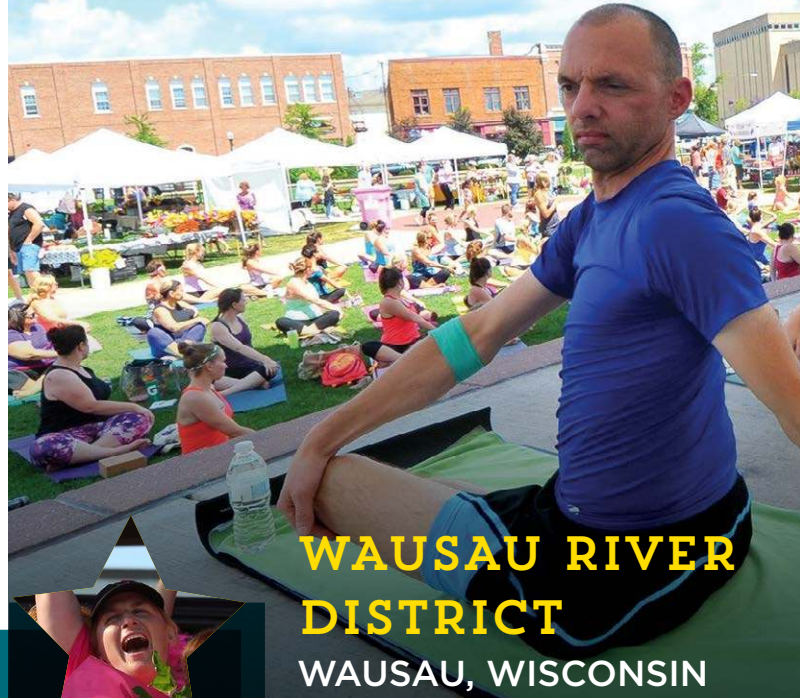
Alberta's future is bright. Lined with locally-owned businesses, public art, and unique shops and galleries, residents and visitors are flocking to Main Street. Last year, events, programs, and activities drew 30,000 people to the district, with an estimated economic impact of over \$5 million. Between 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](http://mainstreet.org/alberta).



## WAUSAU RIVER DISTRICT WAUSAU, WISCONSIN

PROGRAM FOUNDED:  
**2002**

POPULATION: **39,114**

PUBLIC AND PRIVATE  
REINVESTMENT:  
**\$119,662,392\***

NET NEW JOBS: **1,040\***

*Main Street America Program:  
Wausau River District*

*Coordinating Program: Main  
Street Wisconsin/Wisconsin  
Economic Development  
Corporation*

*\*Since Main Street America program was founded*

**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



**WATCH:** View the story of how Wausau River District cultivated sustainable, long-term revitalization at [mainstreet.org/wausau](http://mainstreet.org/wausau).

a series of placemaking strategies to jumpstart these efforts, including placing painted pianos, murals, public art displays, and an umbrella art instal-



lation 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.

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

*“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.”*



## WHEELING HERITAGE WHEELING, WEST VIRGINIA

Credits: West Virginia Tourism Office (star), Ben Muldrow (top)

*Main Street America Program: Wheeling Heritage*  
*Coordinating Program: Main Street West Virginia and ON TRAC*

*\*Since Main Street America program was founded*

**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**

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

**went to suburban shopping malls and major local industries suffered losses. But since Wheeling’s Main Street program launched in 2015, they have generated \$50 million in total investment and lowered their downtown’s vacancy rate from 32 percent to 15 percent.**

Located along the Ohio River, Wheeling experienced significant disinvestment in the 1980s and 90s as retailers went to suburban shopping malls and major local industries suffered losses. When Wheeling’s Main Street program launched in 2015, their downtown’s vacancy rate stood at 32 percent. Now, after generating

*“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.”*



**PROGRAM FOUNDED:**  
**2015**

**POPULATION:** **27,066**

**PUBLIC AND PRIVATE REINVESTMENT:**  
**\$48,841,500\***

**NET NEW BUSINESSES:** **37\***

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 recog-

**WATCH:** See how Wheeling Heritage brought significant economic opportunity to their downtown at [mainstreet.org/wheeling](http://mainstreet.org/wheeling).

nize 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."



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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:\***



\* These estimates are based on cumulative statistics gathered from the Main Street America programs' inception 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 businesses have opened, generating over 1,300 jobs. A three-time GAMSAs 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.

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**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.

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**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 it a model for other Tulsa neighborhoods and sparked a citywide Main Street program.

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**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 100<sup>th</sup> 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

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## 2015

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Cape Girardeau, MO • Montclair, NJ •  
Rawlins, WY

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## 2014

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Milledgeville, GA • Woodbine, IA •  
Harrisonburg, VA

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## 2013

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

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## 2012

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

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## 2011

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

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## 2010

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

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## 2009

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

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## 2006

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

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## 2005

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

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## 2004

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

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## 2003

---

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

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## 2002

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

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## 2001

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

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## 2000

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

---

## 1999

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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

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

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## 1996

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

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## 1995

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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](#).



④ 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](#).

IN 2019,  
OUR STAFF  
MADE NEARLY  
250 TRIPS TO  
34 STATES AND  
TERRITORIES,  
PLUS INDIA  
AND THE UK,  
VISITING 150  
COMMUNITIES  
TOTAL!

⑤ 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**.

⑥ 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](#).

⑦ 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](#).

ADVANCING THE MOVEMENT

## TECHNICAL SERVICES

### PROVIDING STRATEGIC AND TACTICAL SUPPORT TO BUILD STRONGER COMMUNITIES

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](#).

MSA and UrbanMain staff pose with Illinois Lieutenant Governor Juliana Stratton (fourth from left), who moderated the Entrepreneurship Ecosystem Workshop in Chicago.





Participants engage in hands-on learning at a design work-shop in Libertyville, Illinois.



### 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](http://MAINSTREET.ORG/MSAI)**

### 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](http://mainstreet.org/navigatingmainstreets).**

### 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.*

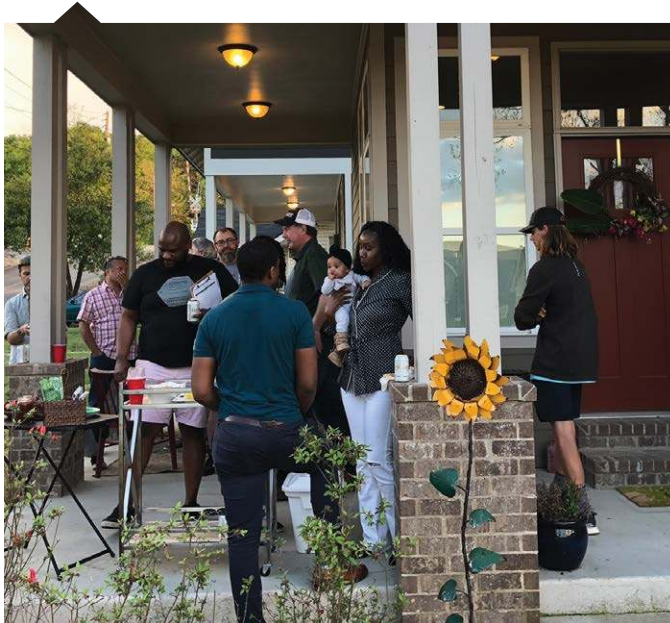
**Visit our Main Street America resource library at [mainstreet.org/resourcecenter](http://mainstreet.org/resourcecenter) to download the publication.**



## 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.



REV Birmingham helps identify and develop existing and emerging entrepreneurs in the Woodlawn neighborhood through monthly Porch Parties hosted by residents and business owners. Photo credit: REV Birmingham



Dionne Baux (far right) takes a tour of Baltimore's Highlandtown Main Street during a Transformation Strategy Visit in June. She's joined by Jeryl Cole (left), local business owner and Vice President of the Highlandtown Business Association, and Juan Carlos Nunez, local business owner and President of the Highlandtown Business Association. Photo credit: Amanda Smit-Peters

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 51<sup>st</sup> 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.**

IN 2019, MSA SUPPORTED THE RELAUNCH OF THREE STATEWIDE PROGRAMS: CALIFORNIA, KANSAS, AND NEW JERSEY, BRINGING THE NATIONAL TOTAL OF CITY, COUNTY, AND STATE COORDINATING PROGRAMS TO 44!

### **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](http://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.



Kathy La Plante, Nevada Main Street Coordinator Patty Herzog, Gardnerville Main Street Board Chair Linda Dibble, and Jessica Sanders of Nevada Main Street at the Leadership Workshop.



The MSA team and representatives from Maine tour downtown Gardiner, Maine.  
Credit: Lindsey Wallace

**Whether you're interested in hosting a training or need a speaker at an upcoming event, our Field Services team is here to help!**

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Director of Strategic Projects and Design Services

[llwallace@savingplaces.org](mailto:llwallace@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.

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Contact us to join the national network!

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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

[Learn more here!](#)

*“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

### 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



**Bring the Field Services Team to your community! For more information, contact Matt Wagner at [mwagner@savingplaces.org](mailto:mwagner@savingplaces.org).**

**Clockwise: Matthew Wagner,** Ph.D., Vice President of Revitalization Programs // **Dionne Baux,** Director of Urban Programs // **Amanda Elliott,** Senior Program Officer and Director of California Programs // **Kathy La Plante,** Senior Program Officer and Director of Coordinating Program Services // **Norma Ramirez de Miess,** Senior Program Officer and Director of Leadership Development // **Lindsey Wallace,** Director of Strategic Projects and Design Services

ADVANCING THE MOVEMENT

## PROGRAMS AND PARTNERSHIPS

### 2019 PARTNERS IN PRESERVATION WINNERS

#### HONORING THE LEGACY OF WOMEN'S HISTORY ON MAIN STREETS ACROSS AMERICA

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



#### CHESTER COUNTY HISTORICAL SOCIETY

West Chester, Pennsylvania\*

Local Main Street America program: West Chester BID

Credit: Chester County Historical Society



#### MONROE COUNTY COURTHOUSE

Monroeville, Alabama\*

Local Main Street America program: Monroeville Main Street

Credit: Bob McMillan

#### ODD FELLOWS BUILDING

Astoria, Oregon\*

Local Main Street America program: Astoria

Downtown Historic District Association

Credit: Graham Nystrom

#### UNION BLOCK

Mount Pleasant, Iowa\*

Local Main Street America program: Main Street

Mount Pleasant

Credit: Main Street Mount Pleasant

#### HOLLY UNION DEPOT

Holly, Michigan\*

Local Main Street America program: Main Street

Holly Downtown Development Authority



\* Located in a Main Street America community





**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



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 WINNINGS 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.



**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

**COLLEGE HALL (LAKE ERIE COLLEGE)**

Painesville, Ohio\*

Local Main Street America program: Downtown

Painesville Organization

Credit: Lake Erie College



FOR MORE INFORMATION ON THE WINNING SITES AND THEIR PRESERVATION PROJECTS, PLEASE VISIT: [SAVINGPLACES.ORG/PARTNERS-IN-PRESERVATION-MAIN-STREETS-2019](https://www.savingplaces.org/partners-in-preservation-main-streets-2019)

ADVANCING THE MOVEMENT

## PROGRAMS AND PARTNERSHIPS

### SMALL BUSINESS SATURDAY NEIGHBORHOOD CHAMPION INNOVATION CONTEST WINNERS

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 MAIN STREET**

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:  
MAIN STREET OCEANSIDE**

Credit: Road West Photography

**PEABODY, MASSACHUSETTS:  
PEABODY MAIN STREETS**

Credit: Peabody Main Street

**PROSSER, WASHINGTON:  
HISTORIC DOWNTOWN PROSSER  
ASSOCIATION**

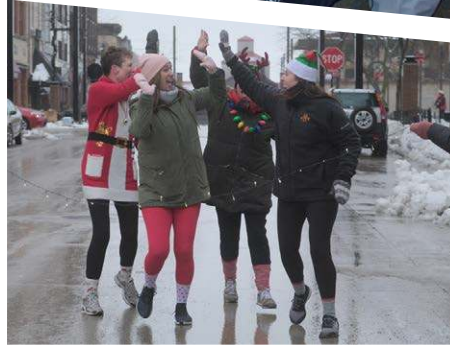
Credit: Fred Carroll

**SPRINGFIELD, ILLINOIS:  
DOWNTOWN SPRINGFIELD INC.**

Credit: Kayla Graven

**WOODLAND PARK, COLORADO:  
WOODLAND PARK MAIN STREET**

Credit: Gail Wingerd



## PROFESSIONAL DEVELOPMENT

### MAIN STREET AMERICA INSTITUTE

#### 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:**

{ 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 MSAI curriculum is comprehensive, intensive, and convenient**—designed to support the development and growth of busy, working professionals.

“

**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 IRICK, EXECUTIVE DIRECTOR,  
MAIN STREET LAURENS**  
Laurens, South Carolina

Recipients 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](http://MAINSTREET.ORG/MSAI) OR EMAIL [MSAI@SAVINGPLACES.ORG](mailto: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

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ADVANCING THE MOVEMENT

## PROFESSIONAL DEVELOPMENT

### 2019 MAIN STREET NOW CONFERENCE

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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# ALLIED SERVICES DIRECTORY

## SPECIALIZED SUPPORT FOR COMMERCIAL DISTRICT LEADERS

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.

**BDS Planning & Urban Design**  
Seattle, WA

**Storefont**  
Durand, WI

**GLMV Architecture**  
Kansas City, MO

**DownTown Events**  
Spearfish, SD

**TransWorld Trade Shows**  
Winnetka, IL

**Locable**  
Folsom, CA

**Destination Main Street**  
Jonestown, PA

**Local Initiatives Support Corporation (LISC)**  
Indianapolis, IN

**Street Media**  
Huntingdon Valley, PA

**Revitalized Communities, LLC**  
Chicago, IL

**Discovery Map International, Inc.**  
Waitsfield, VT

**The Sons of Nehemiah, LLC**  
New Bern, NC

**Resonance, LLC**  
Vint Hill, VA

**Downtown Strategies**  
Birmingham, AL

**The Promo App**  
Culpeper, VA

**Display Sales**  
Bloomington, MN

**Downtown Redevelopment Services, LLC**  
Cuyahoga Falls, OH

**Gibbs Planning Group**  
Birmingham, MI

**Poaster, LLC**  
Oak Park, IL

**Urality**  
Ambler, PA

**CivicBrand**  
Richardson, TX

**ZOOMGIVE**  
El Dorado Hills, CA

**Intellitonic**  
Bellingham, WA

**ProsperWalk, LLC**  
Provo, UT

**MESA**  
Dallas, TX

**Big Statues LLC**  
Provo, UT

**Retailworks, Inc.**  
Milwaukee, WI

**On The Go America**  
Monroe, LA

**Artistic Holiday Designs**  
Lemont, IL

**The Schallert Group, Inc.**  
Longmont, CO

**Material Promotions, Inc.**  
Waterbury, CT

**AcsM, Inc.**  
Charlotte, NC

**Rokusek Design, Inc.**  
Quincy, IL

**The Charleston Mint**  
Brevard, NC

**Derck & Edson, LLC**  
Lititz, PA

**Benjamin Moore & Company**  
Montvale, NJ

**International Downtown Association**  
Washington, DC

**distrx**  
Sanford, FL

**Franklin Bronze Plaques**  
Franklin, PA

**Erie Landmark Company**  
Columbia, PA

**White Bear Lake Main Street Inc.**  
White Bear Lake, MN

**Late for the Sky**  
Cincinnati, OH

**Downtown Decorations, Inc.**  
Syracuse, NY

**Mosca Designs**  
Raleigh, NC

**Frazier Associates**  
Staunton, VA

**Downtown Diva**  
Waltham, MA

**Place + Main Advisors, LLC**  
East Lansing, MI

**The Lakota Group**  
Chicago, IL

**Orton Family Foundation**  
Shelburne, VT

**Progressive Urban Management Associates**  
Denver, CO

**Heritage Consulting, Inc.**  
Philadelphia, PA

**Downtown Graphics Network, Inc**  
Salisbury, NC

**Arnett Muldrow & Associates, Ltd.**  
Greenville, SC

**City of Riverside**  
Orange, CA

**Downtown Professionals Network**  
Franklin, TN

**Business Districts, Inc.**  
Evanston, IL

**Mon-Ray, Inc.**  
Minneapolis, MN

**Hestia Creations, Inc.**  
Marblehead, MA

**IRONSMITH**  
Palm Desert, CA

**Redevelopment Resources**  
Madison, WI

**Community Land Use Economics Group**  
Arlington, VA

**Rileighs Outdoor Decor**  
Bethlehem, PA

**EarthPlanter**  
Auburn, NY

**Pannier Graphics**  
Gibsonia, PA

**Windows Matter**  
Chicago, IL

**Tom Pollard Designs**  
Pittsburgh, PA

**Tourism Currents**  
Round Rock, TX

**Bradshaw-Knight Foundation**  
Madison, WI

**AirNetix, LLC**  
Smyrna, GA

**ShopVillages, LLC**  
Alameda, CA

**Brighter Travel**  
Bala Cynwyd, PA

**CGI Communications, Inc.**  
Rochester, NY

**Western Design, LLC**  
Ridgway, CO

**Ayres Associates**  
Cheyenne, WY

**Traipse, Inc.**  
Staunton, VA

**Blane, Canada, Ltd.**  
Wheaton, IL

**Cobalt Community Research**  
Charlotte, MI

**Jon Stover & Associates**  
Washington, DC

**Hawes Hill & Associates**  
Houston, TX

**Artificial Ice Events**  
Peabody, MA

**Stantec**  
Bismarck, ND

**Frontdoor Back, Retail Store Design**  
Vancouver, WA

**Gama Sonic Solar Lighting**  
Norcross, GA

**WF Norman, Corp.**  
Nevada, MO

**Great Lakes Community Action Partnership**  
Fremont, OH

**City of Gilroy**  
Gilroy, CA

**First and Main Films**  
Buffalo, NY

FOR MORE INFORMATION, PLEASE VISIT [ALLIEDIRECTORY.MAINSTREET.ORG/](http://ALLIEDIRECTORY.MAINSTREET.ORG/).

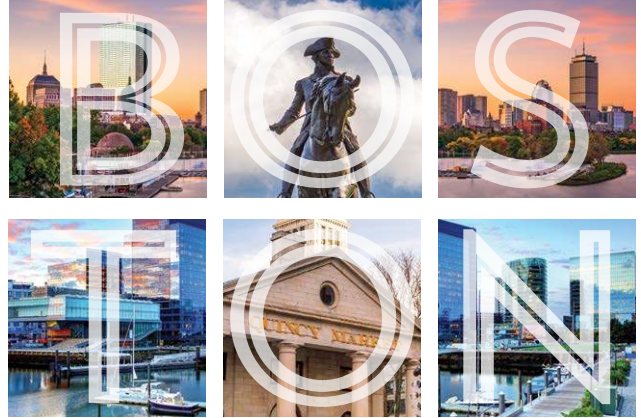
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## MAIN STREET *Now* CONFERENCE



BOSTON, MA // APRIL 12-14, 2021

PLEASE JOIN US AND VISIT [MAINSTREET.ORG](http://MAINSTREET.ORG)  
FOR MORE INFORMATION.



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.

GET CONNECTED. SHARE RESOURCES. BE INSPIRED.



# Just Another Prime Scene



## It's Time to *Activate* Shop Local!

Online retail (with free delivery) isn't going away, so put down the slogans and pick up a power tool. If you lead a local indie business alliance, PoasterBoard is the new locals-only marketplace with a built-in social media "megaphone." At zero cost to your members, it's the fastest, cheapest and most innovative way to *drive locals to local*.

**At PoasterBoard.com, we never share your data. Ever.  
Check us out for a FREE, no obligation 45-Day trial!**



**PoasterBoard.com**  
**Shop Local. Save Local.**



# *Main Street* FORWARD

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](https://mainstreet.org/mainstreetforward).

## Together we will move *Main Street Forward*.