



Main Street America

Nationally Recognized. Locally Powered.™

Main Street America™ is a movement. The National Main Street Center, Inc. (NMSC) has been helping revitalize older and historic commercial districts for more than 35 years. It is the leading voice for preservation-based economic development and community revitalization across the country. Made up of small towns, mid-sized communities, and urban commercial districts, our network, known collectively as *Main Street America™*, represents the broad diversity that makes this country so unique. Working together, the 1500+ programs that make up the Main Street America™ network help to breathe new life into the places people call home.

Main Street America™ is a mark of distinction. Main Streets are the core of a community – they are gathering places, historic destinations, business centers, innovation incubators, and more. Being part of Main Street America™ is a seal, recognizing that participating programs, organizations, and communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns.

Main Street America™ is a time-tested strategy. Main Street America™ communities are encouraged to make use of a time-tested approach, known as the Main Street Approach. The Main Street Approach is rooted in a commitment to broad-based community engagement, holistic understanding of the factors that impact the quality of life in a community, and strategic focus on the core principles of downtown and neighborhood revitalization: Economic Vitality, Quality Design, Effective Promotion, and Sustainable Organization.

Main Street by the Numbers

Since 1980, over 2,200 have used the Main Street Approach®

Financial Reinvestment: \$70.3 Billion

Buildings Rehabilitated: 268,053

Net New Jobs: 584,422

Net Gain in Businesses: 132,092

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

AMERICA'S MAIN STREETS



Main Street America™ Membership Benefits

- Access to *Main Street News* – a weekly newsletter on new trends, stories from the field, and need-to-know information for those in the commercial district revitalization field;
- Discounted registration to the Main Street Now Conference, and Main Street America Institute™ - save big on premiere training opportunities;
- *State of Main* – our annual printed publication;
- Access to our digital library of must-read revitalization publications and resource guides – including exclusive training materials on the Main Street Approach and full archives of the Main Street Now journal free to download and always available;
- Free webinars – convenient professional development right at your desk;
- Access to member-exclusive online networking opportunities – connect with other revitalization professionals across the country;
- Full access to the Main Street Resource Center – with sample documents, articles, reports, and more from your peers and experts in the field—all at your fingertips;
- Ability to post job openings for your local program through the National Trust for Historic Preservation's online Career Center;
- Access to tailored insurance products from the National Trust Insurance Services, LLC.;
- Membership with the National Trust for Historic Preservation – including a subscription to the award-winning *Preservation* magazine.

Visit mainstreet.org to learn more and join the movement today.

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