

TAKE YOUR SKILLS TO THE NEXT LEVEL

The professional field of downtown and commercial district management requires a very distinct set of skills and expertise. Today's professionals must be subject matter experts, with skills and knowledge directly relevant to the multitude of challenges confronting 21st century commercial districts. They must also be outstanding leaders, with the ability to engage their community, build consensus among diverse stakeholders, and manage complex revitalization projects. The **Main Street America Institute**, the National Main Street Center's professional development program, offers a comprehensive set of learning opportunities aimed to equip professionals with the tools needed to lead results-oriented organizations.



The Main Street America Institute framework is relevant, engaging and flexible. Comprised of two distinct certificate programs, MSAI is designed to support the development and growth of busy, working professionals through both online and onsite coursework.

Expand Your Capabilities

- /// The **Leadership Development Certificate** program provides participants with the tools to have an advanced understanding of how to be an effective leader within both a commercial revitalization entity and the extended community. Interactive online leadership development courses are offered throughout the year and an intensive two-day Leadership Development Workshop is offered every spring in conjunction with the Main Street Now Conference.
- /// The **Community Transformation Certificate** program offers coursework covering a variety of preservation-based community development techniques through the lens of the refreshed Main Street Four Point framework. In addition to five online courses, a rigorous three-day Community Transformation Workshop is held every fall in Chicago.
- /// Participants who complete both certificate program requirements are eligible to apply to become a **Main Street America Revitalization Professional (MSARP)**.

Get Started Today

- /// **Eligibility:** The Main Street America Institute is open to all who are interested in gaining a deeper understanding of preservation-based community transformation and leadership development.
- /// **Requirements:** All workshops and online courses can be taken à la carte and there are no prerequisites. To receive credit toward certificate programs, participants will be required to pass an examination at the completion of each course.
- /// **Registration:** Participants can register for all online courses and workshops at <http://mainstreet.inreachce.com/>. Courses are filled on a first-come, first-served basis.

Take the opportunity to build your professional credentials, expand your capabilities and grow your professional network by registering for this new and exciting professional development training program today!

For more information on curriculum, schedule, pricing and more, please visit www.mainstreet.org/msai or email msai@savingplaces.org.



**MAIN STREET
AMERICA INSTITUTE™**