

opportunities. Learn more about this work on pages 30-51 and check out “Why We Need to Invest in Transformative Placemaking” by Jennifer Vey of Brookings on pages 62-69 in which she introduces the recently launched Anne T. and Robert M. Bass Center for Transformative Placemaking. In collaboration with Project for Public Spaces, the National Main Street Center, and others, the Bass Center seeks to embrace and advance place-led development that produces better economic outcomes for more people in more places.

Finally, as we approach our fourth decade as a movement, I encourage you to take the challenge that Michael Wagler of Main Street Iowa presents in his article “Activating the Main Street Approach through Placemaking” on pages 82-91—talk less and act more. While Main Street may rise above the ability to be defined, we can certainly show the transformative power of Main Street through our actions and champion our vision for inclusive community development through our leadership.

My favorite part of putting the content together for *State of Main* is the learning about the people, places, and projects across the Main Street America (MSA) Network. Yes, the power of Main Street is always impressive—our network of 1,147 designated communities helped generate \$4.48 billion in public/private reinvestment in 2017 alone—but the stories behind these numbers are even more remarkable.

EDITOR'S NOTE



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As the Senior Manager of Marketing and Communications, Rachel is responsible for managing the National Main Street Center's core content offerings and overall marketing and communications strategy. This includes managing the editorial calendar, overseeing execution of daily communications functions, serving as Editor in Chief of *State of Main* and other member publications and reports, and leading special communications projects to raise the profile of the Main Street movement and increase the scope and impact of NMSC's work. Previously, Rachel led the development of the Main Street America Institute, the Center's signature education and training program. Prior to joining NMSC in 2013, Rachel worked for the Sustainability Program and Preservation Green Lab at the National Trust for Historic Preservation. She received a B.A. in Art History from DePaul University and a Master of Urban Planning and Policy degree from the University of Illinois at Chicago.

This year's *State of Main* is dedicated to delving deeper into the incredible depth and diversity of the Main Street experience. Start by checking out the network map on pages 12-13 to meet a few of the community changemakers leading the charge to create better places. Next, jump to pages 22-25 to learn about the accomplishments of the 2018 Great American Main Street Award winners. I also invite you to explore the wide range of opportunities that our services, programs, partnerships, and professional development offerings are creating for Main Street districts on pages 30-51. There's never been a better time to be a part of this nationwide network!

Finally, the second half of the publication provides cutting-edge ideas and strategies that will help you in your work in the year ahead. I hope these articles not only provide you with new information but inspire you to share your knowledge—and, of course, stories—with the MSA Network.

Get the conversation started today at mainstreet.org/thepoint.