



## National Main Street Center

a subsidiary of the  
National Trust *for* Historic Preservation

### National Main Street Center, Inc

The National Main Street Center, Inc. (NMSC) is a membership-based nonprofit organization dedicated to helping communities across the country revitalize their historic downtowns and create vibrant, people-centered places to live, work, and play.

Tapping the collective wisdom of partners around the nation, the National Main Street Center provides cutting-edge education, analysis, and tools to community leaders.

**Main Streets Matter** Main Streets are the core of a community – they are gathering places, historic destinations, business centers, innovation incubators, and more.

**How Main Street Works** NMSC developed an organizational framework to support local communities called the Main Street Approach®. The Main Street Approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets – from cultural or architectural heritage to local enterprises and community pride. This comprehensive strategy fosters incremental improvements in four broad areas:

- ✓ Design
- ✓ Economic Restructuring
- ✓ Promotion
- ✓ Organization

**Main Street is a Movement:** Main Street is a coast-to-coast network of more than 1,400 state, regional, and local programs, linked together through a preservation-based strategy for rebuilding the places and enterprises that make sustainable, vibrant, unique communities.

**The National Main Street Center** leads and supports this network by providing educational opportunities, a national conference, technical assistance, awards programs, leadership development, and a host of online resources.

#### Main Street by the Numbers

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

Buildings Rehabilitated	245,758
Financial Reinvestment	\$59.5 Billion
Job Creation	502,399
Net Gain in Businesses	115,296

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*The National Main Street Center began as a program of the National Trust for Historic Preservation in 1980. In 2013, the National Main Street Center became an independent nonprofit subsidiary of the National Trust.*

## Be a part of the National Main Street Movement



For over 30 years, the Main Street movement has transformed the way communities think about revitalization and management of their older and historic downtowns and neighborhood commercial districts.

From small rural towns to bustling urban corridors, the grassroots Main Street Approach equips local leaders with the skills, resources, and connections they need to build sustainable, thriving communities.

**Want to get involved? Become a member! Find out more at [www.mainstreet.org](http://www.mainstreet.org) or email Hannah White at [hwhite@savingplaces.org](mailto:hwhite@savingplaces.org).**

Join communities, business districts, local leaders and consultants who are benefiting from all the National Main Street has to offer. Benefits include:

- *Main Street Weekly* - Cutting-edge commercial district revitalization news in your inbox every week;
- *Main Street Now* – Detailed analysis and practical case-studies in a digital quarterly magazine;
- *Free digital publications* – Must-have guides to developing and managing a commercial district revitalization program;
- *Networking* – Online platforms to connect you with your peers in the field;
- *Online Training* – Professional development training from the convenience of your desk and a resource library with hundreds of sample work plans, event ideas, job descriptions, reports, and more;
- *Discounted National Conference Registration* – Affordable access to the premier annual gathering of revitalization professionals;
- And so much more! Go to [www.mainstreet.org](http://www.mainstreet.org) for details and join today!

### **Get recognition on the national stage!**

As a National Main Street Center (NMSC) Member, in partnership with your local Coordinating Program\*, you may also be eligible for National Accreditation.

Accreditation is a prestigious designation that demonstrates that your Main Street program is performing at the highest level. All Accredited Main Streets receive an official certificate, listing on the NMSC website, recognition at the Annual Conference, are mentioned in a letter from the NMSC to your state's governor as a standout program, and are permitted to use the trademarked "Main Street" name to describe their revitalization program.

Accreditation can also boost your reputation locally – helping with membership recruitment and fundraising.

\*Because the Center works with our coordinating partners to determine accreditation status, currently only local programs affiliated with a coordinating program are eligible.