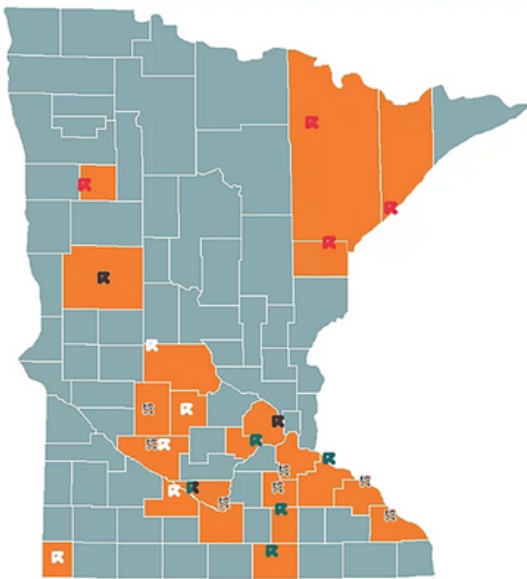


What is Main Street?

An asset-based economic development program that uses historic preservation as a core strategy for downtown revitalization.



Minnesota Main Streets promotes vitality in downtown and neighborhood districts in small towns and urban areas by leveraging communities' existing assets: people, businesses, places, and unique stories. Rather than providing a list of tasks for your community to undertake without considering local needs, the Main Street Approach helps to empower the people in your community to create the vision and goals for your downtown district. To put it in simpler terms, Main Street provides a road map, but you plan the route, timeline, and details.

Minnesota Main Streets provides resources that make it easier for downtown districts to succeed. Healthy downtown districts make communities more vibrant, livable, and economically stable.

A Strong Main Street = A Strong Community



Rethos is the coordinating partner in Minnesota for the National Main Street Center. This partnership allows for enhanced resources provided to communities through Main Street America, Rethos, and other revitalization partners.

How Can Main Street Help My Community?

Main Street provides an expert perspective with a local lens to help communities maximize both their people and built assets for economic vitality in their downtown and business districts.

Minnesota Main Street offers hands-on support, training for local leaders, and on-demand resources to help you lead your community through revitalization activities. Each community's downtown is different, and by focusing in on the patented Main Street 4-Point Approach, your community's economic development efforts will be tailored to your assets and needs. With MN Main Street's support and guidance, you'll be able to create in-depth work plans focusing on the changes you want to see in your downtown.

Minnesota Main Street Events

- Annual Main Street Basic Training
- Spring Buildings on Main Street Conference
- Main Street NOW National Conference
- Quarterly webinars
- Monthly community group check-ins
- Main Street Day at the Capitol
- Semi annual community site visits

Main Street Benefits

Note--these may vary based on membership level and availability. This is a preliminary list, and is not comprehensive.

- Regular workshops and trainings on timely and relevant topics
- Consultation opportunities for your district
- Annual program evaluation
- Conference scholarships
- Project Assistance funding
- Access to Main Street toolkits, planning documents, and resources
- Frequent connection to Main Street Network of communities and partners
- Grant funding and other competitive funding opportunities
- Use of "Main Street" branding



“Our community has benefited from the partnerships we have created [through Main Street] with local businesses, organizations, and the City of Wabasha. Since 2016 we have created a thriving and inviting downtown community. We could not have done it without the support of Rethos.”

-Mary Flicek, Wabasha Main Street Program Director

