

An overview of the national, state, and local programs



Main Street

reinvesting in our future

ECONOMIC DEVELOPMENT THAT WORKS

National Main Street Program

Realizing historic commercial districts were at-risk, the National Trust for Historic Preservation initiated the National Main Street Center in 1977.

As a trademarked program, Main Street:

Revitalizes business districts by focusing on economic development to aid the creation of sustainable historic commercial districts.

Applies a proven 4-point approach:

- Design
- Organization
- Promotion
- Economic Development

Introduces new life and opportunities utilizing existing assets, i.e. buildings and infrastructure.

Revitalized downtown districts attract more residents, visitors, and businesses merely by communicating pride of place. Transformed downtowns set the stage for community and regional events. Industrial locations scouts and cultural tourists alike, respond positively to attractive and vibrant downtowns.

National statistics show that every \$1.00 invested garners \$138 dollars in private investment.

State Main Street Program

Louisiana Main Street provides interior/exterior design, organizational, promotional and economic development services to 35 designated districts at no charge.

Main Street designation is prestigious, yet competitive. The criteria include long-term commitment for sustainability and enactment of certain local ordinances for implementation.

Natchitoches and New Iberia have achieved national recognition as Great American Main Street communities.

Annual, competitive Redevelopment Incentive Grants assist with interior and exterior restoration and rehabilitation projects.

Support grant funding is also available for the annual Louisiana Main to Main Cultural Roadshow held in November.

Property owners benefit from federal and state rehabilitation tax credits.

Louisiana Main Street stats from 1984-2009:

1897 new businesses started

8072 new jobs created

\$334MM private investment

\$506MM total investment

\$67MM Main Street property sold

Local Main Street Program

Local programs are managed by a board of directors, implemented by a manager, and supported by volunteers using National Main Street Center guidelines administered by the state program.

Local managers are required to attend the annual National Main Street Conference, quarterly state training sessions, and the annual Destination Downtown conference. Mayors, council members and stakeholders are encouraged to attend for valuable educational and networking opportunities.

State staff support managers through attendance at board meetings and hosting training sessions to assist in identifying new opportunities and the implementation of the 4-point approach to successful revitalization:

- Design
- Organization
- Promotion
- Economic Development



Winnsboro, 1988 & 2008



Louisiana Main Street

P O Box 44247, Baton Rouge, LA 70804

Director: Ray Scriber 225 342 8162 rscriber@cr.state.la.us

Design Coordinator: Leon Steele, 225 342 8157 lsteele@cr.state.la.us

Louisiana Main Street Communities

Abbeville Bastrop Bogalusa Clinton Columbia Crowley Denham Springs DeRidder Donaldsonville Eunice Franklin Hammond Houma Leesville New Iberia Minden Morgan City Natchitoches New Roads Opelousas Plaquemine Ponchatoula Ruston St. Francisville St. Martinville Slidell Springhill Thibodaux Winnsboro

Urban Districts, New Orleans: Broad St. North Rampart St. Oak St. OC Haley Blvd. Old Algiers St. Claude Ave.

