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Main Street Cultural District Receives National Accreditation

Ames, Iowa – The Ames Main Street Cultural District (MSCD) has been designated as an accredited *National Main Street Program* for meeting the rigorous commercial district revitalization performance standards set by the National Main Street Center, a subsidiary of the National Trust for Historic Preservation. Each year, the National Main Street Center and its partners announce the list of accredited Main Street programs in recognition of their exemplary commitment to historic preservation and community revitalization through the Main Street Four Point Approach.

“We congratulate the Ames Main Street program for their outstanding accomplishment in meeting the National Main Street Center’s ten Standards of Performance,” says Patrice Frey, President and CEO of the National Main Street Center. “As the National Main Street Center celebrates its 35th Anniversary, it is also important to celebrate the achievements of the local Main Street programs across the country.”

The ten performance standards set the benchmarks for measuring an individual Main Street program’s application of the Main Street Four Point Approach to commercial district revitalization. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as fostering strong public-private partnerships, securing an operating budget, tracking programmatic progress and actively preserving historic buildings.

“The MSCD volunteers and the downtown business owners, with the help of local investors, work hard every day to make our community a vibrant place to work, live, play and visit,” said Cindy Hicks, Executive Director of MSCD. “They have done this while striving to preserve the historic character of the heart of Ames for generations to come.”

The Main Street Cultural District was established in 2009 as a local initiative to create a unique identity and community focus for downtown Ames through business revitalization and historic preservation. The concept has been strongly embraced by community businesses, organizations, and individual residents.

Established by the National Trust for Historic Preservation in 1980, the National Main Street Center helps communities of all sizes revitalize their older and historic commercial districts. Working in more than 2,000 downtowns and urban neighborhoods over the last 35 years, the Main Street program has leveraged more than \$61.7 billion in new public and private investment. Participating communities have created 528,557 net new jobs and 120,510 net new businesses, and rehabilitated more than 251,838 buildings, leveraging an average of \$26.52 in new investment for every dollar spent on their Main Street district revitalization efforts.

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