



MSCD Named Quarterfinalist for “America’s Main Streets” Contest

AMES, Iowa –The national small business movement, Independent We Stand, announces the quarterfinalists, including Ames Main Street Cultural District (MSCD), of the 2016 Independent We Stand “America’s Main Streets” contest. As the lifeblood of our cities and towns, Main Streets play an important role in the long-term success of communities and help build a sense of place. Independent We Stand invites the public to vote for their

favorite quarterfinalist and move a deserving Main Street one step closer to the grand prize of \$25,000.

The MSCD is a nationally-accredited Main Street program which has logged over 30,000 hours in volunteer time since it became a Main Street community in 2009. Since that time nearly \$5 million dollars of private money has been invested in this vibrant downtown district.

“The MSCD volunteers and the downtown business owners, with the help of local investors and city leaders, 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 America’s Main Streets contest started in March with 253 nominees. With more than 150,000 votes cast, Ames is the only community in Iowa to make the top 25 and become a quarterfinalist.

“The goal of this inaugural Independent We Stand ‘America’s Main Streets’ contest is to promote the importance and strong economic benefits of Main Streets and the small businesses that help them thrive,” said Independent We Stand co-founder Bill Brunelle. “We are so pleased to see how passionate people are about their Main Streets.”

The quarterfinalists in alphabetical order are:

- Ames Main Street Cultural District, Ames, Iowa
- Cedar Lee Business District, Cleveland Heights, Ohio
- Corning's Gaffer District, Corning, N.Y.
- Dover-Foxcroft Downtown, Dover-Foxcroft, Maine
- Downtown Brookings, Brookings, S.D.
- Downtown Development Authority of the City of Tifton, Tifton, Ga.
- Downtown Laurel, MS, Laurel, Miss.
- Downtown Lynden, Lynden, Wash.
- Doylestown, PA, Doylestown, Pa.
- Gateway to the Great North Woods, Millinocket, Maine
- Grapevine Historic Main Street, Grapevine, Texas
- Historic Downtown Franklin TN, Franklin, Tenn.

- Jacksonville Main Street, Jacksonville, Ill.
- Main Street Greenville, Greenville, Ohio
- Main Street Libertyville, Libertyville, Ill.
- Main Street Madison Indiana, Madison, Ind.
- McKinney Main Street, McKinney, Texas
- Moultrie Main Street, Moultrie, Ga.
- Sterling Main Street, Sterling, Ill.
- Stuart Main Street, Stuart, Fla.
- Third Street, Beaver, Pa.
- Venice Main Street, Venice, Fla.
- Water Street, Gardiner, Maine
- Wellsboro Main Street Pennsylvania, Wellsboro, Pa.
- Woodstock, Georgia, Woodstock, Ga.

Semifinalist voting begins May 2 at MainStreetContest.com and runs through May 29.

The winner of the 2016 “America’s Main Streets” contest will be announced June 3.

Contest prizes include:

- \$25,000 grand prize
- STIHL Equipment Certificate for \$1,000 worth of STIHL equipment good at any STIHL dealer in the U.S.
- \$500 Tire Pros certificate towards a set of Continental tires
- \$500 Do it Best Corp. shopping spree
- \$500 PPG Pittsburgh Paints shopping spree
- Public relations and social media recognition
- An Alignable small business social media “Neighborhood” on the site
- Special plaque for winner to proudly display

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The Main Street Cultural District was established on January 1, 2004. Its mission is to advance and promote downtown as the destination district in the heart of our community. To keep updated on MSCD happenings, become a fan of the Main Street Cultural District on Facebook, bookmark www.AmesDowntown.org, or contact our office at 515-233-3472. MSCD is an affiliate organization of the Ames Chamber of Commerce.