



For Immediate Release

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AVOCA MAIN STREET RECEIVES 2016 NATIONAL MAIN STREET ACCREDITATION

Avoca, IA July 5, 2016 – Avoca Main Street has been designated as an accredited Main Street America™ program for meeting rigorous performance standards set by the National Main Street Center. Each year, the National Main Street Center and its Coordinating Program partners announce the list of accredited Main Street America programs in recognition of their exemplary commitment to preservation-based economic development and community revitalization through the Main Street Approach®.

“Once again, we are thrilled to recognize this year’s nationally accredited Main Street America communities for their outstanding work,” says Patrice Frey, President & CEO of the National Main Street Center. “We are experiencing an exciting era for America’s cities and towns, with a growing recognition of the importance of strong local enterprise, distinctive character, engaged residents, and sense of place. These are things that Main Street America programs have been working to protect and advance for years, strengthening the economic, social, and cultural fabric of communities across the country.”

The organization’s performance is annually evaluated by Main Street Iowa, which works in partnership with the National Main Street Center to identify the local programs that meet ten performance standards. 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.

According to Avoca Main Street Board President Serena Riesgaard, “In 2016 Avoca Main Street will see progress on four façade renovations including our Challenge Grant space at 152 S. Elm Street, we have successfully attracted replacement pharmacy services to our Main Street, and we continue our popular events such as the Avoca Main Street Farmers Market. We are also adding a new community dining event in the Avoca Main Street Longest Table. The guidelines, encouragement, and motivation provided by Main Street Iowa and Main Street America help us to create a sustainable and successful downtown district for our residents and visitors.”

The Mission of Avoca Main Street is to sustain our downtown district as the economic, cultural, and social center of our community by utilizing the four point approach of the National Main Street Trust.

Main Street America has been helping revitalize older and historic commercial districts for more than 35 years. Today, it is a network of more than 1,000 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Since 1980, communities participating in the program have leveraged more than \$65.6 billion in new public and private investment, generated 556,960 net new jobs and 126,476 net new businesses, and rehabilitated more than 260,000 buildings. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation. ##