



Mission of the 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.

AVOCA MAIN STREET RECEIVES 2017 NATIONAL MAIN STREET ACCREDITATION

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®.

“It is a great honor to recognize this year’s 828 nationally Accredited Main Street America programs for their outstanding work to transform downtown and neighborhood commercial districts,” says Patrice Frey, President & CEO of the National Main Street Center. “Main Streets are the heart of our communities, and the work they do to create quality public spaces, catalyze local entrepreneurship, and support downtown housing is more important than ever. Across the county, Main Street America programs truly strengthen the economic, social, and cultural fabric of their entire communities.”

The organization’s performance is annually evaluated 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.

“The standards for accreditation are rigorous, but the results are substantial.” said Avoca Main Street Board President Linda Schumacher. In Avoca, seven new businesses have opened in the district since the inception of the Avoca Main Street program, and in 2017 Avoca Main Street will administer up to three \$10,000 match-

ing grants sponsored by the City of Avoca Urban Renewal Board for new business start-ups in the district.

Since the designation as a Main Street community, over \$700,000 has been invested by the private sector in property improvements in Avoca Main Street. In 2015 a \$75,000 Challenge Grant was awarded for façade improvements at 152 S. Elm, which will be completed in October 2017.

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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 \$71.35 billion in new public and private investment, generated 583,869 net new jobs and 131,974 net new businesses, and rehabilitated more than 267,800 buildings. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

AVOCA, U.S.A.
Fourth of July Festivities

**Parade at 2 p.m. on
Avoca Main Street**




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Avoca Main Street, Inc. Board of Directors for 2016-2017: President Linda Schumacher, Vice President Lance Brisbois, Treasurer Brent Hansen, Secretary Kris McCarthy, Clint Fichter, Rhonda Hope, Roger Kubik, and Sandy Petersen.