

2024 Annual Report

BUILDING LOCAL MUSCLE



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Dear Friends and Supporters,

As we look back on 2024, we want to express our heartfelt gratitude to each of you — our dedicated donors, partners, and advocates. This annual report offers a picture of our year together as an organization and a movement, showcasing our collective impact through data and storytelling.

You play a vital role in our success. And you will see in the following pages—in case studies, highlights, and a transparent financial overview—the impact you make in Main Street communities across the country.

Last year we managed through many challenges to our Main Streets, especially the devastating effects of climate disasters such as hurricanes Helene and Milton. These events underscore the urgency of our mission and the resilience of our local Main Street organizations and our network as a whole. In the face of incredible challenges, we have seen the Main Street Approach truly put to the test, and we've witnessed remarkable acts of perseverance and collaboration play out in our communities.

This year builds on a legacy of undeniable success. Last year, Main Streets welcomed more than 400 million visitors, and today, 48 percent of Americans live in a county with a Main Street. Since 1980, we have helped revitalize over 2,000 communities, resulting in more than \$107 billion in local reinvestment. In one year alone, together we supported the creation of 35,162 jobs and rehabbed 10,556 buildings. These numbers reflect the strength of grassroots leaders, small businesses, and local decision makers working together to bring new life to our downtowns. As you'll see in the

pages of this report, beyond the numbers, there's a tremendous amount of love and care that goes into this work. That's the true value that Main Streets brings to our places and our communities.

As we look ahead, it's critical that our work continues to build local capacity, enhance civic infrastructure, and bolster small businesses. We must address pressing needs like the housing crisis as we also rise to the increasing challenges posed by a changing climate. Our movement must be more creative, more resourceful, and more inclusive than ever. Your continued support will be essential as we navigate these priorities and work to create lasting change.

Thanks to all of you who joined us in Birmingham at the Main Street Now Conference in May. If we haven't had a chance to meet yet, I hope we can meet in Philadelphia at Main Street Now, April 7-9.

Thank you all for believing in the power of Main Streets. Your commitment fuels our mission, and we look forward to sharing our progress with you in the coming year.

With deepest appreciation,

Erin Barnes, CEO & President
Jess Zimbabwe, Board Chair
Main Street America



We believe Main Streets are for everyone.



OUR VALUES

Main Street America leads a collaborative movement with partners and grassroots leaders that advances shared prosperity, creates resilient economies, and improves quality of life through place-based economic development and community preservation in downtowns and neighborhood commercial districts across the country.



OUR VALUES

- > COMMUNITY-DRIVEN
- > COLLABORATION & PARTNERSHIP
- > EQUITABLE & INCLUSIVE
- > RESILIENT & FUTURE-FOCUSED
- > COMMUNITY PRESERVATION-BASED
- > SUPPORT SMALL FOR GREATER IMPACT

+ VISIT OUR NEW WEBSITE
TO GET A FULLER PICTURE

OUR VISION

Everyone has access to an inclusive and resilient Main Street — a place that has a thriving local economy, is distinctive and rich in character, and features welcoming spaces and diverse businesses for residents and visitors alike.

Main Street by the Numbers: 2024

OUR NETWORK IS FAR-REACHING

Nearly half of all Americans live in a county with a Main Street district, and nearly 2 million Americans live in a Main Street district.

1,228 Main Street programs nationwide

400 million people visited Main Streets

2.67 million jobs provided by Main Street districts

48 state, regional, and citywide Coordinating Programs

115,000 Small business owners who received digital skills training. 94% of participants rated the trainings as having a positive impact on their business.

WE SUPPORT SMALL BUSINESSES

We support the more than 175,000 small businesses on Main Streets through direct technical assistance, grant opportunities, digital tools, and other educational resources.

Main Street America provided
\$5.75 million
in grants to small businesses

+ GET A CLOSER LOOK AT OUR COMMUNITIES

- COORDINATING PROGRAMS
- MSA PARTNER PROGRAMS
- ACCREDITED PROGRAMS
- AFFILIATE PROGRAMS



> **65,000**

people brought Main Street to life as staff, board members, and volunteers

WE ARE POWERED BY PEOPLE

The Main Street movement is made possible by committed local leaders across the country.

**8,647 years,
5 months,
15 days**

of wisdom that the Main Street America network of local and Coordinating Programs and staff hold

WE SPUR LOCAL ECONOMIES

Each year, Main Street programs rally their communities and generate meaningful economic impact. Last year, the Main Street network achieved:

\$5.68B

IN LOCAL
REINVESTMENT

35,162

NET NEW
JOBS

6,630

NET NEW
BUSINESSES

10,566

BUILDING
REHABILITATIONS

1.66M

VOLUNTEER
HOURS

The above estimates are based on statistics gathered from January 1, 2023, to December 31, 2023, for all designated Main Street communities nationwide. The 2024 statistics will be released in May 2025.

Our Impact

Main Street America has broad national reach and deep connection to thousands of communities across the country. In 2024, we provided direct technical assistance and training to 327 communities and provided \$11.15 million in grant funds to communities and small businesses across the country.

Community Resilience Planning in Puerto Rico

Since 2023, Main Street America has partnered with residents and local leadership in Coamo, San Germán, Yauco, Barrio Bélgica in Ponce, and Centro Urbano in Ponce to develop resilience plans as they recover from the impacts of hurricanes, build equitable local economies, and prepare to be more resilient in the face of future natural disasters. By the spring of 2025, working groups in each district will have a plan that identifies equitable and place-based strategies to increase resilience. This work is supported by a \$1 million grant from the Whole Community Resilience Planning Program of the Puerto Rico Department of Housing, funded by a HUD Community Development Block Grant-Disaster Recovery.

Science Engagement in Mesquite, Texas

Downtown Mesquite, Texas, the rodeo capital of the world, hosted the Solar Rodeo — a community festival weekend for the total solar eclipse. The event engaged residents and visitors in fun activities and the science behind the eclipse thanks in part to a \$10,000 grant and support from the *In the Path of Totality* initiative. Funded by the Simons Foundation, the program awarded 15 grants of \$10,000 each to Main Street America communities located in the path of totality of the April 8, 2024, eclipse.





Placemaking Improvements in Murray, Kentucky

After a fire destroyed seven buildings on their Main Street, downtown leaders in Murray, Kentucky, dreamed of creating a vibrant community gathering space in a vacant alleyway. Thanks to a \$50,000 T-Mobile Hometown Grant, Murray's Imagination Alley is now a downtown destination, where visitors enjoy murals and relax on new street furniture. Main Street America has partnered with T-Mobile to award up to 100 small towns a year with funding for community projects through the Hometown Grant program.



Hands-on Learning in Des Moines and Nevada, Iowa

Community and economic development leaders from across the country gathered in Des Moines and Nevada, Iowa, in October 2024 for Main Street America's Community Transformation Workshop. Over two days, participants gained the tools to address complex issues in their downtowns and applied what they learned through hands-on exercises in these neighboring Iowa communities.

Developing Transformation Strategies in Gig Harbor, Washington

Main Street America's Director of Network Capacity Building, Strengthen, Jackie Swihart, visited the Waterfront Alliance in Gig Harbor, Washington, to develop new strategies to strengthen their commercial corridor. After consulting with stakeholders, the team determined that creating an active waterfront would bring vitality downtown. Thanks to this new strategy the Waterfront Alliance is in the process of adding placemaking and wayfinding to their district, along with making their walking tours more accessible and inclusive.



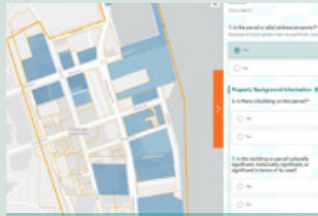
Building Local Muscle through

RESILIENCE

Main Street America has four and a half decades of data and evidence on creating thriving, distinct communities. So we know a little something about durability. We know that the strongest, most resilient Main Street organizations are the ones that include everyone and have healthy governance practices. And still, there is more work to be done to ensure Main Streets will be around for years to come. That's why a core component of our work is providing opportunities and resources to local leaders to help them successfully navigate a wide range of evolving issues from natural disasters to the housing crisis.



MORE
ACTIVITIES =
SAFER SPACES



More than

6,000

properties were entered into the BOOMS Tracker, indicating potential for

200,000

additional housing units in

1,200

Main Street districts.*

RESPONDING TO THE HOUSING CRISIS

In communities across the country, local leaders and residents are grappling with housing challenges, whether it's lack of usable space, affordability pressures, or challenges around development financing. Part of the answer to these challenges already exists on our Main Streets. We now have the tools to unlock the potential of our built environment through the Building Opportunity on Main Streets (BOOMS) Tracker. Released in April 2024, the BOOMS Tracker is a first-of-its kind inventory tool that allows local leaders to gather information about buildings and lots, with the goal of identifying vacant spaces for activation and development.

Using a smartphone or other connected device, local leaders can gather, store, and showcase information about their district's built environment to better understand the places and spaces that have an impact on their Main Streets. The BOOMS Tracker can be used to understand the landscape of a community, make the case for reuse, push for policy changes to support vibrant communities, explore opportunities for new housing, and more.



NEXT STEPS TO PROMOTE HOUSING DEVELOPMENT ON MAIN STREET

The BOOMS Tracker is a component of Main Street America's *At Home on Main Street* housing research project, which is generously supported by the 1772 Foundation, and focuses on providing resources to promote housing development in downtowns and commercial corridors. As we build our data, we look forward to working with partners on shaping technical assistance, resource development, and policy development to make more housing accessible, affordable, and available on Main Street. In addition, creating housing near community amenities and services increases socio-economic mixing, quality of life, and civic dialogue. We seek to promote the social and civic infrastructure of Main Street districts through government relations work.

*Data based on first six months of data entry into the BOOMS Tracker. Additional housing units based on preliminary findings for housing units in currently vacant spaces.

68%

of Main Street districts
are climate vulnerable.*

75%

of Main Streets have
experienced a major
disaster in the last
five years.

**Defined as districts that
are located within census
tracts identified as climate
vulnerable.*

PREPARING FOR NATURAL DISASTERS

Climate change and climate change-related disasters are an important and pressing issue: their impacts are harmful, accelerating, and disproportionately harm BIPOC (Black, Indigenous, and people of color) communities. There is an urgent need to understand local risks, create plans to mitigate their impacts, and respond to events as they occur.

Main Street America published the Main Street Disaster and Resilience Toolkit to provide local leaders with the tools to better prepare for and respond to more frequent and severe natural disasters. Published in September of 2024, the Toolkit provides small steps, incremental advice, and comprehensive guidance to help Main Streets and commercial districts plan, prepare, respond, and recover.

Created in partnership with the National Park Service through the Main Street Community Disaster Preparedness and Resilience Program, the toolkit was informed by three years of study, listening to the needs of our network, and convening experts and stakeholders for a series of disaster planning and resiliency workshops and trainings. Hurricane Helene alone affected 82 Main Street communities, and as these communities respond, we will continue to build on this work to provide technical assistance and resource development to Main Street communities, along with advocacy to government leaders to help them understand the role Main Street organizations can play in disaster resilience and recovery.

“The toolkit is one of the best things Main Street America has put out. It’s comprehensive without being overwhelming and full of actionable things communities can focus on ahead of and post-disaster.”

HANNAH DAVIS

Main Street Program Director, Florence, S.C.



BUILDING CAPACITY FOR TRANSFORMATIVE TRANSPORTATION PROJECTS

In 2023, Main Street America was selected as a lead capacity builder for the US Department of Transportation's Thriving Communities Program. With a \$5.9 million award from USDOT, Main Street America is supporting 20 rural and tribal communities across the country with their transportation and community development priorities, together with a team of technical assistance providers.

One of the participating communities is The Shoalwater Bay Indian Tribe. Located on Willapa Bay off the coast of Washington, Shoalwater Bay is at risk of earthquakes, tsunamis, accelerating coastal erosion, and sea level rise that is eroding up to 130 ft of the reservation's land annually. In February, 2024, Shoalwater Bay Indian Tribe staff organized a visit for Thriving Communities key partners to tour important sites and see the progress to date on their planned relocation.

During the visit, Main Street America and program partners facilitated partnership mapping and action planning workshops that documented how a diverse collection of partners can work together to support the Tribe. Since the visit, the technical assistance team has provided additional partnership mapping and communications training and is also leading the development of a market analysis that will focus on the Tribe's goals around workforce development and entrepreneurship.

Program Team: Main Street America, National Association of Development Organizations, Rural Community Assistance Corporation



LEARN MORE ABOUT SHOALWATER BAY INDIAN TRIBE ON THE MAIN STREET BUSINESS INSIGHTS PODCAST, AND ON OUR BLOG.

Main Street America is providing each community in the Thriving Communities Program cohort a \$90,000 sub-award. The Shoalwater Bay Indian Tribe is using these funds to provide grants administration training for their team that manages a complex multi-million grants package.



Building Local Muscle through

SMALL BUSINESS

A group of four people (two men and two women) are standing and talking in front of a cityscape. The man on the left is wearing a blue jacket and dark pants. The woman next to him is wearing a beige coat and blue jeans. The man in the center is wearing a black blazer over a black t-shirt that says "ERICA NEEDS Main Street" and dark pants. The woman on the right is wearing a dark blue coat and a grey scarf. They are all smiling and appear to be in a professional setting. The background shows a city with buildings and a river.

We believe that supporting entrepreneurs, small businesses, and small-scale development builds community wealth and creates meaningful investment in communities. Through our small business support work, Main Street America is equipping both small business owners and economic development leaders with tools, resources, and opportunities to build stronger and more resilient local economies.

BACKING COMMUNITY-FOCUSED SMALL BUSINESSES

Tylisya Gober and her daughter Tanyjah started Barbie Behavior Boutique to offer fashionable and inclusive clothing options for women. After launching a successful ecommerce site in 2017, Tylisya and Tanyjah opened a brick-and-mortar boutique in downtown Oak Park, Michigan, in 2020. As a single mom who previously struggled to afford clothes, it was important to Tylisya to give back to her community. Thanks to two Backing Small Business grants, presented by American Express and Main Street America, Barbie Behavior Boutique has supported women in Oak Park and continued to grow. An initial grant of \$5,000 went toward advertising and marketing improvements and a subsequent \$25,000 Enhancement Grant funded a community event that provided free winter coats to 200 women, along with free food, games, and music.

Since its inception in 2021, the [Backing Small Business program](#) has provided

1,180 grants

totaling

\$9.65 million

to economically vulnerable and under-resourced small businesses with community reach.



[+ LEARN MORE ABOUT BARBIE BEHAVIOR BOUTIQUE](#)

FOSTERING EQUITABLE ENTREPRENEURSHIP IN RURAL COMMUNITIES

Entrepreneurs are the lifeblood of local economies, creating quality jobs, spurring innovation, and reinvesting in community. This is especially important in rural areas where an over-reliance on once-dominant industries has left many communities on uncertain economic ground. Strong entrepreneurial ecosystems are a path to sustainable economic prosperity.

In 2023, Main Street America developed and implemented a pilot program focused on creating effective, equitable, and inclusive community support networks for rural entrepreneurs. Through the Equitable Entrepreneurial Ecosystems in Rural Main Streets Pilot Program, Main Street America is building more equitable support networks for entrepreneurs in 30 rural communities across nine states and Puerto Rico. This work is supported by the Ewing Marion Kauffman Foundation.

Since launching the pilot, Main Street America, working in partnership with Forward Cities, held 12 state-wide workshops in 9 states plus Puerto Rico to support rural communities. Following the workshops, 30 communities received on the ground support and virtual programming designed to develop and implement equitable ecosystems and help them increase engagement with underrepresented entrepreneurs.

+ LEARN MORE ABOUT THE E3 PROGRAM, AND REVIEW LESSONS LEARNED



“The Main Street programs that participated in the entrepreneurial workshop last fall really took away principles they could use in their downtown right away.”

KEITH WINGE
State Community Development Director at Missouri Main Street Connection

SUPPORTING SMALL BUSINESS OWNERS OF COLOR

Underserved small business owners, especially entrepreneurs of color, face myriad challenges when it comes to building wealth and getting the support they need to thrive. Main Street America is bridging critical gaps in supporting these business owners through the Where It Starts: Breaking Barriers to Business initiative. Supported by Truist Foundation and led in partnership with Living Cities, this five-year program is assisting three commercial corridors each in five southeastern cities: Atlanta, Charlotte, Memphis, Miami, and Nashville.

Centered around collaboration between government entities and small business leaders, the project addresses pivotal issues such as access to capital, policy reform, and targeted assistance for underserved small business owners. Main Street America has helped to map entrepreneurial networks, identify gaps, provide financial support and technical business expertise, and foster peer learning for participating cities to accelerate wealth building for entrepreneurs of color.



PREVENTING SMALL BUSINESS DISPLACEMENT IN MIAMI

One key success of the last year is the program's launch of the Miami Action Commercial Acquisition Fund in July 2024. Created in response to rising rents and the threat of displacing business owners, the fund will help local business owners buy commercial properties in areas across Miami at risk of gentrification. Main Street America and

Living Cities collaborated with the City of Miami, local business support organizations, and local philanthropic partners to support this effort. The fund will help to prevent displacement of small business owners of color in commercial corridors across Miami and put ownership into the hands of community members.

Building Local Muscle through

STORY-TELLING



A Main Street is both a place and an idea. As Americans, we hold these places as foundational parts of our history, tracing centuries of change, growth, and evolution. Today, Main Streets are homes to innovative new small-scale manufacturing, inclusive, welcoming communities, thriving cultures, and climate-forward architecture. Telling the story of Main Street's future — as much as our past — is the work of Main Street America.



MAIN STREET BUSINESS INSIGHTS

MAIN STREET BUSINESS INSIGHTS PODCAST

Harvey Williams, Co-Founder and CEO of Delta Dirt Distillery in Helena, Arkansas, is a fourth-generation farmer. His grandfather, U.D. Williams, a Black man living under Jim Crow laws, purchased the Williams family farm in 1949. Today, Harvey uses that same dirt to grow sweet potatoes that produce high-quality vodka. The Delta Dirt Distillery is a thriving new business on Main Street Helena.

It's stories like Harvey's that each week, Main Street America's Chief Innovation Officer Matt Wagner, Ph.D., explores on the The Main Street Business Insights Podcast. Matt travels the country and takes a deep dive into the personal journeys of American entrepreneurs so that other entrepreneurs can learn the many innovative ways that these Main Street businesses have overcome adversity, whether it's starting a new enterprise or keeping a multi-generation business alive, and the advice they have for others on operating and succeeding along Main Street.

+ LISTEN TO OR WATCH SEVERAL STORIES FROM THE PODCAST THAT HAVE ALSO BECOME SHORT FILMS.



HILL DAY

In February 2024, Main Street leaders from across 13 states went to Washington, D.C., to meet with members of Congress for Main Street America's second annual Hill Day. Participants deepened relationships with policymakers and federal agency leaders, spoke about their Main Street programs, described the challenges they face, and shared the successes they've seen in their communities. They advocated for federal programs and funding that support thriving Main Street districts through economic development and community preservation, and they came prepared with specific asks to legislators that would improve their ability to support Main Streets.

Main Street leaders met with representatives from several federal agencies, including the U.S. Department of Housing and Urban Development (HUD), the U.S. Department of Transportation (DOT), and the Appalachian Regional Commission (ARC). In total, Main Street members met with over 70 Senate and House offices during Hill Day. These visits deepened Main Street America's engagement with emerging federal policies that support Main Street districts.

+ [LEARN MORE ABOUT MAIN STREET AMERICA'S ADVOCACY WORK AND FIND GOVERNMENT RELATIONS RESOURCES.](#)



MAIN STREET 2024 Now

Main Street America's 2024 Main Street Now Conference brought a record-breaking 2,000 attendees to Birmingham, Alabama, in May. Over the course of three days, Main Street leaders from across the country (and the world!) participated in over 120 dynamic learning opportunities, built connections with fellow attendees, and explored Main Streets in Birmingham and throughout Alabama. Conference education sessions centered on the themes of Welcoming & Belonging; Connectivity through Civic Infrastructure; and Reimagining Local Spaces and Economies. Attendees left Birmingham with new ideas, inspiration, and tools to address pressing issues in their communities.





Fostering Inclusive Growth in — MACON, GEORGIA —

THROUGH ACCESSIBLE LOAN CAPITAL USING HISTORIC TAX CREDITS, NEWTOWN MACON HAS ADDED:

67
NEW STOREFRONTS

371
NEW HOUSING UNITS

1,000+
NEW RESIDENTS



Downtown Macon struggled with boarded up storefronts and neglected, vacant buildings in the 1990s, but now the district is bustling with over 120 locally owned and operated restaurants, retailers, and entertainment venues. NewTown Macon became Central Georgia's first and only Community Development Financial Institution (CDFI) in 2021. Through their CDFI, entrepreneur and developer academies, and Downtown Diversity Initiative — an entrepreneurial training program formed in partnership with the Macon-Middle Georgia Black Pages — NewTown Macon has increased the number of Black-owned businesses in downtown from 28 to 50.

[+ LEARN MORE ABOUT THE IMPACT OF MACON'S CDFI](#)

Community Collaboration and Civic Pride in — MADISON, INDIANA —



Founded in 1979 as one of the nation's first three pilot Main Street programs, Madison Main Street Program has leveraged their community's unique assets to create a downtown buzzing with historic character and over 270 locally owned businesses. Madison Main Street Program's steady approach to catalyzing downtown vibrancy has yielded incredible returns. In the past five years, for example, they have encouraged upper-story residential development and the creation of new commercial spaces through the renovation of vacant buildings. As a result, new residents—from young professionals to empty-nesters—are moving downtown.



+ LEARN MORE ABOUT HOW MADISON
ATTRACTED MORE DOWNTOWN RESIDENTS

MADISON HAS HELPED TO:

DEVELOP **46** REHABILITATE **92**
NET NEW BUSINESSES BUILDINGS

GENERATE **\$25.9** MILLION IN
PUBLIC AND PRIVATE REINVESTMENT





Preservation with a Purpose in — MONROEVILLE, ALABAMA —

TO DATE, MONROEVILLE (POP. 5,900) HAS HELPED TO:

DEVELOP **42**
NET NEW BUSINESSES

CREATE **72**
NEW JOBS

LOWER THEIR VACANCY
RATE FROM 31% IN 2014 TO **5%**

+ [LEARN MORE ABOUT
HOW MONROEVILLE
BREADED NEW LIFE
INTO THEIR DOWNTOWN](#)



Since Monroeville Main Street was established in 2014, their downtown has experienced a profound aesthetic and economic turnaround. Monroeville Main Street worked with local developers and other partners to facilitate the renovation and adaptive reuse of 42 properties, resulting in the creation of 15 loft apartments, 12 new commercial spaces, and 23 affordable storefronts. From façade improvements to complete restorations, Monroeville's projects—valued at \$6 million—have breathed new life into the downtown's historic buildings, filled a much-needed gap for downtown rentals, and created opportunities for entrepreneurs.

Elevating Local Leadership

— MILEYKA BURGOS-FLORES —

+ [LEARN MORE
ABOUT MILEYKA](#)



In her four years as CEO of The Allapattah Collaborative CDC (ACDC), Mileyka Burgos-Flores has had an unshakable vision and tenacious dedication to pursuing equity, championing community preservation, and fostering collaborative action in a historically Dominican commercial corridor in Miami's Allapattah neighborhood. Mileyka's leadership has yielded incredible results. ACDC's signature Small Business Resiliency Cohort has worked with more than a hundred participants, providing highly tailored, culturally relevant technical assistance on a variety of topics including banking basics, communication technologies, budgeting, and capital readiness. During the COVID-19 pandemic, Mileyka mobilized to secure funding to provide crisis relief grants totaling over \$3 million for the district's small businesses. As a result, 100 percent of businesses that received funding remained open through the pandemic.

In Birmingham, Alabama, Main Street America awarded Mileyka Burgos-Flores, the 2024 Mary Means Leadership Award, our top honor recognizing individuals who demonstrate outstanding leadership. A national jury selected Mileyka based on peer nominations. In 2024, the Mary Means Leadership Award was generously sponsored by Regions Bank.

JOIN US Main Street America members are the heart of the Main Street movement. Whether you are a municipality just getting started, a leading consultant in the field, or a passionate Main Street supporter, membership has something to offer for you.

Visit mainstreet.org/join to learn more

CORPORATE PARTNERSHIPS Main Street America partners with a range of nationally recognized corporations to deliver grants and technical services to support thriving local economies and inviting public spaces. We can work with your company to develop a customized partnership program.

Email keckstein@mainstreet.org for more information

DONATE Your donation ensures that everyone has access to an inclusive and resilient Main Street. Main Street America is a registered 501(c)(3) and all gifts are tax-deductible.

Donate [here](#)

PLANNED GIVING Help secure the future of the Main Street movement by including Main Street America in your estate plans.

Visit mainstreet.org/get-involved/partner-with-us to learn more or email keckstein@mainstreet.org

DONATE YOUR TIME, TALENT AND TREASURE Support the work of a local Main Street program close to your home or close to your heart. Volunteers are crucial—serve in a leadership role, support community events, and assist in a variety of functions throughout the year.

Find your local Main Street program [here](#)

GET INVOLVED

Join us in strengthening and reenergizing Main Streets!

SIGN UP FOR OUR EMAILS Stay informed about our programs and get the latest trends in historic downtown and neighborhood commercial corridor stewardship.

Visit mainstreet.org/subscribe to stay informed

SPONSOR CONFERENCE Main Street Now is the largest nationwide gathering of commercial district professionals in the U.S. Sponsoring the conference is a highly visible, cost-effective way to reach community leaders and partners as they foster new ideas and solutions for place-based economic development and community preservation.

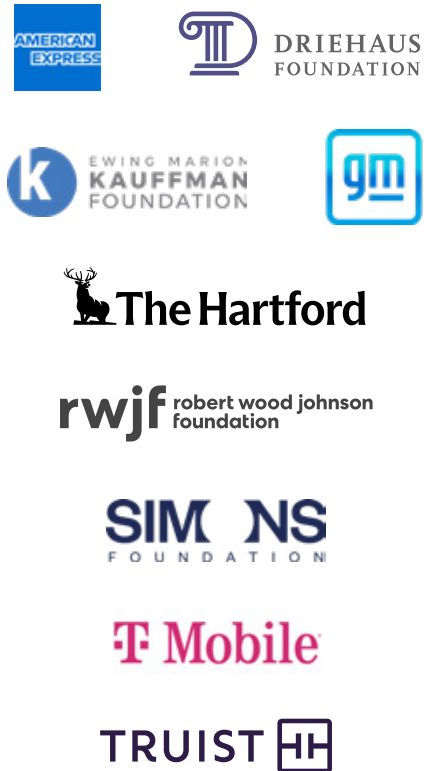
Visit mainstreetnow.org to learn more or email jtemkin@mainstreet.org



Partners & Supporters

We are grateful for the generous individuals, foundations, and corporations whose support in FY24 helped reenergize and strengthen Main Streets.

\$200,000 and above



Illinois Department of Commerce and Economic Opportunity
 National Park Service
 U.S. Department of Agriculture, Rural Development
 U.S. Department of Housing and Urban Development
 U.S. Department of Transportation

\$50,000 - \$199,999



Anne T. and Robert M. Bass Foundation
 Community Foundation of North Texas

\$10,000 - \$49,000



Joe Grills
 Key Bank

up to \$9,999



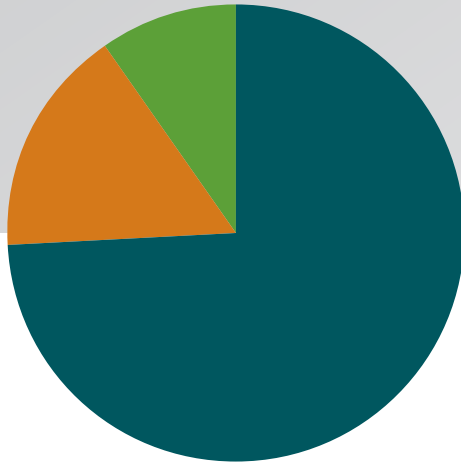
| | |
|-------------------|------------------------|
| Deshea Agee | John Mitterholzer |
| Samuel Dixon | Mary and Dick Thompson |
| Kevin Daniels | Michael Wagler |
| Geoff Handy | Chris Wilson |
| Irvin Henderson | Darryl Young |
| Cathy Sloss Jones | Jess Zimbabwe |
| Tom Mayes | |
| Ed McMahon | |

Financials

Main Street America's consolidated operating revenue totaled \$23.945 million July 1, 2023 through June 30, 2024. As shown in the charts below, Main Street America achieved 88 percent programmatic efficiency, with only 9 percent spent on general and administrative expenses.

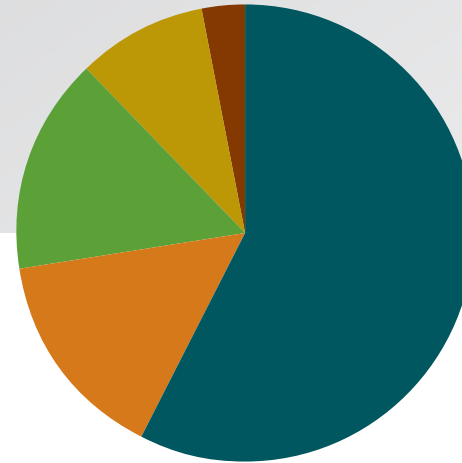
SOURCES OF FUNDING

| | | |
|--|---------------------|------------|
| Grants and Contributions | \$17,787,839 | 75% |
| Contract Services | \$3,890,113 | 16% |
| Membership & Special Events | \$2,267,860 | 9% |
| Total | \$23,945,811 | |

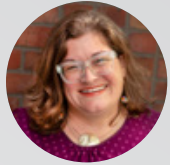


USE OF FUNDS

| | | |
|--|---------------------|------------|
| Program Services | \$10,154,934 | 57% |
| On-Site Technical Assistance | \$2,730,206 | 15% |
| Membership & Special Events | \$2,723,465 | 15% |
| General and Administrative | \$1,667,531 | 9% |
| Fundraising | \$477,322 | 3% |



Board of Directors



Jess Zimbabwe,
Chair



Thompson M. Mayes



Michael Wagler



John Mitterholzer,
Secretary



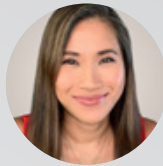
Tyrone Rachal



Chris Wilson



Kevin Daniels, Treasurer



Lynda Tran



Mary Helmer Wirth



Deshea Agee



Jenice Contreras

Emeritus Members

Ed McMahon, Chair

Sam B. Dixon

Darryl Young, Chair

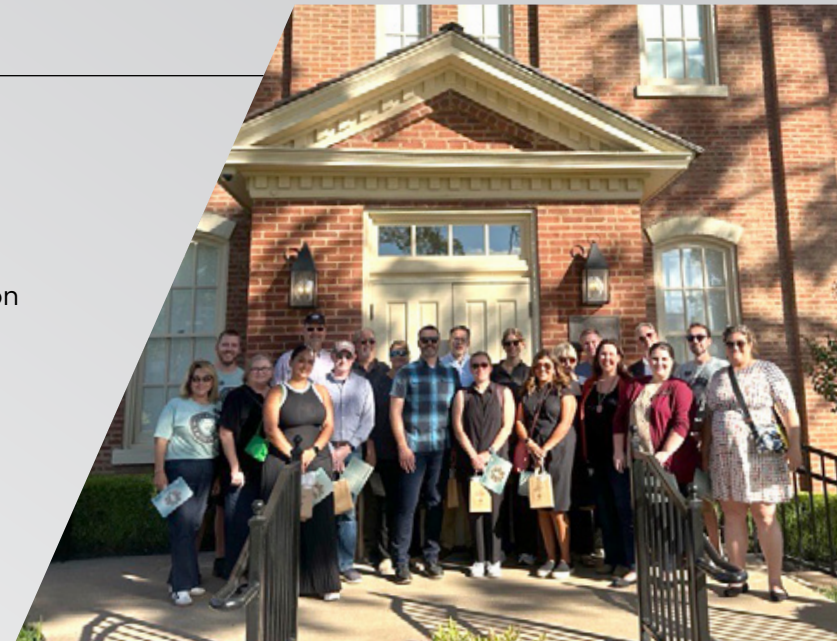
Joe Grills

Irvin Henderson

Mary Thompson

David J. Brown

Darryl Young



Meet Our Team

+ LEARN WHY OUR TEAM IS SO
PASSIONATE ABOUT OUR WORK

Our team is passionate about Main Street's mission, with deep expertise across a broad range of disciplines including economic development, historic preservation, urban planning, finance, community engagement, organizational development, research, and public affairs.



**Sponsor the
conference!**

MAIN STREET *Now*

APRIL 7-9 2025

Philadelphia
PENNSYLVANIA

Learn more at mainstreet.org/now2025

Register Now!

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COVER: FLORENCE, SOUTH CAROLINA; PHOTO BY TRUE LIGHT PHOTOGRAPHY. METUTCHEN, NEW JERSEY SPRING BAZAAR; PHOTO BY LAUREN BEISCHER. **INSIDE COVER:** H STREET CORRIDOR, WASHINGTON, DC; PHOTO BY TED EYTAN. **P1:** ERIN BARNES, JESS ZIMBABWE. **P2:** STEAMBOAT, COLORADO; PHOTO BY MAIN STREET STEAMBOAT. **P3:** CAMAS, WASHINGTON; PHOTO BY DOWNTOWN CAMAS ASSOCIATION. **P6:** TOP: CAMPIONI PIZZA BIRRA & TAPAS IN PONCE, PUERTO RICO; PHOTO BY WENDY OTERO. BOTTOM: THE SOLAR RODEO IN MESQUITE, TEXAS; PHOTO COURTESY OF DOWNTOWN MESQUITE. **P7:** CLOCKWISE FROM TOP: MURRAY, KENTUCKY; PHOTO BY MURRAY MAIN STREET. MIDDLE: NEVADA, IOWA; PHOTO BY KANDE PRODUCTIONS. GIG HARBOR, WASHINGTON; PHOTO BY JACKIE SWIHART. **P8:** MORE ACTIVITIES=SAFER SPACES IN MACON, GEORGIA; PHOTO BY URBAN DEVELOPMENT AUTHORITY. **P9:** DENISON, TEXAS; PHOTO BY MEL CLIMER. **P10:** AUGUSTA, MAINE; PHOTO BY DAVE DOSTIE. HANNAH DAVIS. **P11:** SHOALWATER BAY, WASHINGTON; PHOTOS BY SHANE HAMPTON. **P12:** 2024 COMMUNITY TRANSFORMATION WORKSHOP, NEVADA, IOWA; PHOTO BY KANDE PRODUCTIONS. **P13:** BARBIE BEHAVIOR BOUTIQUE; PHOTOS BY TYLISYA GOBER. **P14:** MEETING WITH THE MISSOURI MAIN STREET CONNECTION COHORT; PHOTO BY LOGAN BREER. **P15:** COMMUNITY LEADERS; PHOTO BY ONESTOP STUDIOS. **P16:** MATT WAGNER AND HARVEY WILLIAMS AT DELTA DIRT DISTILLERY. **P17:** CLOCKWISE FROM TOP-LEFT: KATIE PINARD AND MICHAEL MACOMBER, CO-OWNERS OF ELEMENTS BOOKSTORE; PHOTO BY MATT WAGNER. PATRICK JACKOWSKI AND MATT HORNE, CO-OWNERS OF FIREHOUSE COFFEE; PHOTO BY RETAIL ALLIANCE, VA RETAIL MATTERS 2024. DAVID WEST, DIRECTOR OF MAIN STREET SOUTH AUSTRALIA; PHOTO BY RYAN WEST, ORANGE FOX MEDIA. PHOEBE AND JONATHAN CARPENTER EELLS, CO-OWNERS OF EL SAGE; PHOTO BY PHOEBE CARPENTER EELLS. MINDY BERGSTROM, OWNER OF COOKS EMPORIUM; PHOTO BY MCCLANAHAN STUDIOS. TEE ROWE, PRESIDENT OF AMERICA'S SMALL BUSINESS DEVELOPMENT CENTERS; PHOTO BY AMERICA'S SBDC. ALCYIA LEVELS-MOORE, OWNER OF POLARIS AND ASL CREATIVE FIRM; PHOTO BY ASL CREATIVE FIRM. PATRICE HULL, OWNER OF STUFF WE WANNA SAY; PHOTO BY PATRICE HULL. WILL SISSLE, MARY CHAPMAN, CO-OWNERS, AND JOE GAUDET, CHEF, OF SISSLE & DAUGHTERS; PHOTO BY JENNY BRAVO. EBENEZER AKAKPO, OWNER OF AKAKPO; PHOTO BY MICHAEL D. WILSON. KRISTIN SMITH, CHEF/PROPRIETOR OF THE WRIGLEY TAPROOM; PHOTO BY CHRISTINA STALLARD. JAMES LANGTEAUX, OWNER OF TRÛ NORTH CAFÉ; PHOTO BY TRÛ NORTH CAFÉ. MALLORY DABNEY, OWNER OF HEYDAY; PHOTO BY MADYLINE BRAUGHT PHOTOGRAPHY. JOSHUA AND JARED RAVENSCRAFT, CO-OWNERS OF NEW FRONTIER; PHOTO BY NEW FRONTIER. KAYCEE MCCOY, OWNER OF PAWSNICKETY PETS; PHOTO BY SARAH HARRIS PHOTOGRAPHY. **P18:** WASHINGTON, DC; PHOTO BY MAIN STREET AMERICA. **P19:** 2024 MAIN STREET NOW CONFERENCE; PHOTO BY ALICIA GALLO. **P20:** NEWTOWN MACON. **P21:** FARMERS MARKET AND STREETSIDE HISTORY MARKER; PHOTOS BY BILL JONES WITH WONDERLAND STUDIOS. ANNUAL SCARECROW DISPLAY CONTEST; PHOTO BY AUSTIN SIMS. **P22:** MONROE COUNTY MUSEUM-COURTHOUSE; PHOTO BY SHAWN TERPACK. PAINT THE TOWN PAINT OUT AND BRONZE SCULPTURE TRAIL INSTALLATION; PHOTOS BY MONROEVILLE MAIN STREET. **P23:** ALLAPATTAH SEAFOOD MARKET AND NITIN BAKERY; PHOTOS BY THE NATIONAL TRUST FOR HISTORIC PRESERVATION. MARY MEANS AND MILEYKA BURGOS-FLORES; PHOTO BY TOSHA GAINES PHOTOGRAPHY. **P24:** LANSING, MICHIGAN; PHOTO BY DOWNTOWN LANSING INC. **P27:** THE MAIN STREET AMERICA BOARD IN FRONT OF THE CHEROKEE NATIONAL HISTORY MUSEUM IN TAHLEQUAH, OKLAHOMA; PHOTO BY MAIN STREET AMERICA. **P28:** MAIN STREET AMERICA TEAM, DECEMBER 2024; PHOTO BY ZACH CORDNER.