

Press Release



For Immediate Release

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2011 Great American Main Street Awards® Semifinalists Selected

WASHINGTON, D.C. (December 13, 2010) – The 2011 Great American Main Street Awards® (GAMSA) semifinalists have been selected from a nationwide pool of applicants and now move to the final round for consideration. The National Trust for Historic Preservation will present this year's five winners at the Main Street Awards Ceremony during the National Main Streets Conference in Des Moines, Iowa on May 23, 2011.

The National Trust Main Street Center's annual GAMSA winners are recognized for their exceptional accomplishments in revitalizing the nation's historic and traditional Main Street commercial districts by using the proven Main Street Four-Point Approach®.

The ten 2011 Great American Main Street Awards semifinalists are:

- Downtown Beloit, Inc., Beloit, Wisconsin
- Boyne City Main Street Program, Boyne City, Michigan
- Durant Main Street, Durant, Oklahoma
- Farmland Downtown Historic District, Farmland, Indiana
- Downtown Fort Pierce, Fort Pierce, Florida
- Hobart Main Street, Hobart, Oklahoma
- Old Town Lansing, Lansing, Michigan
- Main Street Marshfield, Marshfield, Wisconsin
- Downtown Newark Partnership, Newark, Delaware
- Silver City MainStreet Project, Silver City, New Mexico

The winners will be selected by a national jury composed of former award winners, community development professionals, representatives from government and foundations, and journalists who are active in community economic development and historic preservation.

"Community leaders and local volunteers have dedicated their time over many years to bring profound, positive change to their communities. These semifinalists have demonstrated a commitment to building sustainable, vibrant Main Streets with successful businesses and exciting events that can weather this recession," said Doug Loescher, director of the National Trust Main Street Center. "They are models for others to follow."

GAMSA semifinalists and winners demonstrate exemplary achievement in the process of strengthening their downtowns and commercial districts based on the following selection criteria:

- Active involvement of the public and private sectors;
- Broad-based community support for the revitalization effort;
- Quality of achievements over time;
- Innovative solutions to significant problems;
- Commitment to historic preservation;
- Evolving track record of successful commercial district revitalization;
- Comprehensive revitalization effort: activity in all four points of the Main Street Four-Point Approach® to commercial district revitalization;
- Economic impact of the revitalization program; and
- Successful small business development.

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Established in 1980, the National Trust Main Street Center® helps communities of all sizes revitalize their older and historic commercial districts. Working in more than 2,200 downtowns and urban neighborhoods over the last 29 years, the Main Street program has leveraged more than \$44.9 billion in new public and private investment. Participating communities have created 370,514 net new jobs and 82,909 net new businesses and rehabilitated more than 199,500 buildings, leveraging an average of \$25.36 in new investment for every dollar spent on their Main Street district revitalization efforts. To learn about previous GAMSA winners, visit <http://www.preservationnation.org/main-street/awards/gamsa/>.

The National Trust for Historic Preservation (www.PreservationNation.org) is a non-profit membership organization bringing people together to protect, enhance and enjoy the places that matter to them. By saving the places where great moments from history - and the important moments of everyday life - took place, the National Trust for Historic Preservation helps revitalize neighborhoods and communities, spark economic development and promote environmental sustainability. With headquarters in Washington, DC, nine regional and field offices, 29 historic sites, and partner organizations in 50 states, territories, and the District of Columbia, the National Trust for Historic Preservation provides leadership, education, advocacy and resources to a national network of people, organizations and local communities committed to saving places, connecting us to our history and collectively shaping the future of America's stories. For more information, visit www.PreservationNation.org/main-street.