

# Downtown Beloit recognized for revitalization efforts



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## Association accredited by National Main Street Program

BELOIT -- Downtown Beloit's revitalization efforts have been recognized by a national historic preservation organization.

Downtown Beloit Association learned a week ago that it has been designated as a National Main Street Program for meeting the commercial district revitalization performance standards set by the National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

Each year, the National Main Street Center and its partners announce the list of accredited Main Street programs that have built strong revitalization organizations and demonstrate their ability in using the Main Street Four Point Approach for strengthening their local economy and protecting their historic buildings.

"We congratulate this year's nationally accredited Main Street programs for meeting our established performance standards," Valecia Crisafulli, acting director of the National Main Street Center was quoted as saying in a news release. "Accredited Main Street programs are meeting the challenges of the downtown in the economy head on and are successfully using a focused, comprehensive revitalization strategy to keep their communities vibrant and sustainable."

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

These standards set the benchmarks for measuring an individual Main Street program's application of the Main Street Four Point Approach to commercial district revitalization.

Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as developing a mission, fostering strong public-private partnerships, securing an operating budget, tracking economic progress and preserving historic buildings.

"This recognition further spotlights the Downtown Beloit Association's volunteers and staff and the incredible work they do throughout each year," said Peter Fronk, DBA Board Chair.

"Their unquestioned commitment and positive energy allows the DBA to succeed and look forward to new achievements in the future. 'Beloit is where things are happening.' This award is proof of that and sends the message."

The Downtown Beloit Association is designated a Wisconsin Main Street Organization committed to encourage and support Beloit's thriving downtown community through economic restructuring, design, historic preservation, streetscape care, promotion and organization.

Established by the National Trust for Historic Preservation in 1980, the National 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 32 years, the Main Street program has leveraged more than \$55.7 billion in new public and private investment.

Participating communities have created 473,535 net new jobs and 109,693 net new businesses, and rehabilitated more than 236,418 buildings, leveraging an average of \$18 in new investment for every dollar spent on their Main Street district revitalization efforts.