

The Downtown Beloit Association is a 2011 Winner of the Great American Main Street Awards!

Each year, the National Trust Main Street Center recognizes exceptional Main Street communities whose successes serve as a model for comprehensive commercial district revitalization. These award-winning communities have demonstrated proven success in using the [Main Street Four Point Approach](#) to create economic



vitality, a unique sense of place, and a strong commitment to the community by all stakeholders. The National Trust for Historic Preservation presented this year's five winners at the Main Street Awards Ceremony during the National Main Streets Conference in Des Moines, Iowa.

The 2011 Great American Main Street Awards (GAMSA) Winners were selected from a nationwide pool of applicants and were selected by a national jury based on successful as well as innovative use of the Main Street Four Point Approach. Recognized as a leader following the Main Street Four-Point Approach, embracing sound historic preservation ethics and building strategic partnerships, Downtown Beloit Association (DBA) was honored at the Main Street Awards Ceremony on May 23, 2011.

“Downtown Beloit Association has an impressive track record of taking underutilized areas envisioning their best use and leveraging partnerships to achieve exemplary results,” said Doug Loescher, director of the National Trust Main Street Center. “Beloit’s rich arts offerings, revitalized riverfront, creative adaptive use projects and award-winning farmer’s market are shining examples of DBA’s outstanding work.” See the press release [here](#).

Click [here](#) to view the National Trust’s full website article.