



For Immediate Release

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MAIN STREET WAUCHULA, INC. RECEIVES 2010 NATIONAL TRUST MAIN STREET ACCREDITATION

Wauchula, Florida (July 20, 2010) – Main Street Wauchula, Inc. has been designated as an accredited National Main Street Program for meeting the commercial district revitalization performance standards set by the National Trust Main Street Center. Each year, the National Trust 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® methodology 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,” says Doug Loescher, director of the National Trust Main Street Center. “Accredited Main Street programs are meeting the challenges of the recession 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 Florida Main Street, which works in partnership with the National Trust Main Street Center to identify the local programs that meet 10 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. For more information on the national program accreditation program, visit www.mainstreet.org/nationalprograms.

It has been a busy year for Main Street Wauchula. The monthly Friday Night Live events have proven to be a success. As awareness is raised about the organization, interest in joining as a member has grown, raising almost \$15,000. In addition, the volunteer base has grown making all Main Street events and projects possible. The Design Committee rolled out 4 sets of decorative downtown banners as well as awarded \$12,000 in façade grants to assist downtown businesses. Marketing Committee is wrapping up a downtown directory as well as a movie theater ad. Promotions revamped Friday Night Live, coming up with new creative themes to keep the crowds interested and coming downtown. Economic Restructuring Committee is

finalizing another grant to help new downtown businesses and they are collecting data to help with business recruitment in the future. Organization Committee reintroduced Main Street Wauchula to the community with a Kick Off Social, hosted a Florida Main Street Quarterly Meeting and are currently busy planning a fundraiser as well as an Annual Meeting. And the list of projects under development or completed this year could go on. Main Street Wauchula has been working hard to make downtown Wauchula a place you want to be. The efforts have not gone unnoticed by the community as well as Florida Main Street who named Main Street Wauchula as Community of the Month for March.

The National Trust for Historic Preservation (www.PreservationNation.org) is a nonprofit 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, D.C., eight 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.

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 30 years, the Main Street program has leveraged more than \$48.9 billion in new public and private investment. Participating communities have created 417,919 net new jobs and 94,176 net new businesses, and rehabilitated more than 214,263 buildings, leveraging an average of \$27 in new investment for every dollar spent on their Main Street district revitalization efforts.

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