

News from Genoa Main Street



Genoa Main Street, Inc.
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Genoa Main Street, Inc. Receives 2010 National Trust Main Street Accreditation

Genoa Main Street, 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 in Washington, D.C. “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 Illinois 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.

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Genoa Main Street Ears National Trust Recognition – Add 1

Genoa Main Street, Inc. is an all-volunteer led organization with a part-time paid executive director, Mim Evans. Guided by President Pattie Marx and a board of directors and assisted by advisory board and four committees, the organization carries out a variety of downtown activities, events, and projects in keeping with its mission to promote and preserve downtown Genoa.

During the summer it hosts a series of Open Air Markets, Movies on Main Street and in the fall the Harvest Moon Festival and Board Roads Tractor Run celebrating Genoa's agricultural heritage. Recent projects have included the downtown Main Street Park between Genoa Café and Cutters & Co. Family Hair Care, and the Lincoln Highway and Byways mural on the wall of the Genoa Public Library, recognizing Genoa's role in the Good Roads Movement. To stimulate an improved business climate in the downtown it sponsored and continues to promote the concept of its Wet Paint Project, plus its small-business incubator, Genoa Springboard.

Established in 1995 and granted state recognition as an Illinois Main Street Community in 1996, Genoa Main Street, Inc. is a volunteer organization dedicated to preserving Genoa's historic heritage and small town wholesomeness while promoting economic development and downtown improvements.

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.

(more)

Genoa Main Street Earns National Trust Recognition – Add 2

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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Pattie Marx (left), President of Genoa Main Street, Inc. and Executive Director Mim Evans display the certificate designating Genoa Main Street as an accredited National Main Street Program for meeting the commercial district revitalization performance standards set by the National Trust Main Street Center. The announcement was made by Doug Loescher, director of the National Trust Main Street Center in Washington, DC.