



For Immediate Release

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DOWNTOWN PASO ROBLES MAIN STREET ASSOCIATION RECEIVES 2017 NATIONAL MAIN STREET ACCREDITATION

Paso Robles, CA (June 12, 2017) – The Downtown Paso Robles Main Street Association has been designated as an accredited Main Street America™ program for meeting rigorous performance standards set by the National Main Street Center. Each year, the National Main Street Center and its Coordinating Program partners announce the list of accredited Main Street America programs in recognition of their exemplary commitment to preservation-based economic development and community revitalization through the Main Street Approach®.

“It is a great honor to recognize this year’s 828 nationally Accredited Main Street America programs for their outstanding work to transform downtown and neighborhood commercial districts,” says Patrice Frey, President & CEO of the National Main Street Center. “Main Streets are the heart of our communities, and the work they do to create quality public spaces, catalyze local entrepreneurship, and support downtown housing is more important than ever. Across the county, Main Street America programs truly strengthen the economic, social, and cultural fabric of their entire communities.”

The organization’s performance is annually evaluated by the California Main Street Alliance, which works in partnership with the National Main Street Center to identify the local programs that meet ten performance standards. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as fostering strong public-private partnerships, securing an operating budget, tracking programmatic progress and actively preserving historic buildings.

According to the Downtown Paso Robles Main Street Association President, Margaret Holstine, “This important accreditation means our community is benefiting by fostering an economically vibrant Downtown and shares valuable resources, experience, and insight on successful downtowns throughout our nation. This union provides us with cutting-edge information and proven innovation.”

“One can always gauge a successful community by the economic health of its downtown, and the Downtown Paso Robles Main Street Association has worked hard since 1988 to ensure Downtown Paso Robles is the place where locals and tourist come to shop, dine and be entertained,” said Norma Moye, Executive Director of the Downtown Paso Robles Main Street Association.

Main Street America has been helping revitalize older and historic commercial districts for more than 35 years. Today, it is a network of more than 1,000 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Since 1980, communities participating in the program have leveraged more than \$71.35 billion in new public and private investment, generated 583,869 net new jobs and 131,974 net new businesses, and rehabilitated more than 267,800 buildings. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation. ###