

People aren't just talking about improving their downtown and neighborhood commercial districts...



Hollister, California



Livermore, California



Vista, California



San Luis Obispo, California



Ocean Beach - San Diego



Martinez, CA

...they're rediscovering and revitalizing California's Main Streets.



California Main Streets At Work

California Main Streets' expertise helps community members set forth a vision of their revitalization efforts with financial support from citizens, businesses, and local government. Community staff and volunteers implement projects and activities within the four program areas that comprise the Main Street Four-Point Approach[®] developed by the National Trust for Historic Preservation's National Main Street Center. These four points and their committees are:

Organization

Build an effective volunteer-driven management organization guided by professional staff with broad-based public and private support. Activities may include community visioning, work plan development, volunteer recruitment and fundraising.

Economic Restructuring

Identify your district's unique economic niche. Activities may include market analysis, building rehabilitation, business retention, recruitment, and education, parking and transportation improvements, and new development.

Promotion

Create a unified, quality image and develop promotional strategies that capitalize on your district's unique assets. Activities may include retail advertising, community events, image campaigns, social media and heritage tours.

Design

Enhance your district's design and appearance. Activities may include cleaning and maintenance, design guidelines, facade improvements, historic preservation, streetscape improvements, signage and window displays.

What is the California Main Street Alliance?

The California Main Street Alliance (CAMSA) has kept the Main Street Program active in California by providing vital communication and training programs for its members.

Formed in 2002, this nonprofit organization works with the California Main Street Program (housed in the Office of Historic Preservation, California State Parks) to coordinate the designated communities' annual reports and transmittal of aggregate figures to the National Main Street Center, provides members valuable resource information, conducts training and workshop sessions, network meetings and other fee for service programs, and keeps members informed of the latest trends in downtown revitalization.

How many communities are in the program?

As of September 2011, there are 31 communities in the California Main Street Program. Out of those, 25 are programs that were designated and certified by the State of California, and six are communities that are currently practicing the Main Street Four-Point Approach[®] and aspire to become a designated program. Out of the 25 designated programs, 23 are accredited with the National Main Street Center for 2011, meeting high operational standards of performance.

What are statistics for programs operating with the Main Street Approach?

In 2010, 22 California Main Street communities reported statistics on economic development and investment within their districts. Cumulatively, the programs had the following statistics:

- New Business Starts – 310
- Business Expansions – 23
- Jobs Created – 1,177
- Volunteer Hours – 60,429
- Number of Private Sector Projects – 119
- Private Sector Investment – \$61,400,072
- Number of Public Sector Projects – 45
- Public Sector Investment – \$26,570,033
- Total Investment in California Main Street Communities in 2010 – \$87,970,105

Nationally, Main Street's reinvestment ratio – the average number of dollars generated in each community for every dollar used to operate the local Main Street program is \$27 to \$1.



Membership Application

Program Information

Name:		Title:	
Organization:			
Address:			
City:		State:	Zip:
Phone:		Fax:	
Email:		Website:	
City Manager Name and Phone Number:			
Briefly describe the economic and physical characteristics of your downtown or commercial district			
Briefly describe the structure of your organization (attach list(s) of Board or committee members):			
Briefly outline efforts made to improve your downtown or commercial district over the past five years			
Briefly describe what you hope to achieve by participating in CAMSA:			
<p>Membership Type - Associate Member Associate Members are any person or organization interested in the mission of CAMSA. The Board of Directors approve Associate Memberships, and will do so at the first meeting following receipt of a completed application for membership. Each Associate Member shall have one vote and be eligible to become an Officer and/or a Director a Director. Annual Membership Dues are \$250 annually.</p>			
Completed applications with dues should be mailed to:			
<p>California Main Street Alliance c/o lauracolerowe consulting 1107 Park Lane Suisun City, CA 94585</p>			
Annual dues are payable on January 1 of each year			



California Main Street Alliance
c/o lauracolerowe consulting
1107 Park Lane
Suisun City, CA 94585

The activity which is the subject of this brochure has been financed in part with Federal funds from the National Park Service, Department of the Interior, through the California Office of Historic Preservation. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior or the California Office of Historic Preservation, nor does mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior or the California Office of Historic Preservation. This program receives Federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, disability, or age in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to: Office of Equal Opportunity, National Park Service, 1849 C Street, N.W., Washington, DC 20240