

For Immediate Release

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Rogersville Main Street Program Receives 2011 National Trust Main Street Accreditation

Rogersville, Tennessee (July 2011) – The Rogersville Main Street Program 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 focused, comprehensive revitalization strategy to keep their communities vibrant and sustainable.”

The organization’s performance is annually evaluated by Kimberly Nyberg, Director of the Tennessee Main Street Program, 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 <http://www.preservationnation.org/mainstreet/about-main-street/the-programs/national-programs.html>.

The Rogersville Main Street Program this year had a total of \$335,785.82 total public and private investments. These investments were spent on building rehabs, public improvements, or new construction. We had a gain of four new businesses in the downtown historic district which created twenty-three new jobs. “The Taste of Rogersville,” a new spring event, was well received by the community as well as the downtown businesses and provides another opportunity to encourage people to shop and dine in downtown. The “Cruise-In on the Square,” another Main Street event, continues to bring large crowds to Main Street on the second Friday of each month from May to October. These events also generate additional income opportunities for the downtown businesses which extend their hours for the “Cruise-Ins”. The Main Street Program will be hosting the Tennessee Main Street Quarterly Managers meeting in October bringing in Tennessee Main Street Program Managers from across the state into Rogersville to share ideas and to learn about our community. Nancy Barker stated, “This will be a great opportunity for us to showcase our community with other Main Street Programs as well as how we have used the four point approach to help move our community forward.”

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 all 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 \$16 in new investment for every dollar spent on their Main Street District revitalization efforts.

If you would like to be involved in the Rogersville Main Street Program please contact our office at: (423) 272-2186.