

MAIN STREET ECONOMIC IMPACT

The Main Street Approach™ offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions.

FINANCIAL CAPITAL: GRANT FUNDING

Virginia Main Street awarded over \$280,000 in grants to Main Street programs across the Commonwealth.

These grants funded feasibility studies, establishment of zero-interest revolving loan funds, wayfinding systems, public art and more!



ECONOMIC GROWTH: BUSINESS AND JOB CREATION

Virginia Main Street programs added 192 net businesses to the Virginia economy in 2019. That means over 700 net jobs were created through the growth of Main Street communities. Main Street America programs added a net 32,000+ jobs to the national economy in 2019.

FINANCIAL INVESTMENT: ATTRACTING PRIVATE CAPITAL

Attracting private investment is a core goal of the Mainstreet Model. **In 2019, Virginia Main Street programs saw a total investment of over \$115,600,000 into their communities.**



RENOVATION AND GROWTH: REHABILITATION AND NEW CONSTRUCTION

Main Street and growth go hand in hand. **During 2019, 523 rehabilitation projects and 22 new construction projects occurred in Main Street communities across the Commonwealth.**

In 2019, the Virginia Main Street (VMS) program recognized 26 Designated Main Street Communities, one Virginia Downtown and over 80 Commercial District Affiliates.

