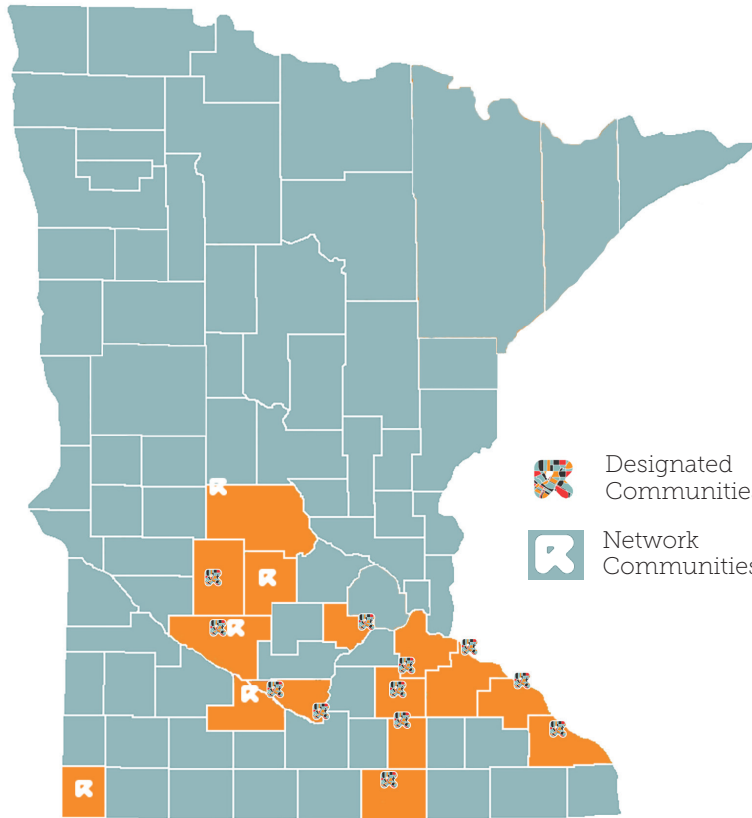




# RETHOS MAIN STREETS MN



 Designated Communities

 Network Communities

## Reinvestment - MN Main Street Districts Since 2010

<b>New Jobs Created:</b> 889	<b>Private Investment:</b> \$99,781,477	<b>Public Investment:</b> \$38,320,605
<b>Building Rehab Projects:</b> 627	<b>New Small Businesses and Expansions:</b> 159	<b>Volunteer Hours Contributed:</b> 48,055

For every \$1 spent running a local Main Street program, \$26 are reinvested in their district.

## CONTACT INFORMATION



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Rethos Main Streets is a Main Street America™ Coordinating Program with over 20 communities across Minnesota.

As a Main Street America™ Coordinating Program, Rethos Main Streets helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



Albert Lea, Designated Main Street Community

### Designated Communities

- Have Broad-based community support
- Have Paid Staff
- Meet nationally defined standards
- Robust training opportunities
- Access to Main Street Toolkit and Resources
- Discounted registration at development and training sessions
- Access to grant opportunities

### Network Communities

- Interest in growth, but limited resources to become fully designated
- Benefits Include:
  - Regional workshops on pertinent topics
  - Regular webinars and discussion calls
  - Online resource toolkit and best practice guide
  - Regional networking events
  - Limited consultation services from Minnesota Main Street staff

Minnesota Main Street promotes downtown vitality by leveraging communities' existing assets: people, businesses, places, and unique stories.

## Technical Assistance and Training Successes

### Marketing for Annual Music Festival and Farmers Market in Shakopee

Established annual downtown events with new logos, posters, photos, videos, and other marketing materials to increase attendance and foot traffic for small businesses.

### Downtown Banners for Wabasha and Northfield

Worked with local artists to design banners and purchased to brand and beautify the downtown district.

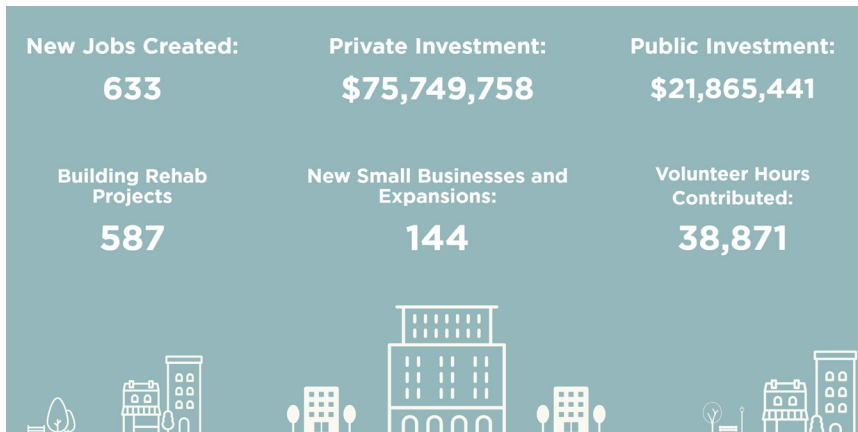
### Retail Business Design Workshops for Willmar

A customized technical assistance program for small retailers implemented through workshops and personal coaching sessions that covered the following topics: store presentation, inventory management, social media marketing, target marketing, and key issues and trend in rural retailing.

### Main Street Workshops and Networking Events

The workshop series features expert presenters from Minnesota and beyond discussing such topics as fundraising, volunteer management, bikeability, special events, marketing, real estate, business development and much more. Main Street Communities share their valuable expertise and resources with each other at networking events and calls throughout the year.

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Designated Communities	Network Communities
Faribault	Bird Island
Mankato	Litchfield
New Ulm	Luverne
Northfield	Sauk Centre
Olivia	Sleepy Eye
Owatonna	
Red Wing	
Shakopee	
Wabasha	
Willmar	
Winona	



Shakopee, MN

## But Don't Take Our Word For It

"Being a part of the Main Street network provides us with the opportunity to learn how other communities tackle challenges similar to ones facing our downtown."

-Susie Lang, Olivia Main Street Director, City of Olivia.

"Main Street Minnesota gives small towns more credibility and allows them to be taken more seriously. This allows the opportunity for more ideas, plans, and events in your community."

-Megan Tsui, Executive Director, Red Wing Downtown Main Street.