What are the results?

Main Street offers an effective and comprehensive methodology for commercial district revitalization and, in Illinois, has had a positive economic impact on participating communities.

By raising local funds and utilizing over 42,000 volunteer hours, Illinois Main Street communities generated these economic benefits in 2013:

- 315 full-time jobs
- 393 part-time jobs
- $20.8 million in public investment
- $45.6 million in private investment
- 172 new businesses
- 206 rehabilitation projects
- 104 public improvement projects
- 14 new construction projects

Communities

1. Aledo
2. Alton
3. Batavia
4. Beardstown
5. Belleville
6. Berwyn
7. Canton
8. Crystal Lake
9. Carbondale
10. Chicago-Six Corners
11. Crystal Lake
12. Danville
13. Dixon
14. Dwight
15. Elgin
16. Galesburg
17. Golconda
18. Hardin County
19. Jacksonville
20. Libertyville
21. Lincoln
22. Lombard
23. Macomb
24. Macon
25. Marshall
26. Moline
27. Monmouth
28. Monticello
29. Machesney Park
30. McHenry
31. Pekin
32. Pittsfield
33. Pontiac
34. Prophetstown
35. Quincy
36. Rock Island
37. Silvis
38. Springfield
39. Sterling
40. Taylorville
41. Waukegan

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DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY
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What is the Main Street Approach®?
The Main Street Approach is a nationwide program to revitalize traditional downtowns and neighborhood commercial centers. It is run by the National Main Street Center, an independent nonprofit subsidiary of the National Trust for Historic Preservation. Illinois Main Street (IMS) is the coordinating program for participating Illinois communities. Beginning with the first Illinois Main Street community in 1993, Illinois now has 41 participating local Main Street organizations encompassing communities of all sizes, rural, suburban and urban, and located in all regions of the state.

Why is downtown important?
Downtown is a community's most visible indicator of its heritage, pride and economic vitality. It can be an asset or a liability in recruiting new residents, new businesses and industries, retirees, tourists, and others to the community, and in retaining those already there. The Main Street Approach is a downtown revitalization tool that encourages forward-thinking economic development and historic preservation so this unique community asset and legacy can be passed on to future generations.

Communities can leverage the big investment already made in downtown by using it as an economic development asset. Downtown's smaller spaces, lower rents, accessibility and central location can be ideal for new businesses. Downtown generates significant tax revenue and is an employment, civic and community center. Downtown growth is cost effective and often more environmentally friendly than new development elsewhere.

How does it work?
A Main Street program is a grassroots, volunteer-driven non-profit business. A professional executive director and a volunteer board manage the program and help volunteers carry out the projects. It is based on the belief that successful downtown revitalization requires a balanced approach that takes into account all aspects of downtown.

Main Street provides three key advantages to participating communities.

1. **Main Street (MS) is a place and a way to make things happen.** Professional staff and a team of dedicated volunteers provide a structure to work with downtown businesses and organizations. Websites, social media, newsletters and merchants meetings get information out and bring in feedback. The local MS office is central place to work on issues and ideas. MS credentials provide local organizations with credibility.

2. **A local Main Street organization brings talent together.** Volunteers who otherwise might not get involved have a focus for their interests and efforts. Residents of all ages are engaged in MS activities.

3. **Main Street supports downtown businesses.** MS organizations use resources provided by the National Main Street Center and Illinois Main Street (IMS) and network with other local organizations across the country. IMS trains local executive directors, city officials and volunteers through workshops, retreats and conferences in locations across the state. Webinars and an online toolbox come right to you!