Establishment of Nevada Main Street Program
Presentation to Nevada Assembly Committee on Government Affairs

Kathy La Plante
National Main Street Center
Senior Program Officer
Director of Coordinating Program Services

The Impact of Main Street
BEFORE
AFTER

Kathy La Plante
National Main Street Center
© 2017 National Main Street
Why Are Downtowns Important?

**Nevada’s Downtowns are symbols of:**
- Community economic health
- Community pride & history
- The heart of the community - provides people with social gathering spaces
- Key to economic competitiveness
- Affordable homes for independent businesses
- Increasing residential demand

**Downtowns** support local independent businesses that in turn support: local families, community projects and keep more profits in the community.

Why is Downtown Important?

**Downtown** rehabilitation work stimulates the local economy. Materials and labor for new commercial construction often come from out of town.

**Downtown** infrastructure is a major public investment. Only healthy businesses in buildings assessed at full value generate taxes that give taxpayers a return on this public investment.
“There is simply no more cost effective economic development program of any type, on any scale, anywhere in the country than Main Street…”

- Donovan Rypkema
Author of “The Economics of Historic Preservation”

Reinvestment on Main Street thru 2015
2016 stats will be announced later this month.

Since 1980, over 2,200 programs have used the Main Street Approach, resulting in:

✓ $61.7 Billion Reinvested in Communities
   $3.9 Billion increase in 2015

✓ 528,557 Net New Jobs
   28,403 increase in 2015

✓ 120,510 Net Gain in Businesses
   5,966 increase in 2015

✓ 251,838 Buildings Rehabilitated and/or Saved
   8,173 increase in 2015
Economic Impact of MS in New Mexico

- $11.6M invested by NM since 1985
- Leveraged $1 billion in total investment
- 11,400 net new jobs
- Over 3,200 businesses
- Each net new job costs the taxpayers $1,127 per and $3,952 per net new business
- $44.50:$1 Private to Public Reinvestment
Rawlins, WY
Population 9,000

- Decreased vacancy rate to 10% from 40%+
- Created over 200 jobs and 28 new businesses
- Downtown Housing Fueling Revitalization

Build a Strong Sense of Ownership

Together We’re Better!

Community Engagement And Volunteerism
About the Main Street Center

- Training
- Shared Knowledge and Resources
- Peer-to-Peer Networking
- Access to grants
- Advocacy

Harrisonburg, VA
© Blaire Boswell

Thank You!

Contact Information:
Kathy La Plante
202-297-2893
klaplante@savingplaces.org

Brattleboro, VT