



## FOR IMMEDIATE RELEASE

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### **DALLAS DOWNTOWN ASSOCIATION RECEIVES DESIGNATION AS A 2026 MAIN STREET AMERICA AFFILIATE PROGRAM**

**This national designation recognizes Dallas Downtown Association’s strong commitment to community-based revitalization and positive local impact**

*Dallas, Oregon (05/07/2026)* – Dallas Downtown Association has been designated as a 2026 Affiliate Main Street America program for meeting high performance standards. Each year, Main Street America and its partners announce the roster of designated programs in recognition of their commitment to creating meaningful improvements in their downtowns through preservation-based economic development and community revitalization using the Main Street Approach™.

“We are proud to recognize Dallas Downtown Association as a 2026 Affiliate Main Street America program for your unwavering commitment to grassroots transformation and the extraordinary abilities of your staff, board of directors, and volunteers to respond to the needs of their community,” said Erin Barnes, President and CEO at Main Street America. “Dallas Downtown Association demonstrates a dedication to investing in the people and places that make your downtown district special and contribute to the collective power of the Main Street movement to build vibrant spaces and durable economies.”

Dallas Downtown Association is one of 453 nationally recognized Affiliate Main Street America organizations and is a part of a network of over 1,600 communities leading positive commercial district transformation efforts throughout the United States.

Main Street America recognizes two tiers of national designation — Accredited and Affiliate. These designations are a powerful tool, signaling to community members, civic leaders, decision makers, funders, and others that the Main Street program holds an established position within a nationwide movement with a 45-year proven track record of generating impressive economic returns, fostering welcoming and inviting communities, and creating lasting impact.

Dallas Downtown Associations performance was evaluated through assessments conducted by the organization’s personnel and board of directors, and Oregon Main Street, which works in partnership with Main Street America to identify local programs that meet rigorous national community evaluation standards.

These standards provide the Main Street America network with a strong framework for reviewing progress, recognizing strengths, understanding trends, and identifying strategies to move Main Street programs forward.

To qualify for Affiliate status—Main Street America’s second designation tier—communities must demonstrate a strong commitment to the Main Street model and dedication to achieving outcomes in six areas: broad-based community commitment to revitalization; inclusive leadership and organizational capacity; diversified funding and sustainable program operations; strategy-driven programming; preservation-based economic development; and demonstrated impact and results.

In 2025, Main Street America programs generated \$9.4 billion in local reinvestment, welcomed 6,936 net new businesses, facilitated the creation of 36,549 net new jobs, rehabilitated 10,623 historic buildings, and leveraged 1.8 million volunteer hours. On average, for every dollar a Main Street program spent on operations, \$23.13 was reinvested in its downtown district.

Since 2019, Dallas Downtown Association has received over one million in grants for the downtown leading to additional investment. A large portion of this was Oregon Main Street Revitalization Grants which help with building improvements and construction. The association has also taken over organizing Dallas Nights, a new combination of the farmers’ market and Sounds of Summer concerts as well as facilitating numerous downtown events including the Dallas Days parade.

According to Jason Saunders, DDA president, “we are seeing a deepening of genuine, authentic engagement within our community. People are increasingly viewing the Dallas Downtown Association as a true catalyst for community activity and revitalization.”

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### **ABOUT DALLAS DOWNTOWN ASSOCIATION**

The Dallas Downtown Association is a non-profit (501(c)3) that fosters a vibrant historic downtown through restoration, economic vitality, arts, and community engagement by working together to ensure a sustainable and inclusive destination for all. For more information, visit [www.dallasdowntownassociation.org](http://www.dallasdowntownassociation.org)

### **ABOUT MAIN STREET AMERICA**

Main Street America leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts. For more than 40 years, Main Street America has provided a practical, adaptable, and impactful framework for community-driven, comprehensive revitalization through the Main Street Approach™. Today, the network includes more than 1,600 communities across the country working to build stronger places through preservation-based economic development. Since 1980, the Main Street movement has resulted in \$124.67 billion reinvested locally, 188,583 net new businesses, 852,443 net gain in jobs, 356,424 buildings rehabbed, and 41 million volunteer hours. Main Street America is a nonprofit subsidiary of the National Trust for Historic Preservation. For more information, visit [mainstreet.org](http://mainstreet.org).