

# Who is Main Street?

Avoca Main Street has been a proud Main Street Community since 2014



Main Street is a Nationwide, grass roots movement that blends preservation, activation, and coordination to harness the power of **Character-Based Economic Growth**

**Why Does Main Street Work?** *It's Simple. It's the People loving their Place*



The Main Street way is to inspire and engage the property owners, business owners, leaders, the friends and neighbors to create a shared value in the character of the community.

**Imagine having people believe their place matters.**

That is true community support. That is what Main Street is all about.

Over \$2.8  
BILLION  
INVESTED

In 1985, the Iowa Legislature adopted Main Street America's Main Street Approach model and established MSI as a program of the Iowa Economic Development Authority. Today, MSI is recognized as one of the most successful state Main Street programs in the nation.

## Our Home, Our Main Street, Our Future.

Avoca Main Street is dedicated to enhancing the vitality of downtown Avoca through historic preservation, economic development, and community engagement. Downtown Avoca is home to more than

32 downtown residents and 286 day-time workers;  
\$450,000 in annual private re-investment into the district;  
\$45,000 in annual volunteer value.



**\$5.4 million**  
invested in downtown projects  
and acquisition

**15,500**  
Volunteer Hours

**15**  
net new downtown  
businesses

