



**MAIN STREET FACTS**

**74**  
COMMUNITIES  
ENGAGED

**86%**  
OF  
POPULATION  
ENGAGED\*

**190+**  
LEADERS IN  
MSI  
NETWORK

**56%**  
POPULATION IN  
PROCLAIMED  
MSI  
COMMUNITIES\*

**MAIN STREET NORTH DAKOTA**

Every community has unique opportunities and challenges. The Main Street Initiative gives local leaders direct access to a variety of resources, building on community strengths to make sound decisions. These efforts will help create vibrant cities that are poised to attract and retain a 21st century workforce, helping North Dakota compete and succeed in a global economy.

Communities engaged in this initiative receive direct and focused assistance with community planning and development, tailored support from participating state agencies, streamlined access to resources and learning opportunities and enhanced access to select state resources, helping create a planned pathway to a future of their design.

**THE THREE PILLARS OF THE  
MAIN STREET INITIATIVE**

**HEALTHY, VIBRANT  
COMMUNITIES**



**21ST  
CENTURY  
WORKFORCE**



**SMART, EFFICIENT  
INFRASTRUCTURE**



**MAIN STREET INITIATIVE  
BEST PRACTICES**

**BUILDING PRIDE  
AND PROMOTING  
VIBRANCY**  
Communities like  
Bowman and Bottineau  
use beautification  
to add vibrancy

**ATTRACTING  
AND RETAINING  
WORKFORCE**  
Communities like  
Rugby and Garrison  
use incentives like  
tuition reimbursement  
and support with  
housing to attract a  
21st century workforce

**INFILL DEVELOPMENT**  
Communities like  
Hankinson and Grand  
Forks use vacant parcels  
and existing infrastructure  
for development

\*incorporated population

# MAIN STREET INITIATIVE HIGHLIGHTS



The state team has led meetings in **58 communities** over the last 18 months.



The 2019 Main Street ND Summit welcomed more than **1,300 community members**, students and state team members. The 2020 Main Street Summit will be held October 6-7 in Bismarck.

**New in 2020!**

The new Partners in Planning (PIP) and Main Street Vibrancy grants will assist communities in funding local plans and building vibrancy.



The Main Street Initiative Community Leaders Network includes more than **190 community leaders** from around the state. The network engages in monthly webinars and regional convenings to promote learning and connections.



In 2020, the Main Street Initiative continues to expand its **Partnership Network** with partners like USDA Rural Development, AARP, ND League of Cities, Childcare Aware of ND, NDSU Extension, EDND and many more!

## WHY BECOME A MAIN STREET COMMUNITY?

Joining the Main Street Initiative provides communities the resources, technical assistance, educational opportunities and network connections that **empower communities** to proactively plan their futures and **build local capacity** to improve quality of life for their current and future citizens. Plus, engaged communities receive extra benefits on some state grant applications.

### LEVELS OF ENGAGEMENT

#### Main Street **COMMUNITY**

- Sign up through the online portal
- Participate in community listening sessions
- Share success stories



#### Main Street **CHAMPION**

- All above requirements plus:
- Sign a Main Street Initiative proclamation
- Complete Main Street Initiative Action Plan
- Identify top 3-5 priorities, assign champions and establish timelines

**New in 2020!**

## JOIN THE GROWING NUMBER OF MSI COMMUNITIES

