Every community has unique opportunities and challenges. The Main Street Initiative (MSI) gives local leaders direct access to a variety of resources, building community strengths to make sound planning decisions. These efforts will help create vibrant cities 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 one-on-one assistance with community planning and development, tailored support from all participating state agencies and streamlined access to resources and learning opportunities.

THREE PILLARS OF MSI

- HEALTHY, VIBRANT COMMUNITIES
- 21ST-CENTURY WORKFORCE
- SMART, EFFICIENT INFRASTRUCTURE

WHAT DOES MSI LOOK LIKE?

COMMUNITY LISTENING SESSION WITH STATE TEAM

COMMUNITIES RECOGNIZED FOR COMMITMENT TO THEIR FUTURES

EDUCATION AND NETWORKING:
- Main Street Community Leaders Network
- Regional Main Street Community convenings
- Share best practices and learn from other communities
- Special breakout at 2019 Main Street Summit

STREAMLINED ACCESS TO RESOURCES:
- One-on-one support from Commerce team
- Accelerated access to partners and resources
- Community brand and marketing support
- Assistance with planning and community development

MAIN STREET NEWSLETTER

MAIN STREET COMMUNITY DASHBOARD

*incorporated population
WHAT DOES IT MEAN TO BE A MAIN STREET COMMUNITY?
A Main Street Community has done one or more of the following:
• Signed up for a Main Street listening session
• Issued an official Main Street proclamation (see below for more information)
• Actively engaged with the state team to learn what Main Street means for them

MSI IN PRACTICE

BUILDING PRIDE AND PROMOTING VIBRANCY
Communities like Bowman and Bottineau have completed beautification projects

ATTRACTION AND RETAINING WORKFORCE
Communities can use incentives like tuition reimbursement and support with housing to attract a 21st-century workforce

INFILL DEVELOPMENT
Communities like Hankinson and Grand Forks use space efficiently

COMMUNITY SUCCESS: FORMAN

MSI Listening Session: Childcare Need Identified
Community Worked to Recruit Childcare Provider
New Childcare Facility Opening Soon

JOIN THE GROWING NUMBER OF OFFICIALLY PROCLAIMED MSI COMMUNITIES