

# MAIN STREET ND

## MAIN STREET BEST PRACTICES: BINFORD

**Population:** 160

**Type of project(s):** Downtown Revitalization, Historic Preservation, Vibrancy, Workforce Attraction

**Project Description and Goals:** Centering around the annual Binford Days event, Binford has recently undertaken community improvement projects designed to promote and celebrate their unique identity as the host of Binford Days. They believe their improvement efforts have been successful: not only does Binford Days now attract around 3,500 people to their town, but visitors comment on the changes they notice. A few people from nearby communities have decided to relocate to Binford because of its vibrancy and the community's pride in their unique identity.



### How They Did It:

- The community worked together to raise money for the improvements.
- They added new signage, new bleachers at the rodeo arena, fresh paint on buildings and homes along Main Street, welcome banners, and a new digital sign. They also planted flowers to beautify the community.



### Binford was the winner of the 2018 Main Street Differentiator Award!

#### This is a Best Practice Because:

- Binford recognized a unique asset (their annual Binford Days event) and are now using it to attract visitors, newcomers, and economic activity to their town.
- The team included a diverse group of individuals and local organizations who all take pride in improving and celebrating their town.
- By using both private and public sources of funds and finding innovative ways to save money (using volunteer labor and fabricating part of the sign locally) the community made their dollars go further and engaged more groups in their improvement efforts.



### Learn More:

Contact: Ken Gilbertson (Mayor) at [cityofbinford@yahoo.com](mailto:cityofbinford@yahoo.com) or 701-789-7044