

REIMAGINING DOWNTOWN

THE IMPACT OF NEVADA MAIN STREET

Why Main Street works for Nevada



Jackson Street Alliance

- Offers community-based initiatives with a practical, adaptable framework to adjust for each unique community, growing over time.
- All about encouraging the local communities to improve quality of life for residents and keep their sense of place, especially as Nevada faces significant change with Lithium/Rare Earth Minerals Loop and Nevada Tech Hubs.
- We don't tell them what to do, we empower them to determine their own goals and then we work to support them.

How we empower communities

- Organizational Development Services
- Board Member, Staff, and Committee Training.
- Networking, Scholarships, Grants.
- Twice Monthly Calls Alternating Partner Presentations and Community Updates and Discussions.
- Direct Support from The Nevada Governor's Office of Economic Development (GOED).

Our Partners

Nevada Main Street has fostered strategic, mutually beneficial partnerships with various federal, state, and non-profit entities, including: **Travel Nevada, the Division of Outdoor Recreation, the State Historic Preservation Office (SHPO), Small Business Development Center (SBDC), USDA-Rural Development and Rural Partners Network, Senator Rosen's Office, Senator Cortez Masto's Office, Congressman Amodei's Office, the University Center for Economic Development (UCED), the Department of Business and Industry, Rural Nevada Development Corporation (RNDC), the Office of Small Business Advocacy, the Nevada Arts Council, Nevada Humanities, State Parks, the Bureau of Land Management, Nevada Rural Housing, Western Nevada Development District (WNDD), the Office of Federal Assistance, the Department of Transportation, FEMA, the State Infrastructure Coordinator, and the Regional Development Authorities.**

These partnerships are vital for both the partners, who are able to better understand the needs of the communities in order to make their programs and outreach more effective, and the communities, who are able to hear about programs and opportunities directly, as well as ask questions.



National Main Street Conference



The Nevada Main Street program has seen significant growth over the last three years, more than doubling their communities, requiring significant time and resource commitment.

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Nevada Main Street is a holistic approach to downtown revitalization that includes historic preservation, economic and community development, beautification, and economic vitality. It supports business creation and retention to build and sustain healthy and economically vibrant communities, with a primary focus on improving quality of life for residents and keeping their sense of place. The program offers community-based initiatives with a practical, adaptable framework to adjust for each unique community, growing with the community over time.

The program utilizes the lessons learned from almost 50 years of economic and community development experience through Main Street America.

We empower communities to determine their own goals through strategic planning, and work to educate and support them in order to reach their goals.

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