

# News Release



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## **NATIONAL TRUST MAIN STREET CENTER<sup>®</sup> HONORS LIVERMORE, CALIFORNIA, WITH A GREAT AMERICAN MAIN STREET AWARD**

***LIVERMORE DEMONSTRATES EFFECTIVENESS IN CREATING A VIBRANT AND SUSTAINABLE HISTORIC COMMERCIAL DISTRICT***

***AWARD PRESENTED DURING ANNUAL REVITALIZATION CONFERENCE IN CHICAGO***

Washington, D.C. (March 2, 2009) — **The National Trust Main Streets Center** presented Downtown Livermore, Inc., of Livermore, California, with one of five 2009 Great American Main Street Awards (GAMSA) during its annual National Main Streets Conference in Chicago on March 2, 2009. Downtown Livermore, Inc., an official Main Street community, has been working in partnership with the City of Livermore, local residents, property owners, the business community, and others in the city to spur reinvestment, support historic preservation, maintain a high quality of life, and grow the local economy.

The GAMSA's recognize exceptional accomplishments in revitalizing America's historic and traditional Main Street commercial districts. Since the organization's inception in 1986, Livermore has benefitted from a \$12.5 million road improvement and beautification project, gained 974 net new jobs, and 194 net new businesses; rehabilitated 82 buildings, constructed 12 new buildings, seen the commercial property vacancies drop from 26% to 9%, and experienced \$55 million in public investment and \$112 million in private investment. Downtown Livermore, Inc., has been using the National Trust for Historic Preservation's Main Street Four-Point Approach<sup>®</sup>--a comprehensive preservation-based economic revitalization strategy. What was once a blighted area before the revitalization effort began has become a vibrant downtown in the San Francisco Bay Area and a true wine-country destination.

"Livermore truly raises the bar for excellence in revitalization. Downtown Livermore, Inc., has been focused on strengthening local businesses, producing exciting events, and preserving historic resources," said Doug Loescher, the director of the National Trust Main Street Center. "We are proud of the community's accomplishments, which range from rerouting a major highway through downtown to successfully marketing its wine and Western heritage resources."

A national jury composed of previous award winners, community development professionals, representatives from government and foundations, and journalists who are active in community economic development and historic preservation evaluated the semifinalists and selected the five winners.

GAMSA winners demonstrate exemplary achievement in the process of strengthening their downtowns and commercial districts based on the following selection criteria:

- Active involvement of the public and private sectors;
- Broad-based community support for the revitalization effort;
- Quality of achievements over time;
- Innovative solutions to significant problems;
- Commitment to historic preservation;
- Evolving track record of successful commercial district revitalization;

- Comprehensive revitalization effort: activity in all four points of the Main Street Four-Point Approach<sup>®</sup> to commercial district revitalization;
- Economic impact of the revitalization program; and
- Successful small business development.

The five winners receive national recognition for their excellence, a bronze plaque, and certificate commemorating the award, and GAMSAs road signs as entrance markers to their award-winning commercial districts.

The four other GAMSAs recipients include Federal Hill Main Streets in Baltimore; El Dorado Main Street in Arkansas; On Broadway, Inc., in Green Bay, Wisconsin; and Rehoboth Beach Main Street, Inc., in Delaware.

The National Main Streets Conference is the premier conference on preservation-based commercial district revitalization and an annual showcase of best practices, tools, and great ideas to create dynamic, livable places. National experts and practitioners in preservation-based commercial district revitalization convened in Chicago at the Palmer House Hilton from **March 1-4, 2009**. The **2009 National Trust Main Streets Conference** is hosted by the **National Trust for Historic Preservation** and **Illinois Main Street**, in partnership with the **Richard H. Driehaus Foundation and AT&T**.

**PUBLIC: To register, or for more information about the 2009 National Main Streets Conference, please visit [www.mainstreet.org/conference](http://www.mainstreet.org/conference), or call 202-588-6219.**

Established in 1980, the **National Trust Main Street Center** helps communities of all sizes revitalize their traditional historic commercial districts. The Main Street Center leads the preservation-based community revitalization movement and has proven that historic preservation and community-driven economic development effects lasting change. Currently active in more than 1,200 downtowns and neighborhood business districts, Main Street programs have generated more than \$44.9 billion in new investment since 1980. Participating communities have created 370,514 net new jobs, 82,909 net new businesses, and rehabilitated more than 199,519 buildings, leveraging an average of \$25 in new investment for every dollar spent on Main Street initiatives. For more information about the Main Street program and its widespread successes over the years, visit [www.mainstreet.org](http://www.mainstreet.org).

The National Trust for Historic Preservation ([www.PreservationNation.org](http://www.PreservationNation.org)) is a non-profit membership organization bringing people together to protect, enhance and enjoy the places that matter to them. By saving the places where great moments from history – and the important moments of everyday life – took place, the National Trust for Historic Preservation helps revitalize neighborhoods and communities, spark economic development and promote environmental sustainability. With headquarters in Washington, DC, nine regional and field offices, 29 historic sites, and partner organizations in all 50 states, the National Trust for Historic Preservation provides leadership, education, advocacy and resources to a national network of people, organizations and local communities committed to saving places, connecting us to our history and collectively shaping the future of America's stories.

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