

WASHINGTON MAIN STREET ANNUAL REPORT

STATE PROGRAM 2020 RESPONSE

The Washington State Main Street Program is managed by two staff members who leveraged partnerships and state resources to offer an unprecedented level of responsive services to local Main Street programs, including:

	Deliverable	Format	Reach
Direct Support	Leadership Meetings	1 in-person & 2 virtual	33 communities at each
	Community Consultations	15 virtual sessions	15 communities & 50+ leaders
	Leadership Cohorts	6 virtual sessions	26 participants
	Stability & Recovery Series	3 webinars	97 attendees
	Sustainable Funding Series	4 webinars	174 attendees
Resources	Recovery Action Plan	1 planning template & 2 webinars	108 attendees & 167 views
	Main Street 101	1 webinar	173 engagements
	Main Street Guides	4 digital booklets	284 views & 166 unique users
	Excellence on Main	1 virtual session	96 attendees & 1,200+ views
Communications	Networking & Engagement	34 virtual sessions	191 participants
	Community Info & Updates	52 weekly emails	34 Communities
	Affiliate Info & Updates	20 twice monthly emails	31 Affiliates

"The communication coming from Washington Main Street has been invaluable. I would not have been able to keep up with the information, links, meetings, deadlines, etc were it not for the direct and concise information fed to us consistently."

- Washington Main Street services survey respondent

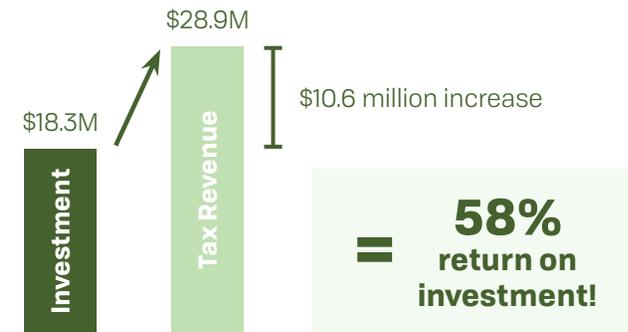
IMPACT STUDY

A recent study highlighted the substantial community, economic, and fiscal impacts of Washington Main Street Communities from 2011-2019. Along with tracking the ways that Main Street activities generate increased revenue for local businesses, the study illuminated the sheer reach of the program and it's positive return on investment to the State of Washington.

Washington Main Street districts represent:



For every dollar the state invests in Washington Main Street, it receives \$1.58 back in tax revenues.



Read the full impact report at preservewa.org/impact

"We are cheerleaders for local small businesses, defenders of our historic downtown, promoters of local culture, and ringleaders of those who will help us!"

- Linda Haglund, Wenatchee Downtown Association

Washington Main Street is a state program of the Department of Archaeology & Historic Preservation, managed under contract by the Washington Trust for Historic Preservation.



LOCAL NETWORK 2020 RESPONSE

Local Main Street programs responded swiftly and effectively to the economic crisis caused by the pandemic. The existing relationships they had with small business owners and other partners allowed them to leverage resources and provide critical support to their communities.

Main Street programs led creative approaches and small business support efforts:

- activated **342,672 square feet** of public space for commercial purposes
- benefited **3,761 small businesses** by providing education or info
- directly supported **708 small businesses** with financial resources
- provided **1,118 small business** with technical assistance
- purchased and/or distributed **315,634 masks and other PPE**

“Our Main Street program is the heart of the town. It creates the space for many of us to share in the values and interests of the local community that surrounds our business district. That focus on the whole community is keeping hope alive during a hard year.”

- Business Owner in Langley, WA

Throughout 2020, Main Street districts:



Established or expanded
229
BUSINESSES



Created
1,132
JOBS



Generated
\$33,663,126
in **PUBLIC**
INVESTMENT



Generated
\$78,683,849
in **PRIVATE**
INVESTMENT



Leveraged
40,741
VOLUNTEER
HOURS

“Thank you for keeping us up to date, . . . you have been more than helpful. I believe we have had most direct guidance from your office. Much needed relationships were formed to help others through your emails, posts, and calls for helping the community. Thank you.”

- Business Owner in Gig Harbor, WA

In 2020 alone, local Main Street organizations spent:



Totaling **\$3,423,841**