

# 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

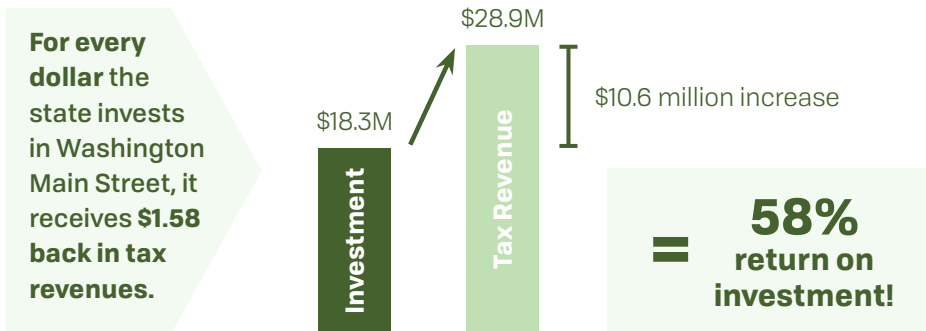
"The communication coming from Washington Main Street has been invaluable. I would not have been able to keep up with the information, links, meetings, deadlines, etc were it not for the direct and concise information fed to us consistently."

- 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:



Read the full impact report at [preservewa.org/impact](https://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**

# BUILT FOR THIS: Main Street drives economic recovery

**Main Street is an economic development tool rooted in historic preservation – it capitalizes on our unique assets and provides a framework for communities to build local resiliency.**

In Washington State, the Main Street movement is fueled by the Washington State Main Street Program (WSMSP), a statewide program of the Department of Archaeology & Historic Preservation (DAHP). This program represents 65 towns across the state – ranging from Vancouver to Colville, Dayton to Port Townsend. These local Main Street Communities work tirelessly to support small businesses, create resources and partnerships, and build community.

**Now is the time to bolster the WSMSP and its network of local Main Street Communities.** The Washington Trust for Historic Preservation, as a statewide advocacy organization, supports these measures:

## DIRECT SERVICES TO MAIN STREET COMMUNITIES:

WSMSP can ramp up direct recovery services to communities across the state, with an emphasis on organizational stability and small business retention. Services would include direct business support (changing business models and design accommodations), web development and e-commerce, community ecosystem training, and micro-business development. **WSMSP would provide both individualized economic guidance and statewide resources to small businesses and the Main Street organizations supporting them.**

*Budget implication:* Increase WSMSP funding to \$350,000 annually (currently at \$240,000 annually through DAHP)

## CAPITAL GRANTS FOR MAIN STREETS:

A new capital grant program for \$5,000,000, specifically to preserve commercial buildings in Main Street districts. Grants would assist small businesses with economic recovery by providing funds for capital improvements related to COVID-19 safety measures, rehabilitation, as well as physical improvements to historic commercial buildings in which small businesses are located. **This initiative would bolster local construction jobs, improve employment conditions, and help small business owners comply with state guidelines to reduce health risks caused by the pandemic.**

*Budget implication:* \$5,000,000 to DAHP to administer a Main Street Capital Grant program

**Not only is Main Street the most effective economic recovery tool our communities have, it is also a proven positive return on investment.** For every dollar the State of Washington has allocated to WSMSP, the economic activity generated in Main Street Communities has generated \$1.58 back to the state in tax revenues. That's a 58% return on investment.

## SUSTAINABLE FUNDING FOR MAIN STREET COMMUNITIES:

These local nonprofit organizations are lifelines to our state's small businesses and critical economic recovery partners. There is already an economically viable (positive fiscal return for the state) financing program established in Washington State through which Main Street Communities currently meet 25-75% of their operating budgets: the Main Street Tax Credit Incentive Program. **Enhancing this existing program will allow sustainable local funding that doesn't put Main Streets in competition with small businesses or other nonprofit organizations.**

*Budget implication:* Increase the overall cap of the MSTCIP to \$4,000,000 in tax credits (currently at \$2,500,000 annually) and put in place additional improvements to the program enabling small businesses to continue contributing to local Main Street organizations. Fiscal impact of \$1,500,000 annually.

"One thing this crisis has highlighted for us and our community is the **incredible value of having the structure and relationships that we have built through the Main Street Program** solidly established. WSMSP has provided a framework, an information highway, and critical relationships to help our community during this difficult time."

- Ellen Gamson, Mount Vernon Downtown Association





## Main Street's Impact in Washington State

2011 - 2019

Washington's Main Street Communities are charged with the tall order of helping to transform communities, celebrate historic character, and revitalize local economies. In keeping with the Main Street Approach, their programmatic efforts generate substantial positive economic, fiscal, and community impacts in their local communities and across the state.

**Main Streets create a sense of community and vibrant, healthy, interconnected neighborhoods.** Many of Main Street's key objectives — such as 'preservation' or 'placemaking' — are built into their programmatic efforts. These community and social benefits help make Washington's Main Street Communities desirable places to work, visit, and live.

**Main Streets foster strong local economies.** Since 2011, Washington State Main Street Program (WSMSP) helped generate an additional \$550.3 million in sales for Main Street businesses across the state, supporting 6,405 jobs at such businesses. When accounting for business-to-business transactions and employee spending, Washington Main Street brings 8,537 jobs, \$397.7 million in salaries, and \$821.7 million in sales to the state.

**The positive impact on economic activity generates additional state tax revenue.** The increased business growth and revenue generated in Main Street Communities creates sales tax, property tax, and other types of revenues for the state. In fact, this additional revenue exceeds the state's annual state expenditures for WSMSP. For every dollar the state has allocated to the program, the economic activity generated in Main Street communities has generated \$1.58 back to the state in tax revenues. Between 2011 and 2019, WSMSP has received \$18.3 million (2019 dollars) in state funding and has generated \$28.9 million (2019 dollars) in additional state tax revenues.

**\$550.3 Million** ←

**Sales Revenue Generated as a Direct Result of Main Street Programming**

**\$821.7 Million** ←

**Total Direct, Indirect, and Induced Economic Activity Generated by Washington's Main Street Communities**

**8,537 Jobs** ←

**Attributable To The Economic Impact of Main Street Communities**

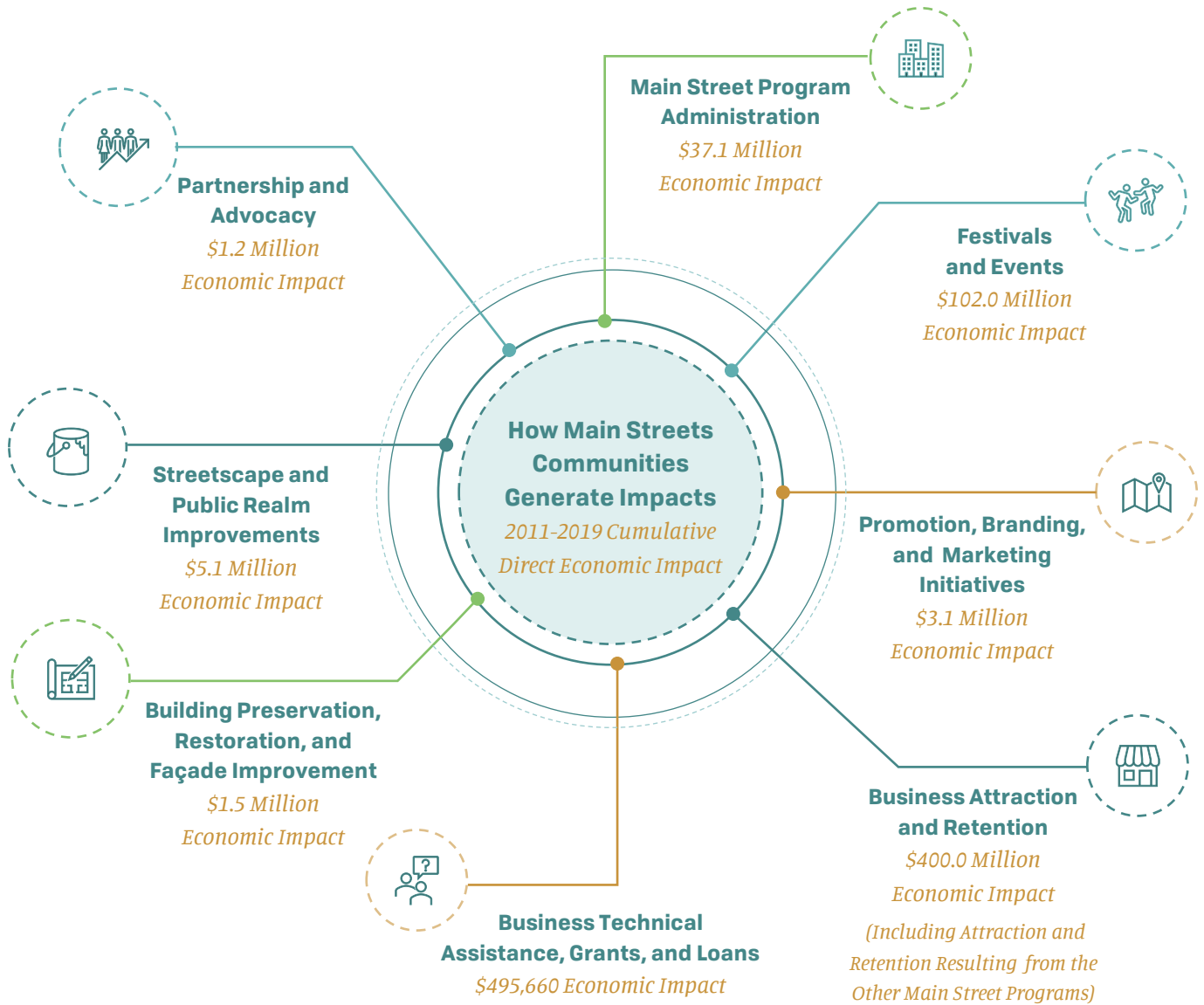
**58%** ←

**Fiscal Return on Investment for State Expenditure on WSMSP from 2011 - 2019**

**It Goes Beyond Numbers** ←

**Much of WSMSP's programmatic focus is less about economic activity and more about building strong, livable communities. Impacts include aesthetics, historic preservation, downtown vibrancy, and community pride.**

# Washington's Main Street Communities lead strategic initiatives as part of a comprehensive approach to building strong communities and thriving local economies.



## About the Washington State Main Street Program

The Washington State Main Street Program (WSMSP) is a program of the Department of Archaeology & Historic Preservation (DAHP), managed by the Washington Trust for Historic Preservation, a statewide nonprofit. Through this partnership, the WSMSP helps communities revitalize the economy, appearance, and image of their historic downtown districts by leveraging a community's unique heritage and attributes. Main Street is economic development rooted in historic preservation. WSMSP serves 65 towns and cities across the state, 34 of which are the focus of this study due to their robust nonprofit operations, tracking of reinvestment statistics, and participate in the Main Street Tax Credit Incentive Program.

This executive summary highlights key findings from the Main Street's Impact in Washington State Report, which can be found at [prewerewa.org/mainstreet/](http://prewerewa.org/mainstreet/).

