

# News Release



## For Immediate Release

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### **Des Moines Selected by National Trust Main Street Center to host 2011 National Main Streets Conference**

#### ***Successful Program of National Trust for Historic Preservation Combines Economic Development and Historic Preservation***

Washington, D.C. (February 15, 2010) – The National Trust Main Street Center, a program of the National Trust for Historic Preservation that combines historic preservation and economic development, announced today that it selected Des Moines, Iowa as host for the **2011 National Main Streets Conference, May 22-25, 2011.**

The four-day National Main Streets Conference is the only commercial district revitalization, educational and networking event that blends economic development, community revitalization and historic preservation. It provides a forum to share knowledge, best practices and innovative ideas with professionals and volunteers from small and rural towns, suburban communities and large and mid-sized cities from across the nation.

“We chose Des Moines as the site of the 2011 conference because it exemplifies a modern city that has incorporated historic preservation into its downtown development efforts,” said Richard Moe, president of the National Trust for Historic Preservation. “Des Moines has discovered the power of preservation in spurring economic development and community revitalization.”

Des Moines has experienced a dramatic urban renaissance, with nearly \$2.8 billion spent on a broad range of downtown projects since the turn of the millennium. Downtown Des Moines is home to exceptional cultural institutions and superb recreational and entertainment venues. Historic office buildings have been transformed into stylish restaurants and nightclubs, with a growing collage of progressive, pedestrian-friendly neighborhoods nearby.

“We are honored to host the 2011 National Main Streets Conference during Main Street Iowa’s 25<sup>th</sup> Anniversary year” stated Governor Chester J. Culver. “The hard work and success of Iowa’s Main Street communities continues to move Iowa forward. We look forward to providing a great experience for conference attendees.”

Now in its 25<sup>th</sup> year and with a total of 46 Main Street communities, including the largest number of rural Main Street programs in the nation and six urban business districts, Main

Street Iowa offers unique experiences for residents and visitors. The state boasts three National Trust for Historic Preservation Dozen Distinctive Destinations, including Bonaparte, Cedar Falls and Dubuque, as well as seven Great American Main Street Award® winners, including the aforementioned cities and Keokuk, Elkader, Burlington and Corning. Two Main Street programs lie within the Des Moines metro area – the 6<sup>th</sup> Avenue Corridor and Historic Valley Junction in West Des Moines. To learn from Iowa’s success, conference attendees will have the opportunity to tour several nearby Main Street districts.

“Our partners in Iowa have consistently provided leadership and innovation on the local and state level,” said Doug Loescher, executive director of the National Trust Main Street Center. “We look forward to shining the national spotlight on Main Street Iowa and the state’s communities.”

The conference offers educational sessions and tours on the Main Street Four-Point Approach®—a proven strategy for comprehensive commercial district revitalization—as well as related topics including fundraising, organizational development, marketing, business assistance, planning, volunteer recruitment, visioning and advocacy. It also features sessions and tours focused on the still to be announced conference theme.

Since its founding in 1977, the National Trust Main Street Center® has helped communities throughout the nation use historic preservation-based economic development to revive their commercial districts, strengthen local economies and increase civic engagement. In cities, counties and states, it has created a nationwide network with more than 1,200 active Main Street communities. The conference supports the ever-growing Main Street Network of Main Street board members, volunteers, and executive directors as well as planners, architects, public officials, BID/MID staff and others working in the revitalization field.

#### **About The National Trust for Historic Preservation**

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, eight regional and field offices, 29 historic sites, and partner organizations in 50 states, territories, and the District of Columbia, 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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