



## MAIN STREET FACTS

**80**  
COMMUNITIES  
ENGAGED

**86%**  
OF  
POPULATION  
ENGAGED\*

**280+**  
LEADERS IN  
MSI  
NETWORK

**56%**  
POPULATION IN  
PROCLAIMED  
MSI  
COMMUNITIES\*

\*incorporated population

## MAIN STREET NORTH DAKOTA

Every community has unique opportunities and challenges. The Main Street Initiative gives local leaders direct access to a variety of resources, building on community strengths to make sound decisions. These efforts will help create vibrant cities that are poised to attract and retain a 21st century workforce, helping North Dakota compete and succeed in a global economy through diversification of industries.

Communities engaged in this initiative receive direct and focused assistance with community planning and development, tailored support from participating state agencies, streamlined access to resources and learning opportunities and enhanced access to select state resources, helping create a planned pathway to a future of their design.

## THE FOUR PILLARS OF THE MAIN STREET INITIATIVE

**HEALTHY,  
VIBRANT  
COMMUNITIES**

**21ST  
CENTURY  
WORKFORCE**

**SMART,  
EFFICIENT  
INFRASTRUCTURE**

**ECONOMIC  
DIVERSIFICATION**

## MAIN STREET INITIATIVE BEST PRACTICES

**BUILDING PRIDE  
AND PROMOTING  
VIBRANCY**  
Communities like Bowman and Bottineau use beautification to add vibrancy

**ATTRACTING  
AND RETAINING  
WORKFORCE**  
Communities like Rugby and Garrison use incentives like tuition reimbursement and support with housing to attract a 21st century workforce

**INFILL DEVELOPMENT**  
Communities like Hankinson and Grand Forks use vacant parcels and existing infrastructure for development

# MAIN STREET INITIATIVE HIGHLIGHTS



The state team has led meetings in **58 communities** over the last 18 months.



The 2021 Main Street ND Summit, held both in person and virtually, had attendees from 106 cities, 14 states and 2 countries.



The Partners in Planning (PIP) and Main Street Vibrancy grants will assist communities in funding local plans and building vibrancy.



The Main Street Initiative Community Leaders Network includes more than 280 community leaders from around the state. The network engages in regular webinars and regional convenings to promote learning and connections.



The Main Street Initiative continues to expand its Partnership Network with partners like EDND, ND Council on the Arts, AARP, ND League of Cities, USDA Rural Development, NDSU Extension and more!

## WHY BECOME A MAIN STREET COMMUNITY?

Joining the Main Street Initiative provides communities the resources, technical assistance, educational opportunities and network connections that **empower communities** to proactively plan their futures and **build local capacity** to improve quality of life for their current and future citizens. Plus, engaged communities receive extra benefits on some state grant applications.

### LEVELS OF ENGAGEMENT

#### Main Street **COMMUNITY**

- Sign up through the online portal
- Participate in community listening sessions
- Share success stories



#### Main Street **CHAMPION**

- All above requirements plus:
- Sign a Main Street Initiative proclamation
- Complete Main Street Initiative Action Plan
- Identify top 3-5 priorities, assign champions and establish timelines

## JOIN THE GROWING NUMBER OF MSI COMMUNITIES

