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

1. **Healthy, Vibrant Communities**
2. **21st Century Workforce**
3. **Smart, Efficient Infrastructure**
4. **Economic Diversification**

MAIN STREET INITIATIVE BEST PRACTICES

1. **Attracting and Retaining Workforce**
   - Communities like Hankinson and Grand Forks use vacant parcels and existing infrastructure for development

2. **Building Pride and Promoting Vibrancy**
   - Communities like Bowman and Bottineau use beautification to add vibrancy

*incorporated population
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

The state team has led meetings in 60 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 320+ 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!

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