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DOWNTOWN NEWARK PARTNERSHIP RECEIVES 2012 NATIONAL TRUST MAIN STREET ACCREDITATION

Newark, DE (May 1, 2012) – Downtown Newark Partnership has been designated as an accredited National Main Street Program for meeting the commercial district revitalization performance standards set by the National Trust Main Street Center®. Each year, the National Trust and its partners announce the list of accredited Main Street® programs that have built strong revitalization organizations and demonstrate their ability in using the Main Street Four-Point Approach® methodology for strengthening their local economy and protecting their historic buildings.

“We congratulate this year’s nationally accredited Main Street programs for meeting our established performance standards,” says Doug Loescher, Director of the National Trust Main Street Center. “Accredited Main Street programs are meeting the challenges of the recession head on and are successfully using a focused, comprehensive revitalization strategy to keep their communities vibrant and sustainable.”

The organization’s performance is annually evaluated by Downtown Delaware, a division of the Delaware Economic Development Office, which works in partnership with the National Trust Main Street Center to identify the local programs that meet 10 performance standards. These standards set the benchmarks for measuring an individual Main Street program’s application of the Main Street Four-Point Approach® to commercial district revitalization. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as developing a mission, fostering strong public-private partnerships, securing an operating budget, tracking economic progress, and preserving historic buildings.

Downtown Newark welcomed twelve new businesses in 2011. A vacancy survey conducted in February showed the vacancy rate in the downtown district to be 3.77%, which is less than half of the national average of 8.2%. “The Downtown Newark Partnership’s Main Street effort has been successful in large part due to the unique collaboration between the business and residential communities, the City of Newark and the University of Delaware,” says Planning & Development Director Maureen Feeney Roser. “Participation in the National and Delaware Main Street Programs also helps.”

The Downtown Newark Partnership is a public/private organization dedicated to the economic enhancement of downtown Newark. It is governed by an 18-member policy board and several working committees. It is a volunteer based organization. “While this national recognition certifies that we meet high standards, it is the vitality of Main Street and the citizens and visitors who frequent downtown Newark year

round that confirm that the work we are doing is right. My hat goes off to all who have contributed their time and talents to earn national accreditation,” commented Partnership Chairwoman Marilyn Minster.

The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America’s historic places to enrich our future. www.PreservationNation.org.

Established in 1980, the National Trust Main Street Center® helps communities of all sizes revitalize their older and historic commercial districts. Working in more than 2,200 downtowns and urban neighborhoods over the last 30 years, the Main Street program has leveraged more than \$53.6 billion in new public and private investment. Participating communities have created 448,835 net new jobs and 104,961 net new businesses, and rehabilitated more than 229,164 buildings, leveraging an average of \$18 in new investment for every dollar spent on their Main Street district revitalization efforts.

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