



What is the Main Street Program? Main Street is a comprehensive revitalization program that promotes historic and economic redevelopment of traditional business districts in New Hampshire.

The New Hampshire Main Street Center was established in 1996 as a private, statewide entity dedicated to empowering each community within the state to maintain, strengthen, and revitalize the unique physical, economic, historic, and cultural characteristics of its own urban Downtown or village center.

The New Hampshire Main Street Center selects communities on a competitive basis to join the program. These communities receive technical support and training needed to restore their Main Street to centers of community activity and commerce.

Benefits of the Main Street Program When a community participates in the revitalization effort, its Downtown will experience renewed vitality and enhanced economic performance. Benefits of the Main Street Program include:

- Protect and strengthen the existing tax base
- Increase sales and return revenues to the community
- Enhance a community's image
- Create visually appealing and functional Downtown buildings
- Attract new businesses
- Develop new housing opportunities in underutilized buildings
- Create new jobs
- Increase investment in the Downtown
- Preserve historic resources
- Maintain community character

Services for CTAP Communities

The New Hampshire Main Street Center will commit to present up to two sessions with affected communities in the I-93 CTAP project area. The focus of these sessions will be to introduce interested parties to the Main Street Approach™ for Downtown Revitalization. These sessions may be up to 2.5 hours and include a substantial discussion period of revitalization best practices. The NH Main Street Center will conduct these sessions on a fee basis.

Additional consultant services through the Center – at competitive rates - may be arranged on such topics as business recruitment, corridor and gateway design, retailing with construction disruptions, architectural enhancements, preservation planning and adaptive re-use strategies, non-profit board development and fundraising, creating great promotional events, innovative zoning approaches and density incentives and a host of other important subjects.