



## MAIN STREET FACTS

**66**  
COMMUNITIES  
ENGAGED

**86%**  
OF  
POPULATION  
ENGAGED\*

**140+**  
INDIVIDUALS  
IN MSI  
NETWORK

**47%**  
POPULATION IN  
PROCLAIMED  
MSI  
COMMUNITIES\*

\*incorporated population

## MAIN STREET NORTH DAKOTA

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

Communities engaged in this initiative receive one-on-one assistance with community planning and development, tailored support from all participating state agencies and streamlined access to resources and learning opportunities.

## THREE PILLARS OF MSI

HEALTHY, VIBRANT  
COMMUNITIES

21<sup>ST</sup>-CENTURY  
WORKFORCE

SMART, EFFICIENT  
INFRASTRUCTURE

## WHAT DOES MSI LOOK LIKE?

COMMUNITY LISTENING  
SESSION WITH STATE TEAM

COMMUNITIES RECOGNIZED  
FOR COMMITMENT  
TO THEIR FUTURES

### EDUCATION AND NETWORKING:

- Main Street Community Leaders Network
- Regional Main Street Community convenings
- Share best practices and learn from other communities
- Special breakout at 2019 Main Street Summit

### STREAMLINED ACCESS TO RESOURCES:

- One-on-one support from Commerce team
- Accelerated access to partners and resources
- Community brand and marketing support
- Assistance with planning and community development

MAIN STREET NEWSLETTER

MAIN STREET COMMUNITY  
DASHBOARD

## NOTABLE MAIN STREET ACHIEVEMENTS



The state team has led meetings in **56 communities** over the last 18 months.



The 2018 Main Street ND Summit welcomed more than **650 community members**, students and state team members. Included best practices, inspiring speakers, networking opportunities and shared resources.

North Dakota's Main Street Dashboard provides community leaders easy access to city data. The dashboard was awarded the National Government Experience Award from the Center for Digital Governance.



The Main Street Initiative Student Advisory Committee includes student leaders from around the state. The committee **elevates youth voices** and empowers them to share their ideas about what would make a community attractive for them.



The 2018 Main Street Awards honored communities for **excellence** in the three pillars of the Main Street Initiative. Communities from every corner of the state were recognized for their hard work and achievement.

## WHAT DOES IT MEAN TO BE A MAIN STREET COMMUNITY?

A Main Street Community has done one or more of the following:

- Signed up for a Main Street listening session
- Issued an official Main Street proclamation (see below for more information)
- Actively engaged with the state team to learn what Main Street means for them

## MSI IN PRACTICE



## COMMUNITY SUCCESS: FORMAN



## JOIN THE GROWING NUMBER OF OFFICIALLY PROCLAIMED MSI COMMUNITIES

