



PRESS RELEASE

**For Immediate Release
Howell Main Street Inc.**

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HOWELL MAIN STREET INC. RECEIVES 2021 NATIONAL MAIN STREET ACCREDITATION

Howell, MI (May 26, 2021) – Howell Main Street Inc. has been designated as an accredited Main Street™ program for meeting rigorous performance standards. Each year, Main Street America and its partners announce the list of accredited programs to recognize their exceptional commitment to preservation-based economic development and community revitalization through the Main Street Approach™.

“We are proud to recognize this year’s 889 nationally accredited Main Street programs that have worked tirelessly to advance economic vitality and quality of life in their downtowns and commercial districts,” said Patrice Frey, President & CEO of Main Street America. “During an incredibly challenging year, these programs demonstrated the power of the Main Street movement to drive impressive local recovery efforts, champion small businesses, and foster vibrant downtown districts. I am inspired by their hard work and confident that these accredited communities will continue to help their downtowns flourish in the next stages of recovery.”

In 2020, Main Street America programs generated \$4.14 billion in local reinvestment, helped open 4,356 net new businesses, generated 14,988 net new jobs, catalyzed the rehabilitation of 8,488 historic buildings, and clocked 983,702 volunteer hours.

Howell Main Street’s performance is annually evaluated by Michigan Main Street, which works in partnership with Main Street America to identify the local programs that meet 10 national performance standards. Evaluation criteria determines the communities that are building meaningful and sustainable revitalization programs and include standards such as, fostering strong public-private partnerships, documenting programmatic progress, and actively preserving historic buildings.

According to Howell Main Street Inc. C.O.O. and Director, Kate Litwin, “as a Master Level Main Street Community, our organization is at the heart of a movement to develop downtown Howell as an entrepreneurial, innovative, and environmentally sustainable community that exists for everyone. Downtown Howell is a place where residents and visitors of all ages experience an array of diverse, locally owned food, shopping and dining establishments; a place to engage in many inclusive events and gathering spaces; a place where memories are made; and a place that feels like home.”



It's no secret that 2020 was a difficult year for downtowns, and Howell was no exception. Through the Howell Main Street (HMS) program and financial support from our community partners, HMS was able to award Mortgage and Rental Assistance grants of more than \$20,000 to help entrepreneurs weather the COVID-19 pandemic, provided technical assistance to business owners, helped procure PPE, awarded more than \$10,000 in façade incentive grants, and continued modified events and programming to bring residents and guests downtown in a safe and socially distanced manner.

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ABOUT HOWELL MAIN STREET INC.

[Howell Main Street Inc.](#) is a unique blend of business and property owners, community leaders, entrepreneurs, residents, and visitors, all personally engaged in working together to support downtown Howell. Our grass roots, volunteer-led organization blends innovation and creative approaches to positively position and grow our downtown through quality events, projects, preservation, and programming. We are a community celebrating our past while looking toward our future, building passion and pride for downtown Howell.

ABOUT MAIN STREET AMERICA

[Main Street America](#) has been helping revitalize older and historic commercial districts for 40 years. Today, it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Since 1980, communities participating in the program have leveraged more than \$89.57 billion in new public and private investment, generated 687,321 net new jobs and 154,435 net new businesses, and rehabilitated more than 303,836 buildings. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation. For more information, visit www.mainstreet.org.