

The Manson Chamber of Commerce is thrilled to announce that Manson has been accepted into the Washington State Main Street Program (WSMSP). This milestone allows Manson to join a statewide network dedicated to the revitalization and preservation of historic downtowns. As a new WSMSP affiliate, Manson will gain access to valuable resources and guidance to strengthen its efforts in reinvesting in its historic commercial core, supporting local businesses, and fostering a vibrant community space.

This status, granted following a successful application, integrates Manson into the Washington Main Street Program's network. This network, consisting of 79 towns and cities across Washington, utilizes the Main Street Four-Point Approach—a nationally recognized model for revitalizing historic downtown districts.

**Organization** involves building a Main Street framework that is well represented by business and property owners, bankers, citizens, historic preservationists, entrepreneurs, public officials, chambers of commerce, and other local economic development organizations. Everyone must work together to renew downtown. A strong organization provides the structure and stability to build and maintain a long-term effort.

**Promotion** creates excitement and vibrancy downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street provides education on what's downtown and encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

**Design** enhances the look and feel of the commercial district. Historic building rehabilitation, street and alley clean-up, landscaping, street furniture, signage, visual merchandising and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in, and live. Design improvements result in a reinvestment of public and private dollars to downtown.

**Economic Vitality** involves analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of Main Street's traditional merchants are examples of economic vitality activities.

By becoming a member of the Main Street program we can significantly contribute to Manson's economic vitality. Main Street programs support local economies by providing resources, frameworks, and expertise to revitalize downtown areas. This program emphasizes strategies like supporting small businesses, enhancing cultural assets, and

improving physical spaces to attract foot traffic and stimulate local spending. Through targeted support and community-driven approaches, Main Street membership can help Manson achieve economic independence, foster job creation, and build a stronger, more cohesive local identity, said Timi Starkweather, Executive Director Manson Chamber of Commerce.