

City of Reidsville Press Release – Release Date September 5, 2019



# City celebrates 35 years as Main Street Community

*Reidsville among first North Carolina Main Street cities*

Reidsville will celebrate 35 years as a Main Street Community on September 18, 2019.

The **Main Street Program** is a National Trust for Historic Preservation initiative created to revitalize downtown districts by combining historic preservation, downtown design, promotional events, business recruitment, and community involvement. North Carolina joined the Main Street program in 1980, and Reidsville was the 13<sup>th</sup> designated NCMS community in 1984. Today more than 80 cities and towns are part of North Carolina Main Street.

In FY 18-19 alone, these communities reported more than \$261 million in public and private investment in downtowns, 303 net new businesses, and more than 1,700 net new full and part time jobs. In the last fiscal year, Reidsville's downtown reported more than \$120,000 in public and private improvements, six net new businesses, and a net gain of 13 full-time jobs.

“Downtown is such a big part of Reidsville’s overall economic development strategy,” said Reidsville’s Economic Development Director Jeff Garstka. “A thriving downtown is the ‘front door’ of our community, and we consistently hear comments from residents and visitors about how beautiful the streetscape is and how they enjoy the offerings of our downtown businesses. Being a part of the Main Street program allows Reidsville access to numerous resources, including strategic planning, grants and connectivity to a nationwide network of other Main Street communities.”

Missy Matthews is Reidsville’s Main Street Manager, and The Reidsville Downtown Corporation serves as the advisory group for the city’s Main Street participation. The RDC organizes and implements downtown events such as Second DownTown Fridays, the Christmas Tree Lighting, and the Fall Jubilee. In 2018-19, this group of dedicated volunteers gave more than 1,100 hours of service, valued at more than \$26,000.

The RDC will celebrate 35 years of Main Street in September, kicking off with an 80s themed Second DownTown Friday on September 13, from 6 to 9 p.m. There will be music at Mural Park (6:30-8:30 p.m.), and birthday cupcakes! “Back to the Future” will be shown at Market Square at dusk. The celebration will continue with 35 days of social media posts celebrating Reidsville’s downtown (Facebook/MarketSquareReidsville/).

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*For more information about this press release, contact Missy Matthews, Reidsville Main Street Manager, at [mmatthews@reidsvillenc.gov](mailto:mmatthews@reidsvillenc.gov) or at 336-349-1111.*