



**FOR IMMEDIATE RELEASE**

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**GONZALES MAIN STREET, INC.  
RECOGNIZED AS 2022 MAIN STREET AMERICA AFFILIATE**

*Gonzales, Texas May 10, 2023* – Gonzales Main Street has been designated as an Affiliate Main Street America™ program for meeting rigorous performance standards. Each year, Main Street America and its partners announce the list of Affiliate programs to recognize their commitment to create meaningful improvements to their downtowns using preservation-based economic development and community revitalization through the Main Street Approach™.

“We are very proud to acknowledge this year’s 412 Affiliate Main Street America programs, and their steadfast dedication to nurture economically and culturally vibrant downtown districts,” said Hannah White, Interim President & CEO of Main Street America. “The increase in the size and impact of our network speaks volumes to the power of the Main Street movement to respond to the needs of local communities and drive innovative solutions.”

In 2022, Main Street America programs generated \$6.2 billion in local reinvestment, helped open 7,657 net new businesses, facilitated the creation of 29,174 net new jobs, catalyzed the rehabilitation of 10,688 historic buildings, and leveraged 1,528,535 volunteer hours. On average, for every dollar that a Main Street program spent to support their operations, it generated \$24.07 of new investment back into their downtown communities.

Collectively, 2 million people live or work within the boundaries of designated Main Street America districts. An estimated workforce of 1.1 million people contribute their skills and expertise to advancing the missions of these historic downtowns and commercial corridors.

The Gonzales Main Street’s performance is annually evaluated by The Texas Historical Commission and Texas Main Street Program, which works in partnership with Main Street America to identify the local programs that are committed to comprehensive, place-based revitalization efforts and achieving meaningful community outcomes.

Throughout 2022 Gonzales Main Street approved over \$172,000 in small business reinvestment grants, revitalized Main Street gardens and public spaces, hosted 10 community events on Main Street, and volunteers put in over 650 volunteer hours on various events and projects.

Looking forward the Gonzales Main Street Program will continue to focus on: 1) Economic Vitality with a focus on assisting new and existing Main Street businesses, 2) Organization by creating and maintaining a strong foundation for sustainable revitalization efforts in our downtown area, 3) Design in supporting community transformation by enhancing the physical and visual assets of our Main Street area. 4) Promotion in positioning the downtown district as the center of the community and hub of economic activity.

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### **ABOUT GONZALES MAIN STREET**

The Gonzales Main Street program aims to create an experience-rich environment while preserving the beautiful historic features of our downtown. Our vision is for Gonzales to become a destination for those seeking a unique, friendly small-town atmosphere and keeping our role in Texas History alive. Our Mission is to be a driving force in ensuring that our iconic downtown contributes to our community's well-being. Gonzales Main Street will effectively carry out a program to preserve and enhance our downtown through promotions, tourism, encouraging local spending, and inspiring lifelong preservation and revitalization of our historic community.

### **ABOUT MAIN STREET AMERICA**

Main Street America leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts. For more than 40 years, Main Street America has provided a practical, adaptable, and impactful framework for community-driven, comprehensive revitalization through the Main Street Approach™. Our network of more than 1,600 neighborhoods and communities, rural and urban, share both a commitment to place and to building stronger communities through preservation-based economic development. Since 1980, communities participating in the program have generated more than \$101.58 billion in new public and private investment, generated 168,693 net new businesses and 746,897 net new jobs, rehabilitated more than 325,119 buildings, and levered over 33.7 million volunteer hours. Main Street America is a nonprofit subsidiary of the National Trust for Historic Preservation. For more information, visit [mainstreet.org](http://mainstreet.org).