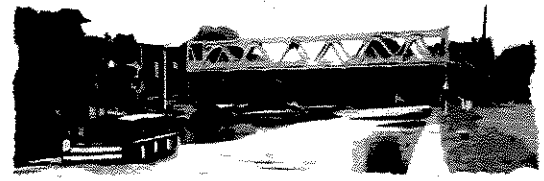


Main Street Center

a program of the Western Erie Canal Alliance and
Genesee/Finger Lakes Regional Planning Council



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Western Erie Canal Main Street Program Announces Inaugural Main Street Communities to be Accepted in 2008

Main Street Application Workshop Scheduled!

Does renewed vitality and enhanced economic performance in your downtown interest you? If so, the Western Erie Canal Main Street Program (WECMSP) will be holding an Application Workshop for the eleven (11) villages and small cities in the counties of Niagara, Orleans, and Wayne interested in establishing a local Main Street Program. The first required step in becoming a new Main Street community is for at least two (2) representatives from both the public (mayor, trustee, etc.) and private (chamber of commerce, merchants association, etc.) sectors to attend this workshop. The Application Workshop is scheduled for **Tuesday, May 13, 2008** at the Ebenezer Watts Conference Center, located at 49 South Fitzhugh Street in downtown Rochester. One (1) village or small city in each of Niagara, Orleans, and Wayne counties will be selected through an application process to receive technical assistance and training for the revitalization of their downtown/main street from the WECMSP and the National Trust for Historic Preservation's Main Street Center (NTMSC). Communities are responsible for raising operational funds for local programs, as the WECMSP does not provide cash grants.

Jayme Breschard, the Western Erie Canal Main Street Program Coordinator and Kathy La Plante, Program Officer from the NTMSC will conduct the workshop. Topics to be covered at the workshop include: details about the National Main Street and Western Erie Canal Main Street Programs; learning about the Four Point Main Street Approach™ (Organization, Design, Promotion and Economic Restructuring for Downtowns); consensus building; fund raising; the application process; and community selection criteria.

Participants must RSVP to Jayme Breschard by **Monday, May 5, 2008**. The workshop will run from 9:00AM to 4:00PM (lunch on your own from 11:50AM to 1:15PM). Selection of the three (3) new Main Street communities and start-up consultations is scheduled to occur in the late summer/early fall of 2008. The eleven (11) eligible communities include the cities of Lockport and North Tonawanda and the villages of Albion, Clyde, Holley, Lyons, Macedon, Medina, Middleport, Newark, and Palmyra.

The WECMSP is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in the Western Erie Canal region. The WECMSP is an implementation strategy as per the Western Erie Canal Heritage Corridor Management Plan, adopted by the New York State Office of Parks, Recreation and Historic Preservation in August, 2005. The WECMSP serves the Western Erie Canal Heritage Corridor, which is composed of Erie, Niagara, Orleans, Monroe, and Wayne counties. Beginning in 2008 and continuing into 2009, the WECMSP will focus its initial efforts on establishing local Main Street Programs in the counties of Niagara, Wayne, and Orleans. The WECMSP will provide to the three (3) new Main Street communities more than \$70,000 worth of high-quality technical assistance and training—which includes consultation in the local program's initial start-up years, organizational development, fund raising, marketing, business recruitment, adaptive reuse of older buildings, and other specialized training.

Please circulate this workshop announcement to all local groups, organizations, and agencies interested in the revitalization of your historic business center.

For more information about the Western Erie Canal Main Street Program or the Application Workshop, call Jayme Breschard, Program Coordinator at (585) 454 - 0190 ext. 18 or jbreschard@gflrpc.org, or visit: <http://www.gflrpc.org/WECMainStreetProgram.htm>.