

PRESS RELEASE

Nicholasville NOW!

For Immediate Release

Contact: Tonya Coleman
859-881-3820
tonyacoleman@windstream.net

NICHOLASVILLE NOW! RECEIVES 2010 NATIONAL TRUST MAIN STREET ACCREDITATION

July, 19, 2010 – *Nicholasville NOW!* has been designated as an accredited National Main Street Program for meeting the commercial district revitalization performance standards set by the National Trust Main Street Center. Each year, the National Trust and its partners announce the list of accredited Main Street® programs that have built strong revitalization organizations and demonstrate their ability in using the Main Street Four-Point Approach® methodology for strengthening their local economy and protecting their historic buildings.

"Our focus this year has been on building a downtown community through our "Friends of Nicholasville NOW" membership campaign," said Nicholasville NOW! Executive Director Tonya Coleman.

"I'd like to thank all of the individuals and businesses that have shown their support by becoming members. We've also been focused on raising the profile of our cornerstone events, the Kentucky Wine & Vine Fest and the Jessamine Jamboree."

"We're making some great progress this year, and I'd like to give a lot of the credit to our hard-working and dedicated Board of Directors."

The organization's performance is annually evaluated by the **Kentucky Heritage Council**, which works in partnership with the National Trust Main Street Center to identify the local programs that meet 10 performance standards. These standards set the benchmarks for measuring an individual Main Street program's application of the Main Street Four-Point Approach® to commercial district revitalization. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as developing a mission, fostering strong public-private partnerships, securing an operating budget, tracking economic progress, and preserving historic buildings. For more information on the national program accreditation program, visit www.mainstreet.org/nationalprograms.

“We congratulate this year’s nationally accredited Main Street programs for meeting our established performance standards,” says Doug Loescher, director of the National Trust Main Street Center. “Accredited Main Street programs are meeting the challenges of the recession head on and are successfully using a focused, comprehensive revitalization strategy to keep their communities vibrant and sustainable.”

The National Trust for Historic Preservation (www.PreservationNation.org) is a nonprofit membership organization bringing people together to protect, enhance and enjoy the places that matter to them. By saving the places where great moments from history – and the important moments of everyday life – took place, the National Trust for Historic Preservation helps revitalize neighborhoods and communities, spark economic development and promote environmental sustainability. With headquarters in Washington, D.C., eight regional and field offices, 29 historic sites, and partner organizations in 50 states, territories, and the District of Columbia, the National Trust for Historic Preservation provides leadership, education, advocacy and resources to a national network of people, organizations and local communities committed to saving places, connecting us to our history and collectively shaping the future of America’s stories.

Established in 1980, the National Trust Main Street Center® helps communities of all sizes revitalize their older and historic commercial districts. Working in more than 2,200 downtowns and urban neighborhoods over the last 30 years, the Main Street program has leveraged more than \$48.9 billion in new public and private investment. Participating communities have created 417,919 net new jobs and 94,176 net new businesses, and rehabilitated more than 214,263 buildings, leveraging an average of \$27 in new investment for every dollar spent on their Main Street district revitalization efforts.