



## Main Street's Impact in Washington State

2011 - 2019

Washington's Main Street Communities are charged with the tall order of helping to transform communities, celebrate historic character, and revitalize local economies. In keeping with the Main Street Approach, their programmatic efforts generate substantial positive economic, fiscal, and community impacts in their local communities and across the state.

**Main Streets create a sense of community and vibrant, healthy, interconnected neighborhoods.** Many of Main Street's key objectives — such as 'preservation' or 'placemaking' — are built into their programmatic efforts. These community and social benefits help make Washington's Main Street Communities desirable places to work, visit, and live.

**Main Streets foster strong local economies.** Since 2011, Washington State Main Street Program (WSMSP) helped generate an additional \$550.3 million in sales for Main Street businesses across the state, supporting 6,405 jobs at such businesses. When accounting for business-to-business transactions and employee spending, Washington Main Street brings 8,537 jobs, \$397.7 million in salaries, and \$821.7 million in sales to the state.

**The positive impact on economic activity generates additional state tax revenue.** The increased business growth and revenue generated in Main Street Communities creates sales tax, property tax, and other types of revenues for the state. In fact, this additional revenue exceeds the state's annual state expenditures for WSMSP. For every dollar the state has allocated to the program, the economic activity generated in Main Street communities has generated \$1.58 back to the state in tax revenues. Between 2011 and 2019, WSMSP has received \$18.3 million (2019 dollars) in state funding and has generated \$28.9 million (2019 dollars) in additional state tax revenues.

**\$550.3 Million** ←

**Sales Revenue Generated as a Direct Result of Main Street Programming**

**\$821.7 Million** ←

**Total Direct, Indirect, and Induced Economic Activity Generated by Washington's Main Street Communities**

**8,537 Jobs** ←

**Attributable To The Economic Impact of Main Street Communities**

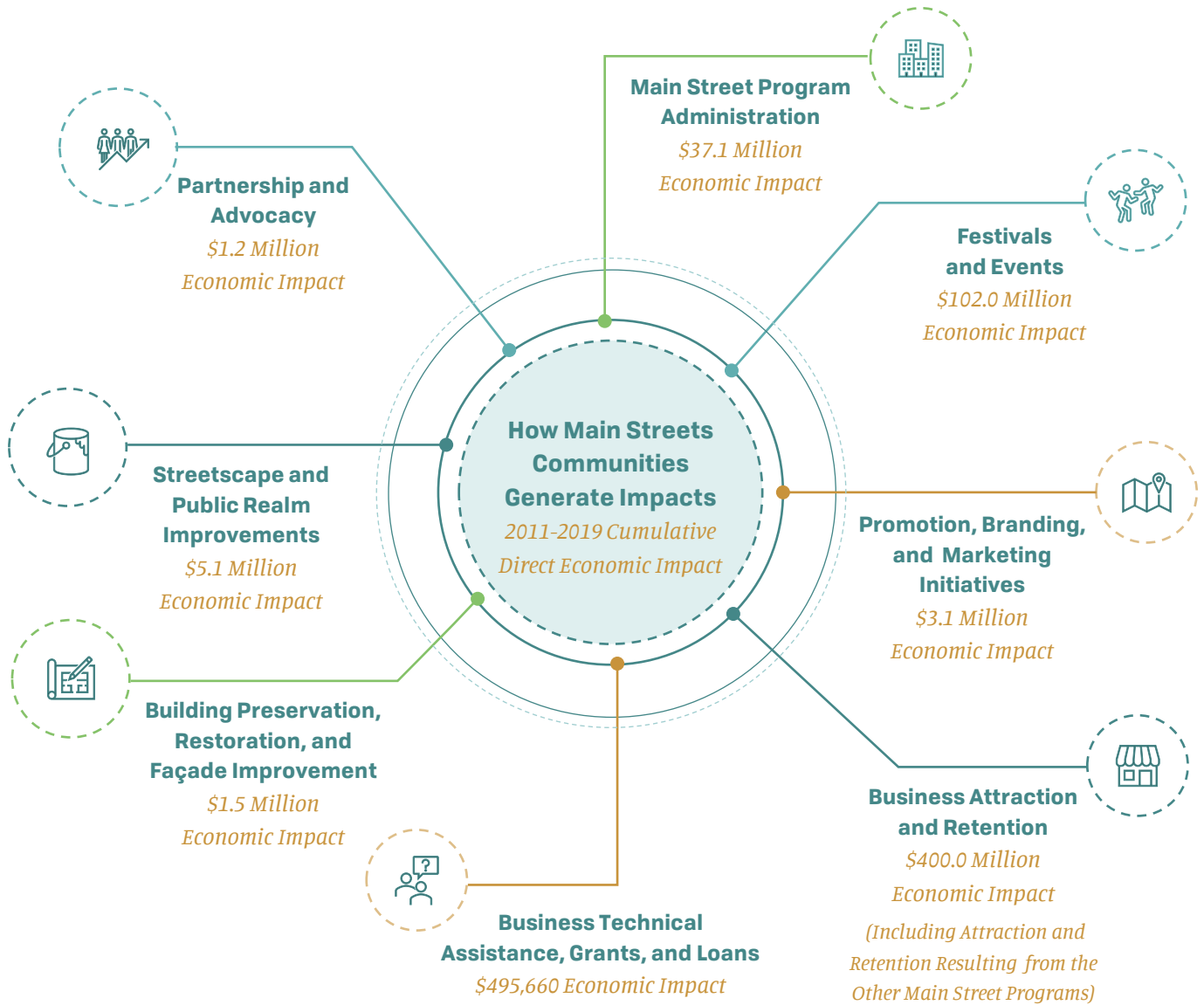
**58%** ←

**Fiscal Return on Investment for State Expenditure on WSMSP from 2011 - 2019**

**It Goes Beyond Numbers** ←

**Much of WSMSP's programmatic focus is less about economic activity and more about building strong, livable communities. Impacts include aesthetics, historic preservation, downtown vibrancy, and community pride.**

# Washington's Main Street Communities lead strategic initiatives as part of a comprehensive approach to building strong communities and thriving local economies.



## About the Washington State Main Street Program

The Washington State Main Street Program (WSMSP) is a program of the Department of Archaeology & Historic Preservation (DAHP), managed by the Washington Trust for Historic Preservation, a statewide nonprofit. Through this partnership, the WSMSP helps communities revitalize the economy, appearance, and image of their historic downtown districts by leveraging a community's unique heritage and attributes. Main Street is economic development rooted in historic preservation. WSMSP serves 65 towns and cities across the state, 34 of which are the focus of this study due to their robust nonprofit operations, tracking of reinvestment statistics, and participate in the Main Street Tax Credit Incentive Program.

This executive summary highlights key findings from the Main Street's Impact in Washington State Report, which can be found at [prewerewa.org/mainstreet/](http://prewerewa.org/mainstreet/).

