



FOR IMMEDIATE RELEASE

CONTACT:

Klamath Falls Downtown Association
Crystal Besaw, Executive Director
(541) 539 - 6212
info@downtownklamathfalls.org

**KLAMATH FALLS DOWNTOWN ASSOCIATION (KFDA)
DESIGNATED AS A 2024 ACCREDITED PROGRAM BY MAIN STREET AMERICA**

Klamath Falls, OR May, 2024 – Klamath Falls Downtown Association has been designated as an Accredited Main Street America program for meeting rigorous performance standards. Each year, Main Street America and its partners announce the list of designated programs to recognize their exceptional commitment to preservation-based economic development and community revitalization through the Main Street Approach™.

In 2023, the Main Street America programs generated \$5.68 billion in local reinvestment, helped open 6,630 net new businesses, facilitated the creation of 35,162 net new jobs, catalyzed the rehabilitation of 10,556 historic buildings, and leveraged 1,664,763 volunteer hours. On average, for every dollar that a Main Street program spent to support their operations, it generated \$18.03 of new investment back into their downtown and commercial corridor communities.

“We are incredibly excited to celebrate this year’s 800 Accredited Main Street America programs, and their remarkable efforts to re-energize their local economies and public spaces,” said Main Street America President and CEO Erin Barnes. “Main Street leaders are visionaries that see things that no one else can see and create the future world we all want to live in. The size and impact of our network demonstrates that great things happen when visions are realized through strategic, grassroots collaboration.”

Klamath Falls Downtown Association’s performance was evaluated through assessments conducted by the organization’s personnel and board of directors, and Oregon Main Street, which works in partnership with Main Street America to identify local programs that meet rigorous national community evaluation standards.

These standards provide the Main Street America network with a strong foundational framework to review progress, recognize strengths, understand trends, and identify strategies that move Main Street programs forward. To qualify for Accredited status—Main Street America’s top designation tier—communities must demonstrate a proven track record of achieving outcomes in alignment with the Main Street Approach and exceptional performance in six areas: broad-based community commitment to revitalization; inclusive leadership and organizational capacity; diversified funding and sustainable program operations; strategy-driven programming; preservation-based economic development; and demonstrated impact and results.

In 2023, the KFDA secured \$142,353 earmarked for revitalizing the IOOF/Black Dog Billiards Building in Downtown, ensuring its historical restoration to operational standards. This endeavor contributes significantly to the ongoing preservation of our downtown heritage. Additionally, we allocated \$15,000 towards the 2023 City Facade Grant Application round and an additional \$10,000 for the 2024 round of grants. These investments play a pivotal role in enhancing the aesthetic appeal of our downtown, making it an inviting and charming destination for everyone.

As I conclude my inaugural year as Executive Director, I'm proud to affirm that our accredited status has ushered in a plethora of opportunities. These include, but are not limited to, access to funding opportunities for businesses, avenues for continuing education, as well as an array of state and nationwide partner resources.

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ABOUT KLAMATH FALLS DOWNTOWN ASSOCIATION

The Klamath Falls Downtown Association is dedicated to promoting and enhancing the economic vitality and cultural vibrancy of downtown Klamath Falls through community events, partnerships, and advocacy.

For more information, visit www.downtownklamathfalls.org.

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 \$107.62 billion in new public and private investment, generated 175,323 net new businesses and 782,059 net new jobs, rehabilitated more than 335,675 buildings, and levered over 35.3 million volunteer hours. Main Street America is a nonprofit subsidiary of the National Trust for Historic Preservation. For more information, visit mainstreet.org.