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**FLORENCE DOWNTOWN DEVELOPMENT CORP.**

**RECEIVES 2022 MAIN STREET AMERICA ACCREDITATION**

***Florence, SC*** – The Florence Downtown Development Corp. has been designated as an Accredited Main Street America™ program for meeting rigorous performance standards again in 2022. Each year, Main Street America and its partners announce the list of Accredited programs to recognize their exceptional commitment to preservation-based economic development and community revitalization through the Main Street Approach™.

“We are extremely proud to recognize this year’s 863 nationally Accredited Main Street America programs that have worked tirelessly to advance economic vitality and quality of life in their downtowns and commercial districts,” said Patrice Frey, President & CEO of Main Street America. “During another incredibly challenging year, these programs demonstrated the power of the Main Street movement to respond to the needs of their communities. I am inspired by their steadfast leadership and innovative solutions to drive essential local recovery efforts, support small businesses, and nurture vibrant downtown districts.”

In 2021, Main Street America programs generated $5.76 billion in local reinvestment, helped open 6,601 net new businesses, generated 30,402 net new jobs, catalyzed the rehabilitation of 10,595 historic buildings, and leveraged 1,427,729 volunteer hours. On average, for every dollar that a Main Street program spent to support their operations, it generated $19.34 of new investment back into Main Street communities.

The Florence Downtown Development Corp’s performance is annually evaluated by Main Street South Carolina which works in partnership with Main Street America to identify the local programs that meet rigorous national performance standards. Evaluation criteria determines the communities that are building meaningful and sustainable revitalization programs and include standards such as, fostering strong public-private partnerships, supporting small and locally owned businesses, and actively preserving historic places, spaces, and cultural assets.

In 2021, Downtown Florence welcomed 15 new businesses and 94 new jobs, saw $24.8 million in reinvestment. Over 1,291 volunteer hours contributed to ongoing work downtown. The program saw a return on investment of $7 of private investment for every $1 of public investment in 2021.

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**ABOUT MAIN STREET SOUTH CAROLINA**

Since 1983 Main Street South Carolina has been helping revitalize South Carolina’s historic downtowns. Its local Main Street network of more than 25 communities share both a commitment to place and to building stronger communities through asset-based economic development. Main Street SC is a technical assistance program of the Municipal Association of South Carolina. Since 1980, communities participating in the program – nationwide – have leveraged more than $85 billion in new public and private investment, generated more than 672,000 new jobs and 150,000 new businesses, and rehabilitated more than 295,000 buildings.

**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 1,200 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Since 1980, communities participating in the program have leveraged more than $95.33 billion in new public and private investment, generated 161,036 net new businesses and 717,723 net new jobs, and rehabilitated more than 314,431 buildings. Main Street America is a nonprofit subsidiary of the National Trust for Historic Preservation. For more information, visit [mainstreet.org](http://www.mainstreet.org).