



**For Immediate Release**  
December 18, 2006

**Contact:** Hollie S. Cammarasana  
Public Relations Director, DHCD  
(804) 371-7006  
hollie.cammarasana@dhcd.virginia.gov

***Virginia Main Street program to hold application workshops***  
*Workshops will prepare localities applying for 2007 Virginia Main Street designation*

**Richmond, VA** – The Virginia Main Street program, managed by the Virginia Department of Housing and Community Development (DHCD), announced in August that competitive applications will be accepted in 2007 for up to three new designated Virginia Main Street (VMS) communities. Applications for designations are now available online.

To aid localities in preparing for the April 20, 2007 submission deadline, VMS is offering two application workshops this January. The workshops will be held on Tuesday, Jan. 16 from 10 a.m. to 3 p.m. in Richmond, Va., and on Thursday, Jan. 18 from 10 a.m. to 3 p.m. in Marion, Va.

Individuals interested in attending a workshop can find registration forms, as well as the application materials themselves online at: [www.dhcd.virginia.gov/mainstreet](http://www.dhcd.virginia.gov/mainstreet), and selecting the [2007 Designation Application Information](#) link, or by calling (804) 371-7030.

Communities interested in applying for designation are advised to contact VMS to discuss possible district boundaries, the local program's organizational structure, and other specific questions related to eligibility as outlined in the [Virginia Main Street Program Guidelines](#).

A Designated Virginia Main Street Community receives an array of intensive assistance to advance local revitalization efforts, including customized design assistance, access to state and national revitalization specialists, training on key downtown issues, as well as ongoing marketing and promotion assistance.

“We are looking forward to designating up to three more Virginia Main Street communities in 2007,” said DHCD Director Bill Shelton. “The Virginia Main Street program is a key instrument in bringing businesses, jobs, and people back to historic downtown areas and creating a successful revitalization effort. We look forward to taking this program to new communities in the state.”

Communities selected for designation will be announced in the summer of 2007. Currently there are 19 designated Main Street communities in Virginia, along with 53 DHCD Commercial District Affiliate

communities. In 2005, more than 2,000 downtown professionals, business and property owners, local government officials and other downtown stakeholders benefited from on-site Main Street services.

VMS uses the National Trust for Historic Preservation's National Main Street model to help communities revitalize their downtowns, focusing on their unique heritage and attributes. The program helps communities develop strategies that create economic growth and pride in their downtown areas.

For more information about the Virginia Main Street program, call (804) 371-7030.

# # #



Virginia Department of Housing  
and Community Development  
[www.dhcd.virginia.gov](http://www.dhcd.virginia.gov)