



News Release

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California State Park's Selects Redding to Become a California Main Street Community

SACRAMENTO – The California State Park's Office of Historic Preservation has selected Redding to be the first model city in the state to participate in the recently revived California Main Street Program.

"The City of Redding and Viva Downtown Redding, a non-profit organization, have gone a long way to establish the successful Main Street approach for revitalizing downtown Redding," said Historic Preservation Officer Milford Wayne Donaldson. "They have already begun garnering partnerships to increase the areas attractiveness by initiating planning projects downtown."

The program provides training and technical assistance to selected communities that are actively making strides to improve city and town downtown commercial areas. It was first established in 1986, but disappeared with the elimination of the California Technology, Trade and Commerce Agency in 2002. Governor Arnold Schwarzenegger recently revived the program with the signing of Senate Bill 1107.

The California Main Street Program offers select cities and unincorporated towns a proven template to preserve the historic character of downtown areas by attracting businesses, capital investors and consumers. Studies have shown that, on average, for every dollar cities invest into their California Main Street programs, private interests invest seven dollars.

It operates on a grass-roots-driven, self-help approach that utilizes public-private partnerships with private investment, local government support, and local non-profit assistance. Further, the program utilizes historic preservation, smart growth, and sustainability strategies to enhance re-investment.

There are 37 cities that have earned their California Main Street Community certification. Redding will now begin the process to join them.

"The City of Redding is excited to be a part of the renaissance of the California Main Street program, and we look forward to assisting in the certification of Viva Downtown as California's newest Main Street organization," said Redding Mayor John R. Mathena.

Keli Anthis, Executive Director of Viva Downtown Redding, said, "The opportunity to be the next certified California Main Street community will undoubtedly prove to be a tremendous asset to the future development and revitalization of downtown Redding. The Main Street model is a premier tool for the implementation of all successful and aspiring downtowns."

A list of certified California Main Street Communities is available online at <http://ohp.parks.ca.gov/>.

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