



For Immediate Release

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Downtown Harlingen Receives 2021 National Main Street Accreditation

HARLINGEN, Texas –For the fifteenth consecutive year, Downtown Harlingen has been recognized for its outstanding efforts to advance economic vitality and quality of life in Harlingen’s Downtown Improvement District. Each year, Main Street America and its partners announce the list of accredited programs to recognize, and once again Downtown Harlingen has been designated as an accredited Main Street™ program for meeting rigorous performance standards.

In 2020, Main Street America programs generated \$4.14 billion in local reinvestment, helped open 4,356 net new businesses, generated 14,988 net new jobs, catalyzed the rehabilitation of 8,488 historic buildings, and clocked 983,702 volunteer hours.

Locally, Downtown Harlingen welcomed 15 new businesses creating dozens of new jobs.

The Harlingen Downtown Improvement District’s performance is evaluated annually by Texas Main Street Program to identify the local programs that meet 10 national performance standards. The evaluation criteria determine the communities that are building meaningful and sustainable revitalization programs and who implement standards such as, fostering strong public-private partnerships, documenting program progress, and actively preserving historic buildings.

In 2020, the HDID completed 15 projects that include public improvements, adding dog waste



stations, additional LED Rope Lights, new seasonal/non-seasonal banners, and awarding storefront and sign grants that revamp and help beautify the district.

Patrice Frey, President & CEO of Main Street America said she was inspired by the hard work of this year’s 889 nationally accredited Main Street

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Programs. “During an incredibly challenging year, these programs demonstrated the power of the Main Street movement to drive impressive local recovery efforts, champion small businesses, and foster vibrant downtown districts.”

Harlingen Mayor Chris Boswell said he’s not surprised by the recognition as downtown continues to be the heart of the City and extended a huge thank you to the Downtown Harlingen staff and the advisory board for continuing to help the downtown area shine bright in the Rio Grande Valley and the nation.

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ABOUT DOWNTOWN HARLINGEN

Downtown Harlingen, a Public Improvement District, was established in 1989 to foster economic growth and redevelopment in Harlingen’s central business district. Today more than 170 businesses or organizations operate in Downtown Harlingen. The mix of retail and service businesses, government and non-profit offices, financial institutions, and restaurants includes the city’s oldest, most established businesses, national chains, and young entrepreneurs.

ABOUT MAIN STREET AMERICA

[Main Street America](#) has been helping revitalize older and historic commercial districts for 40 years. Today, it is a network of more than 1,600 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 \$89.57 billion in new public and private investment, generated 687,321 net new jobs and 154,435 net new businesses and rehabilitated more than 303,836 buildings. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation. For more information, visit www.mainstreet.org.