



## **NEWS RELEASE**

### **REHOBOTH BEACH IS A GREAT AMERICAN MAIN STREET**

*Delaware Beach Town Celebrates Receipt of Prestigious Award  
From the National Main Street Trust Center®*

**REHOBOTH BEACH, Del.** (April 29, 2009) –Alan Levin, director of the [Delaware Economic Development Office](#), joined members of Rehoboth Beach Main Street to celebrate the organization’s receipt of the Great American Main Street Award today. The award, which recognizes exemplary downtowns and commercial districts, is a prestigious honor for Rehoboth and a mark of distinction for the town’s local businesses.

Once a seasonal resort community best known as the “Nation’s Summer Capital” because of its popularity among Washington politicians and their staff, Rehoboth Beach is today a “Year ‘Round Beach Town,” with events and businesses that attract residents and visitors throughout the year.

“I am proud to acknowledge and celebrate the many achievements of Rehoboth Beach Main Street’s staff and volunteers who have propelled this town to receive pre-eminent national recognition as a Great American Main Street winner,” said DEDO Director Alan Levin.

The [Great American Main Street Award](#) is based on criteria ranging from the amount of active public and private sector involvement in the town to the quality of its long-term achievements. The award takes into account a town’s commitment to historic preservation, its ability to successfully foster small businesses development, and its evolving track record of successful commercial district revitalization. It also considers the level of community support a town receives for its revitalization efforts as well as the economic impact of those efforts. A comprehensive program, with activity in all four points of the National Trust for Historic Preservation’s Main Street Four-Point Approach® to commercial district revitalization, is a key factor in determining the Great American Main Street Award winner.

Main Street of Rehoboth Beach has established deep roots in the community and the state. By encouraging small businesses to embrace the four-point approach which includes design, economic restructuring, promotion and organization, Rehoboth’s Main Street has developed a strong foundation on which to base its growth.

### ***About DEDO***

The Delaware Economic Development Office is an executive state of Delaware agency responsible for attracting new investors and businesses to the state, promoting the expansion of existing industry, assisting small and minority-owned businesses, promoting and developing tourism and creating new and improved employment opportunities for all citizens of the State. For more information, visit [dedo.delaware.gov](http://dedo.delaware.gov).

[Downtown Delaware](#), a program of the Delaware Economic Development Office, provides Delaware's historic downtowns, communities, and small businesses with tools to revitalize their commercial districts, increase entrepreneurial opportunity, and enhance quality of place. The Delaware Main Street program reports strong and consistent gain of four businesses and nine jobs in each designated Main Street town annually.

### ***About the National Trust Main Street Center***

Established in 1980, the National Trust Main Street Center helps communities of all sizes revitalize their older and historic commercial districts. Working in more than 2,200 downtowns and urban neighborhoods over the last 28 years, the Main Street program has leveraged more than \$44.9 billion in new public and private investment. Participating communities have created 370,514 net new jobs and 82,909 net new businesses and rehabilitated more than 199,500 buildings, leveraging an average of \$25.36 in new investment for every dollar spent on their Main Street district revitalization efforts.

### ***About the National Trust for Historic Preservation***

The National Trust for Historic Preservation is a private, nonprofit membership organization dedicated to protecting the irreplaceable. Recipient of the National Humanities Medal, the National Trust was founded in 1949 and provides leadership, education, advocacy, and resources to save America's diverse historic places and revitalizes communities. Its Washington, D.C., headquarters staff, six regional offices, and 28 historic sites work with the Trust's 270,000 members and thousands of local community groups in all 50 states. For more information, visit [www.PreservationNation.org](http://www.PreservationNation.org).

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