

Program Highlights



Who We Are

California Main Street (CAMS) is a diverse network of 33 communities supported by Main Street America, working to revitalize historic commercial districts across California through a place-based model that fosters inclusive transformation strategies. CAMS provides training, access to resources, partnership opportunities, and best practices to our members and affiliates.



Main Street America (MSA) leads an inclusive, impact-driven movement dedicated to re-energizing and strengthening older and historic downtowns and neighborhood commercial districts through place-based economic development and community preservation. We work in collaboration with thousands of local partners and grassroots leaders in communities large and small across the nation who share our commitment to advancing shared prosperity, creating resilient economies, and improving quality of life.

Since its founding in 1980, the MSA network has helped to generate over \$100 billion in local reinvestment, rehab 325,000 buildings, create 700,000 new jobs, and start 160,000 new businesses in over 2,000 communities. Main Street America is a subsidiary of the National Trust for Historic Preservation.

What does California Main Street Advocate for?

California Main Street advocates on the issues that matter most to our membership and the places they champion. The CAMS Board of Directors reviews pending legislation and takes positions on bills which have a potential impact on our mission. We also partner with other economic development agencies and historic preservation-based organizations to meet our common goals. Our staff then works with lawmakers to support legislative and regulatory measures that promote place-based economic development and historic preservation.

What is the purpose of this work?

Supporting Main Street revitalization creates thriving, economically vibrant communities.

Main Street districts are the heart of the community. Preserving existing assets of the built environment can create housing, spaces for entrepreneurs, and community convening while leveraging private investment.

Main Streets are hubs of small, locally owned businesses. The average Main Street district is home to 89 small businesses and over 800 jobs—including professional and technical services, hospitality and food services, and retail—that generate local wealth and increase the tax base.

Main Streets are inherently green places. Investment in dense, walkable, and mixed-use districts promote active transportation. Adaptive reuse of existing buildings reduces emissions and eases new development demands.

Main Streets are civic infrastructure. As community centers, Main Street districts offer places for convening and social interaction, which are proven to reduce socio-economic disparities and increase community wealth.

Connect with us!

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*Main Street America is legally incorporated as the National Main Street Center, Inc.

PEOPLE SHAPING PLACES

Place-Based Economic Development

Since its inception in 1986, California Main Street has worked with communities across the state to revitalize downtowns and commercial districts through place-based economic development.

Benefits of being a CAMS Member:

- Support, technical assistance, and learning opportunities including FREE registration for our annual statewide conference.
- Specialized marketing strategies to promote the commercial corridor.
- Access to grants to improve the commercial corridor with public art, facade, and infrastructure improvements and more.

Main Street Impact

Since 1986, CAMS communities have:

- Secured over **\$8 billion** in public and private reinvestment.
- Added **34,287 jobs**.
- Created **6,963 new businesses**.
- Rehabilitated **1,650+ buildings**.
- Logged **435,000+ volunteer hours** for local improvement projects.

Team CAMS

The CAMS Board of Directors consists of **Main Street leaders** from across the state. They serve alongside an Advisory Board made up of **business and legal experts** in the field of Main Street revitalization.

Local, Regional and National Support

CAMS is a 501(c)3 nonprofit sustained by member dues, MSA program grants and contributions from our network of sponsors and partners.



2022 Statewide Reinvestment Impact*



127
Net New
Businesses



1081
Net New
Jobs Created



\$314 Million
Public-Private
Investment



93
Buildings
Rehabbed



35,808
Volunteer
Hours