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FOR IMMEDIATE RELEASE

Rio Grande City Main Street Attends Summer Conference in Amarillo

Amarillo, Texas (July 13, 2018) — Nancy Perez, Rio Grande City Main Street and Business Development Coordinator, was part of a class of 17 new Main Street managers, assistant managers, and volunteers completing Texas Main Street orientation July 10, 2018 in Amarillo. Representatives from local Main Street programs participating in the orientation included Amarillo, Bastrop, Bay City, Canyon, Corsicana, Denison, Gladewater, Grand Saline, Kilgore, La Grande, Marshall, Mineola, Mount Pleasant, Pearsall, Pittsburg and Rio Grande City.

During the orientation, participants learned about the Main Street Four Point Approach™ which focuses on four primary areas of strategic action: program management and organization, downtown promotion, building design, and economic vitality for downtown revitalization efforts.

“The conference provided insights on the efforts of Texas Main Street communities implementing the Four Point Approach,” said Mrs. Perez. “This was a great opportunity to expand Rio Grande City’s network and meet new and veteran main street managers in the Texas Main Street program.”

More than 65 attendees from Main Street programs across the state participated in the annual network meeting hosted by Center City of Amarillo, which is a 14-year Texas Main Street community.

The Texas Main Street Program (TMSP) is a part of the Texas Historical Commission, the state agency for historic preservation. TMSP has been providing services and designating local Main Street communities since 1981. There are currently 89 designated Main Street communities in Texas.

The Rio Grande City Main Street Program provides many opportunities to get involved in downtown revitalization efforts. Anyone interested in volunteering is encouraged to visit the Main Street office at 406 E. Main Street or call (956) 488-0047.

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Photo caption: Group photo of new managers and volunteers at Amarillo Conference.