

# News Release

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## **State Parks Awarded Redding with California Main Street Certification**

**SACRAMENTO** – California State Parks announced today that it awarded downtown Redding with the first California Main Street certification in four years.

“The Office of Historic Preservation is proud to have Redding join our distinguished family of California Main Street communities”, said Milford Wayne Donaldson, FAIA, State Historic Preservation Officer and chief of the Office of Historic Preservation at California State Parks. “Cooperating with Viva Downtown Redding, the City of Redding and the California Main Street Alliance have shown the dynamics of a true partnership working towards the common goals of community revitalization, civic leadership and mutual trust.”

The City of Redding, Viva Downtown Redding, California Main Street Alliance, and the Office of Historic Preservation will celebrate the certification at 7 p.m., Thursday during the final day of Redding’s downtown MarketFest 2006 at Liberty Park. More information can be found at [www.vivadowntown.org](http://www.vivadowntown.org)

The California Main Street Program unites the forces of local economic re-development and historic preservation to build and enhance diverse downtown areas. By providing training and technical assistance, it is one of the most effective programs to help revitalize historic commercial cores of towns and cities across the state.

“The City of Redding is proud to be recognized as a ‘California Main Street Community.’” Mayor Ken Murray. “We believe that this public-private partnership has mobilized the entire community and look forward to the realization of our mutual goal of long-term revitalization.”

Howard Levine, President of California Main Street Alliance, said, “Viva Downtown Redding and the City of Redding have shown considerable effort using the Main Street program, and its incremental approach, to recapture the essence of its historic downtown; with the partnership in place there is a great future!”

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The Executive Director of Viva Downtown Redding, Keli Anthis stated, "Becoming 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 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.

California Main Street Program was first established in 1986, but disappeared with the elimination of the California Technology, Trade and Commerce Agency in 2002. Governor Arnold Schwarzenegger supported the program in 2004 and placed it within the Office of Historic Preservation. Since then, OHP has been working in partnership with the non-profit California Main Street Alliance to expand the program to other communities.

Currently there are 37 certified California Main Street communities, and scores of communities wanting and waiting to join the program. For a complete list of Main Street communities, visit [http://ohp.parks.ca.gov/default.asp?page\\_id=23496](http://ohp.parks.ca.gov/default.asp?page_id=23496)

More information on the California Main Street Program and the Main Street communities can be found on the Office of Historic Preservation website: [www.ohp.parks.ca.gov](http://www.ohp.parks.ca.gov) and the California Main Street Alliance website: [www.camainstreet.org](http://www.camainstreet.org)

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