



To designate Tuesday March 19, 2024, as Main Street Day in conjunction with the Main Street Day at the Capitol.

WHEREAS, since 1984, Louisiana Main Street has helped communities revitalize their historic downtowns—celebrating community character and generating impressive economic returns; and

WHEREAS, the City of Hammond aided by grassroots efforts that first began with the Hammond Historic District and later the Hammond Downtown Development District, was a pilot community of Louisiana Main Street becoming one of the first four Main Street communities in the state of Louisiana; and

WHEREAS, the year 2024 marks the 40th anniversary of the City of Hammond’s Main Street Program and Louisiana Main Street, and we are joining the statewide celebration of 40 years of transformative work throughout the state; and

WHEREAS, Louisiana’s 36 designated communities have generated impressive results over the last 40 years, logging 15,935 new jobs, 3,785 new businesses, \$549.5 million in private investment, \$437 million in public investment, and 1.2 million volunteer hours; and

WHEREAS, every dollar invested in the state program returns \$2.90–\$7.40 in state sales tax annually, and \$190,000 per year of state income tax is generated from jobs created by Main Streets; and

WHEREAS, Louisiana Main Street leads a statewide network of designated communities: Abbeville, Bastrop, Columbia, Crowley, Denham Springs, DeRidder, Donaldsonville, Eunice, Franklin, Hammond, Homer, Houma, Kenner, Leesville, Minden, Monroe, Morgan City, Natchitoches, New Iberia, New Roads, Opelousas, Plaquemine, Ponchatoula, Ruston, Slidell, Springhill, St. Francisville, St. Martinville, Thibodaux, West Monroe, and Winnsboro, and the following districts in New Orleans: Broad Street, Lower Ninth Ward, North Rampart Street, OC Haley Boulevard, and Old Algiers; and

WHEREAS, Louisiana Main Street also works with communities who are on the pathway to potential designation, and currently Arcadia, Broussard, Jonesville, and Winnfield are “Lagniappe” communities; and

WHEREAS, Louisiana Main Street’s communities are also part of a national network of 1,200+ Main Street communities, led by Main Street America; and

WHEREAS, the Main Street program is a proven model for economic development—when downtown grows, the whole community grows; and

WHEREAS, leaders from Main Street communities from all corners of Louisiana are gathering at the state capitol on March 19<sup>th</sup>.

THEREFORE, BE IT RESOLVED that the City of Hammond does hereby designate Tuesday, March 19, 2024, as Main Street Day and does hereby commend Louisiana Main Street and its thirty-six designated communities for their outstanding downtown revitalization efforts throughout the state.