



## **Lafayette-West Lafayette Development Corporation**

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*A focused business assistance organization that includes*  
*Business and Industry Council*  
*Capital Resources Council*  
*Chamber of Commerce Council*  
*Downtown Development Council*  
*Workforce Development Council*

## **NEWS FROM THE DOWNTOWN DEVELOPMENT COUNCIL**

### **FOR IMMEDIATE RELEASE**

### **FOR MORE INFORMATION CONTACT**

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### **Lafayette's Main Street Program Earns Highest Designation**

Lafayette, Ind. – April 13, 2007 – The Lafayette Main Street Program, which provides economic revitalization and professional assistance to downtown property owners, has earned the highest designation possible, reports Laura Walls, business development manager for the Downtown Development Council, which oversees the program locally.

The designation, “Nationally Accredited Community,” is the top of four levels of achievement awarded by Indiana Main Street, the Indiana Office of Community and Rural Affairs and the national Main Street Program.

“This achievement recognizes Lafayette’s long-standing commitment to keep our center city strong, healthy and continually improving,” Walls said.

Criteria for achieving this distinction includes supporting a vision to revitalize downtown, having a Main Street coordinator in place, implementing a comprehensive work plan, and taking action on the Main Street Program’s four-point approach, said Chris Dotman of the Indiana Main Street Program. Those points include enhancing the community’s physical appearance, building consensus and cooperation among groups and individuals, marketing the commercial district, and strengthening the district’s economic base.

(more)

## Downtown Development Council Main Street Program

Lafayette began its Main Street Program in 1986. Since then, dozens of downtown properties have participated in the façade renovation and other renewal programs.

The most recent, currently underway, is renovation of the three-story building at 522 Main Street, where owner Tony Yamazaki is creating two retail spaces on the main floor and four two-bedroom apartments on the upper levels.

The Downtown Development Council, part of the Lafayette-West Lafayette Development Corp., is dedicated to ensuring vitality of the hilltop-to-hilltop Lafayette/West Lafayette district, working to improve the business development climate, investments, job creation and neighborhood vitality. The hilltop-to-hilltop area covers 91 square blocks from Five Points in Lafayette to the Purdue Memorial Union in West Lafayette. It includes more than 250 businesses.

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