



Louisiana Main Street is a comprehensive and incremental program, that combines thoughtful preservation of historic assets with prudent business practices and blends common sense with sound planning, economic development, promotion and design. Anyone can use the [Four Point Approach®](#) to revitalize downtown, but the designation, an Official Main Street of Louisiana, (see the list of for Louisiana Main Street [Communities](#)) indicates that a community has made a commitment to the [Four Point Approach®](#) and to historic preservation.

Louisiana Main Street Builds Partnerships

Whether working with municipal governments, volunteer committee members, business associations, or Chambers of Commerce, Louisiana Main Street's mission is to build a strong relationship with its partners: city and municipal government, business owners, developers, residents and other stake holders. At the community level, the program is largely volunteer driven, with the Main Street Manager working as the coordinator and facilitator of revitalization efforts of downtown.

What can the Louisiana Main Street Program Do For My Downtown?

Through the application of our staff's professional skills and experiences, Louisiana Main Street strives to help community-directed efforts that will build upon the economic and cultural assets of the district.

Louisiana Main Street staff is concerned with planning and ordinance review, manager and volunteer training and development, economic development (retail, commercial, and specialty sectors), landscape planning, commercial rehab, building design, real estate development, tourism and marketing.

Our view of commercial revitalization is a process of systemic change and restructuring of the community's resources through the use of the [Four Point Approach™](#) as defined by the [National Main Street Center](#) of the [National Trust for Historic Preservation](#) while maintaining the guidelines of historic preservation as outlined by [Secretary of the Interior's Standards for Rehabilitation](#).