



Impact in Action 2025





Chelsea Gauthier

Utah Main Street Manager
and Statewide Coordinator

Utah State Historic
Preservation Office

To our partners, volunteers, and community leaders:

Historic downtowns are the heartbeat of Utah — places where our stories live, creativity soars, local businesses thrive, and communities come together. In 2025, I witnessed firsthand how the Utah Main Street program and broader network connects our rich heritage with the promise of economic growth.

Since our re-establishment in 2021, Utah Main Street has grown from a pilot into a statewide movement for community and economic revitalization under the State Historic Preservation Office. This year, we welcomed seven new communities — from the rural charm of Monroe to the vibrant streets of Springville — proving that Utahns are eager to invest in their Main Streets, as the economic and cultural anchors of their towns.

Yet this report is about more than numbers. It's about people — volunteers such as Ty Jones and leaders such as Talisa Myers and Paul Larsen — whose grassroots passion drives real change. As we look to 2026, we are not just preserving buildings; we are building a legacy of opportunity, vibrancy, and pride for every Utahn.

Thank you for your dedication to your hometowns.

Chelsea Gauthier



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Looking Forward for 2026

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About Utah Main Street

Utah Main Street is a preservation-based economic development program helping communities revitalize historic downtowns, strengthen local economies, and celebrate Utah's unique heritage. UMS provides hands-on training, technical assistance, and targeted funding to support community-led revitalization. Guided by the Main Street America Four-Point Approach — Design, Economic Vitality, Promotion, and Organization — UMS helps leverage the potential of historic downtown commercial districts.

Since its re-establishment in 2021, UMS has expanded from its pilot programs in Price and Brigham City to 22 active local programs statewide. As part of the national Main Street America™ network, Utah's programs join a broader movement that in 2024 alone helped generate over \$7.6 billion in reinvestment and more than 33,000 new jobs nationwide.

Utah Main Street is more than a revitalization tool. It's a catalyst for local pride, celebrating Utah-grown talent, economic opportunity, and historic preservation. With growing momentum and statewide impact, UMS continues to help communities plan for their future and implement their vision while honoring the stories that shaped them.

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Communities
across Utah

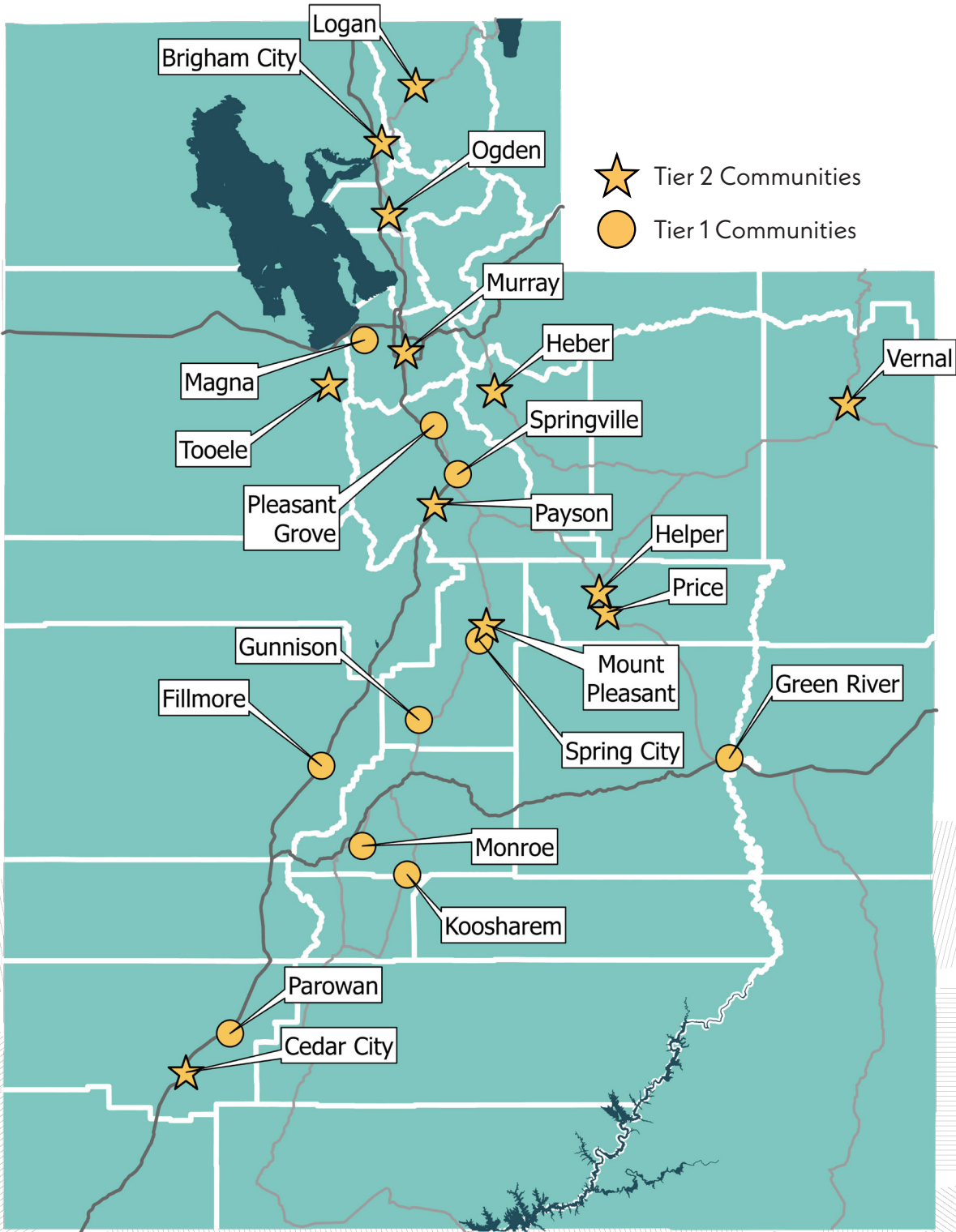
3754

Jobs Created
(2022-2025)

406M

Public & Private
Investment

Communities in the program



A Glimpse into the Communities

82%

of communities
are in rural areas



7

communities
joined the
program in 2025



\$128,000

median private
investment per
community

15,349

median
population



Transformation Strategy Workshop



Lisa Thompson, of Main Street America, talking to a crowd.

In April 2025, Utah Main Street welcomed local Main Street leaders from across the state to historic downtown Ogden for our annual Spring Workshop. Hosted at the Monarch, a historic venue in this UMS Affiliate Community, the two-day gathering emphasized hands-on learning and peer exchange.

Alongside Utah Main Street and Main Street America, participants explored new tools for community analysis using the Main Street Approach, refined work plans and metrics, and took part in walking tour exercises highlighting Ogden's local businesses. Leaders also learned directly from Utah Main Street, Main Street America, the Ogden Downtown Alliance, and local business owners, while building connections and sharing insights with one another.



Buildings on Ogden's Historic 25th Street.

"I loved the opportunity to hear from other communities. Learning from what they have done was very valuable. I feel much more confident in how the Main Street Approach is supposed to work, and what we need to do in our community."

– Local Main Street Leader

Local Stories

Murray City Downtown District



Two people sitting and watching a band play in Downtown Murray.

The revitalization of the Murray City Downtown District has moved fast since its launch in late 2024, thanks to support from both the city and the community. A major highlight of these efforts was the Downtown Block Party, which celebrated the grand opening of the Murray Theater. This event was a team effort, bringing together city officials, the Downtown District, and 21 local businesses and nonprofits. With more than 1,000 people in attendance, the day proved that Murray residents are excited about new gathering spaces and events. It was a perfect celebration of the unique charm that makes downtown Murray feel like home.



Groups of people walking through booths at an event in Murray.



New Community Workshop

Historic Downtown Payson sign with people walking on sidewalk.



Expanding our footprint, Utah Main Street officially onboarded seven new communities in 2025 during a workshop at Payson's Huish Theater. The session focused on the Four-Point Approach® and peer-to-peer mentorship from the established Historic Downtown Payson program. This collaborative launch ensures our newest members are equipped with the technical tools and local connections necessary to drive downtown revitalization.



Historic building in downtown Payson.

Green River Workshop

with UDOT and Utah Main Street



*People discussing downtown in
Green River.*

In December 2025, Utah Main Street partnered with the Utah Department of Transportation to pilot a new collaborative workshop in the Main Street community of Green River. This marked the first joint offering between Utah Main Street and UDOT designed specifically to support communities whose Main Streets function as state highways—balancing transportation needs with economic vitality, safety, and sense of place.

The workshop convened UDOT staff, city leadership and staff, and local Main Street stakeholders to build shared understanding and strengthen working relationships. Through facilitated discussion, participants explored Green River's vision for its Main Street, assessed local capacity, and identified key strengths, challenges, and opportunities.

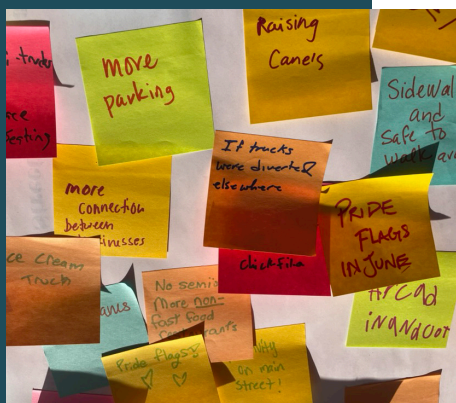
The session also surfaced shared goals and potential points of tension among stakeholders, helping to clarify priorities and align expectations. Participants discussed potential strategies and conceptual approaches for improving the corridor, reviewed funding and implementation options, and identified clear next steps for continued coordination.

This pilot workshop demonstrated the value of early, collaborative engagement between transportation and community development partners and will inform future offerings to Main Street communities across Utah facing similar roadway challenges.



University of Utah in partnership with Utah Main Street

Guided by urban designer Molly Robinson, CAMS Director Rachel Kahler, Utah Main Street, and the Main Street America Four-Point Approach, the students developed actionable strategies that balance historic preservation with growth, enhance connectivity, and foster a vibrant and walkable downtown.



Collage of sticky notes about wants for downtown Heber.

Preservation Engaged Conference



Two people ordering ice cream in Mt. Pleasant.



A group of people on a historic tour in downtown Mt. Pleasant.

In 2025, the State Historic Preservation Office hosted its annual conference in Mt. Pleasant, a longtime Main Street community. This year, Utah Main Street focused on a Main Street and Preservation Planning track. A series of sessions and a guided Main Street tour provided participants with practical tools and real-world examples to support historic preservation and downtown revitalization.

Sessions covered navigating zoning, historic building codes, planning, and land use regulations; identifying financing tools and partnerships for

Main Street and historic building reinvestment; and strengthening community-led revitalization through effective engagement with residents, business owners, and local decision-makers. Together, these sessions emphasized accessible, actionable strategies that empower communities to advance preservation and economic vitality.

Participants also joined a tour of Mt. Pleasant Main Street, offering an on-the-ground look at preservation and revitalization efforts in practice and reinforcing session concepts through local examples.



Jenn Kikel-Lynn speaks to an audience at the Preservation Conference.

Awards Ceremony

Utah Main Street had its first ever Main Street Awards Ceremony in June 2025. These awards created an opportunity to highlight the individuals who make their downtowns thriving places and are dedicated to the revitalization of their community. The awards were nominated by their peers in their local communities and selected by a panel through Utah Main Street. So often, these champions forget to recognize how far they've come because they are always thinking about what's next. This ceremony offered an opportunity to cherish the people, places, and projects that represent the successes of Main Street revitalization.



Ty Jones poses with Donna Law and Chelsea Gauthier with an award.

Outstanding Volunteer

Ty Jones, Historic Downtown Payson

This award recognizes a volunteer whose extraordinary dedication has left a lasting legacy on their community. Tyler Nathan Jones was selected for his pivotal role as the founder of the nonprofit Historic Downtown Payson and his hands-on leadership during the city's \$8 million streetscape renovation. Acting as a trusted advocate, Ty worked tirelessly to bridge the gap between merchants and city officials while simultaneously attracting film productions to boost the local economy. His efforts embody the spirit of volunteerism by ensuring that the revitalization of Main Street remains vibrant and community-led.



Before and after of a historic building facade enhancement in Brigham City.

Preservation and Design Excellence

Brigham City Main Street's Façade Grant Program

Celebrating exceptional stewardship of local history, this award honors initiatives that enhance a community's architectural character. The Brigham City Façade Grant Program was chosen for its decades-long commitment to historic preservation, having leveraged more than \$1.3 million in private investment since 1992. By funding projects ranging from full façade restorations to signage and historic theater marquees, the program has become a statewide model for balancing restoration with compatible rehabilitation. This award recognizes the program's ability to strengthen the unique curb appeal and economic vitality of Brigham City's downtown.



A child throws a beanbag in a game of cornhole.

Innovative Event

Harvest Moon Festival, *Ogden Downtown Alliance*

The Innovative Event award highlights creative festivals that stimulate economic activity and foster deep community engagement. The Harvest Moon Celebration on Historic 25th Street earned this honor by drawing more than 30,000 attendees and featuring more than 100 local vendors. The selection committee was particularly impressed by how the event connects celebration with purpose, supporting food access and local artisans. From its live music to the whimsical 1970s-style “Rec Room” installation, the festival exemplifies innovation by evolving its programming to create a space for connection across all generations.



A photo of Talisa Myers.

Spirit of Main Street

Talisa Myers, *Cedar City Main Street*

This honor is reserved for a long-standing leader whose visionary dedication has shaped the very fabric of their community. Talisa Myers received this award for her “people-first approach” and for being the heart of the Cedar City Main Street district. She was selected because she goes beyond professional support, building genuine friendships with business owners to ensure they feel seen, valued, and connected. Whether advocating for resources or offering a listening ear, Talisa’s compassionate leadership and unwavering commitment exemplify the true spirit of a vibrant Main Street.

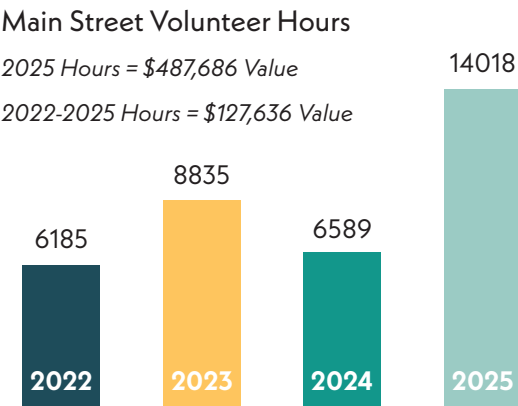


An aerial view of Ogden's Harvest Moon festival full of people.



Local Impact Statistics

The transformation of Utah’s historic downtowns isn’t just about brick and mortar, it’s about people. This year, 21 Main Street communities documented the impact of their local initiatives. Beyond business recruitment and public improvement projects, the true engine of the program remains volunteerism. Driven by a deep connection to place, these individuals prove that revitalizing a district takes an entire community. Their efforts ensure that Utah’s downtowns remain not just functional, but flourishing.



\$40.1mil
Public
Reinvestment

\$124.5mil
Private
Reinvestment

360
Jobs
Created

346
New Housing
Units

142
Rehabilitation
Projects

Local Stories

Logan Downtown Alliance

A sketch of historic buildings on Logan's Main Street.



The Logan Downtown Alliance is a leader in Utah's Main Street network, with more than 20 years of dedicated service to downtown Logan since its establishment in 2002. As a Utah Main Street and Main Street America Affiliate, the Alliance is powered by a strong base of volunteer leaders, board members, and community partners who guide preservation-based economic development efforts in the district. Through

volunteer-driven planning, promotion, and event coordination — including the Logan Sidewalk Sale, Main Street Local Market, and Winter Gift Market — the Alliance supports local businesses while fostering a vibrant, welcoming downtown. Their commitment to community leadership, collaboration, and stewardship continues to strengthen downtown Logan as a thriving hub for commerce, culture, and connection.

Local Stories

Backing Small Businesses Grant Cedar City & Vernal

Utah Main Street Affiliate designated communities, Cedar City and Vernal, celebrated local business success through the Backing Small Businesses grant program. In 2024 to 2025, Front Porch Twang Boutique in Cedar City and Vernal Theatre in Vernal each received \$10,000 in national grants from American Express and Main Street America. These awards support

locally owned, brick-and-mortar businesses in historic commercial districts, helping them grow, strengthen their community impact, and contribute to vibrant downtowns. This recognition underscores the role of Utah Main Street in fostering thriving local businesses and culturally rich commercial districts statewide.



Front Porch Twang's exterior signage in Cedar City.

Revive & Reside Grant

If you've ever walked through one of Utah's rural downtowns and seen a vacant historic building, imagining what it could be, there's some exciting news. Utah Main Street is currently offering a helping hand to bring these underutilized spaces back to life.

Through the Utah Main Street Revive & Reside grant program, property owners and tenants throughout Utah's Tier 2 communities have been awarded upwards of \$600,000 during 2025, with an additional \$250,000 to be awarded during 2026. The goal of each awarded project is simple: perform interior renovations to promote thriving businesses on the ground floor and create much-needed housing on the upper levels. In addition to improving historic buildings, the competitive program offers an opportunity to preserve local history while building a strong economic future for Utah's historic downtowns.



Brigham City's welcome arch with the Union Block building in the background.



A sign advertising apartments for rent in Brigham City.



After reconfiguration and design of a historic building in Mt. Pleasant.



An empty building before reconstruction of a space for mixed use in Mt. Pleasant.

Case Study **Vacant to Vibrant in Mt. Pleasant**

Dan Christensen, owner of 40 West Main Street in Mt. Pleasant, transformed a long-vacant, gutted shell in a state of deterioration into a vibrant, mixed-use building through the Revive & Reside Grant program. In addition to reconfiguring the interior space, the comprehensive renovation involved a total infrastructure overhaul, including new plumbing, electrical, and HVAC systems.

Today, the 3,140-square-foot facility provides essential community services via a 1,480-square-foot insurance office and a 720-square-foot medical clinic, while the second floor features a modern 940-square-foot one-bedroom apartment. By converting a neglected property into a functional, multi-tenant space, this project has not only improved the district's aesthetic appeal but has also fostered job creation and encouraged further local investment. This revitalization exemplifies our commitment to strengthening the community's character and ensuring Main Streets remain a thriving destination for residents and visitors alike.

Design Education

Ask an Architect Webinar Series



*Jansen Bennett talks to a crowd
about historic facades and design.*

This year, the quarterly Ask an Architect webinar series focused on small-scale development in Main Street districts. Led by Preservation Architect Jansen Bennett, the series provided Utah Main Street stakeholders with a comprehensive toolkit for revitalizing historic downtowns.

The series began with a foundational look at Building Inventories, emphasizing the rhyme and reason behind data collection as a primary step for informed district management. Building on this data-driven approach, the Building Matchmaking session offered practical strategies for pairing the right businesses with the right physical spaces — ensuring that a building's size and layout become catalysts for long-term economic success rather than barriers to growth.

The latter half of the series shifted focus toward the aesthetic and structural evolution of our districts. In Outside In, participants explored the critical intersection of brand identity and architectural renovation, learning how to weave cohesive branding into signage, materials, and spatial design without compromising historic integrity. The series concluded with a deep dive into infill construction, tackling the delicate balance of introducing new development into established districts. By focusing on scale, proportion, and community expectations, the session empowered city leaders and property owners to champion modern growth that respects and enhances the unique character of Utah's Main Streets.

Menu of Services



Historic buildings in Payson.



Helper Engine's new board members gather for a training.

In 2025, Utah Main Street officially launched its Menu of Services, delivering meaningful, no-cost technical assistance to designated communities statewide. Communities benefited from numerous services including: regular office hours, ongoing grant support during all stages of the process; and targeted trainings in board development, new director onboarding, succession planning, and more.

Tier 2 Affiliate communities also received advanced assistance through on-site progress visits, helping local leaders assess impact, strengthen organizational capacity, and plan for long-term revitalization.

Together, these services reinforced Utah Main Street's commitment to building strong local leadership, robust downtown organizations, and thriving historic commercial districts across the state.



Chelsea Gauthier and Faith Bitz pose underneath a Historic Downtown arch.

Main Street Now Conference

In spring 2025, Utah had its strongest presence yet at the Main Street Now Conference, with more attendees from our state than ever before. Main Street Now is Main Street America's annual national conference, bringing together community leaders from across the country and around the world to learn, share best practices, and connect around preservation-based economic development.

The 2025 conference in Philadelphia was an inspiring three-day experience, welcoming 2,171 local leaders to the City of Brotherly Love.

Participants engaged in more than 100 dynamic educational sessions led by more than 190 place professionals, explored 24 immersive mobile workshops, and took part in countless opportunities to connect and celebrate Main Street successes.

Utah Main Street leaders made the most of this experience by building relationships with peers across the national network, deepening their knowledge of preservation-driven strategies, and returning home energized to advance Main Street efforts in their own communities.



A group of people from Utah pose with a sign at a conference in Philadelphia.

Looking Forward: 2026



A series of historic buildings in Springville.



A group of people asks visitors questions in Ogden.

Utah Main Street is excited to keep the momentum going in 2026. With more services, workshops, and trainings available, communities across the state will have access to more revitalization and preservation education than ever before. Our focus remains on the Four-Point Approach, empowering local leaders to blend economic vitality with the historic charm that makes our downtowns irreplaceable. As we expand our technical assistance and grant opportunities, we aren't just preserving buildings; we are cultivating resilient local economies where small businesses can thrive and residents feel a deep sense of belonging.

The coming year represents a pivotal chapter for our state's local landscapes. By doubling down on our commitment to community engagement and sustainable growth, the Utah Main Street program is poised to serve as a vital bridge between our heritage and our future. We look forward to welcoming new communities into our network and working side-by-side with our partners to ensure that every Main Street, rural and urban alike, remains the vibrant, beating heart of its community for generations to come.

UTAH STATE HISTORIC PRESERVATION OFFICE

3760 Highland Drive, Millcreek UT 84106



Utah Department of
**Cultural & Community
Engagement**

A Division of the Utah Department of Cultural & Community Engagement

The Utah Department of Cultural & Community Engagement listens, connects, inspires, and empowers Utahns to see themselves in the past, present, and future of our state.

Through the ongoing work of our divisions, we provide opportunities to learn, lead, celebrate, and create — because we believe that those who engage will, in turn, contribute to the well-being and success of their communities and of Utah.

UTAH MAIN STREET is a Main Street America™ Coordinating Program and is a place-based economic development and community preservation program housed in the Department of Cultural & Community Engagement.

As a Main Street America™ Coordinating Program, Utah Main Street helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.

> ushpo.utah.gov/utah-main-street-program

 **Utah
SHPO** | UTAH MAIN STREET