



HERITAGE OHIO

Vital Places. Vibrant Communities.

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2011 AWARD WINNER

BEST PROMOTION EVENT

DANCING ON MAIN STREET AMHERST, OHIO

In an attempt to honor the people, places, and projects that exemplify growth through preservation and revitalization, Heritage Ohio granted the 2011 Annual Award of Best Promotional Event to Main Street Amherst for its event, Dancing on Main Street.

RECOGNIZING OPPORTUNITY

Amherst's Main Street Program had been growing steadily since its creation and most downtown businesses readily participated. The taverns located in Amherst, a group of seven within a three-block area, proved to be the most resistant to involvement. Recognizing this gap in membership, Main Street Amherst astutely planned an event that was certain to attract the taverns. The idea was Dancing on Main Street, a day when the downtown was barricaded off for a stage in the middle of the street, food vendors, tables, chairs, and tents. The taverns sponsored the event for a fee and Amherst Main Street sold beer as a fundraiser, eliminating the need for selling admission tickets. Live bands accompanied the dancing throughout the day and evening.

SUCCESS

Now in its seventh year, Dancing on Main Street has proved wildly successful for Main Street Amherst, the taverns, and other downtown businesses. Thousands of people have immensely enjoyed this event. Last year, Main Street Amherst made \$14,000 in profit from the endeavor. Additionally, all of the downtown taverns are all Main Street members!

