



**FOR IMMEDIATE RELEASE**

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**New Braunfels Receives Texas Main Street City 2013 National Recognition**

**New Braunfels, TX** – New Braunfels has again been commended for successful annual progress as a designated Main Street community. New Braunfels has received this honor 14 times in the 15 years that annual progress tracking has been in place. The Texas Historical Commission’s (THC) Texas Main Street Program (TMSP) made the announcement recently at the winter gathering of Texas Main Street managers.

Cities receiving this designation will be further recognized as Nationally Accredited by the National Main Street Center, a subsidiary of the National Trust for Historic Preservation, at the National Main Street conference in New Orleans in April.

“It really is a notable accomplishment to be recognized in this way, especially for those programs that do it year after year,” said Debra Farst, TMSP State Coordinator. “Incremental progress that leads to comprehensive success is at the core of the preservation-based Main Street model and that is exactly what these programs are showing. This process respects the unique nature of each Main Street community. Each program is recognized for their own local effort. They are truly real places telling real stories.”

Accredited programs show above average performance in ten categories on an annual report. Selection criteria focus on planning, partnerships, staffing, volunteer effort, preservation ethic, training and program assessment through reporting.

The THC’s Texas Main Street Program is a revitalization program for historic downtown and neighborhood commercial districts. It is based on a Four-Point Approach™ -- organization, design, promotion and economic restructuring -- all within the context of historic preservation.

For additional information about the national Main Street effort, visit the National Trust Main Street web site at [www.preservationnation.org/main-street/](http://www.preservationnation.org/main-street/). For more information on the Texas Historical Commission’s Main Street program visit [www.thc.state.tx.us](http://www.thc.state.tx.us).

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