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Two Yiftee Communities Win Great American Main Street Awards (GAMSA) – Danville, VA and Metuchen, NJ

Organizations Honored for Programs Generating Economic Vitality on "Main Street"

MENLO PARK, California, March 27, 2023. Today, at the Main Street Now Conference in Boston, MA, three U.S. communities won the Great American Main Street Award (GAMSA). The award celebrates exceptional Main Street communities whose successes serve as models for comprehensive, preservation-based commercial district revitalization (*note 1). Winners are selected by a jury of Main Street professionals and this year, Yiftee is proud to celebrate two of its communities who won this prestigious award. The River District Association in Danville, Virginia, was selected due to their strong collaborative leadership and partnerships that have turned their Main Street into a fertile environment for economic vitality (*note 2). Metuchen Downtown Alliance in New Jersey was chosen for turning their downtown around and dramatically reducing vacancy from over 20% down to 4% (*note 3).

River District Association (RDA) and Yiftee

Danville's downtown is well known for its rich manufacturing heritage, but it began to suffer when these industries started shrinking in the 1980's. In 2011 and 2017 public dollars were allocated into the downtown and the RDA in an effort to turn their downtown around, the RDA decided to take the "Main Street Approach"- supported sustainable economic initiatives, multifunctional promotional activities, and property development. As a result, Downtown Danville is now busy and vibrant and is attracting millions in private investment, facilitating the creation of more than 150 businesses and the addition of over 1,200 residential spaces (*note 3).

The River District Dollars Association launched the River District Dollars Community Card in August of 2022. They have 30 local businesses participating in their program and sold $25,000 in River District Dollars during the holidays in 2022.

Downtown Metuchen and Yiftee

When the Metuchen Downtown Association was founded in 2016, their downtown had a 20% vacancy rate and was struggling to keep businesses in the corridor. In just seven years, they were able to turn things around and they now have 387 new apartments and 144 businesses (*note 3).

The Metuchen Downtown Association launched their Community Card, Metuchen Dollars, early in 2022.

Yiftee congratulates these communities and is grateful for the opportunity to partner with their highly successful Main Street organizations in promoting the Shop Local movement.

About Yiftee, *Keep Local Dollars Local*

[Yiftee](#) serves more than 500 communities and 15,500 local businesses with simple, secure, PoS-independent Community Cards"" that keep local dollars local. The company works with Main Streets, Chambers of Commerce, Downtowns, Business Improvement Districts, City Governments and other local organizations to create Community Cards, branded for the community and redeemable at 10s to 100s of local businesses. Organizations and individuals purchase them online and send them via email, text or print to friends, family, and co-workers to support their local businesses. There is no cost to the organizers or merchants for the program. Yiftee also provides custom-branded cards for individual merchants, franchises, and chains. More info at Yiftee.com, email: [sales@yiftee.com,](mailto:sales@yiftee.com) Twitter: @Yiftee, Facebook: facebook.com/yiftee/.

Scenes from Metuchen, NJ, courtesy of Main Street America.

Metuchen, NJ wins GAMSA award for reducing store vacancy rates from 20% to 4% in record time.

Scenes from River District, Danville, VA, courtesy of Main Street America.

River District Association in Danville, VA wins GAMSA award for economic vitality, including attracting 150 new businesses to town.

CITATIONS

(1) Main Street America
https://www.mainstreet.org/mainstreetamerica/mainstreetawards/gamsa

(2) City of Danville
https://www.danville-va.gov/CivicAlerts.aspx?AID=5394

(3) Capital Analytics
https://www.capitalanalyticsassociates.com/the-metuchen-model-downtown-metuchen-wins-great-american-main-street-award/