

## What we're about

Main Street Project is a grassroots cultural organizing, media justice and economic development initiative working to help increasingly diverse rural communities face today's realities with hope.

We provide creative and practical tools to give rural residents of all ages, cultures, economic and immigration status the opportunity to more fully participate in all aspects of community life. Our commitment is to strengthen local capacity for problem solving – so that answers to challenges come directly from within the community.

*Our roots are rural. Main Street Project was founded in March 2005 as the non-partisan 501(c)(3) arm of the League of Rural Voters – an organization with a history of community building and organizing dating back to 1986.*

## rural COMMUNITY building

- When rural residents focus on their strengths, they increase their capacity for problem solving.
- Tools that are culturally competent and linguistically accessible are needed to successfully engage *all* rural community members.
- Main Street Project helps rural community organizations and residents organize, build relationships and coalitions, identify priorities and create community action plans.

*Projects we're working on:*

*Hands-On Democracy project – including bilingual voter guides for Minnesota, Iowa and Idaho; Common Threads Project – a two-year program for Fargo-Moorhead in the planning stage*

## rural ENTERPRISE center

- When rural Latin@s participate in small business enterprises, they build leadership skills, build relationships and contribute to the economic vitality of their communities.
- Main Street Project's *Rural Enterprise Center* offers training and support for both small town/rural enterprises and community agricultural enterprises.

*Projects we're working on:*

*Community Gardens and Co-op Poultry Farm in Northfield, MN, Small-business training, Eco-tourism project planning*



## rural MEDIA justice

- Communication is a fundamental human right.
- Rural residents need both *access* and *representation* to effectively participate in the national and global conversation about our future.
- Main Street Project helps rural residents learn how to advocate for adequate broadband access and how to use Web 2.0 tools to make their voices heard on issues that matter most to their communities.

*Projects we're working on:*

*MAG-Net, Internet for Everyone, iJustice 2.0 / Justicia 2.0!*