



**Main Street Beatrice
News Release**

Main Street Beatrice Executive Director Resigning Position

August 23, 2023 – The Main Street Beatrice Board of Directors has announced that Michael Sothan, Executive Director of Main Street since 2013, is resigning his position. He has accepted a position with History Nebraska.

“My time with Main Street Beatrice has been amazing. I have a deep passion for this community and the work of Main Street Beatrice. The recent success of this downtown has been inspiring, we have seen a net gain of more than 30 businesses and have seen many improvements to downtown totaling more than \$13 million invested in the last 5 years. Positive change is happening,” said Michael. “It’s the people I will miss the most, they make this community great and have been the ones who have made progress happen.” When asked about the future Michael said, “There are challenges before us and mixed opinions on how to solve some of our issues. I feel Beatrice can accomplish a lot; it is already doing so. I like the opportunities that are before this community, have patience, it takes time and faith for sustainable success to take root.”

“We will miss Michael’s leadership as well as his passion for Beatrice and the downtown. Michael has served as the Executive Director for the last ten years and has worked relentlessly during his tenure. Without Michael’s dedication and leadership, Main Street Beatrice would not have been the success that it is today,” said Dr. Jacob May, President of Main Street Beatrice Board of Directors. “He is our longest-serving Executive Director and has been instrumental in the growth over that period of time. He is leaving a positive impact not only on the Main Street organization but also on our community” May said.

The Main Street Beatrice Board is beginning the process of hiring a new Executive Director. The position of Executive Director is a full-time position that leads the program’s efforts and works under the Board of Directors. With a team of two, the Executive Director has to bring energy and passion for the community and be proficient at organizing and leading a variety of tasks ranging from fundraising to community engagement. Over the next month, Main Street Beatrice will review and select a candidate to lead the organization. More details can be found at: https://www.mainstreetbeatrice.org/director_search/

Michael Sothan will stay on through the end of September to assist Main Street Beatrice and help ensure a smooth transition.

Main Street Beatrice is an independent, non-profit organization dedicated to strengthening Beatrice through downtown revitalization. Part of the National Main Street movement and the goal of Main Street Beatrice is to promote a positive image of downtown by preserving our unique historic character, strengthening our district’s economic vitality, and emphasizing downtown as the center of community activity. Main Street Beatrice is a Designated Main Street Community and is part of the Nebraska Main Street Network and has been accredited as a Certified National Main Street Program of Main Street America.

#####

For more information about this press release, please call Main Street Beatrice at 402-223-3244 or email Michael Sothan at msothan@mainstreetbeatrice.org.