



## National Main Street Center

a subsidiary of the  
National Trust for Historic Preservation

### NATIONAL MAIN STREET CENTER, INC. COORDINATING PROGRAM MEMBERSHIP AGREEMENT

The National Main Street Center's Coordinating Program Membership is a nationwide network of organizations that oversee local downtown and neighborhood Main Street® programs. The National Main Street Center, Inc. ("NMSC") brings these organizations together for education and training, peer learning and problem solving, sharing ideas and best practices, and resource development. Main Street Coordinating Program Members provide information and feedback to the NMSC on issues and trends in the field, as well as on their individual programs, which NMSC distributes through its communication channels to help strengthen Main Street® programs and preservation-based community development efforts around the country. Main Street Coordinating Program Members also serve as the grassroots conduit for disseminating the principles and practices of NMSC's successful Main Street Four-Point Approach®.

Coordinating Program Members in good standing have access to benefits and resources, including the opportunity to use NMSC's trademarks through a separate licensing agreement, which are not available outside of this program. This Agreement outlines the requirements of membership and establishes standards that Coordinating Programs are required to meet to remain in good standing.

The terms and conditions of Coordinating Program Membership are as follows:

**A. Eligibility Requirements.** Coordinating Program Membership is only available to state, county, or city-wide organizations that manage or provide support to multiple Main Street® communities.

**B. Annual Dues.** Membership dues are established annually by NMSC. Timely payment in full is required to remain a member in good standing.

**C. Membership Benefits:** NMSC provides the following membership benefits to Coordinating Program Members:

- Opportunity to enter into a licensing agreement to use NMSC Trademarks
- Ability to designate and accredit Main Street communities within service territory
- Eligibility for National Main Street Center grant programs ,other special programs and special offers
- Great American Main Street Awards® (GAMSA) – eligibility for local communities served by coordinating program to apply for annual national awards
- Discounted Registration for two for the Coordinators Meetings before National Main Streets Conference and the National Preservation Conference (estimated to be between \$25-40 per person)
- Free Registration for two for the NEW Coordinator Orientation Session before National Main Streets Conference
- Discounted registration for National Main Streets Conference for Coordinating Staff (for early bird deadlines)
- Voting privileges for Coordinators Executive Committee
- Main Street Coordinator Web Page and List Serve Access
- Subscription to Main Street Now

- Subscription to Main Street Weekly
- Unlimited access to NMSC-produced products and publications
- Members' only online content, Main Street list serve
- Preservation Magazine, Forum quarterly journal & bi-monthly newsletter, Forum online, discounts on Preservation Books, National Preservation Conference, and more

**D. Membership Requirements.** To remain in good standing, Coordinating Program Members must:

**1. DEMONSTRATE SUCCESS.**

Coordinating Program Members must, over time, demonstrate high reinvestment ratios that increase incrementally each year. This requires Coordinating Program Members to:

- Annually submit cumulative economic impact statistics from participating local programs to NMSC. To facilitate and standardize this data collection, in 2014 NMSC will introduce new standards and formatting instructions for data submission that will go into effect for 2015.
- Within five years of becoming a Coordinating Program Member, a Coordinating Program must either meet or exceed the National Reinvestment Ratio as determined annually by NMSC, or the Coordinating Program must develop a plan to meet that goal moving forward. The Reinvestment Ratio measures the amount of new investment that occurs, on average, for every dollar a participating community spends to support the operation of its Main Street program, based on medial annual program costs reported to the NMSC by its Coordinating Program members.
- Ensure that the majority of the local programs selected to participate satisfy the eligibility requirements for accreditation as Main Street® programs. This includes having at least 51% of the Coordinating Program's local communities be reviewed for accreditation annually.
- Attain a high level of positive visibility and credibility within the state, region, or city by developing a communications plan/comprehensive public relations program that includes, at a minimum, having in place three of the following:
  - News releases on activities.
  - Coordinating Program website.
  - Coordinating Program newsletter.
  - Main Street banquet or other comparable awards event.
  - Visibility at various statewide events such as booths, presentations, etc.
  - Participation in Main Street days at Capitol Hill.
  - Collateral materials such as posters, brochures, etc.
- Educate, inform, and promote the importance of traditional commercial district revitalization to encourage policies and programs that will support and strengthen local districts and programs by:
  - Helping shape or develop programs/initiatives that benefit local programs.
  - Providing best practices and accurate information/education to decision makers.
  - Educating local programs on advocacy.
- Maintain a consistent selection process to choose local communities that demonstrate readiness and the ability to participate in the Main Street® program. This selection process should include:
  - Written guidelines on selection process.
  - Formal application forms.

- Successfully tackle progressively more complex revitalization issues and work with local programs to help them do the same.

## **2. EFFECTIVELY WORK WITH LOCAL PROGRAMS.**

This requires Coordinating Program Members to effectively work with their local programs to:

- Provide training for participating local communities and monitor their progress, which includes:
  - Conducting annual reviews through Main Street® accreditation visits or another comparable formal process.
  - Conducting on-site visits or technical assistance regularly, at least once annually. This can include board and committee member training, work plan development assistance, etc.
  - Holding quarterly networking meetings/trainings.
  - Providing new program director orientation when local programs experience staff changes.
  - Providing Main Street® Basic Training (a two day training program) to newly selected programs.
  - Communicating with local programs regularly. This includes maintaining a written contract, MOU or letter of agreement with local programs that incorporates the Main Street Four Point Approach®, Eight Principles, and NMSC accreditation criteria. This must also include maintaining sub-licensing agreements with local programs that are authorized to use NMSC's trademarks.
  - Establishing information distribution methods (electronic, etc.) that connect needs with providers.
- Serve as an effective link between local programs and the NMSC by:
  - Requiring all designated local programs to maintain an active NMSC *Designated Main Street* membership as a condition of continued designation.
  - Encouraging non-designated local programs to also maintain an active NMSC *Standard* membership.
  - Unless prohibited by State law, featuring the NMSC logo on Coordinating Program website.
  - Ensuring that all Designated Main Streets feature the NMSC logo on their website.
  - Informing NMSC of leadership and staffing changes in local programs within 30 days of a change, including providing updated email address and telephone information.
  - Providing and disseminating information from NMSC to local programs and from local programs to NMSC as appropriate.
- Accept only the number of local programs than the Coordinating Program Member can realistically serve in a quality manner. This requires Coordinating Program Members to not exceed the recommended staff to local program ratio of 10 programs per 1 full-time equivalent employee (including both new and mature local programs and programs in all tiers served by the Coordinating Program Member).

## **3. HISTORIC PRESERVATION ETHIC.**

The Coordinating Program must be based on a strong preservation ethic and have an excellent track record in achieving the preservation of historic downtown commercial buildings and other relevant historic resources. This requires Coordinating Program Members to:

- Ensure that local communities are advocates for historic preservation and that they save more buildings than are destroyed.

- Demonstrate that Main Street® is a program based on a strong historic preservation ethic and that the program has an excellent track record in achieving the preservation of historic downtown commercial buildings and other relevant historic resources.
- Demonstrate that Main Street® is historic preservation.
- Include historic preservation training and design services as a regular part of services provided to local communities.
- Build strong partnerships with other preservation organizations, including the SHP, CLGs, local preservation/history organizations, state/citywide preservation organizations, smart growth, conservation organizations, etc., as appropriate in the Coordinating Program Member's region.

#### **4. MISSION STATEMENT.**

The Coordinating Program Member is required to communicate the organization's sense of purpose and overall direction through a mission statement.

#### **5. ADMINISTERS A COMPREHENSIVE PROGRAM.**

The Coordinating Program Member is required to perform proper program administration by:

- Preparing an annual work plan.
- Ensuring that there are job descriptions for all staff.

#### **6. RETAINS EXPERIENCED PROFESSIONAL STAFF.**

The Coordinating Program is required to ensure success by making certain that:

- Staff is able to effectively provide basic services to communities which build capacity to empower local program leaders to successfully implement the comprehensive Main Street Approach®. New professional staff attends Main Street® Basic Training within the first year of employment (sponsored by NMSC or the Coordinating Program).
- New coordinators attend orientation conducted by NMSC at the National Main Streets Conference within first year of employment.
- There is one full-time staff person dedicated to coordinating the Main Street® program and at least one full-time equivalent employee for every 10 designated programs (including new, mature or affiliated programs).

#### **7. PROGRAM OF ONGOING TRAINING FOR PROFESSIONAL STAFF.**

The Coordinating Program Member is required to ensure training through:

- Annual attendance at National Main Streets Conference.
- Attending at least one of two annual national coordinators meetings.
- Regularly attending other professional development trainings. Attends one training session per year other than the National Main Streets Conference.

#### **8. LIAISON WITH THE NMSC.**

The Coordinating Program Member is required to maintain contact with NMSC and ensure compliance with NMSC rules. The Coordinating Program:

- Ensures the proper use of the Main Street® trademark and NMSC's other marks and copyrighted materials.
- Ensures that annual local program accreditations are conducted.
- Alerts NMSC of potential violations of membership rules and intellectual property infringements.

- Understands NMSC's Main Street® name use policy, and requires local programs to enter into a sub-license that uses language approved by NMSC to use the Main Street® and any other NMSC marks.
- Provides an annual list of local programs who have been authorized to use NMSC's Main Street® mark and other intellectual property, and provides executed copies of sub-licensing agreements.
- Pays annual Coordinating Program Membership dues.
- Provides regular information updates to NMSC by:
  - Annually submitting to NMSC cumulative economic impact statistics from participating local programs in a format approved by NMSC.
  - Annually submitting a roster of officially designated and nationally accredited Main Street® programs to NMSC.
  - Annually updating Coordinating Program reports.
  - Annually updating Coordinating Program surveys.

#### **9. ADEQUATE AND STABLE FUNDING TO MEET MINIMUM DESIGNATION REQUIREMENTS.**

The Coordinating Program Member is required to:

- Effectively harness funding and resources, from both public and/or private sources, as applicable.
- Have an annual operating budget detailing income sources and expenses (salaries, technical assistance, and operations).
- Have a minimum annual coordinating program budget of at least \$150,000. As the program grows, the budget should grow by at least \$17,500 for each new community added.

#### **10. LIAISON WITH THE APPROPRIATE NTHP REGIONAL OFFICE STATEWIDE, STATEWIDE AND LOCAL PARTNERS, AND STATE ADVISORS.**

The Coordinating Program Member is required to:

- Maintain an on-going relationship with the appropriate National Trust for Historic Preservation Regional Office, Trust Advisors, and State and Local Preservation Partners.
- Provide notice of trainings, application cycles, and other relevant information to the regional office staff members.
- Participate in the regional office activities as requested and as resources allow.

The undersigned hereby acknowledge and agree to the foregoing Coordinating Program Membership terms and conditions.

Orlando Main Street hereby agrees and acknowledges that the National Main Street Center changed its membership pricing structure effective January 1, 2014 and that the new membership price exceeds the \$3,750.00 charged to Orlando for its 2013-2014 (7/1/13 – 9/30/14) membership. Membership dues for 2014 are \$4,000. The parties further acknowledge and agree that at Orlando Main Street's request, due to its budgeting schedule, NMSC agreed to allow Orlando Main Street to make a partial payment for its 2013-2014 membership. Orlando Main Street's last membership payment of \$3,750 was applied as follows: \$1,250 for Membership from 7/1/2013-12/31/2013 and \$2,500 towards membership for 2014. To ensure that Orlando can maintain its membership in good standing, the parties mutually agree that Orlando is allowed to go into arrears, but maintain its membership status during the 2014 membership term. However, Orlando must pay the \$1,500 in arrears (difference between the

\$2,500 paid and the actual 2014 membership amount of \$4,000) plus current membership dues for 2014-2015, at the time of renewing its membership for the 2014-2015 (10/1/14-9/30/15) term.

**National Main Street Center, Inc.**

**City of Orlando/Orlando Main Street**

By: \_\_\_\_\_  
Patrice Frey, President & CEO

By: \_\_\_\_\_  
Name, Title

Date: \_\_\_\_\_

Date: \_\_\_\_\_