



## **Main Street America™ Coordinating Program Guidelines**

The Main Street America™ Coordinating Program network is a group of statewide, regional, or citywide organizations that work in partnership with the National Main Street Center to support the preservation and revitalization of older and historic communities. Coordinating Programs provide participating local Main Street programs with the training, tools, information, and networking they need to be agents of positive change in their communities. Since the Main Street's movement's beginnings over 35 years ago, the cumulative work of Coordinating Programs has facilitated significant economic, social and physical improvements in historic downtowns and commercial districts across the United States.

While each individual Main Street America™ Coordinating Program operates in accordance with local needs, the following outlines best practices and guidelines that provide a standard for excellence and consistency across the network.

These Guidelines will remain permanently in place, unless amended by the NMSC. In the event of amendment, Coordinating Programs will be asked to acknowledge and agree to the new Guidelines.

The Guidelines for Main Street America™ Coordinating Programs are as follows:

**A. Eligibility Requirements.** Coordinating Program Membership is only available to state, county, or city-wide organizations that oversee multiple local Main Street America™ communities or districts.

**B. Annual Dues.** Membership dues will be invoiced annually in the fall through the Membership Agreement and payment is due in full by January 31<sup>st</sup> of the following year. Any exceptions must be confirmed in writing by the NMSC.

To remain in good standing, Coordinating Program Members are expected to:

### **1. DEMONSTRATE LEADERSHIP.**

Main Street America™ Coordinating Programs must demonstrate commitment to helping their communities achieve measurable success in downtown and neighborhood commercial district revitalization. This requires Coordinating Programs to:

- Annually submit cumulative economic impact statistics from participating local programs to NMSC.
- Ensure that all local programs that are designated as Main Street America members satisfy the appropriate eligibility requirements, as determined by the NMSC, for their membership tier
- Strive to 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 acknowledgement of the partnership with NMSC. This should include:
  - Coordinating Program website.
  - An annual awards event.
  - Visibility at various statewide events such as booths, presentations, etc.

- Collateral materials such as brochures, newsletters, annual reports, etc.
- News releases on coordinating program and/or local programs' activities.
- Educate, inform, and promote the importance of traditional commercial district revitalization to encourage policies and programs that will support and strengthen local historic 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 only local communities that demonstrate readiness and the ability to participate in the Main Street America™ program. This should include:
  - Written selection process with clearly defined guidelines for communities to demonstrate organizational and financial capacity to start and sustain a Main Street America™ program.
  - Formal application forms which includes collection of baseline data (i.e. occupancy rate, number of jobs, etc...).
  - Work with local programs to help them successfully tackle progressively more complex revitalization issues.
- Maintain a strong organizational foundation to support the Coordinating Program including:
  - Preparing an annual work plan and an aligned annual budget outlining programs and services to be provided by coordinating program.
  - Communicate the organization's sense of purpose and overall direction through maintain a mission statement.

## **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 annual progress. This should include:
  - Conducting annual program reviews through on-site visits or another comparable formal process.
  - Conducting on-site visits and technical assistance regularly. This should include local leadership training, work plan development assistance, etc.
  - Holding quarterly networking meetings/trainings.
  - Providing new program director orientation and other assistance when local programs experience staff changes.
  - Providing Main Street® Basic Training 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 Approach® and Main Street Guiding Principles. For designated member programs, this must also include maintaining sub-licensing agreements per requirements set forth in the Trademark License Agreement.
- Serve as an effective link between local programs and the NMSC by:
  - Requiring all Main Street America™ member local programs (at any membership tier) to become active NMSC members before they receive designation, and require the local program to maintain active membership as a condition of continued participation.

- Encouraging non-Accredited local programs to become Main Street America™ Affiliate members as an important opportunity to participate in the national network and work towards reaching higher levels of recognition.
- 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.
- Provide NMSC a copy of the annual calendar of activities, including conferences and trainings, and note whether there is a way for NMSC to play a role in the events.
- Work with NMSC to define opportunities for NMSC's participation in conferences, trainings, and technical assistance for local programs.
- Accept only the number of local programs than the Coordinating Program Member can realistically serve in a quality manner. It's recommended that Coordinating Program Members 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 at all membership 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.
- Demonstrate that Main Street America™ 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 National Trust for Historic Preservation, State Historic Preservation Offices, Certified Local Governments, local preservation/history organizations, state/citywide preservation organizations, smart growth and conservation organizations, etc., as appropriate in the Coordinating Program Member's region.

### **4. 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 Main Street Now Conference within first year of employment.
- There is one full-time staff person dedicated to coordinating the Main Street America™ program, and it's recommended at least one additional full-time equivalent employee for every 10 designated programs (including new, mature or affiliated programs).
- Ensuring that there are job descriptions for all staff.

The Coordinating Program Member is required to ensure training through:

- Annual attendance at the Main Street Now Conference.
- Attending at least one of two annual national Main Street America™ Coordinating Partner meetings.
- Regularly attending other professional development trainings. Attending at least one training session per year other than the Main Street Now Conference is recommended.

##### **5. 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 America™ trademark and NMSC's other marks and copyrighted materials.
- Ensures that annual Main Street America™ member program reviews 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 America® and any other NMSC marks.
- Provides an annual list of local programs that have been authorized to use NMSC's Main Street America® mark and other intellectual property, and maintains executed copies of sub-licensing agreements.
- Pays annual Coordinating Program Membership dues.
- Provides regular information updates to NMSC by:
  - Annually submitting a roster of Main Street America™ programs to NMSC.
  - Annually updating Coordinating Program reports.
  - Annually updating Coordinating Program surveys.

##### **6. 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). NMSC recommends a minimum annual coordinating program budget of at least \$150,000. As the program grows, it's recommended the budget should grow by at least \$20,000 for each new community added.

The undersigned hereby acknowledges receipt of and agrees to use best efforts to implement the foregoing Main Street America™ Coordinating Program Membership Guidelines.

**National Main Street Center, Inc.**

**Orlando Main Street**

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

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

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

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