



**Hapeville**  
georgia

**CIVILITY PLEDGE**

*The way we govern ourselves is often as important as the positions we take. Our collective decisions will be better when differing views have had the opportunity to be fully vetted and considered. All people have the right to be treated with respect, courtesy and openness. We value all input. We commit to conduct ourselves at all times with civility and courtesy to each other.*

**MAIN STREET BOARD**

210 Stonewall Ave. W.  
Fayetteville, GA 30214

February 22, 2025 10:00 AM

**AGENDA**

- 1. CALL TO ORDER:**
- 2. ROLL CALL:**
  - Charlotte Rentz
  - Melanie Rabb
  - Susan Bailey
  - Derrick Booker
  - David Burt
  - Lee Duke
  - Lorenne Fey
  - Ellen Free
- 3. CURRENT PROJECTS:**
  - 3.I. 2024-2025 Workplan
- 4. VISIONING SESSION:**
- 5. STRATEGIC PLANNING:**
- 6. GUIDED DOWNTOWN TOUR:**
- 7. ANNOUNCEMENT(S):**
- 8. NEXT MEETING:**
  - 8.I. March 12, 2025
- 9. ADJOURN:**

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	2024/2025 Main Street Workplan														
2	As of 2/21/25														
3	<b>ARTS/EVENTS</b>														
4	Notes:		<b>Butterfly Parade</b>												
5		\$388.12	DJ Deposit												
6		\$60.00	Lantern Kits from '24												
7		\$7,275.00	C. Rytter Deposit												
8		\$7,275.00	C. Rytter Final Payment												
9		\$388.12	DJ Final Payment												
10		\$2,000.00	Market Hugs												
11															
12															
13															
14															
15															
16															
17															
18															
19															
20															
21															
22	<b>Total spent</b>	\$17,386.24	<b>Remaining:</b>												
23	<b>Total Allocated</b>	\$20,000.00	\$2,613.76												
24															
25															
26	<b>PUBLIC ART /</b>														
27	<b>BEAUTIFICATION</b>														
28	Notes: \$400 motioned for restoration of chapman BF	\$500.00	Butterfly Installations Food @ Launch (10/3/24)												
29		\$50.20	Yard Signs - Launch												
30		\$14.82	Poster - Launch												
31		\$63.60	Plaques												
32															
33															
34															
35															
36															
37															
38															
39															
40															
41															
42															
43															
44	<b>Total Spent</b>	\$628.62	<b>Remaining:</b>												
45	<b>Total Allocated</b>	\$1,028.62	\$400.00												
46															
47															
48															

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
49														
50	BRANDING			ADMIN/MISC		General		HST. PRESERVATION						
51	Notes:	Merch		Notes:				Notes:						
52				Motion made 1/8/25	\$465.00	M. Rabb Conference Registration						Total Budget	\$55,400.00	
53				<i>coded wrong, will be credited</i>	\$46.54	office supplies for Ncales						Amount Spent	\$31,569.80	
54					\$22.68	Hotel punches						Remaining	\$23,830.20	
55				<i>coded wrong, will be credited</i>	\$465.00	Ncales registration						Total Allocated	\$55,397.37	
56												Amount to be allocated	\$2.63	
57														
58														
59														
60														
61														
62														
63														
64														
65														
66														
67														
68	Total Spent	\$0.00	Remaining:	Total Spent	\$999.22	Remaining:		Total Spent	\$0.00	Remaining:				
69	Total Allocated	\$1,500.00		Total Allocated	\$900.00			Total Allocated	\$0.00					
70														
71														
72														
73	GRANTS													
74	Notes:	GM on Main Street Grant		Notes:		GA Power - Memorial								
75				\$5000 grant awarded by GA Power										
76		\$23,000.00	Sign fabricator deposit	*potential rescope of project to decrease initial cost with the idea that it can be expanded in the future										
77		\$23,000.00	sign fabricator final payment											
78		\$6,500.00	Source Urbanism											
79		\$7,000.00	Sign Installation, Henry											
80														
81														
82														
83														
84														
85														
86														
87														
88														
89														
90														
91	Total Spent	\$59,500.00	Remaining:	Total Spent	\$5,000.00	Remaining:								
92	Grant Amount	\$50,000.00		Grant Amount	\$5,000.00									

Has been expended- not yet reflected in expense report  
Coded wrong- will be credited  
Planned expenditures

\*Daycare Memorial, worry rock plaque

\*Retreat

# Main Street Project Updates

## ARTS/EVENTS

### Butterfly Parade

- Logistics meeting in January
  - Chantelle thinks it's time to designate spectator sections and require a lantern to walk in the parade.
  - Community Services suggests we order portable bathrooms
- Deposit for DJ paid. \$750 will be charged total
- Deposit for Chantelle has been paid. \$7,275
- We applied for Fulton County grant in amount of \$10,000. Announcement will be made in June. If we receive the grant, we will just show receipts from purchases made for the parade and be reimbursed.
- Market Hugs has vendors ready. Online forms and payment are in the works.
- Freeside Atlanta interactive art project:



- They are proposing to create large butterfly structures that will be stationed in the park at the end near the church.
- This is an interactive art piece where attendees can write and decorate plastic stained-glass pieces that will be added to the butterfly frame throughout the festival, and will stay up for a few weeks. It will have a stained-glass design and the sun will shine through to leave pretty colors!
- 1 Large Butterfly (aprox 8ft wide, 6 ft tall)
  - \$1300
- 1 Medium Butterfly (Approx 5 ft wide, 4ft tall)
  - \$875
- 2 small butterflies (4ft x 3 ft)
  - \$1075
- Potential Labor amount of \$4000 – but they are a nonprofit and are willing to negotiate labor costs so that they can provide this service to the community.
- We need to order Merch to sell at the parade
  - I also want to order a tent and a MS table cloth
  - How are we going to take payment?
- Photobooth

- I would love to do a paint by numbers type of design on the front and back of the photobooth. And have the sides already painted so that there is no obstructions when people are trying to take pictures. I was thinking of having Tanya Downin design it.
- Volunteers:
  - Kathy Ware, President of the Atlanta Airport Rotary Club, would like to have 10-20 volunteers to help out at the event but would also like to have a tent/table set up as well. It is an international service organization dedicated to humanitarian efforts including promoting peace, supporting education, fighting disease, and growing local economies.
  - The exchange club – I reached out but does anyone else have a contact? They were involved last year and we wanted to see if they were interested again by providing a dessert tent
- Vendors
  - Online forms and payment will be used
  - Brass Tap – Beer, Café Belli – cocktails
  - Grindhouse Burgers & ? Exchange club
  - 25 art vendors
- Marketing
  - Flyers, banners, & yard signs have been ordered
  - Will begin heavily posting videos and info first week of March
  - Listed on numerous advertising sites
  - Creating a “spectator” map of places they can observe – Chantelle thinks lanterns only in parade. I will also heavily post about workshops / lantern making DIY videos.
  - Chattabrewchee has DIY Kits for sale
- Business involvement
  - ATL Printmakers Studio viewing party during the parade – confirmed?
  - After party? Folk Art or Chattabrewchee
  - Encourage businesses along route to decorate

#### *#FreeArtHapeville*

- All expenses have been documented and are reflected on the Revenue & Expense report.

#### *Artist Residency*

- Officially posted!
- Gallery Crawls on July 12 & October 4. I want to coordinate with businesses to get art up in their stores. I reached out to Goat Farm to see if they want to collaborate & open their studios during that time too. I am going to talk to Cat Eye to see if he is interested in facilitating the business galleries. I want to build large paint brush/paint splatter “markers” for participating businesses – I can work with Freeside Makers Space.
- I reached out to Printmakers studio and the goat farm to see if they’d be interested in joining the interview panel to help select the artists.
- Application closes April 15 with interviews being May 7-9
- Discuss safety options with PD

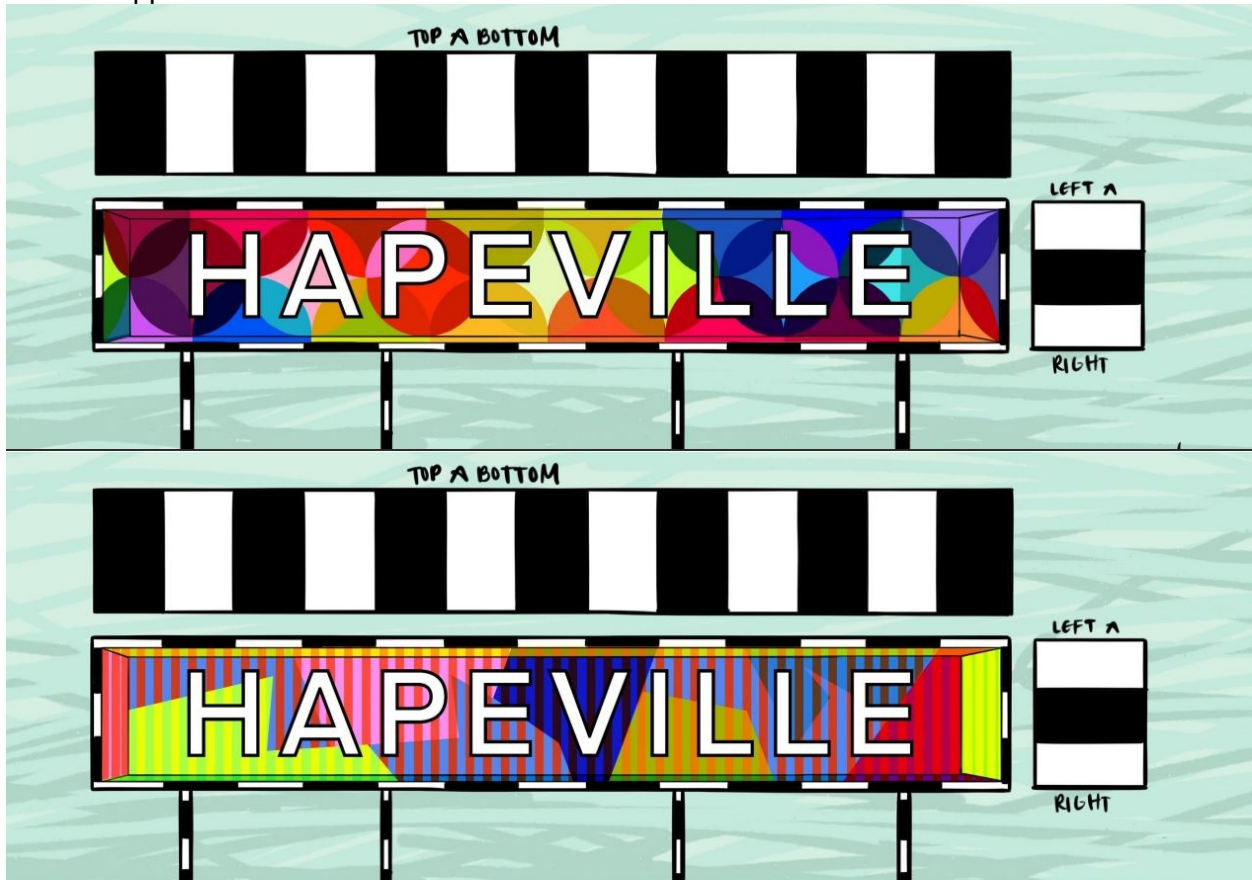
## **PUBLIC ART/BEAUTIFICATION**

### Butterfly Installations

- Still working on Plaques – busters is remaking them
- Chapman's butterfly restoration, do we want to move forward with this or save the money?

### Hapeville Piece in Arts Alley

- Received rendering and quote from Katelyn Colburn. \$2000 for time & Labor, + cost of supplies



### Art Containers

- Working on getting a rendering form Fisher, haven't had much luck.
- Applying for T-Mobile Grant to improve art containers
  - Keyless Entry
  - Security System
  - New Doors
  - Extending patios
  - Tables, chairs, and shelves
  - Install message boards
  - Landscaping

### Landscaping

- Sam Hape Plaza
- No other projects planned

#### *Photobooth*

- Discussed potential location with Lee and we decided near the planter beds in front of the yoga and Pilates studio – that has the most room and access to power
- I would like to work with an artist to create a “paint by numbers” on the front and back of the photobooth for butterfly parade attendees to paint during the event. I’d love for the two other sides to already be painted. Possibly Tanya Downin? We need to create a budget for this.
- Now it’s just a matter of scheduling drop off and logistics.

### **BRANDING**

#### *Merch*

- No purchases have been made. I need high resolution images of the art we want to use.
- Do we want to buy the rights to Eden’s work?

### **ADMIN/MISC**

#### *General*

- Conference registration for M. Rabb.
- Retreat cost – food

### **HIST. PRESERVATION**

#### *Daycare Memorial*

- \$5,000 grant received from GA Power
  - I discussed the best way to use these funds with Dawn. Her suggestion was that we reframe the scope of the project to decrease initial cost to get us started. The \$5,000 would pay for Source Urbanism’s creation of the rescope.
- I contacted GA 811 to see if we could get the footage from the Daycare Memorial Dedication Ceremony
- Lowes Grant – applied for around \$200,000-\$300,000 range. Announcement in June 2025.

#### *Worry Rock Plaque*

- C. Rentz discussed ordering Worry Rock Plaque

**CONT..**

### **GRANTS**

#### *Art District Signage – GM on Main Street Grant*

- Unable to install in original location due to power lines. The lines are directly attached to backup power for the airport.
- New location proposed



- Source Urbanism will be meeting with Community Services & Henry (sign installation company) to discuss logistics for installation and electricity needs.
- The sign should be shipped next week!



## THE MAIN STREET AMERICA EVALUATION FRAMEWORK

### COMMUNITY SELF-ASSESSMENT TOOL

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# BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline components (starting point) by the National Main Street Center for a program to qualify for Accreditation. Coordinating Programs may have additional requirements above and beyond the ones outline below.

## ***The current requirements are:***

- A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program. The City council cannot serve as the board of directors.
- Classic and GEMS communities must employ a full-time program director. In Georgia, the average salary for full-time staff is \$57, 018. Affiliate communities must employ at least part-time staff.
- Identified Transformation Strategies to direct the work of the program, based on community input and market understanding.
- A detailed work plan aligned with the selected Transformation Strategies that outline programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.
- A dedicated budget for the district's revitalization programming and the Main Street program's operations.
- Demonstrated support from municipality for the Main Street program. This can include leadership participation, funding, and in-kind services.
- Submit on-time monthly community activity reports as required by the Georgia Main Street Program.
- Maintain an active membership with Main Street America. Use Main Street America and Georgia Main Street logo on websites, social media and supplemental marketing resources.
- Communities must have on file a current, fully executed MOU with the Georgia Department of Community Affairs.

Programs that do not meet these baseline requirements are not eligible for Accreditation. Each Coordinating Program may have additional standards that go above and beyond the minimum requirements in order for local programs to be eligible for full accreditation.

# THE MAIN STREET AMERICA EVALUATION FRAMEWORK

## COMMUNITY SELF-ASSESSMENT TOOL

For over 40 years, Main Street programs across the country have used the Main Street Approach™ to support revitalization and catalyze positive transformation of their downtowns and neighborhood commercial corridors. Through grassroots leadership, partnership building, community engagement, and a commitment to holistic preservation-based economic development, thousands of Accredited and Affiliate Main Street programs have created lasting impact for their local economies and communities as a whole.

### AN EMPOWERING MODEL FOR REVITALIZATION

The new Main Street America Evaluation Framework, developed by Main Street America (MSA) in close partnership with Main Street Coordinating Programs, outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as an Affiliate, Classic Main Street or Georgia's Exceptional Main Street (GEMS) program.

Annual program assessments are an important opportunity for local Main Street leaders, volunteers, partners, and Coordinating Programs to come together to reflect on the progress of a program's efforts and identify opportunities to build and grow.

The following Self-Assessment has been developed as a tool to help Main Street leaders recognize how their program's efforts already align with the new standards and identify areas for deeper focus and prioritization. The tool will also serve as a basis for local leaders to work with their Coordinating Program on identifying areas for capacity building, program development, and training needs. This process will also inform Main Street America on our network's strengths, greatest needs and opportunities.

### WHO SHOULD USE THIS TOOL

- Currently and previously Accredited programs
- Affiliate-level programs
- Start-up programs should also use the self-assessment as a guide to establish a strong foundation for their revitalization programs with the vision of becoming designated as an Affiliate, Accredited (Classic Main Street Program).

### WHEN TO USE THIS TOOL

This Community Self-Assessment Tool will be due as part of your program's overall annual assessment process. This document along with all supporting materials and requisite documents will be due every year by January 15th.

# HOW GRADING WORKS

Within each Standard in the new Self-Assessment Tool, you will be able to rate yourself on the indicators listed using the below scale.

## Not Meeting:

## Room for Improvement:

## Meeting:

For each indicator, you will select one of the above options. The activities listed under each indicator are examples of best practices but is not an exhaustive list of how each program may meet the Six Standards. While we hope that all accredited programs will be able to meet or exceed all indicators outlined in this document, we know that every city has ups and downs, therefore, we ask for an honest assessment of your current ability to meet these Six Standards. Unlike former versions of the assessment process, this document has no threshold for what is considered passing.

The purpose of this document is not to define who is "in" and who is "out," but how we, as a Coordinating Program, can better assist you in your city's downtown development journey. While this document will play a role in the accreditation process, it will not be the only component under consideration.

## WHEN DECIDING WHAT BOX TO CHECK

We know it can be hard when deciding what box to check. Below we have created a quick reference guide to aid you in the decision making process.

### Meeting Indicator:

Check this box if your Main Street program has 2-3 robust examples of projects, programs, activities or measurable objectives illustrating the ways in which your organization is currently meeting this indicator. Main Street staff should easily be able to discuss and describe these items during their community assessment presentation. Supporting documentation should be easily accessible and available upon request.

### Room for Improvement:

Check this box if your Main Street program has 1 - 2 limited examples demonstrating how your organization is currently, or has previously, met this indicator. Examples of projects, programs, activities or measurable objectives that are limited in scope, scale, impact or that reflect efforts from the last 1 - 3 years would fall under the category of "Room for Improvement."

### Not Meeting Indicator:

Check this box if your Main Street program has no current examples or 1 - 2 prior examples. Examples must be current in order for an organization to be considered "meeting an indicator". Examples from 3, or more, years ago are not considered "current." The Main Street program should be ready to discuss how they are working towards meeting this in the future and the role that the Office of Downtown Development can play in assisting them during the process.

## NEXT STEPS

While this document is available to all designated and non-designated Main Street programs as a self-assessment tool, only communities seeking Accreditation by the National Main Street Center will be required to complete this Self Assessment tool. The document is only one piece of a multi-step process for Accreditation.

When completing please be aware that additional information will be required when communities indicate they are "Not Meeting" or "Room for Improvement" in meeting an indicator. While no additional information is required when programs select the "Meets Indicator" box, the manager, board and staff should be prepared to share and discuss examples of how their program has met this indicator during the presentation component of the Annual Assessment process.

# STANDARD 1

## BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

Standard One reflects that successful and sustainable revitalization efforts are not just the work of a single organization but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district. This Standard reviews the Main Street organizations' essential role in fostering a culture of inclusion, engagement, collaboration, and commitment from all sectors of the community. Launching a program, growing it incrementally from one year to the next, and sustaining success for the long run are only possible through a diversity of strong partnerships and collaborations, continued outreach, and communication.

### FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **A) Partnerships and Collaborations, B) District and Community Outreach, and C) Communication and Public Relations.**

### KEY INDICATORS

The following indicators provide important guidance on how Main Street programs, the public sector, district stakeholders, and the community at large can work together to develop strong partnerships and collaborations. Each indicator serves as an example of how your Main Street program is effectively meeting the Standard of building and fostering a broad community commitment to revitalization.

#### A) PARTNERSHIPS AND COLLABORATIONS

**INDICATOR 1:** Main Street has developed partnerships and collaborations with local governments that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include, but are not limited to:

- Participation in strategy development and planning.
- Collaborations in the implementation of programming or work plans.
- Monetary and non-monetary resources for the Main Street program.
- Engagement of elected officials and/or staff in the Main Street program Board and committees.
- Promoting the district revitalization and their partnership with Main Street.

**Not Meeting:**

**Room for Improvement:**

**Meeting :**

## A) PARTNERSHIPS AND COLLABORATIONS

**INDICATOR 2:** Main Street has developed partnerships and collaborations with both nonprofit organizations and private sector entities that demonstrate shared responsibilities for the district’s revitalization and its program. Examples of how these partnerships are demonstrated include, but are not limited to:

- Participation in input session to guide future planning initiatives.
- Collaborations in the implementation of programming or work plans.
- Monetary and non-monetary resources for the Main Street program.
- Engagement with the Main Street program Board and committees.
- Promoting district revitalization and their partnership with Main Street.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## B) DISTRICT AND COMMUNITY OUTREACH

**INDICATOR 1:** Main Street has expanded its reach to connect and engage with all sectors of the community (businesses, property owners, workforce, other organizations, and residents). Examples of how these partnerships are demonstrated include, but are not limited to:

- A variety of communication tools (online and printed materials) used to reach a broad group of district stakeholders.
- Inclusive work plans that are intended to reach a diverse make-up of the community.
- Regular outreach visits to district businesses, property owners, stakeholders, and community partners.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## C) COMMUNICATION AND PUBLIC RELATIONS

**INDICATOR 1:** Main Street has maintained communication and implemented public relations that inform and educate the community and district stakeholders about the district and the Main Street program. Examples of how these efforts are demonstrated include, but are not limited to:

- The program’s external marketing (online, printed, social media, etc.) clearly promotes the role and impact of the Main Street program.
- Main Street’s leadership and staff are actively engaged in public relations activities that educate, build awareness, and promote the Main Street program.
- Main Street highlights positive stories about the district through a variety of media tools.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## C) COMMUNICATION AND PUBLIC RELATIONS

**INDICATOR 2:** Main Street has maintained communication and implemented public relations that inform and educate the public sector or local government about the district and the Main Street program. Examples of how these efforts are demonstrated include, but are not limited to:

- Main Street meets with local government officials or attends council meetings to share progress and impact.
- Main Street invites participation of local government officials and staff to meetings and encourages visits to the district and programming activities.
- Main Street promotes the impact of local government investments and participation.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

**INDICATOR 3:** Main Street has promoted the district's positive image, brand identity, and assets. Examples of how these efforts are demonstrated include, but are not limited to:

- A distinctive brand has been created and implemented to promote the downtown district as a destination. (Example: Shop Downtown Valdosta)
- A unique identity has been created and implemented to represent the organization.
- Social media platforms are used to promote the value of the district and the Main Street program.
- An annual report is produced noting successes across the Four Points.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## STANDARD 1

### BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

If you have selected the option labeled "not meeting" or "room for improvement" for any of the aforementioned indicators, kindly utilize this space to provide a detailed explanation of the reasons you believe you did not meet the specified indicator or to articulate how the Georgia Main Street Program can collaborate with you to enhance your performance in a particular area.

## STANDARD 2

### INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

**Strong, thriving communities don't just happen. They need effective leaders at all levels, from a broad base of committed volunteers to dedicated professional staff offering their time, talents, and passion for this work.** Standard Two reflects the value we place on PEOPLE as Main Street's greatest resource and our belief that everyone in the community has a place in Main Street. This Standard encourages Main Street programs to place a strong priority on human capital and develop a clear operational structure and practices that increase the organization's capacity to engage all sectors of the community and leverage their participation in their revitalization efforts.

#### FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **A) Inclusive Organizational Culture and Diverse Volunteer Engagement, B) Active Board Leadership and Supporting Volunteer Base, C) Professional Staff Management, and D) Effective Operational Structure.**

#### KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can become proactive and effective agents for inclusive community engagement and leadership development, ensuring that the investment of time and talents is a rewarding experience. Each indicator serves as an example of how a Main Street program is effectively meeting the Standard of building and fostering broad community commitment to revitalization.

#### **A) INCLUSIVE ORGANIZATIONAL CULTURE AND DIVERSE VOLUNTEER ENGAGEMENT**

**INDICATOR 1:** The Main Street organization has demonstrated its commitment to diverse, inclusive, and equitable district and community engagement. Examples of how these efforts are demonstrated include, but are not limited to:

- The organization's stated mission and core values show a commitment to engaging all sectors of the community it serves.
- Internal and external messaging promotes that Main Street has a place for everyone in the community and that diverse engagement is welcomed and valued. Communication tools address language barriers as appropriate.
- Work plans and programming activities address accessibility and inclusive design for all community members.
- The organization's policies address equitable access for all district and community stake-holders in the organization's leadership structure (Board and committees) as well as in specific projects and activities.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

**INDICATOR 2:** The Main Street organization has implemented an inclusive volunteer program that demonstrates the capacity to implement approved annual work plans and programming for the district. Examples of how these efforts are demonstrated include, but are not limited to:

- Clearly outlined volunteer needs for approved work plans or programming activities are in place and promoted broadly.
- A proactive effort to recruit diverse volunteers representing the entire community in a culturally competent way.
- Active volunteer coordination throughout the year that ensures attention to thoughtful placement, rotation, and retention of new and existing volunteers within the organization.
- Initiatives, activities, or events are taking place throughout the year to recognize and/or demonstrate appreciation for Main Street volunteers.
- Volunteers at all levels have access to and receive appropriate orientation, trainings, and leadership development throughout the year.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

**INDICATOR 3:** The Main Street Board of Directors is formed with a diverse and balanced representation of district and community stakeholders. Examples of board make-up could include but are not limited to:

- District business and property owners
- District and community residents
- Community businesses/corporations
- Institutions (schools, universities, foundations, nonprofits, government)

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

**INDICATOR 4:** The Main Street organization has developed a leadership base that reflects the district and the community it serves. The leadership base should be open, inclusive, and representative of the entire community, taking into account a broad range of dimensions of diversity, including race, ethnicity, gender, education, physical and mental ability, veteran status, and income level. The program should take proactive measures to ensure under-represented groups are included. Examples of a diverse and inclusive board include, but are not limited to:

- Looking at the community's most recent population data, Main Street leadership reflects:
  - A balanced level of participation of all age groups.
  - The racial and ethnic diversity of the community.
  - Gender balance.
- The organization's leadership base demonstrates a wide range of skills, experiences, and perspectives.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## B) ACTIVE BOARD LEADERSHIP AND SUPPORTING VOLUNTEER BASE

**INDICATOR 1\*** Board members have demonstrated active engagement in the Main Street program throughout the year. Ideally, 100% but no less than 75% of Board members have:

*\*All of the items identified below are required to pass this indicator. Please check each box below to verify your program has met each baseline requirement. Meeting this indicator is required to be eligible for accreditation.*

Attended Board meetings 75 percent of the time throughout the year.

All Board members have completed Main Street 101 and have participated in a Board Member orientation that is specific to their program.

Existing Board members participated in annual training and have received at least 2 hours of continuing education credit in a downtown development related topic.

Played an active role on the Board by contributing to a committee, a task force, or key initiative.

Advocated for the program and the district within the community, in coordination with Main Street staff and the rest of the board.

**INDICATOR 2:** Board members have demonstrated active leadership and support to ensuring the program is appropriately funded to meet its operational responsibilities and programming goals. Examples of active board leadership include, but are not limited to:

- Participated in the development of fundraising goals.
- Led or participated in a key fundraising activity of the organization.
- Made direct solicitations.
- Supported donor relationship, retention, and/or recruitment.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

**INDICATOR 3:** The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement the approved work plans. Examples of how these efforts are demonstrated include, but are not limited to:

- Establish committees, task forces, or teams to support the program's selected Transformation Strategies, Board's outlined priorities, and the Four Point Approach.
- Each volunteer committee, task force, or team has an active leader, chair, or co-chairs.
- Each volunteer committee, task force or team has an appropriate number of members to plan the approved number of projects or initiatives it intends to implement.
- Committees or teams participate in trainings that support their roles at least annually.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## C) PROFESSIONAL STAFF MANAGEMENT

**INDICATOR 1\*:** The Main Street organization has maintained the level of professional staff necessary to achieve its mission, goals, and annual work. These efforts are demonstrated by fulfillment of all the following:

*\*All of the items identified below are required to pass this indicator. Please check each box below to verify your program has met each baseline requirement. Meeting this indicator is required to be eligible for accreditation.*

Employ a full-time (Classic/GEMS) or part-time (Affiliate), paid, professional downtown manager responsible for the daily administration of the local Main Street program.

Main Street staff have job descriptions and defined performance expectations.

Main Street director and staff has completed Main Street 101.

Main Street staff participates in professional development offerings (Classic/GEMS 30 hours annually, Affiliate 10 hours annually).

Main Street staff communicates regularly with the Board and specifically with the Board Chair and offers regular monthly reports to the Board.

**Completion Date for Main Street 101:**

**INDICATOR 2:** The Main Street Board of Directors has supported and provided guidance to its Main Street director and staff throughout the year. Examples of this include, but are not limited to:

- The Board provides regular feedback to the program's director.
- The Board ensures a formal performance review of all Main Street staff is conducted at least once annually.
- The Board supports the development of an annual budget to support professional staff. This includes but is not limited to competitive pay, benefits and opportunity for appropriate merit-based increases.
- The Board supports the development of an annual budget and provides staff with professional development and training opportunities, including travel.
- The Board or the program's managing organization has a plan in place to manage succession or the director's transition and recruitment.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## D) EFFECTIVE OPERATIONAL STRUCTURE

**INDICATOR1\*:** The Main Street organization has developed appropriate operational and organizational practices to manage effectively. This must include the following:

*\*All of the items identified below are required to pass this indicator. Please check each box below to verify your program has met each baseline requirement. Meeting this indicator is required to be eligible for accreditation.*

A clearly defined mission and vision statement that confirms the purpose of the organization.

Established by-laws, which are reviewed annually and revised appropriately to carry out the program's mission for the district. Bylaws should include but are not limited to operating policies and procedures, conflicts of interest, personnel management, leadership selections, elections, and terms, Board roles and responsibilities, etc.

Appropriate insurance for the organization, Board/staff, and its programming.

Legal and financial requirements are met and maintained as required with its tax status or operation structure.

A clearly defined organizational chart that includes where your organization is housed and the line of supervision.

A map illustrating clearly defined district boundaries.

## STANDARD 2

### INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

If you have selected the option labeled "not meeting" or "room for improvement" for any of the aforementioned indicators, kindly utilize this space to provide a detailed explanation of the reasons you believe you did not meet the specified indicator or to articulate how the Georgia Main Street Program can collaborate with you to enhance your performance in a particular area.

## STANDARD 3

### DIVERSIFIED FUNDING & SUSTAINABLE PROGRAM OPERATIONS

**A successful revitalization program must have the financial resources necessary to carry out its work and sustain its operations.** Program sustainability relies on diversity of revenue streams as dependency on one primary or only source could jeopardize the program's operations. Through this Standard, Main Street programs demonstrate a priority for ensuring that the community is investing in the Main Street organization and programming efforts through a comprehensive and balanced funding structure that ensures successful and sustainable revitalization efforts.

#### FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **A) Balanced Funding Structure, B) Strategic Revenue Development and Fundraising, C) Budget and Work Plan Alignment and D) Financial Management and Best Practices.**

#### KEY INDICATORS

Understanding that funding is an essential resource to accomplish the work of revitalization, the following indicators included under this Standard can guide Main Street programs in building, growing, and sustaining diverse and balanced mix of investment in the revitalization efforts and the Main Street program from the start and throughout the years.

#### A) BALANCED FUNDING STRUCTURE

**INDICATOR 1:** The Main Street organization's budget demonstrates a balanced funding structure with a diverse mix of public and private sector sources. Examples of how these efforts are demonstrated include, but are not limited to:

- Contributions from private sector: e.g., businesses, community members and/or partner organizations.
- Special taxing district.
- Sponsorships.
- Earned revenues.
- Memberships.
- Local Government.
- Grants.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

**INDICATOR 2:** The private sector is investing in the district’s revitalization efforts and the Main Street program. Examples of how these efforts are demonstrated include, but are not limited to:

- Fundraising activities such as event sponsorships, marketing initiatives, and/or special project funding.
- Main Street program’s earned incomes, such as rents, merchandise sales, etc.
- Investor programs such as memberships, Friends of, annual donations, etc.
- In-kind services.
- A special tax self-assessment mechanism(s) approved by district property and/or business owners, such as BIDs, CIDs, DDAs, etc.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

**INDICATOR 3:** The public sector is investing in the district’s revitalization and the Main Street program. Examples of how these efforts are demonstrated include, but are not limited to:

- Annual contribution to the Main Street.
- Service agreements or Memorandum of Understanding (MOU) with the Main Street program.
- Support through the employment of the Main Street Director.
- Direct funding for event sponsorships & marketing initiatives.
- In-kind Services.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## **B) STRATEGIC REVENUE DEVELOPMENT AND FUNDRAISING**

**INDICATOR 1:** The Main Street program demonstrates commitment to strategic revenue development process and oversight. Examples of how these efforts are demonstrated include, but are not limited to:

- The program regularly reviews fund-development plans, goals, and progress.
- A designated Board member provides active financial oversight for the program and is engaged in revenue development planning and reporting.
- A fund-development committee, organization committee, or team is in place to lead fund-development planning and implementation.
- Committees are engaged in seeking funding to support projects.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## C) BUDGET AND WORK PLAN ALIGNMENT

**INDICATOR 1:** The Main Street organization has an annual budget that is aligned to the organization's strategies and goals. Examples of how these efforts are demonstrated include, but are not limited to:

- Alignment with the mission.
- Alignment with a selected Transformation Strategy and/or approved work plan.
- A diversity of income sources.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## D) FINANCIAL MANAGEMENT AND BEST PRACTICES

**INDICATOR 1:** The Main Street organization demonstrates sound financial management outlined by processes and procedures. Examples of how these efforts are demonstrated include, but are not limited to:

- Financial tracking systems and reporting practices are in place. (QuickBooks or other software)
- The organization's monthly financial statements are reviewed by the Treasurer.
- The organization has a third party financial professional compile and reconcile monthly financial statements.
- The organization has had a third party financial professional review, reconcile and/or audit the program's finances at a minimum every two years.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

**INDICATOR 2:** The Main Street organization's financial management has clear leadership and oversight. Examples of how these efforts are demonstrated include, but are not limited to:

- Leadership roles and responsibilities relating to budgeting, fund-development, and financial reporting are clearly outlined through Board, committee and/or Treasurer job descriptions.
- The Main Street Board of Directors conducts monthly reviews of the organization's finances to ensure appropriate accountability and alignment with programming.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## STANDARD 3

### DIVERSIFIED FUNDING & SUSTAINABLE PROGRAM OPERATIONS

If you have selected the option labeled "not meeting" or "room for improvement" for any of the aforementioned indicators, kindly utilize this space to provide a detailed explanation of the reasons you believe you did not meet the specified indicator or to articulate how the Georgia Main Street Program can collaborate with you to enhance your performance in a particular area.

## STANDARD 4

### STRATEGY-DRIVEN PROGRAMMING

**Main Street has built a strong track record for making change happen in communities across the country.** Change is an important guiding principle for Main Street. But rather than letting change just happen, Main Street programs define and manage it from one year to the next through a strategy-driven work plan and aligned implementation process. Standard Four brings together all integrated components that must be in place to plan and successfully implement the revitalization work. Centered around Main Street's Four Point Approach, these integrated components are driven by a local Transformation Strategy(s) aligned through community participation and based on understanding of the district's unique and competitive market position.

#### FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **A) Planning Guided by Inclusive Community and Market-informed Inputs, B) Defining Direction through Transformation Strategy Identification and Development, and C) Strategy-aligned Comprehensive Work Planning and Implementation Across all Four Points.**

#### KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can develop a community and market informed strategy-driven planning and implementation process.

#### **A) PLANNING GUIDED BY INCLUSIVE COMMUNITY & MARKET- INFORMED INPUTS**

**INDICATOR 1:** The organization's annual planning process as informed by a comprehensive set of inputs that guide Transformation Strategy identification and work plan alignment and implementation. Examples of recommended inputs can include but are not limited to:

- Inclusive district and community input is gathered at a minimum of every three years to keep the pulse on the district's needs through focus group events, online surveys, and/or other strategies.
- Market research and analysis has been conducted for the district's trade area within an appropriate time interval, depending on the local economy. This is recommended at least every three to five years.
- Business inventory is up to date and reflective of the district's business mix, uses, and existing clusters.
- Building inventory is up to date and reflective of the district's property ownership, condition, uses and status (for sale, for lease, occupied).
- The organization maintains an asset map that recognizes distinctive place-based assets within the district that highlight unique and competitive advantages and market opportunities.
- Strategy reflects opportunities driven by local and national trends.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## **B) DEFINING DIRECTION THROUGH TRANSFORMATION STRATEGY IDENTIFICATION AND DEVELOPMENT**

**INDICATOR 1:** Main Street has defined and aligned as an organization around Transformation Strategy that is guiding the revitalization work. Examples of how these are demonstrated include, but are not limited to:

- The program has identified a Transformation Strategy(s) that can best respond to the district and community vision, needs and market opportunities.
- The board formally adopts a Transformation Strategy(s).
- Partner organizations or other stakeholders have adopted or endorsed selected Transformation Strategy.
- The Strategy(s) have measurable benchmarks.
- Annual fund-development goals and allocations are guided by the Transformation Strategy(s).

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## **C) STRATEGY-ALIGNED COMPREHENSIVE WORK PLANNING AND IMPLEMENTATION ACROSS ALL FOUR POINTS**

**INDICATOR 1:** The Main Street board conducts an annual strategy-driven work planning process with volunteer committees to guide the organization's programming. Examples of effective work planning practices can include but are not limited to:

- The Board works with Main Street staff to outline priorities or goals that guide the initiatives, projects, and activities in annual work plan.
- Projects, events, or initiatives are aligned with selected Transformation Strategy(s).
- The Transformation Strategy(s) are reflected comprehensively across all Four Points.
- Work plans include written action plans for critical projects that outline specific tasks, timeline, budget, volunteer hours, who's responsible, etc.
- Stakeholders and community partners have claimed responsibility for individual tasks identified within the work plan.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## STANDARD 4

### STRATEGY- DRIVEN PROGRAMMING

If you have selected the option labeled "not meeting" or "room for improvement" for any of the aforementioned indicators, kindly utilize this space to provide a detailed explanation of the reasons you believe you did not meet the specified indicator or to articulate how the Georgia Main Street Program can collaborate with you to enhance your performance in a particular area.

## STANDARD 5

### PRESERVATION-BASED ECONOMIC DEVELOPMENT

**Successful Main Street efforts are built on the guiding principle that district economic development is obtained by leveraging and preserving its unique historic and cultural assets.** Standard Five confirms our strong belief that a community's own place-based and diverse cultural assets reflects the richness and strength of its identity and establishes a competitive market advantage.

#### FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **A) Preservation Ethics and Education on Historic and Cultural Assets, B) Standards and Best Practices for Place-based, People-focused Design, and C) Promotion of Historic, Heritage, and Cultural Assets.**

#### KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can build a strong foundation for revitalization through the preservation of building and cultural assets, educating the public on their value to economic growth, and enlisting businesses and property owners in redevelopment efforts.

#### A) PRESERVATION ETHICS & EDUCATION ON HISTORIC & CULTURAL ASSETS

**INDICATOR 1:** Main Street demonstrates the community's commitment to its historic and cultural assets. Examples of how these are demonstrated include, but are not limited to:

- The district has historic buildings listed as local landmarks, a national landmark district, or listed in the National Register of Historic Places.
- The community is a Certified Local Government (CLG).
- The district has received cultural, arts, or other special designations or recognitions.
- Main Street advocates for a local preservation ordinance or the community has one.
- Main Street has developed or supported the development of design standards, guidelines, and tools property owners can use to preserve, improve, and maintain historic buildings.
- Incentives or in-kind services are in place to assist with improvements to historic and cultural resources (e.g., façade grant, sign grant, low interest loan, design assistance)
- Local, county, and/or regional strategies acknowledge and incorporate the preservation of heritage and cultural assets as economic development priorities.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## A) PRESERVATION ETHICS AND EDUCATION ON HISTORIC AND CULTURAL

**INDICATOR 2:** Main Street educates and builds awareness about preservation and cultural assets among stakeholders, public sector, community organizations and residents at large. Examples of how these are demonstrated include, but are not limited to:

- Holding education and awareness activities that promote the value of the district's his-toric fabric and cultural assets throughout the year or at least annually during Preservation Month.
- Providing programming and resources for district property and business owners that results in the preservation and rehabilitation of local historic assets.
- Attending staff and volunteer trainings provided by the Coordinating Program, Main Street America, or other organizations.
- Building strong collaborations (e.g., Historic Preservation Commission, Certified Local Government, Historical and Arts entities, etc.) to support tools, ordinances, zoning policies that preserve the district's built and cultural assets.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## B) STANDARDS AND BEST PRACTICES FOR PLACE-BASED, PEOPLE-FOCUSED DESIGN

**INDICATOR 1:** Main Street is an advocate and partner for the implementation of standards, guidelines, and best practices for the preservation of historic and cultural assets. Examples of how these are demonstrated include, but are not limited to:

- Partnered with local government, commissions, and community groups to assess and incorporate heritage and cultural assets into economic development and marketing priorities and initiatives.
- Provided or connected district property owners with assistance in redevelopment that is aligned with the district's strategy(s).
- Provided guidance that educates property and business owners and developers on state and local ordinances, incentives, and other redevelopment tools.
- Provided guidance to projects that leveraged preservation and/or economic development funding tools to support building improvements (TAD, Historic Tax Credits, CLG, USDA grants, etc.)
- Program advocates for threatened historic properties.
- Program works to aquire and renovate dilapidated property to attract new ownerships and investment.
- Work with city leaders to enforce maintenance standards.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## C) PROMOTION OF HISTORIC, HERITAGE, AND CULTURAL ASSETS

**INDICATOR 1:** The Main Street program actively promotes the district's historic and cultural assets. Examples of how these are demonstrated include, but are not limited to:

- Activities/programming that interpret, celebrate, and recognize local heritage and cultural resources.
- Working with media to promote stories that highlight the district's historic and cultural assets and messages their importance to the community and economic growth.
- Conducts activities that educate property owners on the benefits of rehabbing historic properties to increase the economic value of the property.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## STANDARD 5

### PRESERVATION-BASED ECONOMIC DEVELOPMENT

If you have selected the option labeled "not meeting" or "room for improvement" for any of the aforementioned indicators, kindly utilize this space to provide a detailed explanation of the reasons you believe you did not meet the specified indicator or to articulate how the Georgia Main Street Program can collaborate with you to enhance your performance in a particular area.

## STANDARD 6

### DEMONSTRATED IMPACT AND RESULTS

**Main Street communities are part of a national network with a proven record for generating strong economic returns and strengthening the district's position within a highly competitive marketplace.** Standard Six highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program's revitalization efforts. It also provides the opportunity for the local Main Street program to tell their stories and advocate for resources needed for sustainability.

### FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **A) Demonstrating the Value of Main Street, B) Measuring and Packaging Quantitative and Qualitative Outcomes and C) Promoting Progress and Demonstrating Impact and Results.**

### KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can build the case for Main Street and demonstrate the impact of their revitalization efforts.

#### A) DEMONSTRATING THE VALUE OF MAIN STREET

**INDICATOR 1:** Main Street is positioned as an advocate for the district, promoting revitalization as an economic development priority among the public and private sector and community at large. Examples of how these are demonstrated include, but are not limited to:

- District revitalization and physical and economic improvements are included in recent regional, or citywide master plans, economic development plans, comprehensive plans, etc.
- Main Street participates in ongoing local planning efforts that involve the district.
- Main Street participates in guest presentations to local community organizations and institutions.
- Small business owners in and around the district regularly seek and receive assistance or support from the Main Street program (e.g., letters of support for grants or loans, marketing support on the Main Street program's website and social media, etc.)
- District stakeholders advocate for the program when requested.
- The district is highlighted in local partners' communication and marketing efforts (e.g., city, tourism, economic development, etc.) with blog posts, multi-line descriptions of the district, and/or photos featuring the district, etc.
- Main Street's logo, webpage, and/or social media links are included on local government and other partner organizations' websites.
- Entrepreneurs and local business owners regularly approach the Main Street program about commercial spaces in the district that could potentially serve as a base-of-operations for a new business or new location for an existing business.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## **B) MEASURING AND PACKAGING QUANTITATIVE AND QUALITATIVE OUTCOMES**

**INDICATOR 1:** Main Street regularly collects and maintains district revitalization statistics (quantitative) and intangible impact data (qualitative) across the Four Points of the Main Street Approach and examines changes over time as required by the Coordinating Program. Examples of how these are demonstrated include, but are not limited to:

- Submits accurate and on-time monthly community activity reports

**Did not complete or submit all reports:**

**Submitted All Reports:**

**INDICATOR 2:** Main Street annually collects and maintains organizational impact statistics (quantitative) and intangible impact data (qualitative) and examines changes over time. Examples of how these are demonstrated include, but are not limited to:

- Submitted Main Street Network Annual Salary and Program Survey

**Did not submit:**

**Submitted:**

## **C) PROMOTING PROGRESS & DEMONSTRATING IMPACT & RESULTS**

**INDICATOR 1:** The district's revitalization programming, achievements, stories, and reinvestment statistics are promoted. Examples of how these are demonstrated include, but are not limited to:

- Sharing with district stakeholders, local units of government, anchor organizations, funders, and the community at large.
- Highlighting and publishing success stories of impactful projects on digital platforms (website, social media channels, etc.) and local media outlets.
- Publishing and distributing an annual report and summary of revitalization statistics.
- Highlighting key statistics and testimonials on website and other marketing materials.

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

## STANDARD 6

### DEMONSTRATED IMPACT AND RESULTS

If you have selected the option labeled "not meeting" or "room for improvement" for any of the aforementioned indicators, kindly utilize this space to provide a detailed explanation of the reasons you believe you did not meet the specified indicator or to articulate how the Georgia Main Street Program can collaborate with you to enhance your performance in a particular area.

# THE MAIN STREET AMERICA EVALUATION FRAMEWORK

## COMMUNITY SELF-ASSESSMENT TOOL

### *Alignment Worksheet*

After reviewing the Community Self-Assessment Tool, use this worksheet to score yourself on the indicators listed for each of the Six Standards based on the scale below:

**Not Meeting:**

**Room for Improvement:**

**Meeting:**

While it is our hope that all accredited programs will be able to meet or exceed the indicators outlined in this document we know that every city has times of growth and regression. This is why we ask for your honest assessment regarding your currently ability to meet each of these Six Standards. Unlike former versions of the assessment process, in this document there is no threshold for what is considered passing. The purpose of this document is not to define who is "in" and who is "out", but how we, as a Coordinating Program, can better assist you in your city's downtown development journey. While this document will play a role in the accreditation process, it will not be the only component under consideration.

#### **STANDARD 1: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION**

##### **A) Partnerships and Collaboration**

Indicator 1:

Indicator 2:

##### **B) District and Community Outreach**

Indicator 1:

##### **C) Communications and Public Relations**

Indicator 1:

Indicator 2:

Indicator 3:

#### **STANDARD 2: INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY**

##### **A) Inclusive Organizational Culture and Diverse Volunteer Engagement**

Indicator 1:

Indicator 2:

Indicator 3:

Indicator 4:

##### **B) Active Board Leadership and Supporting Volunteer Base**

Indicator 1: Required

Indicator 2:

Indicator 3:

##### **C) Professional Staff Management**

Indicator 1: Required

Indicator 2:

##### **D) Effective Operational Structure**

Indicator 1: Required



# THE MAIN STREET AMERICA EVALUATION FRAMEWORK

## COMMUNITY SELF-ASSESSMENT TOOL Alignment Worksheet

### **STANDARD 3: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS**

#### **A) Balanced Funding Structure**

Indicator 1:

Indicator 2:

Indicator 3:

#### **B) Strategic Revenue Development and Fundraising**

Indicator 1:

#### **C) Budget and Work Plan Alignment**

Indicator 1:

#### **D) Financial Management and Best Practices**

Indicator 1:

Indicator 2:

### **STANDARD 4: STRATEGY-DRIVEN PROGRAMMING**

#### **A) Planning Guided by Inclusive Community and Market-Informed Inputs**

Indicator 1:

#### **B) Defining Direction through Transformation Strategy Identification and Development**

Indicator 1:

#### **C) Strategy-Aligned Comprehensive Work Planning and Implementation Across all Four Points**

Indicator 1:

### **STANDARD 5: PRESERVATION-BASED ECONOMIC DEVELOPMENT**

#### **A) Preservation Ethics and Education on Historic and Cultural Assets**

Indicator 1:

Indicator 2:

#### **B) Standards and Best Practices for Place-based, People-focused Design**

Indicator 1:

#### **C) Promotion of Historic, Heritage, and Cultural Assets**

Indicator 1:

### **STANDARD 6: DEMONSTRATED IMPACT AND RESULTS**

#### **A) Demonstrating the Value of Main Street**

Indicator 1:

#### **B) Measuring and Packaging Quantitative and Qualitative Outcomes**

Indicator 1:

Indicator 2:

#### **C) Promoting Progress and Demonstrating Impact and Results**

Indicator 1:

## 2024 Annual Assessment Affidavit and Check List

**Program's Dropbox folder contains the following required documents uploaded to corresponding folder:**

- Completed Self Assessment Document and Signed Annual Assessment Checklist (Uploaded to Annual Assessment Folder)
- Current 2023-2024 Signed MOU
- Annual Work Plan using DCA or approved template Completed and Updated DCA Board Roster template
- All Board Meeting Agendas
- All Board Meeting Minutes
  - Total number of board meetings held during year:
- Training Log for Manager
  - Total number of training hours completed:
- Annual budget(s), showing program revenue / expenses
- Main Street Program's Organizational Chart
- Main Street Program Bylaws
- Mission and Vision statement
- Map of Main Street Program's District Boundaries

I here-by certify that all the above documentation has been uploaded to \_\_\_\_\_'s shared Dropbox folder and is, to my knowledge, an accurate portrayal of our local program.

Manager Signature: \_\_\_\_\_

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

Board Chair Signature: \_\_\_\_\_

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

Supervisor's Signature: \_\_\_\_\_

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

# NATIONAL MAIN STREET STANDARDS:

Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces

**ECONOMIC  
VITALITY**

**DESIGN**

**COMMUNITY  
TRANSFORMATION**

**ORGANIZATION**

**PROMOTION**

Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience

## **Economic Vitality:**

- Focus on Business, downtown parcels, and buildings.

## **Design:**

- More public art, historic preservation work, accessibility improvements

## **Organization:**

- Community engagement, create protocol when there is a board vacancy

## **Promotion:**

- More social media promotion

# ECONOMIC VITALITY: NEXT STEPS

Focus on businesses, downtown parcels, and downtown buildings.

- Create an inventory of buildings and businesses.
  - I am working on updating business list with contact information
  - Building Opportunities on Main Street (BOOMS) Tracker
- Survey business community- gauge strengths and areas for growth
- Potentially offering a Facade Grant for Main Street Businesses
- Create Business Coalition/Association
- Getting more Hapeville businesses involved in Tri-Cities Merchant Mixer

# ORGANIZATION: NEXT STEPS

Focus on community engagement and board protocols

- Hold a public forum once a year for residents to share ideas, ask questions, and meet board members
- Collaborating with other organizations in Hapeville to increase presence in community
- Create protocol for onboarding new members when there is a vacancy

# DESIGN: NEXT STEPS

**Focus on Historic Preservation projects, walkability/accessibility improvements, and new public art.**

- Identify priority sites by surveying historic buildings/sites
- New historic plaques where needed
  
- Parking signage project
- Activate Arts Alley further (grassy area & chain link fence)
  
- New Art Boxes
- Painted/wrapped electrical boxes
- Mural on Dogwood or Sam Hape Plaza

# PROMOTION: NEXT STEPS

**focus on regular content posting on social media and advertising**

- Video content for important months
  - February (black history month)
  - March (women's history month, butterfly parade)
  - Spring (Public art & art tour promotion)
  - May (historic preservation month)
  - Summer (Art Residency & Gallery Crawls)
  - Fall (Halloween, thanksgiving, etc.)
  - Winter (Holiday's)
- Post about projects around the city to explain the origin and meaning
  - Sharing our Stories
  - Art Boxes

## 2024 Workplan (Updated 12/31/2024)

<b>Transformation Strategy 1: Regional Arts Destination</b>			
<i>Why?</i> To create an art hub in Metro Atlanta for creatives to connect, grow, and explore Hapeville.			
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
<b>Wildly Important Goal</b>			
Maintain Signature Art Exhibitions/Events	Provide Accessible Public Art	Promote Visual and Performing Arts and the Humanities	
<b>Repeat Annual Responsibilities</b>			
<p>Newsletter: Market all events through the City's monthly newsletter</p> <p>Social Media Marketing: push out content 3-4x weekly</p> <p>Hapeville Shutter Fest: yearly art program/event in collab with local art gallery</p> <p>Free Art Hapeville: Quarterly event, sometimes in conjunction with the Gallery Crawl. Opportunity for visitors to receive free art</p> <p>Free Art Boxes: refill boxes with art/art supplies for visitors + promote that free art can be donated in the boxes.</p> <p>Butterfly Lantern Parade: Coordination and execution once annually</p>			

<b>Transformation Strategy: Regional Arts Destination</b>	
<b>Goal 1:</b> Maintain Signature, art exhibitions/events	<b>Define Success:</b> 3-4 art centric events per year
<b>Partners:</b> Cateye Creative; Chantelle Rytter; Market Hugs	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Contact/Book Cateye Creative & volunteer at event (Hapeville Shutter Fest)	David B. Charlotte R. Susan B. Ellen F.	Nikki C.	6/2024	Completed	\$6500
2. Market on City's Newsletter and social media promotion (Hapeville Shutter Fest)	Melanie R.	Nikki C.	10/2024	Completed	\$0
3. Contact/Pay Artists & volunteer at event (Free Art Hapeville)	Melanie R. Susan B. Charlotte R. Derrick B.	Nikki C.	11/2024	Completed	\$0
4 Market on City's Newsletter and social media promotion (Free Art Hapeville)	Melanie R.	Nikki C.	11/2024	Completed	\$7500
5. Contact/Book Chantelle Rytter (Butterfly Lantern Parade)	Susan B.	Nikki C.	1/2024	Completed	\$14000
6. Contact/Book Market Hugs & volunteer at event (Butterfly Lantern Parade)	Melanie R. Susan B. Charlotte R. Derrick B.	Nikki C.	1/2024	Completed	\$2000
7. Market on City's Newsletter and social media promotion (Butterfly Lantern Parade)	Melanie R.	Nikki C.	1/2024	Completed	\$0

8. Creation Station coordination	Board	Nikki C.	3/2024	Completed	\$1000
				Total	\$31,000

<b>Transformation Strategy: Regional Arts Destination</b>					
<b>Goal 2:</b> Provide Accessible Art		<b>Define Success:</b> Free Art Hapeville Event; Free Art Boxes; Public Art Pieces; Creation of Main Street Social Media			
<b>Partners:</b> Local Artists					

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Contact + Book Artists, volunteer at event (Free Art Hapeville)	Melanie R. Susan B. Charlotte R. Derrick B.	Nikki C.	11/2024	Completed	\$7500
2. Market Project on social media + newsletter (Free Art Hapeville)	Melanie R.	Nikki C.	11/2024	Completed	\$0
3. Hapeville Main Street Instagram/Facebook page (promoting Hapeville as a Home for the Arts)		Nikki C.	3/2024	On going	\$0
4. Public Art Maintenance (refurbishing 10 butterfly installation art pieces)	Board	Nikki C.	6/2024	On going	\$6000
5. Stocking Free Art Boxes weekly	Board	Nikki C.	6/2024	On going	\$1000
6.					
7.					

				Total	\$14,500

<b>Transformation Strategy: Regional Arts Destination</b>	
<b>Goal 3:</b> Support local visual and performing arts exhibitions & events	<b>Define Success:</b> Providing In-Kind and/or financial support for local arts programs
<b>Partners:</b> Academy Theatre; South Arts; Hapeville Historical Society	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Support Theatre Performances through social media and volunteering	Loranne F. Susan B.	Nikki C.	On going	On going	\$0
2. Support South Arts' Southern Circuit Tour of Independent Filmmakers (Volunteer)	Charlotte R.	Nikki C.	Year round	Completed	\$0
3. Promote arts related events through social media	Melanie R.	Nikki C.	Year round	On going	\$0
4.					\$0
5.					\$0

6.					\$0
7.					\$0
8.					\$0
				Total	\$

<b>Transformation Strategy:</b>	
<b>Goal 4:</b>	<b>Define Success:</b>
<b>Partners:</b>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0

7.					\$0
8.					\$0
				Total	\$0

## Transformation Strategy 2: Build and Maintain Relationships with Downtown Businesses

**Why?** To build a business community and have an open-door policy. To have an open-door policy for businesses to partner and/or volunteer with MSB Programs/Projects.

### Goal 1

### Goal 2

### Goal 3

### Goal 4

#### Wildly Important Goal

Providing information and Resources to Main Street businesses

Provide opportunities for businesses to engage in downtown events

Support local businesses and their need to thrive

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<p><b>Repeat Annual Responsibilities</b></p> <p>Social Media Marketing: used to promote deals and updates of businesses          Email Marketing: provide updates and inform businesses of opportunities          Ribbon Cutting: participate in grand opening celebrations          Quarterly Forums/Network Events: host Board sponsored forums + connect with local cities to have quarterly networking events          Meet &amp; Greet: opportunities for businesses to meet Board members</p>
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<p><b>Transformation Strategy: Build and Maintain Relationships with Downtown Businesses</b></p>	
<p><b>Goal 1:</b> Communicate regularly with businesses</p>	<p><b>Define Success:</b> Send 1-2 emails a month about local or funding and marketing opportunities for businesses</p>
<p><b>Partners:</b> BrightTravel; Georgia Main Street; Main Street America; City Staff; Local Businesses</p>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Stay updated on all emails from Main Street America & Georgia Main Street + push out to businesses	Board	Nikki C.	N/A	Ongoing	\$0
2. Reach out to welcome each new business	Board	Nikki C./Business License Clerk	N/A	Ongoing	\$0
3. Update Email List, as needed		Nikki C.	N/A	Ongoing	\$0
4. Visit businesses on foot, as needed	Board	Nikki C.	N/A	Ongoing	\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

<b>Transformation Strategy: Build and Maintain Relationships with Downtown Businesses</b>	
<b>Goal 2:</b> Provide opportunities for businesses to engage with Main Street and its events	<b>Define Success:</b> Businesses participating and being engaged in Main Street events
<b>Partners:</b> Local Businesses	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
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1. Secure local restaurants to vend at Free Art Hapeville and Butterfly Lantern Parade	Melanie R. Susan B.	Nikki C.	2/2024 11/2024	Completed	\$0
2. Communicate events in Arts Alley to surrounding businesses, encourage engagement (email & going into the storefront)	Board	Nikki C.	9/2024 11/2024	Completed	\$0
3. Promotion through social media- tagging local businesses in event detailed postings		Nikki C.	N/A	On going	\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
				Total	\$0

<b>Transformation Strategy: Build and Maintain Relationships with Downtown Businesses</b>	
<b>Goal 3:</b> Support Local Businesses and their need to thrive	<b>Define Success:</b> Merchant Mixer 1 business contest a year
<b>Partners:</b> College Park; East Point; Local Artists	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
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1. Locate space to host Merchant Mixers	Board	Nikki C.	6/2024	Completed	\$0
2. Market Merchant Mixer on social media, email, and newsletter	Board	Nikki C.	N/A	9/2024	\$0
3. Celebrate and Market Grand Openings, Ribbon Cuttings, and business milestones	Board	Nikki C.	N/A	Ongoing	\$0
4. Create opportunities for businesses to engage with visitors/residents (Holiday business decoration contest)	Board	Nikki C.	11/2024	Completed	\$0
4.					\$0
5.					\$0
6.					\$0
				Total	\$0

<b>Transformation Strategy:</b>					
<b>Goal 4:</b>			<b>Define Success:</b>		
<b>Partners:</b>					

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0

3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
Total					\$0

<b>Transformation Strategy 3: To Create an Inviting Display and Design of Downtown Hapeville</b>			
<i>Why?</i> To encourage visitors to explore downtown Hapeville.			
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
<b>Wildly Important Goal</b>			

<p>Create downtown designs and landscape for Main Street</p>	<p>Distinguish historic sites and activities</p>		
<p><b>Repeat Annual Responsibilities</b></p>			
<p>Historic Preservation Project          Lighting and Landscape          Maintaining and revamping public art pieces          Signage</p>			

**Transformation Strategy: To Create an Inviting Display and Design of Downtown Hapeville**

**Goal 1:**

Create downtown designs and landscapes for Main Street

**Define Success:**

Completed alleyway lighting; completed tree lighting for Dogwood Drive; completed low maintenance landscaping for Depot Museum

**Partners:** Simply Flowers; MOSCA designs; ATL Airport District; Source Urbanism; CNF Signs; Henry Inc.

Task	Board Member		Due Date	Progress	Budget
	Responsible	Staff Responsible			
1. Design, Purchase, and Install Street post banners	Lee D.	Nikki C.	5/2024	Completed	\$12,000 (city budget)
2. Landscaping for Samuel Hape Plaza surrounding public art piece	Board	Nikki C.	6/2024	Completed	\$1600
3. Refurbishing of 10 butterfly public art installation pieces		Nikki C.	6/2024	Completed	\$6000
4. Art Container Galleries- improvements/cleaning and landscaping	Board	Nikki C.	10/2024	Completed	\$5000 (city budget)
5. Art District Signage – sign design, grant procurement, and coordination with architect, sign fabricator, and installation company.	Board	Nikki C.	12/2024	In Progress	\$63,000 (\$50,000 grant)
6.					
				Total	\$20,600
<b>Transformation Strategy: To Create an Inviting Display and Design of</b>					



<b>Transformation Strategy:</b>	
<b>Goal 3:</b>	<b>Define Success:</b>
<b>Partners:</b>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				<b>Total</b>	<b>\$0</b>

# Transformation Strategy:

**Goal 4:**

**Define Success:**

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0