

OKLAHOMA



MAIN STREET

FY2018
Main Street Program
Self-Assessment

for:



Introduction:

Main Street® as it relates to downtown and historic commercial district development is a trademarked process. It is owned by the National Main Street Center, Inc. The Oklahoma Main Street Center, by contractual agreement is responsible for monitoring the process in Oklahoma. All Oklahoma Main Street programs, by virtue of their annual membership with the National Main Street Center and by contractual agreement with Oklahoma Main Street, promise and agree to use this process in their downtown and historic commercial district development efforts.

The following pages provide a brief description and key indicators for each of the National Main Street Center's 10 Standards for Performance. You can also access these Standards online at (https://higherlogicdownload.s3.amazonaws.com/NMSC/14414aa6-cd92-4a60-83bc-d336e4720b8b/UploadedImages/Join/Accreditation_Standards.pdf) These Standards are used by the National Main Street Center in more than 1,200 communities across the nation to benchmark minimum operational capacity and program expectations for National Main Street Accreditation.

Oklahoma Main Street has created this evaluation checklist by adapting the National Main Street Center's Standards. This checklist will be the basis for National Main Street Center program accreditation. Each program will be required to complete the evaluation to Oklahoma Main Street to be considered for program accreditation. This checklist is not meant to be a qualitative ranking to compare your program's revitalization and management activities over the past year with other programs.

The purpose of the year end evaluation checklist is to:

- ① Be a tool for local Main Street programs to recognize its own strengths, weaknesses
- ② Provide a quantifiable list of indicators that align with the National Main Street Center's Standards of Performance;
- ③ Guide the further growth and development of local Main Street programs;
- ④ Assist the Oklahoma Main Street Center in driving targeted technical services to local Main Street programs;
- ⑤ Help local Boards of Directors better understand the contractual and program expectations of the Oklahoma Main Street partnership; and
- ⑥ Become the basis for making National Main Street Center Accreditation determination for the previous 12 months of local Main Street program operation and to assure the National Main Street Center that the integrity of the process is being upheld in Oklahoma's designated Main Street programs.

How to Complete this Checklist:

This checklist should be completed in collaboration with the local Main Street Board of Directors, staff, and committee chairs. After the checklist is completed, the entire Board of Directors should have the opportunity to review the completed assessment. Each of the 10 Standards of Performance includes a series of key indicator points. Each indicator is worth 1 point unless otherwise noted on the checklist. In order for a local Main Street program to achieve National Main Street Accreditation, the program must receive a score of at least 7 points within **each** of the 10 standards, submit all required attachments, and meet the contractual expectations outlined in the Oklahoma Main Street Annual Agreement (also noted on the checklist). No half points.

On the final page, Oklahoma Main Street asks that the local Main Street Board President and Main Street Program Director sign the document to confirm that the information submitted is accurate and that the completed checklist has been provided to all local board members.

Accreditation Process:

All programs must submit their completed checklist to Oklahoma Main Street (via email or snail mail) by **June 22, 2018**. If the requested documents are not submitted, it will be assumed that your program does not have them and your program will be reviewed accordingly.

The Oklahoma Main Street Center will make National Main Street Accreditation recommendations by reviewing the checklist and attachments as well as considering information provided to Oklahoma Main Street via monthly reports and visits throughout the year. In the event of a discrepancy between information provided and Oklahoma Main Street understanding of the local program, Oklahoma Main Street will contact the local Main Street program director and/or local Main Street board president for clarification. Final accreditation determination will be made by Oklahoma Main Street Center staff. Notification of accreditation determination may be made via email and/or letter.

Questions:

If you have questions relating to the accreditation determination process please contact:
Oklahoma Main Street Center
405.815.6552
or by email: Buffy.Hughes@okcommerce.gov

Standard #1:

Broad Based Community Support:

At its best, a local Main Street program represents and involves organizations, agencies, businesses, and individuals from throughout the community — not just those who own property or businesses in the commercial district or who have a direct economic tie to it, but all members of the community who are interested in the district’s overall health. By actively involving a broad range of interests and perspectives from the public and private sectors in the revitalization process, the Main Street program leverages the community’s collective skills and resources to maximum advantage.

Accreditation Indicators:

(must have at least 7 of 10 indicator points in order to meet this National Main Street Standard)

The local Main Street program...

Board and committees represent a broad range of community stakeholders.
Check at least 8 in order to demonstrate broad representation.

- | | |
|----------------------------|--|
| City | District resident |
| County | Community resident |
| Chamber | Design Professional/contractor |
| Economic Development Group | Major employer/industry |
| Tourism/Visitor Bureau | Real estate professional |
| Preservation organization | Financial Institution |
| District property owner | School/student |
| District business owner | Other community institutions/organizations |

Recruited at least 5 new program volunteers to serve on committees or the board of directors in FY2018.

Board members and/or staff have made at least one public presentations about the local Main Street program efforts and accomplishments in FY2018.

Board and/or committees build Main Street district relationship through regular business visits.

Actively works to recruit new investors and retain existing investors.

Involved new volunteers and/or partners with the program in FY2018.

Staff and/or board members have attended at least 3 city council meetings/ council workshops/scheduled meetings with local elected officials in FY2018.

Can demonstrate a strong relationship with top city officials (mayor, city manager/ clerk/administrator, city department leadership, and council members).

Staff and/or board members participated in efforts to communicate with elected officials during FY2018 about local Main Street efforts.

Maintains an active public relations campaign to promote the local Main Street program.

Check at least 5 in order to demonstrate active public relations campaign:

- | | |
|----------------------------|---|
| Newsletter (online/print) | Annual report |
| Up-to-date website | Print materials |
| Facebook page | Regular personal interactions with media contacts |
| Twitter account | Newspaper columns |
| Other social media outlets | Other: _____ |
| Press release | |
| Annual meeting | |

TOTAL: _____

Standard #2:

Mission and Vision Statements:

A mission statement communicates the Main Street program’s sense of purpose and overall direction. A vision statement communicates the program’s long-term hopes and by the board, committees, volunteers, and community input. At a minimum, the Main Street program should have a vision and mission statement in place, reviewed annually (and updated, if appropriate).

(must have at least 7 of 10 indicator points in order to meet this National Main Street Standard)

Accreditation Indicators:

The local Main Street program...

[3 points] Has a formally adopted a clear *mission statement* that demonstrates the program’s focus on the revitalization of the historic commercial district.

[3 points] Has a formally adopted and clear vision statement that demonstrates the program’s focus on the revitalization of the historic commercial district.

Board members are familiar with the mission statement.

Board of directors has reviewed the mission and/or vision in past year for continued relevancy.

Uses its mission and vision to drive activities and work of the program.

Actively promotes the mission and/or vision to the public and with the program.

Check at least 4 in order to demonstrate active promotion:

Website

Social media outlets

Business cards

Press releases

Banners

Newsletter

Meeting agendas

Program marketing materials (brochures, etc.)

Posted on office/meeting space wall

Other:

TOTAL: _____

Program Agreement Expectations:

Maintains a focus on the revitalization of the historic commercial district. This should be reflected in the program’s annual action plans, goals, objectives, vision and mission.

Maintains an office within or close to the local Main Street district.

Uses the words “Main Street” when referring to the local program activities and in marketing materials either as part of its name or as a tagline.

Standard #3:

Comprehensive Action Plan (work plan):

A program’s annual action plan provides a detailed blueprint for the Main Street program’s activities; reinforces the program’s accountability both within the organization and also in the broader community; and provides measurable objectives by which the program can track its progress. The annual action plan should document the program’s major priorities for the upcoming year as well as specific activities that will be undertaken to support the program’s priorities.

Accreditation Indicators:

(must have at least 7 of 10 indicator points in order to meet this National Main Street Standard)

The local Main Street program...

[5 points] Submitted to Oklahoma Main Street a document demonstrating the local Main Street program’s annual priorities for FY2018, proposed activities to support those priorities representing a balance of focus in the Four Point® work areas. Board of Directors uses a formal process to review and approve committee action plans. Organization Point/work area has and utilizes written action plans that include board approval, specific tasks, completion dates, budget/costs, multiple volunteers, evaluation notes, and represent multiple projects within the work area. Economic Vitality Point/work area has and utilizes written action plans that include board approval, specific tasks, completion dates, budget/costs, multiple volunteers, evaluation notes, and represent multiple projects within the work area. Promotion Point/work area has and utilizes action plans that include board approval, specific tasks, completion dates, budget/costs, multiple volunteers, evaluation notes, and represent multiple projects within the work area. Design Point/work area has and utilizes action plans that include board approval, specific tasks, completion dates, budget/costs, multiple volunteers, evaluation notes, and represent multiple projects within the work area.

TOTAL: _____

Standard #4:

Historic Preservation Ethic:

Historic preservation is central to the Main Street program’s purpose. The historic buildings and public spaces of a traditional commercial district enrich civic life and add value to the community. Developing a historic preservation ethic is an ongoing process of education and discovery for a community and for a local Main Street program. Main Street programs that have embraced a strong historic preservation ethic are successful in saving, rehabilitating, and finding new uses for traditional commercial buildings. Intensifying the uses of the district’s buildings, through both specific building improvement projects and policy and regulatory changes make it easier to develop property within the commercial district. Some Main Street programs support preservation values, but do not fully understand that preservation is an ethic, not just an activity or group of activities. Historic preservation involves not only the process of rehabilitating, restoring, or renovating older commercial buildings but also the process of adopting, planning and land use policies. These policies encourage full use of existing commercial centers before new development takes place, removing the regulatory and other barriers that sometimes make it difficult to attract investment to historic commercial districts.

Accreditation Indicators:

(must have at least 7 of 10 indicator points in order to meet this National Main Street Standard)

- Local Main Street program promotes an awareness of historic preservation activities, benefits, and historic resources in the designated Main Street district.
- The Main Street district has design review/protection (building/design standards) in place OR the local Main Street program can demonstrate advocacy efforts in FY2018 to enact design review in its designated Main Street district. (check which currently best applies to the local Main Street district)
 - City has adopted mandatory design standards and review committee/process for physical improvements in the Main Street district.
 - Local Main Street program has formally adopted written design guidelines that are utilized in conjunction with local funding programs and/or education efforts.
 - Local Main Street program is actively advocating/creating design guidelines/standards for the local Main Street district.
- Local Main Street district is listed in the National Register of Historic Places OR the local Main Street district has been surveyed and been determine not eligible for National Register listing.
- Local Main Street program completed a hands-on preservation and/or development project in FY2018.
- Local Main Street program assisted property owners with design assistance.
- Local funding is in place to assist with building improvement AND includes design review for awarded projects.
- Community or County is a Certified Local Government AND the local Main Street program interacts with the local historic preservation commission.
- Local Main Street program has hosted a historic preservation based educational activity and/or historic preservation awareness campaign in FY2018.
- No historically significant buildings in the Main Street district were demolished in FY2018. If a historically significant building was lost, the local Main Street program advocated to stop its demolition.
- A building rehabilitation project was completed in the Main Street district in FY2018.

TOTAL:

Standard #5:

Active Board and Committees:

*Main Street district revitalization is an on-going process of changing a community's attitudes about its traditional commercial district. The direct involvement of an active board of directors and committees is key to this process. **The Main Street Program Director is responsible for facilitating the work of volunteers, not for single-handedly revitalizing the commercial district.** In some areas, or in communities of varying sizes, local Main Street programs have been launched by or have merged with other organizations with a broader agenda (such as a chamber of commerce or a community development corporation). A local Main Street program in one of these circumstances has a better chance of long-term success if it maintains focus on its particular purpose and if its mission statement, action plan, budget, and governing body remain distinct from that of the larger organization in which it is contained. (must have at least 7 of 10 indicator points in order to meet this National Main Street Standard)*

Accreditation Indicators:

The local Main Street program...

- Board met regularly and had a quorum for at least 80% of meetings in FY2018.
- Board members actively participated in the planning, implementation, and/or attendance of activities and events of the local Main Street program.
- Board has a board commitment letter or board member job description signed by each board member.
- Board reviewed AND approved the program policies and procedures in the last three years. Board has reviewed bylaws in the last two years AND each board member has access to a current version of the program's bylaws.
- Board achieved 100% individual board member financial giving in FY2018.
- Has an Organization Committee (or task force(s) implementing the work of the Organization point) with an active committee/task force chair, the majority of committee members attended scheduled meetings, and has completed at least two projects/activities within the Organization point area.
- Has an Economic Vitality Committee (or task force(s) implementing the work of the Economic Vitality point) with an active committee/task force chair, the majority of committee members attended scheduled meetings, and has completed at least two projects/activities within the Economic Vitality point area.
- Has a Promotion Committee (or task force(s) implementing the work of the Promotion point) with an active committee/task force chair, the majority of committee members attended scheduled meetings, and has completed at least two projects/activities within the Promotion point area.
- Has a Design Committee (or task force(s) implementing the work of the Design point) with an active committee/task force chair, the majority of committee members attended scheduled meetings, and has completed at least two projects/activities within the Design point area.

TOTAL: _____

Program Agreement Expectations:

A city official has been appointed to the local Main Street governing board to represent the City.

Standard #6:

Adequate Operating Budget:

In order to be successful and sustainable, a Main Street program must have diverse and sustainable financial resources to carry out its annual and evolving program of work. The size of a program’s budget will change as the program matures.

Accreditation Indicators:

(must have at least 7 of 10 indicator points in order to meet this National Main Street Standard)

The local Main Street program...

Meets the minimum operating budget requirements.

\$35,000 - Communities with population under 10,000

\$60,000 - Communities with population 10,000-50,000

\$75,000 - Communities with population over 50,000 (includes urban districts)

Operating budget is derived from at least 4 of the following sources.

Check all sources of income that apply to the local Main Street program’s operating income:

Businesses within the district

Major employer/industry

City

Individuals/residents

Utility company

Earned income – festivals/events

County

Fundraising events

BID/TIF

Grants (operational funds)

Hotel/Motel

In-kind

Financial institutions

Other:

Not more than 60% of the local Main Street program’s operating budget is derived from a single source.

Stakeholder support comprises at least 25% of the local Main Street program’s operating budget revenue.

Budget includes adequate travel expenses to attend required Main Street trainings and staff professional development.

Has at least 3 months of operating reserves at the end of the last fiscal year.

Board has adopted financial policies and procedures.

Has an active treasurer who makes regular monthly financial reports to the board.

Has conducted financial review or audit in the last three years.

Board members understand the program’s current financial status, investment drive progress, sources of funds, and budget.

TOTAL: _____

Standard #7:

Staff Management & Development:

Coordinating a Main Street program requires a trained professional staff person whose primary job focus is the downtown or historic commercial district. Main Street program directors come from a broad range of academic and professional backgrounds. The most successful Main Street program directors are those who are good communicators, can motivate volunteers, have good project management skills, and keep revitalization activities moving forward on schedule and on budget. The Main Street program director's position is required to be full-time (40 hours per week dedicated to Main Street work) in communities over 5,000 in population. This position can be part-time (20 hours per week to Main Street work) in communities under 5,000 in population.

(must have at least 7 of 10 indicator points in order to meet this National Main Street Standard)

Accreditation Indicators:

The local Main Street program...

[4 points] Has employed a paid program director (paid a salary consistent with other community development professionals in the region) dedicated to the local Main Street work.

Program director received a formal written evaluation in FY2018 (and/or a 90 day staff review after being hired), during which performance expectations and compensation package of staff were reviewed/revised. (text box: date of last performance review **Date of last performance review:** _____)

Program director made regular staff reports to the board.

Provided staff with professional development opportunities in FY2018. *(i.e. director presented at a regional, statewide, or national conference, director attended National Main Street Certification Institute, director worked in a consulting role with other Main Street programs, director participated in technical and other professional development trainings, director was a mentor with another new director, etc.)*

Program director answers to and has only one boss, typically the board president. And, Program director is active and engaged in the community.

Program director actively participated in the two mandatory state MS trainings.

Program director attended the statewide preservation conference and the National Main Street Conference.

TOTAL: _____

Program Agreement Expectations:

Employs a paid program director dedicated to the work of the local Main Street program.

Communities population 5,000 and below – 20 hours/week dedicated to local Main Street program work.

Communities pop. greater than 5,000 – 40 hours/week dedicated to local Main Street program work.

Developed (and updates) an accurate position description for the program director and staff

Maintains worker's compensation insurance for the program director and staff.

Standard #8:

Program of Ongoing Training:

In order to meet new challenges and ensure the sustainability of a strong organization, Main Street program participants need ongoing training. As the Main Street program evolves, staff, and volunteers will need to sharpen their skills to meet new challenges. Program staff and volunteers should stay current on issues that affect traditional commercial districts and on new revitalization techniques and models. The program should utilize a combination of local, regional, state, and national training opportunities to provide leadership and capacity development within the program. Quality Assurance Points for trainings are listed as QA.

Accreditation Indicators:

(must have at least 7 of 10 indicator points in order to meet this National Main Street Standard)

The local Main Street program...

[5 points] Staff and/or local program representative attended the four required Oklahoma Main Street trainings in FY2017 (or may substitute **one** pre-approved eligible training): *Check trainings attended in FY2017 by the local Main Street program:*

- March 2018 - National Main Street Conference (QA-25 pts)
- June 2018 – Statewide Preservation Conference (QA-25 pts)
- August 2017 – Oklahoma Main Street Training (Claremore) (QA-25 pts)
- November 2017 – Oklahoma Main Street Training (Durant) (QA-25 pts)

Eligible Substitutions:

- National Preservation Conference (QA-25 pts)
- OK Tourism Conference (QA-15 pts)
- Oklahoma Arts Council Conference (QA-15 pts)
- Other State Approved Training _____

Fills out programmatic surveys when asked by Oklahoma Main Street Center Board member and/or committee member attended one or more Oklahoma Main Street trainings in addition to the program director.

Board member, committee member and/or program director attended an economic development training.

Has an orientation process in place to acclimate new volunteers and board members for working in the Main Street context.

Utilized at least three other Main Street training resources to improve the local revitalization efforts in FY2018.

Check all that apply:

- Related Four Point webinars
- National Main Street Center webinars OMSC
- Resource Center Library
- National Main Street Center point handbooks
- OMSC staff visits
- OMSC reinvestment orientation
- Main Street Basics Training
- Board Retreat
- Other: _____

TOTAL: _____

Program Agreement Expectations:

Participates in the four required trainings or conferences.

Standard #9:

Reporting of Key Statistics:

Tracking statistics — reinvestment, job and business creation, and so on — provides a tangible measurement of the local Main Street program’s progress and is crucial to garnering financial and programmatic support for the revitalization effort. Statistics must be collected on a regular, ongoing basis.

Accreditation Indicators:

(must have at least 7 of 10 indicator points in order to meet this National Main Street Standard)

The local Main Street program...

[4 points] Submitted monthly reports in FY2018.

Submitted all monthly reports on time in FY2018. (QA-60 pts)

Creates and shares an annual report promoting Main Street program accomplishments and reinvestment statistics.

Shares Main Street district reinvestment statistics regularly with the local Main Street board.

Shares reinvestment statistics with downtown stakeholders and city council.

Submitted information to the Oklahoma Main Street Salary & Funding Survey (bi-annual)

Knows its district’s basic statistics: *(please complete below)*

- _____ Number of Main Street district businesses
- _____ Percentage of district businesses: retail v. service
- _____ Number of Main Street district employees FT/PT
- _____ Number of Main Street district first floor vacancies
- _____ Number of Main Street district residents _____
- _____ Taxable value of district properties

TOTAL: _____

Program Agreement Expectations: *(Failure to submit three consecutive monthly reports will result in suspension of services)*

Submit monthly performance reports and supplemental materials by established deadlines.

Standard #10:

National Main Street Network Membership:

Participation in the National Main Street Network membership program connects local programs to their counterparts throughout the nation, providing them with valuable information resources and creating a sense of community.

(must have at least 7 of 10 indicator points in order to meet this National Main Street Standard)

Accreditation Indicators:

The local Main Street program...

[7 points] Is a current National Main Street Network member

Utilizes National Main Street Center listserv and publications as a tool to improve local district revitalization efforts.

Utilizes the National Main Street Center’s Solution Center to access examples of Main Street best practices from around the country. The Solution Center can be accessed on the National Main Street Center’s website at <http://www.preservationnation.org/main-street/resources/>.

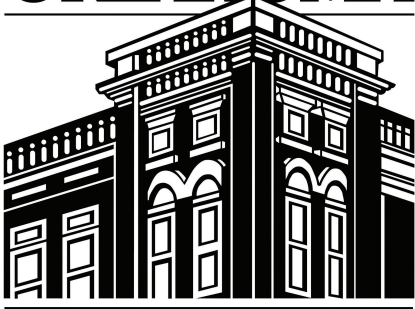
Submits local stories of success with the National Main Street Center for inclusion in the National Main Street Center’s publications (e.g. Main Street Now and Main Street Weekly). Information can be submitted to Rachel Bowdon at the National Main Street Center (rbowdon@savingplaces.org).

TOTAL: _____

Program Agreement Expectations: *(If agreement expectations are not checked, the local program will have 90 days to return to compliance.)*

Maintain a “Designated Main Street Network” National Main Street Center membership.

OKLAHOMA



MAIN STREET

Total Summary:

- Standard #1: Broad Based Community Support _____
- Standard #2: Vision and Mission Statement _____
- Standard #3: Comprehensive Action Plan _____
- Standard #4: Historic Preservation Ethic _____
- Standard #5: Active Board and Committees _____
- Standard #6: Adequate Operating Budget _____
- Standard #7: Staff Management & Development _____
- Standard #8: Program of Ongoing Training _____
- Standard #9: Reporting of Key Statistics _____
- Standard #10: National Main Street Network Membership _____

A program must receive a point score of at least 7 of 10 for each standard and attach all required documents to meet minimum accreditation.

Verification of FY2018 National Accreditation Standards of Performance Evaluation Checklist

We have reflected on the local Main Street program’s operation in FY2018, discussed the items included in this checklist, agree upon the responses, and confirm that the information provided here is accurate to the best of our knowledge:

Main Street Program Director
(Signature)

Print Name

Date

Main Street Board President
(Signature)

Print Name

Date

