OKLAHOMA MAIN STREET™ AMENDED AGREEMENT

Designated/UrbanMain Start-up & Graduate

THIS AGREEMENT is entered into and executed by the State of Oklahoma, Department of Commerce/Oklahoma Main Street Center (hereinafter referred to as the "STATE") and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (hereinafter referred to as the "PARTICIPANT").

WHEREAS, this Agreement is for the purpose of implementing services through the STATE in the town/city of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ county of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, State of Oklahoma, so as to assist in the revitalization of the downtown/urban area of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(program name), and

WHEREAS, the STATE desires to provide service to Oklahoma localities. In order that the STATE might accomplish this goal and that the city of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shall be included as a city benefiting from these services, the following Agreement is undertaken for the period between **July 1, 2020 and June 30, 2021**.

**PROGRAM TYPE**

(select one)

* **DESIGNATED/Start-up:** An Oklahoma Main Street program that has been in existence for one (1) to (3) three years.
* **DESIGNATED/Graduate:** An Oklahoma Main Street program that has been in existence for more than three (3) years.
* **URBANMAIN/Start-up**: An Oklahoma Main Street program in an urban district within a city with a population more than 50,000, and that has been in existence for one (1) to three (3) years.
* **URBANMAIN/Graduate**: An Oklahoma Main Street program in an urban district within a city with a population more than 50,000, and that has been in existence for more than three (3) years.

**PROGRAM SIZE**

(select one)

🗖 **SMALL TOWN:** Under 5,000 population\*

🗖 **MID-SIZE TOWN:** 5,000 – 49,999 population\*

🗖 **UBRAN DISTRICT:** 50,000 or more population\*

\*Population estimates are based on the 2010 Oklahoma census.

**TERMS AND CONDITIONS**

**SECTION I**. STATE agrees to perform the following services:

1. **LIAISON**
2. Provide a continuing liaison with the National Main Street Center (NMSC) through the STATE to handle all communications between the PARTICIPANT, NMSC and STATE.
3. STATE shall also act as liaison between public and private organizations with interests in downtown and historic commercial district development and preservation.
4. STATE shall provide to PARTICIPANT a designated OMSC staff liaison.
   1. OMSC staff liaison shall meet annually with local Main Street™ point committees as staff time allows.
   2. Meet with local Main Street™ executive director as staff time allows
   3. Provide advice and information to local Main Street™ executive director, board of directors, committees, and volunteers on a continuring basis as staff time allows.
5. **DESIGNATION**
6. STATE shall designate the town/city/urban district listed above as an official and active Oklahoma Main Street community.
7. STATE shall provide media release about your community joining the Main Street™ program.
8. STATE shall provide two (2) highway signs signifying that PARTICPANT is a recognized Oklahoma Main Street™.
9. **PROFESSIONAL DEVELOPMENT:** STATE shall conduct free meetings and workshops to further develop and refine the skills of local executive directors, board members and committee members as well as other community volunteers.
10. **PROGRAM RECOGNITION**: STATE shall provided marketing opportunities for the program, recognition of program achievements and presentations promoting successes.
11. STATE shall provide recognition of economic vitality reinvestment benchmarks.
12. STATE shall provide program recognition at a legislative and/or awards event.
13. STATE shall provide technical assistance with GAMSA (Great American Main Street Award) applications. NMSC Accredited programs may apply for the GAMSA award annually. (GAMSA is available to Graduate level programs only.)
14. **STAFFING:** STATE shall provide assistance in selection of new executive director (if requested) via discussions with board of directors to evaluate needs, screening of resumes, discussions with prospective applicant or participation in interview process.
15. **ACCREDITATION:** STATE shall provide a year-end evaluation to PARTICPANT to review program:
16. Accomplishments
17. Goals
18. Program of work for coming year
19. Discuss NMSC Accrediation based on the NMSC 10 Criteria.
20. **SERVICES:** STATE shall provide PARTICIPANT with
21. related program information through regular resource mailings, e-mail and announcements to executive director and/or board president.
22. Free professional services by STATE saff listed on Exhibit K. Full services are available to all DESIGNATED and URBANMAN programs in good standing with STATE, and not on “inactive status”.
23. Training on Main Street™ methodology
24. The Four Point Approach and committee training
25. Training for the Main Street™ Board of Directors
26. Action Plan Workshops
27. Basic market research (as staff time allows and must be approved by STATE)
28. Executive director training
29. Membership to OMSC listserv
30. **DESIGN ASSISTANCE**: STATE may provide Design assistance through use of an independent contractor Architect. Such services include:
31. Design assistance (1 project) eligible each year town remains an official Oklahoma Main Street Community. (Assistance delivered as determined by a schedule established by contractor Architect and State Main Street Director).
32. Bonus projects granted with approved completion of each assisted Design project.
33. Level of assistance determined by contractor Architect and State Main Street Director.
34. Details for Design assistance process, and Design assistance and training provided in separate documents.
35. Provide consultations and product literature as needed.
36. **NMSC MEMBERSHIP:** STATE shall pay NMSC membership fees for the first two (2) years provided PARTICIPANT has a signed contract with STATE and is in good standing based on funds being available to STATE.
37. Paid membership includes access to the Main Street America™ membership area, resource library, and online message boards on *The Point.*
38. It is the responsibility of PARTICIPANT to send NMSC membership invoice to the OMSC for payment.
39. **MEETING INFORMATION:** All meetings, assistance, events, discussions, sessions, conferences, consultations, workshops, training and professional development may be conducted in person, via tele/video conference, and/or webinar.

**SECTION II**. To maintain designation as an Oklahoma Main Street Community, PARTICIPANT agrees to:

1. **BOARD OF DIRECTORS:** Maintain an independent volunteer board of directors representative of all downtown/historic commercial district elements to oversee the continuing development of the local Main Street™program for the term of this agreement. The organization must be established specifically to implement the Oklahoma Main Street Program and structured similarly to the organization chart shown in Exhibit M.
2. **PROGRAM IMPLEMENTATION**
3. PARTICPANT shall implement a comprehensive approach to downtown/historic commercial district revitalization following the Four-Point ApproachTM methodology ascribed by the NMSC
4. PARTICPANT shall develop an annual written action plan for the local Main Street™ organization and continuance of a strong committee or task force system.
5. If using the committee structure, then the committees are to include, but not be limited to the following: Design, Economic Vitality, Promotion, and Organization.
6. PARTICIPANT shall maintain the focus of the local Main Street™ program on the downtown or defined urban district, concentrating program activities within the prescribed boundaries as set forth in the original application.
7. **STAFFING:** Maintain professional staff as defined below. Paid compensation should be at local market rates for competitive positions.
8. Staffing Requirements
   1. Small Towns (under 5,000 population): Commit to hire, retain and supervise one paid employee who would be required to work at least 20 hours per week to direct the program. These 20 hours will be dedicated to Main Street™ work only and not applied to any other organization.
   2. Mid-Size Towns (5,000 – 50,000 population): Commit to hire, retain and supervise one paid employee who would be required to work at least 40 hours per week to direct the program. These 40 hours will be dedicated to Main Street™ work only and not applied to any other organization.
   3. Urban Districts (50,000 or more population): Commit to hire, retain and supervise a minimum of one paid employee who would be required to work at least 40 hours per week to direct the program. These 40 hours will be dedicated to Main Street™ work only and not applied to any other organization. Additional staff can work up to 40 hours per week to effectively oversee day-to-day program operations.
9. A sample description of Main Street™ Executive Director duties and qualifications are attached as Exhibit B.
10. In the event the Main Street™ executive director position is vacated during the term of this Agreement, PARTICIPANT agrees to fill the position within four (4) months with a person meeting the qualifications. STATE reserves the right to review Main Street™ designation and/or continuation in the Main Street™ program if position is vacated for more than four (4) months. Upon replacing an executive director, the new Main Street™ Executive Director will be required to
    1. Attend a comprehensive Main Street™ training program (the first available or within four months) or provide records of prior attendance (STATE must approve the training received or to be received if not provided by the Oklahoma Main Street Center), and
    2. Attend the New Town/New Director training in June 2021, and
    3. Attend the first available Main Street™ 101 session at the National Main Street Now Conference™.
11. The PARTICIPANT will be responsible for all costs.
12. **PROGRAM FOCUS:** Maintain the focus of the local Main Street™ program on the downtown or defined urban district, concentrating program activities within the prescribed boundaries as set forth in the Application.
13. **TRAINING:** Required program representation at the following Main Street™ training/professional development sessions:
14. Two training/professional development workshops held in August and November.
    1. In person trainings/professional development shall be up to three days.
    2. Trainings may also be conducted in a series of webinar and/or tele/video conference
15. The Main Street Now Conference™.
    1. Main Street™ programs are required to attend the Main Street Now Conference™ every other year. New Main Street™ executive directors are required to attend the Main Street Now Conference™ at the first available opportunity after accepting the position even if the out-going director attended the conference the previous year.
       * Please check box if current Main Street™ executive director attended the 2019 Main Street Now Conference™.
16. One of the following:
    1. Additional Main Street™ trainings provided by STATE
    2. Regional Design Meetings
    3. Oklahoma Arts Conference
    4. Oklahoma Conference on Tourism
    5. Other conferences that are germane to the Main Street Four Point Approach™. Additional conferences must be pre-approved by the STATE.
17. Eligible attendees may be the program director, a member of the Board of Directors, a committee member and/or other Main Street™ volunteers.
18. PARTICIPANT shall be responsible for the attendee’s travel costs and other expenses associated with these training sessions.
19. **DOCUMENTATION**: Maintain thorough records and photographic documentation for monitoring the progress of the Main Street™program and regularly submit documentation on or before the identified deadlines to the STATE, to include but not limited to the following items:
20. Annual Agreement
21. Trademark Sublicense Agreement
22. Monthly Reinvestment Reports using the computer format provided by STATE
23. Completed Yearly Evaluation reports (Exhibit D)
24. A copy of materials relating to the Main Street™ program published during the program year, i.e., brochures, news or magazine articles, directories, etc.
25. Other information requested by STATE
26. **ASSISTANCE:** Assist as requested by STATE in arrangements for technical assistance, public relations, and distribution of information to the community, local merchants and local government.
27. **DESIGN**: Manage the provision of STATE's Design assistance to local property owners and merchants by:
    * + 1. Maintaining a Design Committee to assist the executive director in managing design projects;
        2. Having all Design Committee members and the executive director attend Main Street™ Design training as recommended by the STATE;
        3. Complete and submit all proper Design Assistance Request and additional materials needed by contractor architect.
28. **NATIONAL MAIN STREET CENTER™ MEMBERSHIP:** PARTICIPANT agrees to maintain membership in the National Main Street Center™ (NMSC), and pay annual membership fees to NMSC.
29. **COMMUNICATION:** PARTICIPANT must maintain connection to STATE via Internet Service Provider. Periodic updates of computer equipment are required. Main Street™ executive director and the President of the Board or board designee must have an active e-mail address to receive and review correspondence from STATE and other Oklahoma Main Street Program communities and districts.
30. **PROGRAM CHANGES**: PARTICIPANT must notify STATE of any changes in program name, address, phone number, or email within seven days of said changes.
31. **EXHIBITS:** Submit all exhibit attachments listed on page **“**REQUIRED EXHIBITS SUPPLIED BY PARTICIPANT**”** by **July 24, 2020.**

**SECTION III**. The parties hereto otherwise agree as follows:

1. **AGREEMENT TERMINATION**

A. Notwithstanding any other provisions of this Agreement, if funds anticipated for the continued fulfillment of the Agreement are at any time not forthcoming or insufficient, either through the failure of the State of Oklahoma to appropriate funds, discontinuance or material alteration of the program for which funds were provided, then STATE shall have the right to amend or terminate this Agreement without penalty by giving the community not less than sixty (60) days written notice. The State's decision that insufficient funds exist or are forthcoming for the continued fulfillment of the agreement is final and controlling.

1. If PARTICIPANT fails to fulfill in timely and proper manner its obligations under this Agreement, or if PARTICIPANT shall violate any of the terms of this Agreement, the STATE shall have the right to immediately terminate this Agreement and withhold further services under the Agreement. The STATE may elect to place PARTICIPANT on probation for violation of any of the terms of this Agreement and withhold services until the PARTICIPANT corrects the problem. Nothing contained in this agreement creates an entitlement on the part of the PARTICIPANT, and the State's determination as to whether or not the PARTICIPANT has violated the terms of this agreement shall be final.
2. If PARTICIPANT voluntarily leaves the Main Street™ program or this agreement is terminated by the STATE:
3. PARTICIPANT must inform STATE thirty days prior to official end date of the local program, and include the minutes of the local board meeting making the decision to leave the Main Street™ program.
4. PARTICIPANT will remove all highway signs or other signage indicating PARTICIPANT is in the MAIN STREET™ program.
5. PARTICIPANT will contact STATE when the highway signs are removed, and STATE will make arrangements to collect the signs.
6. PARTICIPANT must discontinue the use of MAIN STREET™ in the organization’s name. It can no longer be used in publications, letterhead, web pages and all other relevant printed or electronic materials. MAIN STREET® is a trademarked program of the National Trust for Historic Preservation and only those PARTICIPANTS actively engaged with the program may use the name as it relates to downtown/historic commercial district development.

1. **ELECTRONIC EQUIPMENT:** All computer equipment, printers, cameras and similar equipment purchased through a grant from STATE prior to 2016 is the property of the STATE OF OKLAHOMA. PARTICIPANT must return all equipment if any of the following occur:
2. PARTICIPANT voluntarily leaves the MAIN STREET™ program
3. PARTICIPANT no longer requires the equipment
4. this contract is terminated by the STATE
5. **INACTIVE STATUS:** PARTICIPANT can request from STATE to be placed on “INACTIVE” status for a maximum period of twelve (12) months if there are serious issues regarding the local program. The following requirements must be adheared to, and if not, then PARTICIPANT will be removed from the Main Street™ program.
6. The Oklahoma Main Street Center requires a letter from the Board of Directors stating that the local program would like go on “Inactive” status. Included with the letter shall be the minutes of the local board meeting making the decision to go on “Inactive” status.
7. The local program has twelve (12) months from the date of the letter requesting “Inactive” status to either rejoin the Oklahoma Main Street program, or leave the program permanently.
8. All technical services are discontinued except for assistance to reconstruct the program.
9. Attendance is not required at Oklahoma Main Street Center sponsored trainings, the National Main Street Now Conference™, the Statewide History/Preservation Conference, the Oklahoma Arts Conference, nor the Oklahoma Conference on Tourism.
10. The local program is not required to submit reinvestment reports and yearly evaluation reports.
11. The local program must submit monthly status reports to the Oklahoma Main Street Center summarizing the efforts to restructure the program.
12. Annual Agreements and Trademark Sublicense Agreements must be signed and submitted to the Oklahoma Main Street Center by requested due dates.
13. **AWARDS:**
    * 1. All PARTICIPANTS are eligible to submit both competitive and non-competitive award nominations.
      2. PARTICPANTS on “Inactive” status are not eligible to submit competitive award nominations.
      3. If PARTICIPANT is not in good standing as of March 1, 2021, then the submitted award nominations will be disqualified. See Section III, #5 for disqualification conditions.
14. **SERVICES WITHHELD:** Design, Economic Vitality (EV), and/or Promotion services and resources will be withheld at any time during the calendar year if any one of the following occur:
15. Failure to submit the Annual Agreement.
16. Failure to submit Annual Action Plans.
17. Failure of providing a part-time executive director for small towns, or full time executive director for Mid-Size towns and Urban Districts for a period that exceeds four months after the position is vacated.
18. Failure to submit Monthly Reinvestment Figures for three consecutive months.
19. Failure of executive director or Board of Directors’ representative to attend required-attendance professional development/training workshops.
20. Failure of Executive Director, Board of Directors Chair/President, and Committee Chairs to participate in year-end evaluation
21. Failure to achieve at least 100 Quality Assurance Points. Exhibit J
22. Failure to submit Trademark Sublicense Agreement within thirty (30) days of receipt.
23. Failure to reasonably ensure that business tenants are operating in compliance with both State and Federal law.

In WITNESS WHEREOF, the parties have executed this Agreement:

BY:

B. Joshua McGoldrick, Chief of Staff/ General Counsel (Date)

Oklahoma Department of Commerce

BY:

(Board President/Chair) (Date)

(Name of Main Street Organization)

BY:

(Main Street Executive Director) (Date)

(Name of Main Street Organization)

**REQUIRED EXHIBITS SUPPLIED BY PARTICIPANT**

(To be attached to Agreement)

**EXHIBIT A**:

Annual action plan in the format provided by STATE.

**EXHIBIT B**:

Main Street Program Executive Director Description and Qualifications to be signed by Director and Board Chair. (Submit for first year town or if description has changed since last year.)

If description and qualifications remain the same as last year, indicate by checking this box: 🗖

**EXHIBIT C**:

Calendar Year 2020 Budget.

**EXHIBIT D**:

Year-End Community Evaluation & Narrative – use evaluation form provided.

**EXHIBIT E**:

Resolution of Support from the municipal governing body.

**EXHIBIT F**:

Main Street Organizational Information

**EXHIBIT G**: (Not applicable for Start-up Main Street communities)

Statement of Main Street Benefits. Explain how PARTICIPANT –

* 1. has benefited from program services
  2. has shared its expertise or contributed to the state Main Street network
  3. will benefit from future services/designations
  4. has a need for maintaining Oklahoma Main Street Community designation.

**EXHIBIT H**:

List of Board Members and terms expiring

**EXHIBIT I:**

Your Main Street Promotions Calendar

**INFORMATIONAL EXHIBITS**

**EXHIBIT J:**

Main Street Quality Assurance Points

**EXHIBIT K:**

Main Street Services

**EXHIBIT L:**

New Town Start-Up Checklist

**EXHIBIT M:**

Main Street Organizational Chart

**EXHIBIT B**

**Sample of Main Street Executive Director Job Description**

The Main Street Program is a comprehensive program, which requires many skills. The Program Director is responsible for the conduct, execution and documentation of the program. A program director is the principal on-site staff person, the contact person for the community and is responsible for coordinating all program activities locally, as well as representing the community regionally and nationally as appropriate. They also serve as the local expert for downtown/historic commercial district.

The director cannot be the one person doing all the work. When a program becomes too dependent on the director to do everything there is a very real danger of failure for the program due to burn out of the director, and when he/she leaves, the Board is not strong enough to hold the program together. The board is responsible to maximize the time of the director.

**Organization:**

* Encourage cooperative climate between downtown/historic commercial district interest and local public officials.
* Work with downtown/historic commercial district organizations and encourage improvements in their abilities to undertake joint activities
* Represent the community at prominent conferences on the state and national levels.

**Committee Development:**

* Helps the committees and the chair learn the mechanics of committee management
* Provides expert advice and concise information on revitalization and the Main Street Approach.
* Collaborates with committee members and chair as a strategist/planner

**Action Plans:**

* Assists committee members in developing action plan documents
* Helps committee members complete their projects but does not assume responsibility for those activities.
* Integrates own action plan with the committee’s plan.

**Fundraising Activities:**

* Coordinates fundraising campaigns, newsletter production, volunteer communications, and financial systems.
* Helps members coordinate projects.

**Promotional Projects:**

* Coordinates production of PR, graphic image, and other promotional materials.
* Helps members coordinate special events, retail promotions, and advertising activities.
* Keep program and its goals and objectives constantly in public eye through speaking engagements, radio, television appearances and newspaper interviews.

**Rehabilitation and Design Projects:**

* Coordinates information on design assistance and financial incentives for building owners.
* Acts as first contact for the public on preservation issues in the commercial district.
* Assist individual tenants and property owners with physical improvements to property through professional design consultants.

**Economic Restructuring Projects:**

* Coordinates data collection, analysis, financial incentive programs, and other economic development activities.
* Helps members coordinate business improvement seminars and workshops.

**Volunteer Management:**

* Helps chair develop good systems for recruitment, supervision, and reward of volunteers.
* Helps develop volunteer capacity of committees by participating in recruitment efforts.

**Committee Meetings:**

* Attends most meetings to provide technical information and professional opinions.
* Helps strategize and develop solutions.
* Works with chair to assure that decisions and assignments are made and completed.

**EXHIBIT C**

**Program Budget Example – Calendar Year 2020**

**CATEGORY Proposed Income Proposed Expenses Proposed Totals**

**Sources of Cash (i.e. city)** \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

**Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_** \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

**TOTAL Sources of Cash** \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

**Personnel**

Program Director \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Taxes (state and federal) \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Insurance (medical) \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Part-time personnel \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Taxes (state and federal) \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

**TOTAL Personnel \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_**

**Professional Development**:

Travel, Lodging, Meal Exp. \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Local Meals \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Training Materials \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Conference Registrations \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

**Total Professional Dev. \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_**

Continued on next page.

**Proposed Income Proposed Expenses Proposed Totals**

**Office Expenses**:

Rent \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Utilities \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Office Equipment \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Office Supplies \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Renovation/Maintenance \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Telephone / Fax/cell phone \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Postage \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Insurance \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Tax Retuns \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Website/internet \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

Misc. \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

**TOTL OFFICE EXPENSES: \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_**

(List Activities/Events Per Point)

**Promotion Point:**

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**Total Promotion Point \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_**

Continued on next page.

**Proposed Income Proposed Expenses Proposed Totals**

**Design Point:**

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**Total Design Point \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_**

**Economic Vitality Point:**

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**Total EV Point \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_**

**Organization:**

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**Total Design Point \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_**

**Totals** \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

**EXHIBIT D**

# Year-End Community Evaluation

INTRODUCTION

As part of the Oklahoma Main Street Program and the National Trust Main Street Center's services, a year-end evaluation of the progress of the local Main Street Programs will be conducted. This evaluation form, along with the monthly reports to the Oklahoma Main Street Center staff constitute the basis of the analysis of the local program.

BACKGROUND INFORMATION

1. Tax status of local Main Street Program [501 (c) (3), (4) or (6)] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Current city population \_\_\_\_\_\_\_\_\_\_\_\_ Current county population \_\_\_\_\_\_\_\_\_\_\_\_

**ORGANIZATION**

Workshops/seminars conducted by the local Main Street Program during last year.

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**PROMOTION**

|  |  |  |  |
| --- | --- | --- | --- |
| 1. **Existing**  promotional activities assisted by Main Street | # completed in  last 12 months | 2. **New**  promotional activities  begun by Main Street | # completed in  last 12 months |
| Retail sales |  | Retail sales |  |
| Special events |  | Special events |  |
| Image-building events |  | Image-building events |  |

|  |
| --- |
| 3. Which media are used to inform the public about the goals, objectives, activities and  accomplishments of the local Main Street Program? |
| **Medium Used Frequency**  Brochures/printed materials \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_  Newspaper - press releases \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_  Radio-PSAs \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_  Television PSA \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_  Main Street newsletters \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_  Mailings \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_  Public presentations \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_  Individual meetings \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_  Other ( ) \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ |

**DESIGN**

Workshops / seminars conducted by the local Main Street Program during the year.

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Describe local design incentives – if any.

Number of buildings added to the National Register: \_\_\_\_\_

Number of Façade Renderings: Submitted \_\_\_\_ Completed \_\_\_\_ Implemented \_\_\_\_

**ECONOMIC VITALITY**

Workshops / seminars conducted by the local Main Street Program during the year.

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Have any economic incentive programs been established? 🗖 Yes 🗖 No

If yes, describe program(s) and results:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Has a business assistance program been established? 🗖 Yes 🗖 No

If yes, describe activities:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Has a business retention program been established? 🗖 Yes 🗖 No

If yes, describe activities:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Has a new business start-up program been established? 🗖 Yes 🗖 No

If yes, describe activities:

\_\_\_\_\_\_\_

**NARRATIVE** (Use additional paper if necessary)

1. Describe the interaction of the Board, committees and Executive Director.
2. Describe the impact of the Main Street Program on local (city and/or county) legislation.
3. Describe the impact of special events assisted or begun by the Main Street Program. Specify if possible, attendance, cost, revenue generated (if applicable) and event co-sponsors.
4. Describe the effects of retail promotional activities assisted or begun by the Main Street Program.
5. Describe the impact of physical (design) changes in the downtown/historic commercial district.
6. Describe the economic impact of the Main Street Program on the downtown/historic commercial district and the community, including the change in property values and rental rates – if applicable and if available
7. Describe the local Main Street Program's greatest success to date.
8. Describe the local Main Street Program’s greatest failure.
9. Describe the local Main Street Program’s greatest continuing problem.
10. Describe the direction the local Main Street Program should take in the next year.

## EXHIBIT E

# Sample City Resolution

A resolution supporting continued participation in Main Street Programs.

WHEREAS, the Oklahoma Main Street Center has been established in the Oklahoma Department of Commerce to assist small towns and cities to develop a public/private effort to revitalize their “Main Street” areas, and

WHEREAS, the City (or Town) of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ desires to continue participating in the Oklahoma Main Street Center,

NOW THEREFORE BE IT RESOLVED BY THE CITY (OR TOWN) COUNCIL OF THE CITY (OR TOWN) OF \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ :

SECTION 1. That the City (or Town) of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ supports the participation in the 2020 / 2021 Oklahoma Main Street Center with the specific goal of revitalizing the historic central business district using the Main Street 4-Point ApproachTM to economic revitalization.

SECTION 2. That the City (Town) of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ understands that the Main Street Approach is a long-term process that results in a continual effort to maintain and enhance downtown/historic commercial district.

ADOPTED THIS DAY OF , 20 \_\_\_.

Mayor

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Attest

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City Secretary

**EXHIBIT F**

**Main Street Organizational Information**

President: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vice President: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Treasurer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Secretary\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization Point Chair: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization Point Committee Members:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Promotion Point Chair: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Promotion Point Committee Members:

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Economic Vitality Chair: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Economic Vitality Point Committee Members:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Design Point Chair: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Design Point Committee Members:

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**If the Main Street program uses a task force system, please list the key participants on a separate piece of paper.**

**EXHIBIT G**

**Statement of Main Street Benefits**

Use additional paper if necessary.

1. Statement of how the local program will benefit from future services/designation:
2. Statement of how PARTICIPANT has shared its expertise or contributed to the state Main Street Network during the past year:
3. Statement of how PARTICIPANT has benefited from program services over the past:
4. Statement of Need for maintaining Oklahoma Main Street Center designation beyond year three:

**EXHIBIT H**

**2020-2021 Community Board Members**

1. Attach copies of the current by-laws.
2. List of current Board members (President included), length of service, and when their terms of service expire:

Board Member Name Length of Service Term Expires

(Month/Year)

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(Use Additional Paper if Necessary)

Signature states that every item stated above is accurate under penalty of perjury, and has been verified by the current Board President.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Board President/Chair) (Date)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Name of Main Street Organization)

**EXHIBIT I**

**PROMOTIONS CALENDAR**

Please **CODE** each event: **A: APPRECIATION D: DESIGN E: EDUCATION F: FUNDRAISER**  **I: IMAGE R: RETAIL**

Main Street Program:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**JANUARY** **CODES**

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**FEBRUARY**

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**MARCH**

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**APRIL**

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**MAY**

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**JUNE**  **CODES**

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**JULY**

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**AUGUST**

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**SEPTEMBER**

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**OCTOBER**

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**NOVEMBER**

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**DECEMBER**

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**ADDITIONAL SPACE IF NEEDED:**

**EXHIBIT J**

**Oklahoma Main Street Quality Assurance: 2020**

Oklahoma Main Street Program will measure a quality rating for the local Main Street Communities. Please remember the four **bold face** activities below are mandatory for all active Main Street programs in Oklahoma. The other 8 activities are bonus opportunities to share information with other Oklahoma Main Street programs, provide feedback to the State Office, to attend educational sessions and to support the overall Main Street quality in Oklahoma. **ALL TRAININGS, WEBINARS, AND LUNCHEONS MUST BE PRE-APPROVED FOR POINTS TO COUNT.** \*

**Quality Assurance Activities**

1. Submission of competitive Main Street Award Nominations @ 1 Pt. each

(Maximum of 10 points)

1. **Attendance to the National Main Streets Conference @ 25 Pts.**
2. Attendance to the annual Oklahoma Main Street Banquet @ 5 Pts.
3. **Attendance to the Annual Statewide History/Preservation Conference, *OR* Annual Oklahoma Arts Conference, *OR* the Oklahoma Conference on Tourism @ 25 Pts.**
4. Submission of completed annual agreement & work plan by due date. @ 5 Pts.
5. Participation in the annual customer satisfaction survey @ 1 Pt. per survey

(Maximum of 10 points)

1. **Attendance to the August Professional Development Workshop/ Volunteer Training @ 25 pts.**
2. On-time submission of monthly reinvestment reports @ 5 pts. per month
3. **Attendance to the November Professional Development Workshop/ Volunteer Training @ 25 Pts.**
4. Attendance to other approved\* conferences, seminars & trainings @ 5 Pts. per day.
5. Attendance to approved\* webinars pertaining to Main Street @ 1 Pt.

(Maximum of 20 points)

1. Attendance to approved\* luncheons pertaining to Main Street @ 2 Pts.
2. Submission of completed Trademark Sublicense Agreement within 30 days of receipt @ 5 Pts

Oklahoma Main Street Programs should achieve at least **125** points within the period of January through December 2020 to earn quality assurance. If any mandatory training is missed, it MUST be made up but the makeup training is only worth 5 points. The top 10 programs earning the most points will receive special recognition at the 2021 Annual OMSP Awards Banquet. **Programs that fail to achieve at least 100 points will be placed on inactive status with Design, Economic Vitality (EV), and Promotion services suspended.**

**EXHIBIT K**

**Oklahoma Main Street Services**

The Oklahoma Main Street Center provides training, resources and technical assistance for preservation-based commercial district revitalization. Based on the National Main Street Center’s guiding principles and nationally recognized Four-Point Approach, the program offers a practical strategy scaled for each local community. Main Street promotes public and private partnerships and local leadership, commitment, and synergy while delivering tangible and intangible benefits to communities. Services available by point include, but are not limited to:

**Economic Vitality**

Confidential Business Consultations

Business Inventory Database Creation

Business Planning Assistance

Controlling Profit Training

Survey Assistance

Customer Loyalty Training

GIS Census Database (LocateOK) Training

Market Analysis Assistance

Retail Analysis Study

**Promotion**

One-on-One Business Marketing Consultations

Asset Analysis

Retail/Special Event Planning Assistance & Evaluation

Overall Program Marketing/Image Consultations,

Reviews & Evaluations

Web/Social Media Development, Assistance,

Evaluation & Training

**Organization**

Board Trainings

Program Director Trainings

Board Retreats

Volunteer Recruitment Training

Fundraising Training

Membership Recruitment Training

Consultant Selection & Procurement Assistance

Strategic Planning Session

Vision and Mission Session

**Design**

Façade Design Assistance

Design Technical Assistance and Training

Interior Design Assistance

Window Display Training

Merchandising Assistance

Placemaking Design & Assistance

**EXHIBIT L**

**New Town Start-Up Checklist**

Each year, Fully Designated programs sign an annual contract with the Oklahoma Main Street Center outlining requirements for partnership with the Oklahoma Main Street Center. This checklist will help guide you in meeting those requirements during the first year.

* + 1. Draft bylaws and Articles of Incorporation (this guide includes samples). The OMSC will be happy to review them. You might also see if an attorney will take a quick look at them.
    2. File as an Oklahoma non-profit corporation with the Oklahoma Secretary of State (www.sos.ok.gov)
    3. Once filed, you will receive a Certificate of Incorporation.

4. Once incorporated, prepare an agenda and hold an “official first meeting” to

a. adopt bylaws

b. select officers (pres, vice pres, sec and treasurer.)

c. decide on a fiscal year

d. select a bank and discuss financial arrangements

e. authorize preparation and filing of IRS forms

f. locate and secure an office

g. other necessary business such as:

* + Locate and install office furniture
  + Hook up utilities
  + Install telephone
  + Purchase office supplies
  + Set up checking account
  + Set up charge accounts

1. **File** forms SS-4 with the IRS to get a federal Employer Identification Number (FEIN). Found at [www.irs.gov](http://www.irs.gov).
2. At the same time, **download** a 501(c)(3) or (c)(6) non-profit designation application packet. Most historic district organizations focusing on the Main Street Approach try for a 501(c)(3) designation. Suggestion: Seek advice and talk with the Oklahoma Main Street Center prior to attempting to fill out the form.
3. Check with the City to see if you need to file anything locally.
4. **Begin** the process to hire a Program Director.
5. **Reserve** an Internet domain name for your organization and set up social media accounts (Facebook, Instagram, etc).
6. The board should talk with local insurance agents and **purchase** appropriate insurance coverage for your organization as soon as possible. Minimally, the board should consider general liability, board, worker’s compensation and special events policies. The National Trust Insurance Services offers insurance for Main Street organizations. (nationaltrust-insurance.org).
7. Once the organizational paperwork has been done, hold a goal-setting session with board members to create 12-18 month action plan. **Determine** a mission statement, goals, and objectives. Put together committees based on the Main Street structure. Have each committee hold a brainstorming session to come up with a list of activities to meet their list of objectives (in the beginning, think quality, effectiveness, low-cost and doable). Be realistic in what you can accomplish but also don’t think too small. The Oklahoma Main Street Center will to guide those initial meetings of each committee and goal setting.
8. **Create** a draft first year budget, then seek out funds from supporters.
9. **Maintain** an annual membership with the National Main Street Center. The Oklahoma Main Street Center will pay the first three years at the Fully Designated level.
10. **Send** press releases to the media for free publicity. Don’t forget – letters to the editors are great.

**EXHIBIT M**

**Organizational Chart**

* Advocacy
* Financial
* Personnel Planning
* Policy

BOARD OF DIRECTORS

DESIGN

PROMOTION

ORGANIZATION

* Business Assistance
* Financial Assistance
* Market Research
* Property Development
* Building Improvements
* Design Education
* Enforcement
* Public Spaces
* Image Development
* Marketing Strategy
* Retail Promotions
* Special Events

ECONOMIC DEVELOPMENT

* Communications/Public Relations
* Fundraising
* Volunteer Development

EXECUTIVE OFFICERS

EXECUTIVE DIRECTOR