

Community Assessment Worksheet

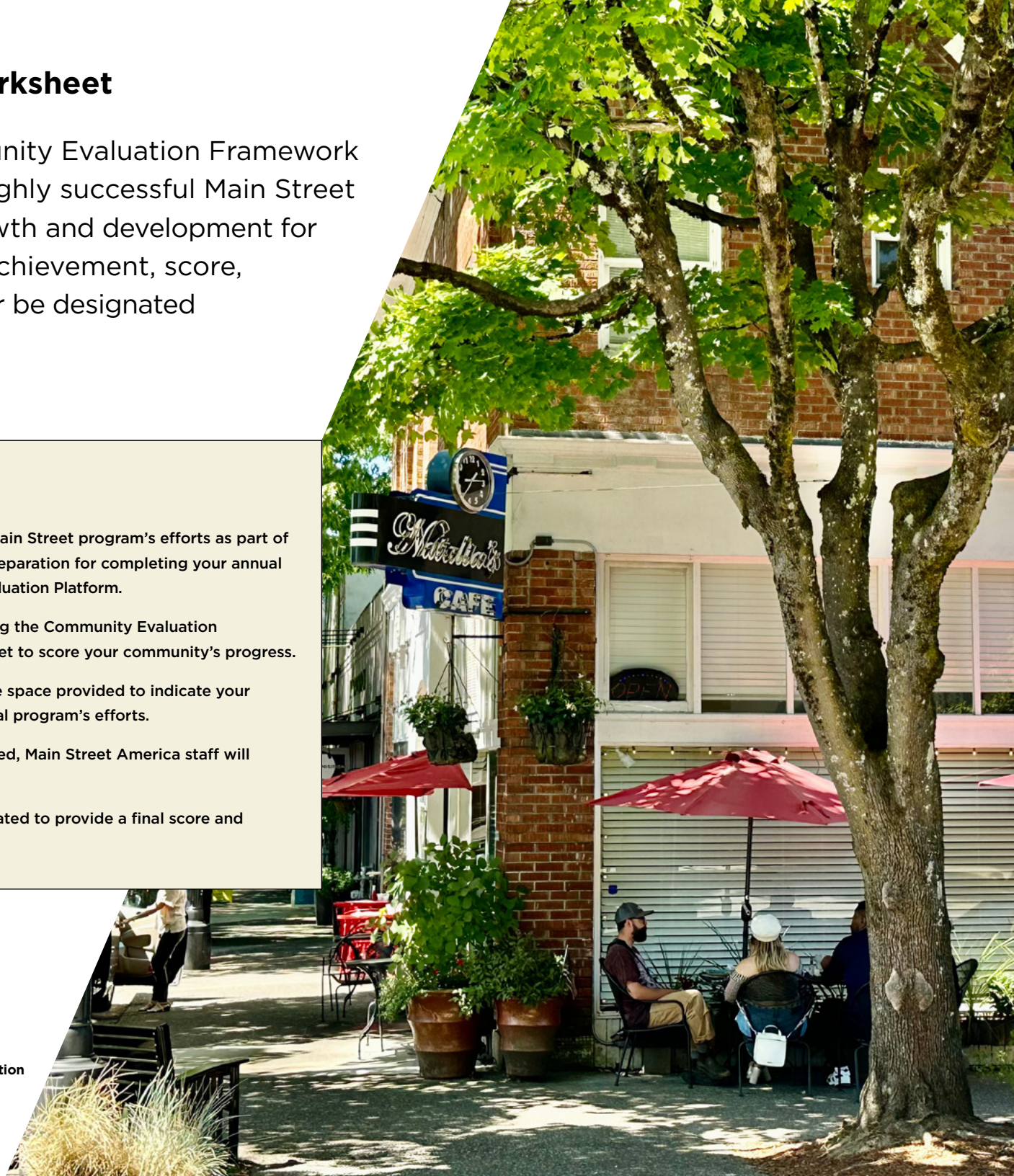
The Main Street America Community Evaluation Framework outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

How to Use this Worksheet

Use this worksheet to evaluate your Main Street program's efforts as part of internal performance tracking or in preparation for completing your annual self-assessment in the Community Evaluation Platform.

- Local Programs (LP): After reviewing the Community Evaluation Framework Guide, use this worksheet to score your community's progress.
- Coordinating Program (CP): Use the space provided to indicate your organization's evaluation of the local program's efforts.
- Main Street America (MSA): If needed, Main Street America staff will provide a score.

All scores will be averaged and populated to provide a final score and designation qualification.



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BASELINE REQUIREMENTS

First, indicate whether your Main Street program meets the baseline requirements by selecting **Yes** or **No**.

As detailed in the guide, some indicators are required as important baseline or starting point for a program to qualify for Accreditation.

Note: Local Programs that do not meet these baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level.

TIP

Find downloadable program budget, Board composition, and work plan templates at mainstreet.org/evaluation-platform.

		LP		CP		MSA	
1.	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.	Yes	No	Yes	No	Yes	No
2.	Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.	Yes	No	Yes	No	Yes	No
3.	Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.	Yes	No	Yes	No	Yes	No
4.	Detailed work plans aligned with the selected Transformation Strategy that outlines 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.	Yes	No	Yes	No	Yes	No
5.	A dedicated budget for the district's revitalization programming and the Main Street program's operations.	Yes	No	Yes	No	Yes	No
6.	Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.	Yes	No	Yes	No	Yes	No
7.	Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).	Yes	No	Yes	No	Yes	No
8.	Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.	Yes	No	Yes	No	Yes	No
9.	An annual report, infographic, press release, or other documentation to explain the progress of your program last year.	Yes	No	Yes	No	Yes	No

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THE STANDARDS

Next, to determine where your community is on the path to designation, use the following tables to score how your Main Street program’s work ranks on the Indicators listed for each of the six Standards based on a scale of 1-5.

- 1 Not being addressed.
- 2 Minimal work but needs more effort.
- 3 Evidence of satisfactory progress.
- 4 Has achieved success within this indicator.
- 5 Outstanding achievement.
One that other programs could replicate.

Communities must meet the Baseline Requirements and average at least three (3) points per Standard to achieve Accreditation.

Note: Some Indicators will require documentation. At a minimum, this will include providing your program’s annual budget and work plan when completing your self-assessment in the Community Evaluation Platform.

TIP

Find a quick link to the Community Evaluation Platform and additional resources about the Standards at mainstreet.org/evaluation-platform.

1 BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

	LP	CP	MSA	Notes
Partnerships and Collaboration				
Indicator I	—	—	—	
District and Community Outreach				
Indicator I	—	—	—	
Communications and Public Relations				
Indicator I	—	—	—	
Indicator II	—	—	—	
Standard I Average	—	—	—	

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2 INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

	LP	CP	MSA	Notes
Inclusive Organizational Culture and Diverse Volunteer Engagement				
Indicator I	—	—	—	
Indicator II	—	—	—	
Indicator III	—	—	—	
Active Board Leadership and Supporting Volunteer Base				
Indicator I <i>Required</i>	—	—	—	
Indicator II	—	—	—	
Indicator III	—	—	—	
Professional Staff Management				
Indicator I <i>Required</i>	—	—	—	
Indicator II	—	—	—	
Effective Operational Structure				
Indicator I <i>Required</i>	—	—	—	
.....				
Standard II Average	—	—	—	

3 DIVERSE FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

	LP	CP	MSA	Notes
Balanced Funding Structure				
Indicator I	—	—	—	
Strategic Revenue Development and Fundraising				
Indicator I	—	—	—	
Budget and Work Plan Alignment				
Indicator I	—	—	—	
Financial Management and Best Practices				
Indicator I	—	—	—	
Indicator II	—	—	—	
.....				
Standard III Average	—	—	—	

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4 STRATEGY-DRIVEN PROGRAMMING

	LP	CP	MSA	Notes
Planning Guided by Inclusive Community and Market-Informed Inputs				
Indicator I	—	—	—	
Defining Direction through Transformation Strategy Identification and Development				
Indicator I	—	—	—	
Strategy-Aligned Comprehensive Work Planning and Implementation Across all Four Points				
Indicator I	—	—	—	
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Standard IV Average	—	—	—	

5 PRESERVATION-BASED ECONOMIC DEVELOPMENT

	LP	CP	MSA	Notes
Preservation Ethics and Education on Historic and Cultural Assets				
Indicator I	—	—	—	
Indicator II	—	—	—	
Standards and Best Practices for Place-based, People-focused Design				
Indicator I	—	—	—	
Promotion of Historic, Heritage, and Cultural Assets				
Indicator I	—	—	—	
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Standard V Average	—	—	—	

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6 DEMONSTRATED IMPACT AND RESULTS

	LP	CP	MSA	Notes
Demonstrating the Value of Main Street				
Indicator I	—	—	—	
Measuring and Packaging Quantitative and Qualitative Outcomes				
Indicator I	—	—	—	
Indicator II	—	—	—	
Promoting Progress and Demonstrating Impact and Results				
Indicator I	—	—	—	
.....				
Standard VI Average	—	—	—	

LOCAL PROGRAM

PROGRAM NAME

REVIEWER

TITLE

DATE

COORDINATING PROGRAM

PROGRAM NAME

REVIEWER

TITLE

DATE

MAIN STREET AMERICA

REVIEWER

TITLE

DATE

Evaluation Acknowledgment

CUMULATIVE AVERAGE SCORES

	LP	CP	MSA
1 BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION			
.....			
2 INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY			
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3 DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS			
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4 STRATEGY-DRIVEN PROGRAMMING			
.....			
5 PERSERVATION-BASED ECONOMIC DEVELOPMENT			
.....			
6 DEMONSTRATED IMPACT AND RESULTS			
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