



Main Street &
Rural Planning Center
COMMERCE

Name of City/Town _____

2016-2017 ANNUAL AGREEMENT
NORTH CAROLINA SMALL TOWN MAIN STREET®
DESIGNATION

Designated Small Town Main Street communities (Small Town Main Street Coordinator and Small Town Main Street Committee Chair) must sign this document and return to the NC Main Street & Rural Planning Center no later than June 30, 2016 in order to remain active in the program. A signed document confirms that the local Small Town Main Street program has a thorough understanding of the benefits and requirements of active participation in the N.C. Small Town Main Street program.

Retain a signed copy for your records and return a signed copy of the entire document by mail no later than June 30, 2016:

To: Liz Parham, CMSM
Director
NC Main Street & Rural Planning Center
4346 Mail Service Center
Raleigh, NC 27699-4346

BACKGROUND

Nationally:

Main Street America™ has been helping revitalize older and historic commercial districts for more than 35 years. Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

Main Street America™ is a movement. Main Street America has been helping revitalize older and historic commercial districts for more than 35 years. It is the leading voice for preservation-based economic development and community revitalization across the country. Made up of small towns, mid-sized communities, and urban commercial districts, Main Street America represents the broad diversity that makes this country so unique. Working together, the programs that make up the Main Street America network help to breathe new life into the places people call home.

Main Street America is a mark of distinction. It is a seal, recognizing that participating programs, organizations, and communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns. Since 1980, over 2,000 communities have been part of Main Street, bringing renewed energy and activity to America's downtowns and commercial districts,

securing \$61 billion in new investment creating more than 525,000 net new jobs and rehabilitating 251,000 buildings.

Main Street America is a time-tested strategy. Main Street America communities are encouraged to make use of a time-tested approach, known as the Main Street Approach. The Main Street Approach is rooted in a commitment to broad-based community engagement, a holistic understanding of the factors that impact the quality of life in a community, and strategic focus on the core principles of downtown and neighborhood revitalization: Economic Vitality, Quality Design, Effective Promotion, and Sustainable Organization.

In North Carolina:

The NC Main Street & Rural Planning Center within the N.C. Department of Commerce, is the licensed agency that is charged with administering the Main Street program throughout the state. The Center is committed to following the program guidelines and licensing agreement as outlined by the National Main Street Center and signed by the N.C. Department of Commerce.

The N.C. Department of Commerce designated communities as a “North Carolina Small Town Main Street community”. When designated, the local city or town government, and specifically the chief elected official, was notified of the designation. The city or town government determines who will coordinate the Small Town Main Street program at the local level and the city or town manager communicates that information to the NC Main Street & Rural Planning Center. From time-to-time, that coordination may change. **This document outlines the steps that must be followed for a change in local coordination to occur.**

Since 2003, 50 communities have directly benefitted from the North Carolina Small Town Main Street program, bringing economic strength to North Carolina’s downtown commercial districts, securing \$117 million in new investment creating more than 1,600 net new jobs and rehabilitating more than 500 buildings.

BENEFITS FOR N.C. SMALL TOWN MAIN STREET COMMUNITIES

North Carolina Small Town Main Street communities benefit from the following:

- **Partnership:**
 - Communities selected to participate in the Small Town Main Street program become **partners with the North Carolina Department of Commerce**, NC Main Street & Rural Planning Center in a long-term, asset-based economic development effort that has proven to have a positive impact on investment and job creation.
 - Small Town Main Street communities are limited in number and therefore **receive focused and personal attention** from NC Main Street staff.
 - North Carolina cities are selected through a competitive process and only a few communities are designated; therefore, **Small Town Main Street designation is an honor bestowed upon only a few special communities.**
 - In the first two years of a local Small Town Main Street program, the state of North Carolina invests approximately \$30,000 in **on-site visits, training and technical assistance.** After the initial start-up phase,

the state annually invests approximately \$2,500 in each Main Street community in the form of ongoing town-specific technical assistance, and statewide and on-site training for coordinators and the core team.

- **Training:**
 - Small Town Main Street communities are eligible to attend and participate in the **Main Street Conference, Main Street Basic Training, Board and Committee Training, Triannual Regional Meetings, and subject specific workshops.**
 - Designated North Carolina Small Town Main Street communities receive **one free registration to the North Carolina Main Street conference** held in March.
- **Technical Assistance:**
 - The North Carolina Main Street program staff **guides designated communities through a strategic planning process** which helps communities create vision, develop strategies and produce action plans so that limited resources are focused and results are magnified.
 - The North Carolina Main Street staff **guide participating communities through volunteer development.**
 - The North Carolina Main Street staff **provides guidance and support to communities on ways to find and develop financial resources.**
 - Property and business owners in Small Town Main Street cities **receive free building exterior design** recommendations from design specialists at the UNC-Greensboro School of Interior Architecture, in collaboration with the NC Main Street & Rural Planning Center staff.
 - North Carolina Main Street **staff has extensive experience** in organizational development and nonprofit management, architecture, landscape architecture, historic preservation, building rehabilitation, investment tax credits, incentive programs, tourism development, marketing, image, and special event development, communications, and a range of other pertinent areas.
 - The North Carolina Main Street **staff is among the nation's leading authorities on downtown development** with collectively more than 98 years of experience helping North Carolina towns with revitalization challenges.
 - The North Carolina Main Street staff **conducts an annual program assessment and review** of each Small Town Main Street program.
 - The North Carolina Main Street staff **conducts an annual budget analysis** of Small Town Main Street programs.
 - The North Carolina Main Street staff **conducts an annual statistical data collection and analysis.**
- **Network:**
 - Small Town Main Street communities are able to take advantage of and participate in **a special network** of Main Street cities statewide and nationally, with over 1600 communities across the nation that participate in the Main Street program from which **they learn best practices, techniques and strategies for downtown development.**
- **Funding:**
 - When available, Small Town Main Street communities are **eligible to apply for Main Street Solutions Funds** to assist small business development and **Downtown Redevelopment Funds** to rehabilitate slum and blighted downtown commercial buildings.
 - The NC Main Street & Rural Planning Center maintains and distributes a **funding guide of federal, state, corporate and foundation sources** commonly used for funding downtown projects.
- **Resources:**

- Through the North Carolina Main Street program, ***communities are able to identify resource people, consultants and specialists on topics of interest to the community.***
- **Economic Impact:**
 - Since 2003 when the program began, Small Town Main Street communities in North Carolina have had over \$117 million in new investment in their downtowns, a net gain of over 500 new businesses and a net gain of over 1,600 new jobs. ***This is serious economic development!***
 - The North Carolina Main Street staff ***facilitates statewide economic impact studies and collects data*** to determine trends in Small Town Main Street communities.
- **Recognition:**
 - Designated North Carolina Small Town Main Street communities are eligible to receive ***statewide recognition through the North Carolina Small Town Main Street Awards program.***
 - North Carolina Small Town Main Street communities ***receive publicity about their programs*** through press releases distributed through the N.C. Department of Commerce, NC Main Street & Rural Planning Center newsletters and annual reports, Main Street presentations and the NC Main Street Center social media sites.

REQUIREMENTS OF DESIGNATED N.C. SMALL TOWN MAIN STREET COMMUNITIES

Requirements of Designated North Carolina Small Town Main Street communities:

Small Town Main Street communities are 5,000 and under in population at the time of designation.

1. **Participate in all services provided to the local community by the NC Main Street & Rural Planning Center.**
2. **Designate a paid OR volunteer Small Town Main Street Coordinator (5 hours/week minimum) who will coordinate and facilitate the work of the program.**
3. **Establish broad-based support for the commercial district revitalization process, with strong support from both the public and private sectors.**
 - The Main Street organization should have the active participation of various stakeholders at the committee and board levels.
 - Participants should contribute financial, in-kind, and volunteer support for the revitalization program.
 - Participants should also look for, and act on, opportunities to make connections between other programs with which they are involved and the Main Street revitalization effort so that, by doing their own work a little smarter, or in a more integrated way, other programs help further the revitalization process.
 - The program should include an ongoing process for volunteer recruitment, orientation, and recognition, constantly refreshing its pool of volunteers and involving new people each year.
 - The revitalization program has broad-based philosophical support from the community.
 - Municipal government demonstrates a philosophical commitment to commercial district revitalization.

4. Establish and maintain an active Organizational Core Team and 3- Committees (Design, Promotion and Economic Restructuring) using the Main Street Four-Point Approach® and develop a comprehensive Small Town Main Street Work Plan using the Main Street Four-Point Approach®.

Main Street revitalization by nature is a community-driven process. Therefore, community members must take an active role in leading and implementing positive change. While the coordinator is responsible for facilitating the work of volunteers, this staff member is not tasked with single-handedly revitalizing the commercial district. The direct involvement of an active core team and committees are keys to success.

If a Small Town Main Street program is housed within another entity (e.g., a community development corporation), it is still important to have its own core team and committee structure.

- The core team is a working, functional team that understands its roles and responsibilities and is willing to put forth the effort to make the program succeed.
- Committee members assume responsibility for the implementation of the work plan.
- The program has a dedicated governing body, its own rules of operation, its own budget, and its own bylaws, and is empowered to carry out Main Street's mission, even if the Small Town Main Street program is a part of a larger organization.
- The core team has well-managed, regular monthly meetings, with an advance agenda and regular distribution of minutes.
- Committees have regularly scheduled monthly meetings with an advance agenda that addresses the committee work plan.

5. Establish an annual work plan/planning process for downtown.

A comprehensive annual work plan provides a detailed blueprint for the Small Town 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 work plan should contain a balance of activities in each of the four broad program areas that comprise the Main Street approach — Economic Vitality, Quality Design, Effective Promotion, and Sustainable Organization.
- The work plan should contain measurable objectives, including timelines, budgets, desired outcomes, and specific responsibilities.
- The work plan should be reviewed, and a new one should be developed annually.
- Ideally, the full board and committees will be involved in developing the annual work plan. At a minimum, the full board should adopt/approve the annual work plan.
- The work plan should distribute work activities and tasks to a broad range of volunteers and program participants.
- There has been significant progress in each of the four points based on the work plan submitted for the previous year.

6. Adopt and exhibit a Historic Preservation Ethic and design management program.

Historic preservation is central to the Main Street program's purpose and is what makes historic and traditional commercial districts authentic places. Historic preservation involves saving, rehabilitating, and finding new uses for existing buildings, as well as intensifying the uses of the existing buildings, through building improvement projects and policy and regulatory changes that make it easier to develop property within the commercial district.

- The program has, or is working toward putting in place, an active and effective design management program (which may include financial incentives, design assistance, regulatory relief, design review, education, and other forms of management).
- The program encourages appropriate building renovation, restoration, and rehabilitation projects.
- When faced with a potential demolition or substantial structural alteration of a significant, historic, or traditional building in the Main Street district, the program actively works to prevent the demolition or alteration, including working with appropriate partners at the state, local, or national level to attempt to stay or alter the proposed activity; developing alternative strategies for the building's use; and/or educating local leaders about the importance of retaining existing buildings and maintaining their architectural integrity.
- The program works to find creative adaptive use, financing, and physical rehabilitation solutions for preserving old buildings.
- The program recognizes the importance of planning and land-use policies that support the revitalization of existing commercial centers and works toward putting planning and land-use policies in place that make it as easy (if not easier) to develop property within the commercial district as it is outside the commercial district. Similarly, it ensures that financing, technical assistance, and other incentives are available to facilitate the process of attracting investment to the historic commercial district.
- The program builds public awareness for the commercial district's historic buildings and for good design.

7. Demonstrate an established vision for downtown and a mission that defines the role of the organization that will manage the downtown initiative.

- The organization has an appropriate written mission statement.
- The mission statement is reviewed annually and updated as appropriate.
- The organization has an appropriate written vision statement for downtown that is reviewed annually and updated as appropriate. The vision statement should define the economic potential of downtown.

8. New Small Town Main Street Coordinator attendance at Main Street Orientation, held each month in Raleigh, within three months of start date (if not previously attended).

9. Small Town Main Street Coordinator attendance at Main Street Basic Training each time there is a change in management (if not previously attended).

10. Fund the local Small Town Main Street program through both public and private partnerships at a level allowing for full implementation of the program based on the Four-Point Approach® and the adopted annual work plan.

The Small Town Main Street program's budget should be adequate to achieve the program's goals. The dollar amount that is "adequate" for a program budget may vary.

- The budget should be specifically dedicated for the purpose of revitalizing the commercial district.
- The Small Town Main Street program's budget should contain funds adequate to cover the salary and benefits of staff if applicable; office expenses if applicable; travel; professional development; and committee activities.
- Revenue sources are varied and broad-based, including appropriate support from the municipal government.
- There is a strategy in place to help maintain stable funding.
- There is a process in place for financial oversight and management.
- Regular monthly financial reports are made by the treasurer to the board.

11. **Coordinator, Town Staff Member OR Volunteer attendance at a minimum of One of Two Bi-annual Regional Meetings each year. (Held in July and October.)** *It is recommended that the community attends both meetings, not just one.
12. **Small Town Main Street Coordinator attendance at the annual N.C. Main Street Conference - (NCMS provides each designated STMS community with one complimentary registration).**
13. **Submit annual Statistical data in July and Budget information and Program Assessment Survey in January as requested to the NCMS&RP Center.**
14. **Maintain an annual Designated membership with the National Main Street Center at a \$350 designated level.**
15. **Reimbursement of NCMS&RP Center’s travel expenses, when traveling to the local community, at the IRS state rate plus meals at the state per diem rate and lodging in accordance to the NC Main Street & Rural Planning Center Travel Policy.**
16. **Small Town Main Street Program must also sign and be in compliance with the attached National Main Street sublicense agreement and must comply with all Affiliate community requirements.** Logos and Website language will be sent following receipt of signed agreements.

Requirements are in part from: <http://www.preservationnation.org/main-street/about-main-street/the-programs/performance-standards.html#1>

Documents needed for a change in Coordination of the local Small Town Main Street Program:

- The City/Town Council has the authority to designate another agency/entity to coordinate the Small Town Main Street program.
 - North Carolina Main Street Center requires:
 - A resolution from the City/Town Council that authorizes this change.
 - Minutes of the City/Town Council Meeting clearly demonstrating the majority vote.
 - Documentation demonstrating how the entity that will be coordinating the Small Town Main Street Program will address the items listed under the requirements section of this document.

BENEFITS OF MEMBERSHIP WITH THE NATIONAL MAIN STREET CENTER

Designated Main Street Member

(Required for all active, designated N.C. Main Street and Small Town Main Street communities)

As a Designated Main Street Member, your program is a recognized leader among the largest network of commercial district organizations in the world. Tap into the expertise of our large network of Main Street Programs, BIDs, CDC's, planners, local government agencies, consultants, and others to learn, research and share useful experience with each other. This guide explains the benefits of membership and how to access these tools.

We want you to get as much out of your membership as possible! Please contact us if you require any assistance with your benefits.

Your benefits include:

- *Main Street Now* - the digital journal of the National Main Street Center
- Access to our digital library of must-read revitalization publications
- Free online training opportunities
- Full access to the Main Street Solution Center with sample documents, articles, reports, and more from your peers and experts in the field - all at your finger-tips
- Access to the Main Street Listserv
- Exclusive eligibility for national accreditation
- Eligibility to apply for the Great American Main Street Awards and other special programs
- Discounts on conferences and workshops produced by the National Main Street Center
- The National Trust's volunteer opportunities web page
- National Trust membership List Exchanges
- Access to unique insurance products from the National Trust Insurance Services, LLC.
- Membership in the National Trust for Historic Preservation, which includes *Preservation* magazine
- A voice for your issues
- Eligibility to use the Main Street name
- And much more!

Annual Dues: \$350

Information from:

http://www.preservationnation.org/main-street/join/designated-member-benefits.html#.VO9t5_nF874

SIGNATURE PAGE

Designated Small Town Main Street City/Town: (Please Print) _____

Name of Small Town Main Street Program Coordinating Organization/Agency: (Please Print) _____

Date: _____

Name of Small Town Main Street Program Coordinator: (Please Print) _____

Title: (Please Print) _____

Signature of Small Town Main Street Program Coordinator: _____

OR

Date: _____

Name of City/Town Manager: (Please Print) _____

Title: (Please Print) _____

Signature of City/Town Manager: _____

Date: _____

Name of Small Town Main Street Committee Chair: (Please Print) _____

Title: (Please Print) _____

Signature of Small Town Main Street Committee Chair: _____

Retain a signed copy for your records and return a signed copy of the entire document by mail no later than June 30, 2016:

To: Liz Parham, CMSM
Director
NC Main Street & Rural Planning Center
4346 Mail Service Center
Raleigh, NC 27699-4346