



ANNUAL MAIN STREET PROGRAM ACCREDITATION x

To: Staff and Boards of Texas Main Street communities

Date: **Report due date:**

What is accreditation?

Accreditation is a mark of distinction within designated Main Street communities (*Designated* communities include both accredited and non-accredited communities within our Main Street network.) ACCREDITED communities have worked to meet rigorous performance standards and achieve meaningful revitalization in their downtowns or commercial districts.

The performance standards upon which accreditation is based fall into SIX broad categories:

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming (Main Street Transformation Strategy model)
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

What is the review process?

Once you have submitted your self-evaluation and 4th quarter Reinvestment Report, state staff will review your submissions along with your other quarterly reports, and recommend YES or NO for accreditation. These recommendations will be sent to Main Street America. Note that you need to your Main Street America membership needs to be current in order to be eligible for accreditation. Cities will be notified of their accreditation status in the spring.

What about my 4th quarter report?

Due to this end-of-year reporting, a 4th quarter activity report is *optional*. However, year-end/4th quarter Reinvestment Reports are required – and due January 10, 2022.

Additional Submission Requirements

1. **Work Plan** - Please submit your 2022 work plan with this self-assessment OR indicate that you will be submitting the work plan by the end of January.
2. **Organizational Chart** – This year, instead of submitting a salary survey or financial incentives questionnaire, we are asking that you submit an organizational chart that demonstrates who you report to and how your Main Street program fits within city structure (see attached example.) If your org chart has names on it, that’s fine – but names are not required.

Submission Checklist

City: Bastrop

WORK PLAN

- I am submitting a work plan for 2022 *OR*
- We have not completed our work plan but will submit ours by Jan. 30, 2022

SELF-ASSESSMENT

- I have completed this self-assessment in concert with my entire Board *OR*
- I have completed this self-assessment in concert with my Board President only

ORGANIZATIONAL CHART

- I am submitting an org. chart that demonstrates how my position fits within the city structure.

DESIGN PROJECTS

- As evidence of our achievements in Standard V (Preservation-based economic development) I am submitting several examples of design projects/building improvements that were completed in 2021, with before/during/after images and a brief description of the work. These could be projects previously submitted in your Q1-Q3 reports, or projects completed in this 4th quarter.

COMMITTEES

So that the Texas Main Street staff can better understand how your program operates, please tell us which committees you have:

- Design Committee
- Organization Committee
- Promotions Committee
- Economic Vitality Committee
- Other (please specify): _____
- Other (please specify): _____
- Other (please specify): _____
- Other (please specify): _____

How to submit. As in the past, please submit reports electronically via:

1. An **email**, with 'Accreditation Report' and your city name in the subject line *OR*
2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us. Regardless of the submission method, the whole report should be in a single document or email and sent to mainstreet-reports@thc.texas.gov. The exceptions can be the Work Plan and Design/Improvement project examples that can be separately submitted or included at the end of this document.

C. District Stakeholders, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	Value (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct <u>investment</u> of resources in physical, economic, and promotional improvements.	
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct <u>involvement</u> in Main Street activities.	
Self-evaluation score, this section	

D. The Community-at-large, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	Value (1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. <i>(Refer to similar questions under A.)</i>	
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. <i>(Refer to similar question under A.7.)</i>	
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	
Self-evaluation score, this section	

Project profile/narrative.. Please briefly provide at least one example related to an indicator in this section on Broad-based Community Commitment. You can pull the information for this section from your quarterly Activity reports or related to your program's ongoing COVID responses.

Reflection. As you reflect on your program's success (or struggles) in standard I, please share any observations / comments / concerns / questions you may have.

STANDARD I TOTAL SECTION SCORE _____

STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

A. Active Volunteer Leadership. The Board.

Key Indicators	Value (1=low to 5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. <i>(Refer to similar questions under Standard I.)</i>	
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	
4. Board members are active advocates for the program and the district.	
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	
6. Board members sign an Accountability Agreement that outlines the commitment for board service. <i>(Note: examples are in the Online Resource Library)</i>	
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	
Self-evaluation score, this section	38

B. Supporting Volunteer Structure.

Key Indicators	Value (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. <i>Note: Specific questions about the Work Plan is covered in Standard IV.</i>	

2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. (i.e. annual retreat, quarterly meetings etc.)	
5. Volunteers not in board leadership roles also receive orientation and training.	
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	
Self-evaluation score, this section	

C. Professional Program Management.

Key Indicators	Value (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. (Note: see related questions under Standard III)	
3. A staff job description is in place that includes clearly defines performance expectations.	
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	
5. There is regular staff communication among staff, board and committees, task forces etc.	
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract. (2020-webinars, virtual conferences etc.)	
<input type="checkbox"/> TMSP series of live Four Point workshops (virtual, March-May)	
<input type="checkbox"/> THC's Real Places conference (virtual, Feb.)	
<input type="checkbox"/> Main Street Now (national conference, virtual, spring)	
<input type="checkbox"/> TMSP series of live Four Point workshops (virtual, March-May)	
<input type="checkbox"/> Multiple TDA Summer Camp sessions (virtual, July)	
<input type="checkbox"/> Texas Main Street Retreat in Seguin (in person, Sept.)	
<input type="checkbox"/> Texas Downtown Association Conference (in person, Nov.)	
<input type="checkbox"/> Other (please specify): <u>Government Social Media</u>	
<input type="checkbox"/> Other (please specify): _____	
8. Quarterly Activity reports as required in the contract are consistently submitted. (Note: No 4 th Q Activity report due to this submission. 4 th Q reinvestment reports due January 10, 2021)	<i>Texas Main Street office will score this based on your report submissions.</i>
Self-evaluation score, this section	

D. Defined mission and organizational foundation. Note: the Work Plan is covered in Standard IV.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	
3. The Main Street organization has by-laws.	
4. Program activities are effectively coordinated.	
Self-evaluation score, this section	

***Project profile/narrative..** Please briefly provide at least one example related to an indicator in this section on Standard 2 - Active Leadership & Organizational Capacity. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses. Please also provide your Statements of Purpose (Vision, Mission, Core Values etc.) or the link to them online.*

***Reflection.** As you reflect on your program's success (or struggles) in standard II, please share any observations / comments / questions you may have.*

STANDARD II TOTAL SECTION SCORE _____

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

A. The Main Street Program Has **Diversified Funding Sources**.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	
2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. <i>(Also asked in Standard I.)</i>	
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. <i>(Also asked in Standard I.)</i>	
Self-evaluation score, this section	

B. The Main Street Program Has **Sustainable Program Operations**.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced attention to all four points.	
2. Work aligns with financial capacity.	
3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	
4. The budget adequately covers programming and activity expenses.	
5. The budget adequately covers professional development and training expenses.	
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	
8. For urban non-profits: The MS Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	
9. For urban non-profits: There has been an independent financial review in the last 12 months.	
Self-evaluation score, this section	

Reflection. *As you reflect on your program's success (or struggle)s in standard III, please share any observations / comments / concerns / questions you may have.*

STANDARD III TOTAL SECTION SCORE _____

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

A. Main Street Has a **Vision** for the future of District and **Defined Strategic Direction** for the Program's Work.

Key Indicators	Value (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	
2. We have up-to-date district market, economic and demographic data.	
3. Our vision and mission (<i>outlined in Standard II-Leadership</i>) drives our work.	
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	
Self-evaluation score, this section	

B. Main Street's **Work Plan** is Aligned to Selected Strategies and the Main Street 4-Point Approach.

Key Indicators	Value (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	
2. We are (<i>please indicate which one</i>) <u>exploring / have begun / have adopted</u> a Transformation Strategy plan of work.	
3. Our work plan has activities across all four points of the Approach.	
Self-evaluation score, this section	

Reflection. *As you reflect on your program's success (or struggles) in standard IV, please share any observations / comments / questions you may have.*

STANDARD IV TOTAL SECTION SCORE _____

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

A community's historic buildings and structures are some of its greatest assets and have the power to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public, as well as working with businesses and property owners on appropriate improvements and utilizing the services of the TMSP design staff.

Key Indicators	Value (1=low to 5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. <i>(We will reference reinvestment & design reports for this section.)</i>	
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored? Yes ____ No ____	
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. <i>Please provide details.</i>	
5. We have a design review process that ensures appropriate preservation outcomes.	
6. There is a design review process. <i>(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)</i>	
7. There is a recent business/property inventory. <i>(Also asked in Standard IV)</i>	
8. Volunteer leadership, staff seek out preservation-based training and as a result are confident in their understanding of basic concepts of historic preservation.	
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	
12. We are live/public on DowntownTX.org.	
13. We are actively working to become live/public on DowntownTX.org.	
Self-evaluation score, this section	

Reflection. *As you reflect on your program's success (or struggles) in standard V, please share any observations / comments / questions you may have.*

STANDARD V TOTAL SECTION SCORE _____

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Key Indicators	Value (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	<i>Texas Main Street office will score this based on your report submissions.</i>
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President's Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	
5. Downtown is generally viewed as an active marketplace which the community supports.	
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. 'Hobby' businesses have decreased over time.	
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	
9. Property owners see a positive return on their investments.	
10. Downtown's occupancy rate has increased over time, including second floor uses.	
11. Downtown has destination businesses.	
Self-evaluation score, this section	

***Reflection.** As you reflect on your program's success (or struggles) in standard VI, please share any observations / comments / concerns you may have.*

STANDARD VI TOTAL SECTION SCORE _____

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