

Baseline Requirements

	LP
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. Please upload your Board of Directors document.	Yes
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
3. Identified Transformation Strategy to direct the work of the program, based on community input and market understanding. What is your Transformation Strategy? Tourists + Tourism Date Adopted by Board of Directors 09/13/23	Yes
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. Please upload your Transformation Strategy Work Plan document.	Yes
5. A dedicated budget for the district's revitalization programming and the Main Street program's operations. Please upload your Program Budget document.	Yes
6. Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind donations and philosophical support.	Yes
7. Reinvestment statistics are reported as required by the Coordinating Program (monthly, quarterly, or annually).	Yes
8. Be a member in good standing with Main Street America, and appropriately use the Main Street America and Coordinating Program logos on the program's website and/or social media.	Yes

Cumulative Average Scores

	LP	CP	MSA
Standard I: Broad-Based Community Commitment to Revitalization	4.33	3	
I. Partnerships and Collaborations	4.5	3	
Indicator I	5	3	
Indicator II	4	3	
II. District and Community Outreach	3	3	
Indicator I	3	3	
III. Communication and Public Relations	4.67	3	
Indicator I	4	3	
Indicator II	5	3	
Indicator III	5	3	
	LP	CP	MSA
Standard II: Inclusive Leadership and Organizational Capacity	3.6	2.6	
I. Inclusive Organizational Culture and Diverse Volunteer Engagement	2.75	2.25	
Indicator I	3	2	
Indicator II	2	2	
Indicator III	4	3	
Indicator IV	2	2	

II. Active Board Leadership and Supporting Volunteer Base	3.67	2.67	
Indicator I	5	3	
Indicator II	3	3	
Indicator III	3	2	
III. Professional Staff Management	4.5	3	
Indicator I	5	3	
Indicator II	4	3	
IV. Effective Operational Structure	5	3	
Indicator I	5	3	
	LP	CP	MSA
Standard III: Diversified Funding and Sustainable Program Operations	4.25	3	
I. Balanced Funding Structure	4	3	
Indicator I	4	3	
Indicator II	4	3	
Indicator III	4	3	
II. Strategic Revenue Development and Fundraising	4	3	
Indicator I	4	3	
III. Budget and Work Plan Alignment	4	3	
Indicator I	3	3	
Indicator II	5	3	
IV. Financial Management and Best Practices	5	3	
Indicator I	5	3	
Indicator II	5	3	
	LP	CP	MSA
Standard IV: Strategy-Driven Programming	3.67	3	
I. Planning Guided by Inclusive Community and Market-Informed Inputs	3	3	
Indicator I	3	3	
II. Defining Direction Through Transformation Strategy Identification and Development	4	3	
Indicator I	4	3	
III. Strategy-Aligned Comprehensive Work Planning and Implementation Across All Four Points	4	3	
Indicator I	4	3	
	LP	CP	MSA
Standard V: Preservation-Based Economic Development	2.5	2.25	
I. Preservation Ethics and Education on History and Cultural Assets	2.5	2.5	
Indicator I	3	3	
Indicator II	2	2	
II. Standards and Best Practices for Place-Based, People-Focused Design	2	2	
Indicator I	2	2	
III. Promotion of Historic, Heritage, and Cultural Assets	3	2	
Indicator I	3	2	
	LP	CP	MSA
Standard VI: Demonstrated Impact and Results	3.25	2	
I. Demonstrating The Value of Main Street	3	2	
Indicator I	3	2	
II. Measuring and Packaging Quantitative and Qualitative Outcomes	2.5	2	
Indicator I	3	3	
Indicator II	2	1	

III. Promoting Progress and Demonstrating Impact and Results

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Indicator I

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Additional Information

Date of last on-site visit
01/29/24