## **COMMUNITY ASSESSMENT WORKSHEET**

# Evaluation Worksheet for Local Programs, Coordinating Programs, and Main Street America

The Main Street America 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.

After reviewing the Community Self-Assessment Tool document, use this worksheet to score community progress and determine the designation status of a community. All scores will be averaged and populated at the end.

#### **BASELINE REQUIREMENTS**

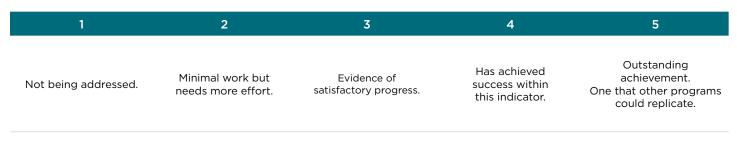
As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. Please indicate whether communities meet the baseline requirements by selecting Yes or No.

		LP		СР		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

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

#### **ACCREDITATION ELIGIBILITY**

Next, to determine where a community is on the path to Accreditation, use the next part of the worksheet to score the community on the Indicators listed for each of the six Standards based on a scale of 1-5. Each number represents the following:



Communities must meet the Baseline Requirements and average at least three (3) points per Standard to achieve Accreditation. Some Indicators will require documentation. At a minimum, this will include providing your program's annual budget and workplan.

#### STANDARD I: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

	LP	СР	MSA	
Partnerships and Collaboration				Notes
Indicator I:				
Indicator II:				
District and Community Outreach				
Indicator I:				
<b>Communications and Public Relations</b>				
Indicator I:				
Indicator II:				
Indicator III:				
Standard I Average:	0	0	0	

## THE MAIN STREET AMERICA EVALUATION FRAMEWORK

STANDARD II: INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

## LP СР **MSA Inclusive Organizational Culture and Diverse Volunteer Engagement** Notes Indicator I: Indicator II: Indicator III: Indicator IV: Active Board Leadership and Supporting Volunteer Base Indicator I: Required Indicator II: Indicator III: **Professional Staff Management** Indicator I: Required Indicator II: **Effective Operational Structure** Indicator I: Required 0 0 0 **Standard II Average:**

#### STANDARD III: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

	LP	СР	MSA	
Balanced Funding Structure				Notes
Indicator I:				
Indicator II:				
Indicator III:				
Strategic Revenue Development and Fur	ndraising	I		
Indicator I:				
Budget and Work Plan Alignment				
Indicator I:				
Indicator II:				
Financial Management and Best Practices	5			
Indicator I:				
Indicator II:				
Standard III Average:	0	0	0	

## THE MAIN STREET AMERICA EVALUATION FRAMEWORK

STANDARD IV: STRATEGY-DRIVEN	PROGRAM	IMING		
	LP	СР	MSA	
Planning Guided by Inclusive Commun	nity and Ma	rket-Inf	ormed Inputs	Notes
Indicator I:				
Defining Direction through Transform and Development	ation Strate	egy Ide	ntification	
Indicator I:				
Strategy-Aligned Comprehensive Wor Across all Four Points	rk Planning	and Im	plementation	
Indicator I:				
Standard IV Average:	0	0	0	
STANDARD V: PRESERVATION-BA				
	LP	СР	MSA	
Preservation Ethics and Education on	Historic an	d Cultu	Iral Assets	Notes
Indicator I:				
Indicator II:				
Standards and Best Practices for Place	-based, Peo	ople-fo	cused Design	
Indicator I:				
Promotion of Historic, Heritage, and C	Cultural Ass	ets		
Indicator I:				
Standard V Average:	0	0	0	
STANDARD VI: DEMONSTRATED IN	MPACT AND	RESU	LTS	
	LP	СР	MSA	
Demonstrating the Value of Main Stre	et			Notes
Indicator I:				
Measuring and Packaging Quantitativ	e and Quali	itative (	Outcomes	
Indicator I:				
Indicator II:				
Promoting Progress and Demonstration	ng Impact a	and Res	ults	
Indicator I:				
Standard VI Average:	0	0	0	

## THE MAIN STREET AMERICA EVALUATION FRAMEWORK

CUMULATIVE AVE	RAGE SCORES	LP	СР	MSA
STANDARD I	BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION	0	0	0
STANDARD II	INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY	0	0	0
STANDARD III	DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS	0	0	0
STANDARD IV	STRATEGY-DRIVEN PROGRAMMING	0	0	0
STANDARD V	PRESERVATION-BASED ECONOMIC DEVELOPMENT	0	0	0
STANDARD VI	DEMONSTRATED IMPACT AND RESULTS	0	0	0

### LOCAL PROGRAM

Program Name:		
Reviewer:	_ Title:	Date:
COORDINATING PROGRAM		
Program Name:		
Reviewer:	_ Title:	_ Date:
MAIN STREET AMERICA		

 Reviewer:\_\_\_\_\_\_
 Date: \_\_\_\_\_\_