

## GEORGIA MAIN STREET PROGRAM BENEFITS

In Georgia we know the greatest benefit to our programs comes from the Main Street manager's ability to directly connect and network with other downtown development professionals from all across the state. The value that comes from the opportunity to learn from one another, to be inspired by one another, all while sharing ideas and resources can not be understated. But beyond the value of the network itself, the Office of Downtown Development has outlined below a variety of training opportunities, discounted services and tools available to our Georgia Main Street programs. Main Street manager's should keep in mind that access to resources and discounts will vary depending on each Main Street community's designation.

BENEFITS	Downtown Affiliate Network	Classic Main Street Program	Georgia's Exceptional Main Streets (GEMS)
<b>TRAININGS</b>			
Can participate in Main Street related trainings	✓	✓	✓
Discounted Main Street 101 training			✓
Discounted rates for DCA training opportunities	✓	✓ <i>Better Rate</i>	✓ <i>Best Rate</i>
\$150 annual registration credit to attend the National Main Street Conference			✓
<b>DISCOUNTED SERVICES</b>			
Discounted rates for DCA's Design Studio services		✓ <i>Better Rate</i>	✓ <i>Best Rate</i>
\$200 annual Design Studio credit			✓
Special low interest rate on eligible projects for DCA's Downtown Development Revolving Loan Fund		✓	✓
<b>RESOURCES AND TOOLS</b>			
Access to private Facebook group	✓	✓	✓
Access to weekly Georgia Main Street Newsletter	✓	✓	✓
Use of the state's proprietary reporting system to help measure the community's economic impact	✓	✓	✓
Annual Community Impact Report		✓	✓
Facilitation of one work plan session annually			✓
Community eligible to be highlighted monthly on the Georgia Main Street website, newsletter and social media channels		✓	✓
Technical assistance with GAMSAs applications			✓

## OVERVIEW OF STATE REQUIREMENTS

The state requirements below must be met in order for participating communities to receive a designation from the Georgia Main Street Program. Communities that wish to use the Main Street America™ name must receive accreditation from the National Main Street Center. To be eligible for national accreditation each program must meet all of the state requirements, listed here, and maintain an active membership with the National Main Street Center. To check on your organization's current membership status email the National Main Street Center staff at [mainstreet\\_membership@savingplaces.org](mailto:mainstreet_membership@savingplaces.org).

REQUIREMENTS	Downtown Affiliate Network	Classic Main Street Program	Georgia Exceptional Main Streets (GEMS)
<b>STAFF</b>			
Provide DCA with official point of contact	✓	✓	✓
Paid professional staff, dedicated office space, phone number and email address for Main Street Manager	20 hours min.	Full time	Full time
Managers and Board Members must be Main Street 101 certified	✓	✓	✓
Meets annual ongoing manager training minimum	10 hours min.	30 hours min.	30 hours min.
<b>REPORTING AND ANNUAL REQUIREMENTS</b>			
Required to sign annual memorandum of understanding	✓	✓	✓
Must complete monthly economic activity reports	✓	✓	✓
Complete and submit program's annual assessment to DCA by Jan. 15	Checklist	✓	✓
Host an annual community visioning session at least once every three years	✓	✓	✓
Have an annual work plan	✓	✓	✓
Programs must meet the 10 standards for holding an Accredited National Main Street designation		✓	✓
Meets annual board meeting minimum	6 meetings	10 meetings	11 meetings
<b>GEMS PREREQUISITES</b>			
A minimum of 5 years designated as a Georgia Main Street community			✓
Stable leadership			✓
Current on all reporting over the last three years			✓
Able to demonstrate exemplary achievements for your community and your downtown			✓
A formal presentation or site visit for applicable communities may be required			✓