



GEORGIA DEPARTMENT
of COMMUNITY AFFAIRS

2026-2027
Affiliate Main Street
Memorandum of
Understanding

Due July 1, 2026

Email Ellen.Hill@dca.ga.gov with any questions.

**GEORGIA AFFILIATE MAIN STREET PROGRAM
MEMORANDUM OF UNDERSTANDING
2026-2027 PROGRAM YEAR**

This Memorandum of Understanding (“MOU”) is made and entered into this _____ day of _____, _____ (the “Effective Date”), by and between the Georgia Department of Community Affairs (“DCA”), an agency of the state of Georgia, whose address is 60 Executive Park South, NE, Atlanta, Georgia 30329, and the City/Town of _____, Georgia (“Community”), whose address is _____, collectively referred to as the Parties.

WHEREAS, the Office of Downtown Development, an office of DCA, provides technical assistance, training, and strategic planning to help local governments build vibrant, resilient commercial districts;

WHEREAS, the Georgia Main Street Program is the state’s lead initiative for downtown renewal and community development, housed within the DCA’s Office of Downtown Development;

WHEREAS, DCA will enter into this MOU with the Community to provide services in return for active and meaningful participation in the Georgia Downtown Affiliate Network as specified below;

WHEREAS, communities that participate in the Georgia Downtown Affiliate Network will receive a national designation from the National Main Street Center as a Main Street America Affiliate community;

WHEREAS, Affiliate Main Street programs receive annual accreditation through the State of Georgia and are formally designated by the National Main Street Center. Affiliate Main Street communities emphasize historic preservation education and economic development, leading to an active and vibrant downtown; and

NOW, THEREFORE, in consideration of the foregoing, and for other good and valuable consideration, the Parties agree as follows:

Article I: Term:

1. This initial term of this MOU shall commence on the Effective Date and shall be for a period of one (1) year from the 1st day of July 2026 to the 30th day, of June 2027, unless terminated pursuant to the termination provision contained in this MOU.

Article II: The Community's Responsibilities.

1. Appoint or contract with an entity to serve as the Board of Directors for the local Main Street Program. The city council may not serve as the Main Street Board.
2. Set and review boundaries for the target area of the local Downtown Affiliate Network program.
 - a. A copy of these boundaries should remain on file with DCA and be uploaded to the Main Street Boundary Map folder in your program's shared DCA Dropbox folder at all times.
 - b. The Community should work with the Board of Directors to review boundaries at least once every three years.
3. Employ a paid professional downtown manager responsible for the daily administration of the local Main Street Program.
 - a. Part-time staff will consist of an employee who works a minimum of twenty (20) hours a week and spends one hundred percent (100%) of their time on Main Street-related activities or full-time staff who devote fifty percent (50%) of their time to downtown revitalization. A copy of the job description should remain on file with DCA in Dropbox at all times.
 - b. The downtown manager should be paid a salary consistent with other community and economic development professionals in the state. The program manager's salary must be paid in excess of minimum wage.
 - c. The Community must notify DCA within one week of any downtown manager vacancy, and the Community must appoint an interim point of contact until the position is filled. DCA must have accurate contact information for the downtown manager at all times.
 - d. The Community shall be afforded a period of thirty (30) days to assess the vacant position and publish the job opening. Programs with staff vacancies exceeding ninety (90) days may be placed under probationary status or risk forfeiture of their designation.
 - e. Provide an annual evaluation of the downtown manager. If the manager is employed by an entity other than the local government, require that entity to provide an annual evaluation and performance review.
4. Assist the downtown manager in compiling data required as part of the monthly reporting process.
 - a. Provide for a positive relationship between the downtown manager and key city staff to access the following information in a timely manner:
 - i. Business license data
 - ii. Building permit data
 - iii. Property tax data
 - iv. Geographic Information Systems data (mapping support when available)
5. Work with stakeholders to identify a unified vision for success for the district along with appropriate success indicators;
6. Develop diversified and sustainable funding sources to support your efforts;
7. Provide for local Main Street Program solvency through a variety of direct and in-kind financial support.
 - a. If the downtown manager is an employee of the local Main Street Program and not the Community, the Community assures that the program has the financial means to pay for said manager for the period of this agreement.
 - b. The local Main Street program must maintain an identifiable and publicly

accessible office space. DCA recommends this space be in the local Main Street program area.

- c. The local Main Street program must have sufficient funding to provide travel and training for the downtown manager and the Board of Directors.
8. Maintain membership with the National Main Street Center in order to be eligible for national designation.
 - a. Use the “Main Street America Affiliate™” name and logo in accordance with the Main Street America® policy on the Use of the Name Affiliate.
9. Notify DCA in writing prior to any wholesale changes in the local program. This includes but is not limited to structural changes to the board of directors, changes in program funding or support, changes in the organization’s bylaws, or changes to the Main Street district’s boundaries. Such notice should be received by DCA one month prior to said changes. Changes or failure to notify DCA prior to these changes may result in program probation, the loss of accreditation, or the removal of program designation.

Article III: The Board of Directors’ Responsibilities.

1. Assist the downtown manager in creating an annual work plan that incorporates incremental and meaningful goals related to the Main Street Approach™, utilizing Community Transformation Strategies and the Main Street Four Point Approach.
 - a. Unless otherwise specified, the Community will utilize the DCA-provided work plan template.
 - b. The work plan will serve as a strategic plan for the local program for a period of three years or less.
 - c. A copy of the work plan must be on file and uploaded to the Work Plan folder in the program’s shared DCA Dropbox folder and updated annually with DCA.
2. Provide opportunities for regular public engagement and support of the Local Main Street Program.
 - a. DCA recommends a public downtown visioning event/town hall meeting annually.
 - b. The Board should identify opportunities for volunteer support and assistance in executing the work plan.
 - c. The Board should actively engage the community for financial and in-kind support of the local program.
3. Conduct at least one board training, orientation, or planning retreat per year for the local program.
4. Meet a minimum of 6 times per year and ensure the minutes of each meeting are maintained and distributed. Such meetings should be open to the public and public notice should be given related to meeting times and agendas.
5. All newly appointed Board Members are required to become Main Street 101 certified within the first year of their first term. A copy of each Board Member’s Main Street 101 certification must be uploaded to the Training Log folder in your program’s shared DCA Dropbox folder.
6. All Board Members are required to have at least two (2) hours of continuing education annually. Training must be documented using the required training log template and uploaded to the Training Log folder in your program’s shared DCA Dropbox folder.
7. Assure the financial solvency and effectiveness of the Local Main Street Program.
 - a. Adopt an annual budget that is adequate to support the annual work plan, maintain an office and support staff, and provide training and travel.
 - b. Maintain current membership of the Local Main Street Program to the National Main Street Center to be eligible for accreditation.

- c. Provide for policies to expend funds, enter into debt, and provide programming support for the local Main Street Program.

Article IV: The Downtown Manager's Responsibilities.

1. Complete all reporting required by DCA to maintain National Accreditation of the local Main Street Program.
 - a. Complete monthly economic and programming activity reports, including portions of said reports that are required as part of the local program assessment process by DCA. These reports must be completed by the last day of the following month. (Example: March report due by April 30th). Failure to complete monthly reports in a timely manner may result in program probation, the loss of accreditation, or the removal of program designation.
 - b. Participate in the annual manager's survey provided by DCA. Failure to complete the annual manager's survey by the deadline may result in the loss of accreditation.
 - c. Provide documentation of all meetings, work plans, budgets, job descriptions, and mission/vision statements for the organization.
2. Participate in training to broaden the impact of the local Main Street Program.
 - a. DCA requires managers to attend at least 10 hours of training annually (including webinars, annual trainings, statewide workshops, etc.) Eligible training hours can come from both DCA and non-DCA-hosted training events. Training must be relevant to the field of downtown development, historic preservation, planning, community development, and economic development. A record of the manager's training hours must be uploaded to the Training Log folder in your program's shared DCA Dropbox folder.
 - b. The downtown manager is required to attend, at minimum, one-in-person training offered by DCA Office of Downtown Development.
3. Respond to requests by DCA in a timely manner.
4. Take advantage of the Georgia Main Street network of professional downtown managers.
5. All newly hired managers must complete in-person Main Street 101 training with DCA within the first 6 months of employment in the local community. All existing downtown managers must be Main Street 101 certified.
6. Provide regular updates between the local Main Street Program and the Community.
 - a. Managers are encouraged to provide at least quarterly reports to the local government.
 - b. Managers are encouraged to provide copies of all minutes, budgets, and work plans to the local government in a timely manner.
7. Maintain and preserve project files. Document downtown projects and other major local program information in a thorough and systematic fashion. All relevant programmatic documentation should be uploaded and stored in the DCA shared Dropbox folder created for your local program, following the organization structure outlined in DCA's "A Visual Guide to Dropbox Management" document, which is located in the "Resources" folder of the Georgia Main Street website. This is to help ensure a seamless transfer of project files to city representatives or successor managers in the event of personnel changes.

Article V: DCA's Responsibilities.

1. Supervise all communications between the Community, state government agencies and the National Main Street Center as it relates to the local Main Street America® Affiliate Program.
2. Conduct a curriculum of training on an annual basis to assist the Community, volunteers, downtown manager and the Affiliate Program Board with the local downtown revitalization program.
3. Provide timely assistance and guidance to the Community as a result of requests for service, monthly reports, or the annual assessment process.
4. Provide a detailed Transition Strategy to assist local Downtown Affiliate Network programs who want to pursue the Classic Main Street Program designation.
5. Provide access to resource materials, sample codes and ordinances, organizational documents, and templates for local programs.
6. Conduct an annual program assessment for the Community highlighting success and opportunities for improvement.

Article VI: General Provisions.

1. **Termination:**

- a. If the Community, Board of Directors, and/or Downtown Manager violate any of its responsibilities under this MOU, DCA shall thereupon have the right to terminate this MOU; however, DCA must give a written notice of this intention to do so by providing at least thirty (30) days notice to the Community.
- b. Once this MOU is terminated, the Community will lose its Affiliate designation and must formally reapply to participate in the Main Street Program as a Start-up program should they wish to have their previous designation reinstated.

2. **Amendments:**

- a. Either party may request changes to this MOU. Any changes, modifications, revisions, or amendments to this MOU, who are mutually agreed upon by and between the Parties to this MOU, shall be incorporated by written instrument, and effective when executed and signed by all Parties to this MOU.

**[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]
[SIGNATURE PAGE FOLLOWS]**

IN WITNESS WHEREOF, the Parties hereto have affixed their signatures on the date first written above.

Local Government (Community)

By: Authorized Representative

Date

Printed Name of Authorized Representative

Title of Authorized Representative

Main Street Board of Directors

By: Board Chair

Date

Printed Name of Board Chair

Date Term Expires

Downtown Manager

By: Manager

Date

Printed Name of Manager

Please check here if this position is vacant.

DCA:

By: ODD Director

Date

Printed Name of ODD Director