



Partner Level Program

APPLICATION OVERVIEW

Request an Application from:
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The Partner level is the third tier of the MSOC program. A community or organization at this level has demonstrated incremental and successful outcomes through collaboration with stakeholders and MSOC. Resources include MSOC training, grant programs, design assistance, tech visits and additional services.

LEVEL	STAGE
NEW: Legacy	Advanced
Select	Developed
Partner (formerly Associate)	Mid-Development
Allied (formerly Affiliate)	Introductory

PROCESS

-  Complete and submit application to MSOC
-  MSOC reviews application and conducts a Team Resource Visit
-  If approved and ready, community receives the Partner Level designation and benefits

APPLICATION & PROGRAM COMPONENTS

-  Affirm local governmental support, including a new resolution if moving to a new level
-  Have a Board and By-Laws—with an Inclusion Policy, Conflict Policy and Code of Conduct Policy
-  Adequate budget for program
-  Vision, mission, market analysis and workplans are all formalized around economic strategies



Benefits of Partner Level Designation

Free Training Workshops—on a variety of critical topics, including but not limited to:

-  Good Design and Standards
-  How to Develop a Transformation Strategy (including defining goals and objectives)
-  How to Recruit, Train and Retain Volunteers
-  Building and Training Effective Boards
-  How to Develop a Communication Plan
-  The Formula for Successful Fundraising
-  Becoming a Destination Business
-  Developing an Online Business Presence
-  Main Street Oakland County and Four Points Training for Board
-  Market Data
-  Developing a Vision and Mission Statement with National Main Street Center Staff
-  Work Planning Session
-  Delivering Great Customer Service

Grants and Monetary Resources

Eligible to compete for organizational mini-grant of \$5,000 to complete a project

Eligible for small business grant consideration

One paid registration for Main Street America Conference for director or board member and limited travel voucher of \$250

Paid Main Street America membership at General Level for the first year

One design consultation each year

Additional Benefits and Resources

-  Exposure on Main Street Oakland County Tourism Website
-  A market research study
-  An opportunity to apply for Partner Level MSOC “Main Event” annual awards
-  Participation in any and all MSOC trainings
-  Participation in MSOC manager meetings
-  Eligible for Main Street America grant consideration
-  Main Street America General Member benefits, including:
 - “The Point,” an online networking and resource platform for members
 - “Main Street News,” a weekly newsletter covering new trends, stories from the field, and information for those in the commercial district revitalization field
 - Access to digital library of publications and guides and online training
 - Access to Main Street Resource Center with sample documents, articles, reports and more from peers and experts in the field
 - Ability to post job openings through National Trust for Historic Preservation’s Career Center
 - Subscription to “Preservation” magazine