



Figure 4. Project Area Map

## ***Mt. Vernon Main Street Alliance***

### ***4 Point Committees Summary***

#### **Organization Committee**

- Coalition builders by those who share an interest in the health of downtown and the community.
- Typical projects: awareness, education, fundraising, special projects coordination, volunteer recruitment.
- Good projects for organization committee
  1. Develop volunteer management system for Main Street
  2. Membership recruitment
  3. Volunteer welcome, orientation
- Fundraising examples of other Main Street towns:
  1. Lufkin: membership drive via letters mailed to area businesses raised \$5,000.00
  2. Llano; manages concessions & volunteers at city-run theater (outdoor theatre in good weather)

#### **Economic Restructuring**

- Identifies new market opportunities for the commercial district, find new uses for historic commercial buildings, and stimulates investment in property. Works to strengthen existing businesses: identify new business opportunities; find new, high, more appropriate uses for vacant building, intensify the uses of buildings; improve business management.
- Typical economic restructuring committee activities, all designed to increase business capability, resulting in more sophisticated entrepreneurship:
- Localized loan, incentives & grant programs for small business

- Merchant education: better business practices
- Business recruitment
- New uses for historic Buildings

## **Design**

- Creates an attractive, coordinated and quality image of the downtown by capitalizing on unique physical assets and heritage.
- Facilitates contact between property owners and design team from Austin to achieve goals of form and function
- Typical activities: spurs building rehabs, use of preservation tools.

## **Promotion**

- Markets a unified, quality image of the business district as the center of activities, goods and services to retailers, shoppers, investors and tourists.
- Develop a cohesive marketing campaign and materials needed. Contact newspapers, radio station, and other public entities that help spread the information on all MS events.
- Work with surrounding MS communities to coordinate events and publicity. Partner with other community organizations in advertising and promotion.

## The reporting system for local Main Street programs

### Why is reporting important?

Regular reporting is an important element of the Main Street effort. Information collected from reports helps form a picture of progress your community has made during its participation as a Main Street program. Program stability and credibility also comes from being a data-driven organization able to prove the positive impact of its Main Street revitalization efforts. Additionally, under the national Main Street America™ Accreditation Standards process, reporting of activities and reinvestments are an important component to demonstrate impact and results and show that Main Street communities are part of a national movement with a proven track record.

### Two-part Quarterly Reporting: Reinvestment Report + Activity Form

Section III.D in the annual contract local programs sign with the Texas Historical Commission requires programs to measure progress by tracking statistics such as reinvestment and job/business creation along with a quarterly activity report and submit them to the TMSP office by the *10th of the month following the end of each calendar quarter*. Reports are submitted to: [mainstreet-reports@thc.texas.gov](mailto:mainstreet-reports@thc.texas.gov). All programs must submit a Reinvestment Report and a Quarterly Activity Form.

### Annual Self-Evaluation Form

Programs are also required to submit an annual report via a Self-Evaluation/Standards of Performance template each January. Through this annual report – to be completed by both Staff and Board -- local programs show how they have used the Main Street Four Point Approach™ in the following performance areas:

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|---|--|
| <ol style="list-style-type: none"> <li>1. <i>Broad-based Community Commitment</i></li> <li>2. <i>Inclusive Leadership &amp; Organizational Capacity</i></li> <li>3. <i>Diverse and Sustainable Funding</i></li> </ol> | <ol style="list-style-type: none"> <li>4. <i>Strategy-Driven Programming</i></li> <li>5. <i>Preservation-Based Economic Development</i></li> <li>6. <i>Demonstrated Impact &amp; Result</i></li> </ol> |
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### Reporting Summary for Texas Main Street programs

		Due Dates (Calendar year)	Period Covered
QUARTERLY Activity report	<i>Available in Manager's Manual section of Online Resource Library</i>	Quarter 1: April 10 Quarter 2: July 10 Quarter 3: October 10 Quarter 4: January 10 (2022)	Quarter 1: Jan-March Quarter 2: April-June Quarter 3: July-Sept Quarter 4: Oct-Dec
QUARTERLY Reinvestment report	<i>Available in Manager's Manual section of Online Resource Library</i>	Quarter 1: April 10 Quarter 2: July 10 Quarter 3: October 10 Quarter 4: January 10 (2021)	Quarter 1: Jan-March Quarter 2: April-June Quarter 3: July-Sept Quarter 4: Oct-Dec
ANNUAL Self-Evaluation/Performance Standards Report	<i>Emailed to you by Texas Main Street office in Nov.</i>	January – exact date TBD	Calendar year

### Professional Development

In order to maintain a high level of professionalism in the nationwide Main Street movement, and as outlined in the contract, local staff have annual professional development and training requirements (A minimum of **TWO** annually. III.B, contract). Volunteer board members are also encouraged to seek out training opportunities. The Texas Main Street office can provide much of this training. Main Street-specific and broader, relevant content areas are permissible. For a current list of training opportunities, see the Training Calendar in the Online Resource Library.

#### Questions

Cara Lowrimore, [cara.lowrimore@thc.texas.gov](mailto:cara.lowrimore@thc.texas.gov), 512- 463-7465/ Kimberly Klein, [kimberly.klein@thc.texas.gov](mailto:kimberly.klein@thc.texas.gov), 512-463-6092