



Letter of Agreement for Designated Communities

Community Name: Franklin

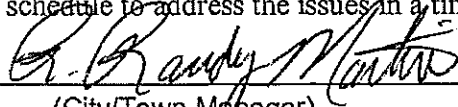
December 30, 2013 through December 30, 2016

DESIGNATED MAIN STREET COMMUNITY REQUIREMENTS	
Work in a traditional Main Street district	Main Street districts must be a physical setting conducive to applying the Main Street Approach™, including a pedestrian scale and orientation; critical mass of buildings and businesses; and critical mass of structures that would be eligible for frequently used rehabilitation incentives.
Use the Main Street Approach™	Main Street provides the only comprehensive approach specifically designed to address the issues and opportunities of traditional downtown commercial districts. It is proven to work and following the approach is a requirement of initial and on-going designation. Economic development in the context of historic preservation is central to the approach as are four active, standing committees: Design, Organization, Economic Restructuring and Promotion.
Have a downtown organization	The downtown constituency is unique and has not been adequately served by traditional economic and business development groups. A separate, independent organization with a mission to act as the advocate for downtown is the best way to reverse decline and foster progress. The downtown organization should include a wide variety of stakeholders and have strong support from both public and private sectors.
Have sustainable program funding	Financial stability of the Main Street organization is crucial to staying focused on the program's mission. Besides covering salaries, downtown organizations must provide an adequate operating budget to cover an active program of work, clerical assistance, and travel and training for both board members and staff. Budgets will vary by community and samples are available from VMS.
Employ an executive director	Paid professional staff to manage the downtown and the revitalization work is critical. Communities with populations under 5,000 can have success with a part-time executive director (a minimum of 25 hours per week). Other communities must have full-time management to be effective (minimum 40 hours per week). Salaries should be commensurate with public-oriented professionals in the area. When the local program hires an executive director, it should involve VMS in the selection process by obtaining feedback on finalist candidates and / or including VMS staff in the interviews with finalist candidates for the position
Have organizational systems and structures	Administrative systems and tools help effectively manage program activities throughout the organization while benchmarking progress. Each year a comprehensive work plan and budget should outline activities of the four committees as well as those of signature programs or events.
Sign a Letter of Agreement (LOA)	Local commitment and support is critical to Main Street success. In designated communities, local government, the downtown organization and DHCD sign a letter of agreement that clearly specifies the responsibilities of each. Newly designated communities sign a letter of agreement each year until they reach the mature stage. Mature communities sign a letter of agreement every three years.
Maintain standards of excellence	Each designated community must be recognized as a National Main Street Community at least once every three years in order to demonstrate the performance standards of the organization; national recognition is an additional benefit. Building skills through regular attendance at VMS trainings is also required; each designated community must send at least one attendee to three (3) trainings per year. Town Meeting or VDDA can be counted toward this requirement, but only one or the other. Manager attendance at the annual retreat is required.
Submit information to VMS	All designated Main Street communities must submit the following each year: 1) twelve monthly reports (submitted quarterly); 2) salary survey; 3) program survey; and 4) an annual report that includes: a) a vision and mission statement, b) the actual budget, including revenues and expenses, c) a list of the board of directors, d) dates and topics of training for board, volunteers and staff (including attendance record for VMS training), e) key accomplishments and achievements, and f) the current Comprehensive Main Street work plan.

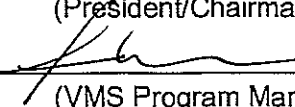
As long as communities continue to meet the Requirements, Virginia Main Street will provide the services listed below using a performance-based approach that will require discussions between the community and VMS to set appropriate targets and outcomes.

DESIGNATED MAIN STREET COMMUNITY SERVICES	
Specialist Services and Technical Assistance	
Design Assistance	As resources allow. Long-distance requests for façade drawings and phone assistance as needed.
Specialist Visits	Virginia Main Street Staff available on request. Specialists, as resources allow.
Organizational Assessments	As needed.
Research	Staff will conduct research on issues or topics of interest using state and national contacts.
Program Support and Professional Development	
Program Manager Training	Regular training by state and national experts is provided.
Regional Board Training	As needed training by State staff and experienced Board members.
Main Street 101	State staff and specialists train local programs in the Main Street Approach™.
Topical Training	State staff and specialists train local programs in specific revitalization topics. Program managers, board and committee members are encouraged to attend.
Scholarships	Scholarships to the NMSC's annual conference & VDDA are provided to a limited number of communities each year.
Work Planning Assistance	State staff is available to facilitate local strategic and work planning.
Remote Consultation	State and National Main Street Center staff members are available by phone and e-mail.
Resource & Information Sharing	State staff and specialists prepare quarterly newsletters and timely e-mail updates of opportunities for services and funding available to Virginia's downtowns. Networking with other communities is encouraged using VMS maintained contact lists.
Virginia Main Street Library	More than 175 titles are available for loan. Extensive files are also available.
Marketing	
Public Relations	Regular press coverage and exposure is provided through media releases and marketing materials, including the Driving Tour and Annual Report.
Use of Main Street Logo	Electronic artwork is provided. Us of Virginia Main Street official signs.

Virginia Main Street is committed to maintaining long-term relationships with designated communities and, if a community is having difficulty meeting the Requirements in one or more areas, the organization should contact VMS as soon as possible to discuss the situation, arrange assistance and develop a schedule to address the issues in a timely manner.

BY:  12-31-13
 (City/Town Manager) Date

BY: Pam K. Ellis, President 12-31-13
 (President/Chairman) Date

BY:  1/4/14
 (VMS Program Manager - DHCD) Date