



## Designated Communities Menu of Services

### Organizational Assessments

- Tune up visit available upon request
- Annual analysis of progress measurement data

KATHY L.

### Technical Assistance by VMS staff and expert consultants

- Strategic planning facilitation or support annually
- Work Planning facilitation or support annually — Kyle
- Meeting Facilitation upon request —
- Staff and Board coaching — Kyle, Jeff
- Design Assistance- façade renderings (limited, as resources are available) KATHY FRAZIER
- Design Assistance- site visit (limited, as resources are available) { }
- Design Assistance- wayfinding visit (limited, as resources are available)
- Retail Assistance – one-on one consultations (limited, as resources are available) — Doug Jack

### Training

- Attendance at annual Manager's Retreat
- Tailored, on-site board, committee, and volunteer training upon request
  - What is Main Street?
  - Main Street 101
  - Committee-specific trainings
  - Board development
  - Fund development
- Retail merchant training (limited, as resources are available)
- Participation in VMS designated community webinars
- National Main Street Conference Scholarship eligibility
- Virginia Downtown Development Association (VDDA) event scholarship eligibility
- VMS Toolkit and Essentials event scholarship eligibility

### Resource Materials

- Listing in and access to the VMS Program Directory, including Salary Survey
- Use of the VMS Main Street Library
- VMS Electronic updates
- VMS Monitor technical briefs
- VMS Design briefs
- VMS technical assistance sheets
- Tailored VMS technical assistance sheets upon request (limited, as resources are available)
- VMS training archive



# Letter of Agreement for Designated Communities

Community Name: Franklin December 30, 2013 through December 30, 2016

<b>DESIGNATED MAIN STREET COMMUNITY REQUIREMENTS</b>	
<b>Work in a traditional Main Street district</b>	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.
<b>Use the Main Street Approach™</b>	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.
<b>Have a downtown organization</b>	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.
<b>Have sustainable program funding</b>	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.
<b>Employ an executive director</b>	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
<b>Have organizational systems and structures</b>	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.
<b>Sign a Letter of Agreement (LOA)</b>	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.
<b>Maintain standards of excellence</b>	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.
<b>Submit information to VMS</b>	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.

<b>DESIGNATED MAIN STREET COMMUNITY SERVICES</b>	
<b>Specialist Services and Technical Assistance</b>	
<b>Design Assistance</b>	As resources allow. Long-distance requests for façade drawings and phone assistance as needed.
<b>Specialist Visits</b>	Virginia Main Street Staff available on request. Specialists, as resources allow.
<b>Organizational Assessments</b>	As needed.
<b>Research</b>	Staff will conduct research on issues or topics of interest using state and national contacts.
<b>Program Support and Professional Development</b>	
<b>Program Manager Training</b>	Regular training by state and national experts is provided.
<b>Regional Board Training</b>	As needed training by State staff and experienced Board members.
<b>Main Street 101</b>	State staff and specialists train local programs in the Main Street Approach™.
<b>Topical Training</b>	State staff and specialists train local programs in specific revitalization topics. Program managers, board and committee members are encouraged to attend.
<b>Scholarships</b>	Scholarships to the NMSC's annual conference & VDDA are provided to a limited number of communities each year.
<b>Work Planning Assistance</b>	State staff is available to facilitate local strategic and work planning.
<b>Remote Consultation</b>	State and National Main Street Center staff members are available by phone and e-mail.
<b>Resource &amp; Information Sharing</b>	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.
<b>Virginia Main Street Library</b>	More than 175 titles are available for loan. Extensive files are also available.
<b>Marketing</b>	
<b>Public Relations</b>	Regular press coverage and exposure is provided through media releases and marketing materials, including the Driving Tour and Annual Report.
<b>Use of Main Street Logo</b>	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: *R. Randy Martin* 12-31-13  
 (City/Town Manager) Date

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

BY: \_\_\_\_\_  
 (VMS Program Manager - DHCD) Date