



Mobilizing Main Street

2025-2026

How-to-Apply

Virginia Main Street



VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT
Partners for Better Communities



Agenda

- Main Street Overview & Virginia Main Street Tiers of Participation
- 2025-2026 Mobilizing Main Street Application & Submission Information
- Q & A





Virginia Main Street (VMS)



VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT
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Belcher Images



Main Street Approach™





VMS Tier System

**Exploring
Main Street**

**Mobilizing
Main Street**

**Advancing
Virginia
Main Street**



Mobilizing Main Street Program Application & Submission Information



Eligibility

- Be an active EMS community / organization
- Meet the guidelines for a Main Street district
- Have an existing 501(c)(3) nonprofit or an existing Main Street steering committee
- Have local government support and commitment to Main Street
- Have attended HTA webinar or watch the recording



Services & Requirements

Anticipated benchmarks include:

- Completion of Board training
- Achieving incorporation and 501(c)(3) non-profit status, *if applicable*
- Developing market-based transformation strategies
- Developing a balanced and comprehensive work plan
- Developing a fund development strategy
- Identify boundaries for the Main Street service area
- Recruit appropriate human resources, both volunteer and professional





Services & Requirements

Document progress and submit annually:

- Up to date contact information
- Main Street America Community Self-Assessment
- Monthly economic development data
- Current downtown revitalization work plan, *if applicable*





Items to Note

- MMS 2025-2026 Schedule
- Applicant Information & Authorization
- Letter of Intent





Narrative Sections

1. Community Characteristics
2. Proposed Main Street District Characteristics
3. Historic Characteristics
4. The Local Main Street Program



Community Characteristics

- 1. Tell us the story of your downtown.** Include the story of its founding and growth, as well as any stagnation and disinvestment.
- 2. What are your community's aspirations for participating in the Mobilizing Main Street program?** Identify the community's major goals for the first three years of the program, including outcomes and results anticipated. Include physical changes, as well as citizen and business activities. It may help to think of this as the next chapter in the story of your downtown.
- 3. In order to implement these changes, who will you enlist as partners?** Please list them and briefly state why they are important partners to have in support of your community's downtown revitalization efforts.



Proposed Main Street District Characteristics

4. Please attach a map of the proposed Main Street District.
5. List the proposed Mobilizing Main Street district's major assets and greatest strengths, including any special characteristics. What is working well for your district's economic opportunities? What do you value most about the district?



Historic Characteristics

- 6. Does your downtown have a local, state, or national Historic District?** If so, provide the date of listing and a brief statement of significance and note any structures individually listed on the Historic Register.
- 7. Describe any major downtown structures that have been rehabilitated within the past five (5) years.** Briefly state their historical use, as well as their current use if a purpose other than which it was originally built.



The Local Main Street Program

8. **Provide a brief summary of your Main Street program's organizational efforts**, including your current structure or stage of organizational development.
9. **Please attach a copy of your organization's IRS nonprofit designation letter**, if applicable.
10. **Please provide a current list of the leadership for the Main Street organization's board or steering committee members.** For each person, briefly indicate the following: organizational position, local organization represented, and a mini bio to include relevant skills and planned contribution to the program.
11. **What district or community revitalization activities or efforts have occurred in the past three (3) years?** What were the outcomes of those efforts?



Scoring Rubric

Criteria	Points
Community Characteristics	20
Proposed Main Street District Characteristics	20
Historic Characteristics	20
Local Main Street Program	40
Total	100



Submission Instructions

1. Visit <https://dhcd.virginia.gov/vms>
2. Download the PDF application
3. Answer in the space provided
4. Secure necessary signatures
5. Submit via email to mainstreet@dhcd.virginia.gov

Open: Friday, September 6, 2024

Deadline: Friday, November 8, 2024





Questions





State Coordinator / Program Manager

- Courtney Mailey

Program Administrators:

- Amy Guzulaitis (Southwest)
- Blaire Buerger (Northern)
- Ellie Dudding-McFadden (Central / Shenandoah)
- Kyle Meyer (Eastern)
- Zachary Whitlow (Southern)

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