



2020 Program Guidelines



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INTRODUCTION

The Virginia Main Street (VMS) program nurtures successful local revitalization programs across the state based on the Main Street Approach™.¹ Main Street is a national model created by the National Main Street Center (NMSC), a subsidiary of the National Trust for Historic Preservation. Main Street is designed to bring jobs, dollars, and people to small towns and commercial districts. Main Street programs leverage private investment and capitalize on the unique appeal of historic downtowns. The result is one of the most successful economic revitalization strategies in the country. From 1984 to 2019, the Virginia Main Street program has created more than 7,000 businesses; 24,000 jobs; and generated more than \$1.8 billion in public and private investment in Virginia.²



Over 35 years the Virginia Main Street program has created more than 7,000 businesses, 24,000 jobs, and generated \$1.8 billion in public and private investment in Virginia. The Virginia Department of Housing and Community Development is a Main Street America™ Coordinating Program for the Virginia Main Street program. As a Main Street America™ Coordinating Program, DHCD helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



4 Tiers of Participation

Housed in the Virginia Department of Housing and Community Development (DHCD), the Virginia Main Street program provides technical assistance, consulting services, training and grant funding to communities of all sizes with different levels of experience in, and commitment to, commercial district revitalization. Every community in Virginia falls within one of the following tiers:

1

**Introducing
Main Street**
Open to All

2

**Exploring
Main Street**
*Formerly Commercial
District Affiliates*

3

**Mobilizing
Main Street**
*Formerly
Virginia Downtowns*

4

**Advancing
Main Street**
*Virginia Main Street
Designated Communities*

¹ National Main Street Center; Main Street America; Main Street; Main Street Four Points; and Main Street Approach are registered trademarks of the National Main Street Center.

² Adjusted to 2019 dollars using the Consumer Price Index.

The Department, through the Virginia Main Street program, works with all four tiers, utilizing local and regional assets, community vision, and market understanding to create qualitative and quantitative outcomes through targeted design, economic, organization and promotional strategies and activities. Through grant opportunities and technical assistance with economic development, entrepreneurship, urban design, and fundraising, DHCD strives to provide each community with individualized support.

Communities in all four tiers are encouraged to leverage VMS training, information, and consulting services, with other DHCD programs and funding such as Community Development Block Grants (CDBG), Community Business Launch (CBL), and the Industrial Revitalization Fund (IRF) – just to name a few.

COMMUNITY REVITALIZATION PROGRAM TIERS

A community does not need to be designated as “Main Street” to do “Main Street” work. In fact, many of the most successful programs started off by focusing on the work of a downtown organization and eventually applied for designation later. DHCD assists all communities working to improve the vitality of their downtowns, whether designated or not. Appendix B outlines a non-exhaustive list of progressive activities communities can undertake across all four tiers of participation.

Tier One: Introducing Main Street

The Introducing Main Street tier has no VMS requirements while still offering access to high-quality resources to get started. There is no application and there are no ongoing requirements. Just join the email list at www.virginiamainstreet.com, follow our social media platforms, and attend any training events.

Introducing Main Street	
Services available (as resources permit)	
Training Opportunities	Introducing Main Street staff and volunteers are encouraged to attend any VMS training opportunities and the annual NMSC Conference.
VMS Staff Consultation	DHCD is available by phone, e-mail, virtual meetings, or in-person as resources allow.
Resource & Information Sharing	Phone consultations and DHCD’s web-based communication platforms allow local programs to access programs, services, and information from anywhere. On-site state and regional trainings also connect local programs with peers.
Other DHCD Revitalization Grants	DHCD can connect communities with other DHCD revitalization programs such as Community Development Block Grants, the Industrial Revitalization Fund, Community Business Launch, and others.

Tier Two: Exploring Main Street (formerly Commercial District Affiliates)

Exploring Main Street communities can be incorporated municipalities, counties, or urban neighborhood commercial districts who are exploring the Main Street Approach for commercial revitalization. Exploring Main Street communities have access to all the same services as Introducing Main Street communities *plus* organizational structure development assistance, milestone and achievement awards, and grant funding.



Application Process: Communities complete a simple, non-competitive application. Applications are accepted on a rolling basis. Exploring Main Street communities must keep their community contact information updated with DHCD and are expected to attend VMS trainings or request VMS technical assistance at least once a year. Participants are also encouraged to join the NMSC at the Affiliate level. To learn more, contact Virginia Main Street at mainstreet@dhcd.virginia.gov.



Grants: Exploring Main Street communities may apply for DHCD Community Vitality Grants. An Exploring Main Street applicant can apply for projects such as: organizational development consulting services, entrepreneur support programs, place making projects, façade programs, and environmental design consulting services. Each fiscal year, DHCD publishes a Community Vitality Grant application instruction manual that outlines all program requirements, application deadlines, and available grant amounts. Applicants are strongly encouraged to consult with DHCD staff throughout the grant application process to ensure compatibility with the program's desired outcomes.



Main Street Idea Pitch: Main Street Idea Pitch! is a live pitch competition for Exploring Main Street, Mobilizing Main Street, and Advancing Virginia Main Street communities to present innovative commercial revitalization project ideas to a panel of judges and the winner(s) receive(s) grant funding to implement their project. Applicants must be active in the VMS network as of the date the pitch application is submitted.³

Exploring Main Street	
Requirements	
Follow the Main Street Approach	The Main Street Approach is the foundation of long-term sustainable revitalization.
Active Participation	Each year, Exploring Main Street staff or volunteers <u>should</u> attend at least one VMS-sponsored training from the calendar at www.virginiamainstreet.com .
Reporting Requirement	Exploring Main Street communities <u>must</u> maintain updated contact information with DHCD.
National Main Street Center Membership at Affiliate level	Exploring Main Street communities are encouraged to join the NMSC at the Affiliate level. This membership provides access to additional resources, contacts, and examples.
Work in a pedestrian-oriented commercial district	Exploring Main Street programs should generally have a pedestrian-oriented commercial area with a high percentage of locally owned businesses. A county may become an Exploring Main Street community on behalf of one or more communities within the county. Neighborhood districts within larger cities may become Exploring Main Street communities through their local government, or an active non-profit organization.
Services available (as resources permit)	
Tier 1 Services	Exploring Main Street communities have access to all the services available to Introducing Main Street communities.

³ "Active" is defined as within the last year a community representative contacted a Virginia Main Street representative for technical assistance or attended a Virginia Main Street training.

Organizational Visit	DHCD assists with organizational issues including roles and responsibilities of staff and Board. Work planning assistance is also provided. (On-site or Virtual)
Awards Program	Exploring Main Street communities are eligible to participate in the VMS annual milestone and achievement awards programs.
Grants	Grants of up to \$7,000 are available for services such as organizational development, facilitating visioning or mission statements; brand development; and physical enhancement projects. Eligible to present a Main Street Idea Pitch with a maximum award of \$5,000. May be eligible for other DHCD grants.

Tier Three: Mobilizing Main Street (formerly Virginia Downtowns)

The third tier provides targeted organizational development support to build a community's revitalization program using the Main Street Approach. This tier is ideal for communities that intend to pursue application for Advancing Virginia Main Street designation.

Mobilizing Main Street communities work with DHCD staff to develop individualized work plans with the expectation of implementation and outcomes measured by completion of program benchmarks. Participation in Mobilizing Main Street typically lasts two years.



Application Process: Local programs aspiring to pursue Advancing Virginia Main Street designation should contact DHCD staff to discuss their goals, level of need, potential for investment, and resources, including those available through DHCD. If appropriate, DHCD will invite the community to submit an application for the Mobilizing Main Street tier. The community should meet the description of a Traditional Main Street District as described in Appendix A unless previously discussed with DHCD. If the community and VMS determine that the community could support a Main Street program, the local program will submit an application for Mobilizing Main Street. Application is on a rolling basis and new communities will be accepted into this tier as resources allow.

Mobilizing Main Street communities must document their program's progress each year, by submitting an annual report to include:

- ◆ Current/updated community contact information;
- ◆ Dates, topics, & attendance records for board, volunteer and staff training;
- ◆ Key accomplishments and achievements using the Main Street Approach;
- ◆ Net new jobs and net new businesses in the downtown district, if available; and
- ◆ Current downtown revitalization work plan, if applicable.

Mobilizing Main Street communities may also have community-specific benchmarks which typically include:

- Board training
- Incorporation and 501(c)(3) non-profit status
- A balanced and comprehensive work plan
- A fund development strategy
- Participation in all Virginia Main Street training opportunities

Mobilizing Main Street communities meeting the criteria for Advancing Virginia Main

Street designation may apply during those program designation application cycles.



Grants: Mobilizing Main Street communities are eligible for DHCD Community Vitality grants. For more information, see the Exploring Main Street tier above. They are also encouraged to apply for additional DHCD grants to leverage additional resources in the community. DHCD staff can assist with more information on these opportunities.



Main Street Idea Pitch: Mobilizing Main Street communities are also eligible for the annual Main Street Idea Pitch competition detailed in the Exploring Main Street tier above.

Mobilizing Main Street	
Requirements	
Tier Two Requirements	Mobilizing Main Street communities must meet all the requirements of Exploring Main Street communities.
Active Participation	Mobilizing Main Street community staff and/or volunteers are expected to attend all VMS-sponsored trainings. Steering Committee/Board of Directors members are required to complete training around topics such as: Main Street 101; Board Roles & Responsibilities; Work Plans & Budgets; Marketplace Development. Paid or volunteer Executive Directors are encouraged to complete VMS Professional Development training prior to designation application.
Progress Reporting	Mobilizing Main Street programs must annually submit to DHCD: minutes of Steering Committee/Board of Directors meetings; Treasurer's Reports; and follow-up activity evaluations.
National Main Street Center Membership at Affiliate level	Mobilizing Main Street programs must join NMSC at the Affiliate level. This membership provides access to additional resources and examples of how to implement the Main Street Approach.
Work in a pedestrian-oriented commercial district	Mobilizing Main Street communities should have pedestrian-oriented commercial areas with a high percentage of locally owned businesses, unless otherwise approved by DHCD. See Appendix A for more details.
Services available (as resources permit)	
Tier Two Services and Grants	Mobilizing Main Street communities are eligible for all the services and grants of Exploring Main Street communities.
Reconnaissance Visit	VMS and/or outside specialists perform a preliminary needs assessment of the physical and economic environment of the community and downtown. (On-site or virtual)
Organizational Services	VMS and/or NMSC staff assists with organizational issues including roles and responsibilities of staff and Board. Assistance includes: annual work plan development, fund development, volunteer management plans, and non-profit organizational management. Additional topics available.

Tier Four: Advancing Virginia Main Street (Virginia Main Street Designated Community)

Advancing Virginia Main Street designations are available through a competitive application process offered every few years as state resources permit. Competitive applicants are community driven and have strong organizational capacity to implement downtown revitalization based on the Main Street Approach. Advancing Virginia Main Street programs must be established 501(c)(3) non-profit

organizations with an independent Board of Directors and a paid executive director dedicated to managing the work plan of an all-volunteer organization.

New Advancing Virginia Main Street communities receive a full range of intensive services to accelerate their revitalization programs, while established Advancing Virginia Main Street communities continue to monitor and fine-tune their effectiveness. All Advancing Virginia Main Street communities adopt tools for downtown revitalization such as design and economic incentives, market driven promotions, and volunteer recruitment programs, with information and technical support from DHCD. Key things to keep in mind include:

Independent Organization Experience shows that an Advancing Virginia Main Street organization functions most successfully as an independent 501(c)(3) nonprofit. Working in partnership with local government, as well as Chambers of Commerce and other community organizations, successful Advancing Virginia Main Street programs focus on creating an inviting downtown business environment, rather than the larger geographical area addressed by other community partners. If your community is interested in Advancing Virginia Main Street designation, your organization will need to apply with the Internal Revenue Service for 501(c)(3) status.

Financial Commitment Financial support, stability, and diversity is key to an Advancing Virginia Main Street program's success. A comprehensive fund development program should include pledged support from local government(s), corporations, independent businesses, and individuals, as well as anticipated revenue from fee-based programs and services, registrations from events, attractions, and organizational/event sponsorships. Commitments for funding support for your Advancing Virginia Main Street program's first three years of operation must be in place and documented in the designation application.

Community Driven Main Street promotes a community-driven process that brings diverse stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process. This essential step provides a foundation for outlining the community's own identity, expectations, and ideals while confirming real and perceived perceptions, needs and opportunities. It also ensures that the vision is a true reflection of the diversity of the community.

Eligibility Criteria

Towns, cities, or counties must meet the following requirements to be eligible to apply for Advancing Virginia Main Street designation:

1. **Have a population of no more than 75,000 based on the 2010 Census (cities and towns only).** There is no population maximum for Counties that apply on behalf of an unincorporated area or village.
2. **Have at least 50 commercial enterprises and 70 commercial structures in the proposed Main Street district.** Experience shows that there must be a critical mass of buildings and businesses in a traditional district to form a foundation for revitalization efforts (see "Traditional Main Street Districts" in Appendix A). The pace of transformation can be quickened and further leveraged if those buildings are also eligible for other

rehabilitation/financial incentives. Counties may submit an application on behalf of an unincorporated area that has at least 50 commercial enterprises and 70 commercial structures in the proposed Main Street district.

3. **Be an Affiliate member of the National Main Street Center (NMSC).** The most basic form of participation in the Main Street America network, NMSC Affiliate membership indicates a community's commitment to the Main Street Approach to revitalization. To join, visit www.mainstreet.org.
4. **Demonstrate local program support through a 501(c)(3) non-profit organization dedicated to downtown revitalization.** Revitalization organizations must be incorporated with the Commonwealth of Virginia, hold or have applied for 501(c)(3) non-profit status with the Internal Revenue Service, and maintain an independent Board of Directors with independent decision making, fund development, and fiscal management. With written approval by DHCD, local programs may be housed within or partnered with another local organization, but must maintain organizational self-government.
5. **Demonstrate active partnership with at least one (1) local government partner.** The municipality within which a local program operates benefits the most from the revitalization organization's efforts. Increased entrepreneurship, private investment, and social activity restore economic vitality to the heart of the community. Fiscal and in-kind support from local government is critical to, but not the sole support of, the local program. Communities are required to provide a written commitment of the financial support provided by their local governments as a component of eligibility, as well as ongoing support.
6. **Demonstrate a plan for organizational sustainability.** Local revitalization efforts are often in the hands of a dedicated group of property owners, business owners, and community volunteers. However, the demands of work, family, and other community activities can become too demanding for that core volunteer group to maintain their initial level of activity. Many Boards of Directors serve no more than two (2) successive terms with one-third (1/3) of the Board rotating from service on an annual basis. Former Board members can make valuable committee members and are encouraged to serve in alternate capacities for at least one three-year term before being invited to return to Board service.

Requirements for Designation

Communities selected to join Advancing Virginia Main Street must meet the National Main Street Center accreditation requirements found in Appendix D. In addition to those, DHCD expects the program will also meet the following criteria and continue to meet them to maintain their designation and receive VMS services.

Advancing Virginia Main Street Requirements (in addition to National Standards)	
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. See Appendix A for the specific criteria.
Use the Main Street Approach	Main Street provides the only proven, comprehensive approach specifically designed to address the issues and opportunities of traditional downtown commercial districts. Following the approach is a requirement of initial and on-going designation. Downtown revitalization in the context of historic preservation is central to the approach. Whether your program is project- or committee-driven, the strategic inclusion of the components of Design, Organization, Economic Vitality, and Promotion are vital to its success.
Public/Private Letter of Agreement; DHCD Contracts	Local commitment and support is critical to Main Street success. In designated communities, the downtown organization signs a letter of agreement with the local government as well as an organization contract with DHCD that clearly specifies the responsibilities of each entity. Advancing Virginia Main Street communities are required to renew their contract with DHCD bi-annually.
Submit timely 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.

Resources for New Advancing Virginia Main Street Communities

DHCD provides the most intensive services in the first three years of Advancing Virginia Main Street program designation. Special services are provided in the first year in order to help the community assess issues facing downtown, map out a strategy for revitalization, and equip the community with tools and techniques needed to succeed. The services listed below are provided to communities based on their progressive performance in reaching appropriate targets and outcomes discussed by DHCD and the community.

Resources for New Advancing Virginia Main Street Communities	
Advancing Virginia Main Street Services	New Advancing Virginia Main Street communities receive all services available to established Advancing Main Street communities
Specialist Services and Technical Assistance	
Resource Team Visit	A team composed of members from NMSC, DHCD, and specialists will spend several days with local public and private stakeholders to analyze, evaluate, and make recommendations for organizational work plan, budget, and marketplace development direction. (On-site or Virtual)
Specialist Visits	On-site visits by DHCD staff and subject matter experts to help communities address specific issues identified during resource team visits. (On-site or Virtual)
Annual Evaluations	DHCD and outside professional staff may provide on-site organizational progress assessments and recommendations.
Program Support and Professional Development	
NMSC Network Membership	Benefits include subscriptions to technical publications, newsletters, trainings and access to archived resources.
Work Planning Assistance	DHCD staff is available to facilitate local strategic and work planning. (On-site or Virtual)

Marketing	
Road Signage	Road signs to denote Main Street designation are provided.
Public Relations	Regular press coverage and exposure provided through media releases and marketing materials, consumer advertising, and other promotional opportunities.

Resources for Established Advancing Virginia Main Street Communities

Restored facades, lower vacancy rates, and new streetscapes are not signs that revitalization is finished. It means that Advancing Virginia Main Street programs are entering the management phase and must continue to meet all designation requirements. DHCD provides ongoing services to assist current communities in maintaining long-term effectiveness and progress. Using a performance-based approach, DHCD will provide the services listed below, as resources allow and as determined between the community and DHCD to set appropriate strategic outcomes.

Resources for Established Advancing Virginia Main Street Communities	
Tier Three Services	Established Advancing Virginia Main Street communities are eligible for all the services of Mobilizing Main Street communities. They are also eligible to participate in the Idea Pitch competition but not the Commercial District Affiliate grant program.
Specialist Services and Technical Assistance	
Design Assistance	Comprehensive assistance from an architect experienced with older historic commercial architecture, including façade designs, consultations, and training.
Specialist On-site Visits	DHCD staff available on request.
Remote Consultation	DHCD and NMSC staff members available by phone, video meetings, and e-mail.
Organizational Visit	DHCD and/or NMSC staff assists with organizational issues including roles and responsibilities of staff and Board. Assistance includes: annual work plan development, fund development, volunteer management plans, and non-profit organizational management. Additional topics available. (On-site or Virtual)
Annual Evaluations	An annual evaluation is conducted to determine NMSC Accreditation according to ten performance standards which provides national recognition.
Research	DHCD research assistance on topics of interest using state and national contacts.
Program Support and Professional Development	
Program Director Training	Regular training by state and national experts is provided. Local program directors must attend.
Regional Board Training	Board members are required to attend State or National Main Street Board training within one year of the beginning of their term of service.
Virginia Main Street Conferences, Webinars and Trainings	A variety of training for local program professionals, public and private partners, and local officials. Provided by DHCD and outside specialists to include virtual, classroom and field session training, as well as presentations on downtown revitalization topics.
Main Street Now Conference	Scholarships to the NMSC's annual conference are provided as resources allow. (Only available to Accredited Main Street communities.)
Resource & Information Sharing	Frequent electronic communications from the NMSC and DHCD assist local programs with accessing programs, services, and information around the Main Street global network. On-site state and regional meetings provide networking and resourcing opportunities among local programs.

Marketing	
Public Relations	Regular press coverage and exposure provided through media releases and marketing materials, consumer advertising, and other promotional opportunities.
Use of Main Street Logo	The Main Street America logo is available for use only by nationally accredited communities.
Use of VMS Logo	The Virginia Main Street logo is available for use only by designated Advancing Main Street communities.

Consultant Services



DHCD, through the VMS program, provides consultant services that are connected to the ongoing work and plans of Advancing Virginia Main Street, Mobilizing Main Street, and Exploring Main Street communities as resources and eligibility allow. Steady progress in meeting fundamental activities must occur during the first three to five years of the organization's Advancing Virginia Main Street designation in order for specialist services to continue. Progress on fundamental activities will be assessed during end-of-year evaluations.



Architectural Design Services

Design services are available, as program resources allow, for a variety of services. Those services, based on the scope of work identified by DHCD and the architectural design service consultant each program year, may include the following services.

Site visits - Site visits can include meetings with property owners and studying individual buildings to find feasible design solutions for historically sensitive restoration and maintenance. Design consultations will range from providing assistance with compatible signage design to storefront design and rehabilitation recommendations. The Consultant shall also provide general technical assistance on proper building rehabilitation techniques consistent with the *Secretary of the Interior's Standards for Rehabilitation*, as well as look at non-building improvements such as streetscape or parking lot layouts.

Long Distance Façade Renderings – Long distance façade improvement renderings and recommendations that property owners can use to complete their projects in a historically sensitive manner.

Specialized Design Visits – A limited number of specialized design visits are offered to Advancing Virginia Main Street communities. The purpose of the visits may include:

- a. Wayfinding Sign Systems. Wayfinding consultation includes a preliminary inventory of existing signs, interviews with key stakeholders in the community about the need for a system, potential destinations, and current and potential graphics or system. During the visit, a presentation to the community summarizes these findings along with an overview of how wayfinding works, and recommendations for next steps. A follow-up report includes schematic designs for the community including gateway and trailblazer signage, shows examples from other communities, and provides guidance for the community to move forward with designing and implementing a system. This guidance includes cost estimates and examples, but not construction documents.

- b. Adaptive Reuse/Feasibility Study. Feasibility studies show property owners and the community how to proceed with making improvements to “white elephant” buildings or buildings “ready for demolition.” A feasibility study visit includes the evaluation of the building, which can be roughly 30 feet wide by 100 feet deep and two-stories high. The visit also includes a preliminary assessment of the building’s architectural features and historic value, documentation of the building, and an interview with the property owner to learn possible uses. The feasibility report outlines a scope of work to bring the building back into service, a building code analysis, potential uses, plans, historic tax credit potential, and a range of comparable construction cost estimates.
- c. Other Study. In the course of the year, if another type of study related to design or aesthetics is determined necessary by the DHCD, a specialized site visit can be customized to that need.

Only Advancing Virginia Main Street organizations may apply for these services. DHCD approves each service in consultation with the Consultant (architect). Service value ranges from \$1,500 -\$25,000 per project, depending on the service.

Organization Visits



Organization visits must involve the local Advancing Virginia Main Street organization board, all of the committees, staff, local government representatives and other local Main Street stakeholders. Organization services are available, as program resources allow, for a variety of services. Those services, based on the scope of work identified by DHCD and the National Main Street Center each program year, may include the services described below.

Organizational Assessment Visit - NMSC and DHCD staff conduct a one or two-day visit to evaluate an Advancing Virginia Main Street organization’s efforts, recognize the program’s accomplishments and develop strategies for future programming. This includes assessing the Advancing Virginia Main Street program’s structure, strategic plan, and committee work plans. The consulting team looks at Board health, the effectiveness of each committee to ensure that Design, Promotion, Economic Vitality, and Organization activities are included, and the perception of the Advancing Virginia Main Street organization by local government leaders and stakeholders. A final report providing recommendations for the Advancing Virginia Main Street program will be provided shortly after the visit.

Organization Consulting Visit - NMSC provides, in coordination with DHCD, one- to one-and-half day visits for communities needing additional board and committee training, strategic planning assistance, fundraising planning, and/or work plan development. The NMSC consultant customizes each organizational visit.

Fundraising Plan Development - NMSC provides, in coordination with DHCD, one-and-a-half day visits for communities needing additional fundraising development assistance. This service helps the organization plan, implement, and market a comprehensive fundraising campaign tailored to challenges and opportunities in a specific community.

Promotional Assessment Visit - NMSC provides, in coordination with DHCD, one-and-a-half

day visits for communities needing assistance evaluating their promotions events and calendars. This service helps the organization better plan, implement, and market a comprehensive promotional calendar given the distinct challenges and opportunities in a specific community.

Advancing Virginia Main Street communities are eligible for these organizational services, valued at an estimated \$7,500 each. DHCD, at its discretion and as funds are available, may offer any organizational consulting visits and services to Exploring Main Street and Mobilizing Main Street communities that are working to pursue Advancing Virginia Main Street designation.



Downtown Development Planning / Economic Vitality Visits

Economic Vitality services are available, as program resources allow. Those services, based on the scope of work identified by DHCD and the National Main Street Center each program year, may include the follow services.

Community Transformation Strategy - NMSC and DHCD staff conduct a two-day visit to assist in creating a downtown development plan, identifying and prioritize work for the Economic Vitality Committee, and developing a market position strategy. The visit usually includes a two- to three-hour work session and results in a final report providing recommendations for the Advancing Virginia Main Street organization's economic vitality strategies. The report will be provided shortly after the visit. All visits are customized based on a community's previously completed economic vitality studies and planning.

This service is only effective with the full involvement of the Advancing Virginia Main Street Board, Economic Vitality Committee, staff, local downtown development experts and local stakeholders.

Only Advancing Virginia Main Street communities are eligible for this service with priority given to Accredited Main Street America programs. The value of this service is estimated at \$7,500.



Center for Nonprofit Excellence

The Center for Nonprofit Excellence (CNE) is a 501(c)(3) that provides consulting, training, information, tools, and resources to nonprofits organizations. Advancing Virginia Main Street communities may access CNE member services such as:

- Discounted training rates for board, management, and finance,
- Leadership mentoring, coaching, and mastermind groups,
- Best practices information and research, and
- Online job board, event calendar and social media postings.

More information about CNE and their services can be found at their website, **www.thecne.org**. If used to its full capacity, this service value is estimated at approximately \$1,000 or more per community, annually.



Grant Funding

Each year Advancing Virginia Main Street communities are eligible for competitive grant funding, with NMSC accredited communities given first priority.

Applications must be completed through DHCD's CAMS online system. All applicants must complete an organization profile before submitting an application. Applicants are encouraged to consult with DHCD/Virginia Main Street staff throughout the grant application process to ensure compatibility with the program's desired outcomes.

Quarterly progress and final reporting through CAMS are required.



Downtown Investment Grants

Purpose: Downtown Investment Grants (DIGs) allow Main Street organizations to take on unique, one-time projects that measurably, creatively, and sustainably advance the organization's goals and strategies. DIGs involve multiple downtown partners and require active leadership and participation by the organization's board, committees and volunteers.

Communities are encouraged to utilize Consultant Services to develop design projects, as well as the planning and organizational support components for economic vitality projects. DIGs can be used to complete projects, provide seed funding for new projects, develop a website or mobile application, or close financing gaps to allow a project to become fully funded. Other categories contributing to economic vitality will be considered.

Each fiscal year, DHCD publishes a Downtown Investment Grants (DIGs) application instruction manual that outlines all program requirements, application deadlines and available grant amounts. Applicants are strongly encouraged to consult with DHCD staff throughout the grant application process to ensure compatibility with the program's desired outcomes.



Financial Feasibility Grants

Purpose: Financial Feasibility Grants allow Advancing Virginia Main Street organizations to work with owners of significant "white elephant" buildings or those with non-productive upper floor space. The purpose is to identify the highest and best use of such properties, and to develop sufficient information to allow the owner or the Advancing Virginia Main Street organization to market the rehabilitation and reuse of the property to private developers and investors. Feasibility grants can fund the development of preliminary engineering reports, environmental reports, and market demand studies for an identified highest and best use and gap-financing research for identified properties, as well as identify sources and uses for funding the rehabilitation.

Financial Feasibility grants are available on a rolling basis as funds are available. These grants target projects that hold the potential for positive impact on the Economic Vitality goals and strategies. Priority is given to projects that demonstrate the presence of: match funding, a financial feasibility team with appropriate credentials, and the organization's capacity to complete the project on time. Feasibility grants require the awarded organization to complete a full study as designed during contract negotiations.

Each fiscal year, DHCD publishes a Financial Feasibility Grant application instruction manual that outlines all program requirements, application deadlines and available grant amounts. Applicants are strongly encouraged to consult with DHCD staff throughout the grant application process to ensure compatibility with the program's desired outcomes.

DHCD, at its discretion and as funds are available, may offer Financial Feasibility Grants to Exploring Main Street and Mobilizing Main Street communities.



Performance Monitoring

DHCD maintains long-term relationships with Advancing Virginia Main Street communities. To keep their progress visible, Advancing Virginia Main Street Communities are required to submit quarterly and annual performance reports (see Appendix C).



Main Street America Standards of Performance

NMSC has ten (10) Standards of Performance that a community program must meet to be considered an Accredited Community (See Appendix D). Receiving Accredited Main Street America status is a prestigious designation. While every Advancing Virginia Main Street program can work toward accreditation, not every program receives it every year. DHCD evaluates Advancing Virginia Main Street programs every year and submits those eligible for national accreditation to NMSC for recognition.

Performance to the accreditation standards of the NMSC is required of all Advancing Virginia Main Street communities. Failure to achieve accreditation for two consecutive years may result in a program losing Advancing Virginia Main Street designation. If an Advancing Virginia Main Street program is unable to meet the accreditation standards, the organization, DHCD, and the local government will agree upon a remedial action plan.



Non-Compliance and Remediation

Occasionally, a community with an interest in maintaining Advancing Virginia Main Street designation encounters difficulty meeting the requirements in one or more areas. The organization is strongly recommended to contact DHCD as soon as possible to discuss the situation, arrange assistance, and develop a schedule to address the issues in a timely manner.

DHCD will review the reporting information that programs submit (Appendix C) and will work with localities, as needed, to strengthen areas that may impact the program's effectiveness and its ability to meet designation requirements. In such cases, DHCD will offer targeted assistance to the program, including assisting with the development of a detailed work plan to address areas of concern in a timely fashion.

Advancing Virginia Main Street communities that are unable to meet accreditation requirements for two consecutive years will be offered the choice to: 1) join the Mobilizing Main Street program and commit to a remediation plan designed by DHCD to address the organizational issues preventing the community from achieving full accreditation, or 2) be placed in the Exploring Main Street program. At DHCD's sole discretion, and based on extenuating circumstances, DHCD may allow additional options for participation.

Communities choosing option one (1) above that successfully complete their remediation plan will have their Advancing Virginia Main Street designation reinstated administratively. If the community is not able to successfully complete the remediation plan, they will relinquish their Advancing Virginia Main Street designation. Any former Advancing Virginia Main Street community may re-apply for designation through the competitive application process during a regular VMS designation round.

Dedicated and well-planned efforts by a local program to meet designation requirements are vital to continued economic health in downtown and a strong partnership with DHCD. Additional special services may be provided at DHCD discretion to help the community with designation requirements and strengthening their organization. Other staff and consultant services may be provided to assist with this organizational growth, as well as to identify areas of improvement.

DHCD will always work to assist communities in maintaining their designation.

Fine Print

Until a community achieves Advancing Virginia Main Street accreditation, they may not use the Main Street America™ logo, unless they have been accredited or are affiliated, through membership, with Main Street America™. A community may not use the Virginia Main Street logo unless it achieves Advancing Virginia Main Street designation. Former Advancing Virginia Main Street Communities, who are no longer designated, may not continue using the logo until they have been re-designated as an Advancing Virginia Main Street community.

MAIN STREET AMERICA™ word and logo marks: The Licensee's right to use, and to delegate use of the MAIN STREET AMERICA™ word mark and the following MAIN STREET AMERICA logos are limited to use made to identify the Licensee as a member in good standing as a Coordinating Partner Member in the MAIN STREET AMERICA program, and to identify Local Programs, that are members in good standing of the MAIN STREET AMERICA program at the Affiliated and Accredited membership levels.

APPENDICES

Appendix A: Traditional Main Street® Districts

The Virginia Main Street Program is a preservation-based economic and community development program that follows the Main Street Approach created by Main Street America. The program was designed to address the need for revitalization and on-going management of smaller to mid-sized downtowns and uses the traditional assets of downtowns as a catalyst for revitalization. Nationwide and in Virginia, successful Main Street districts share certain common characteristics:

- A pedestrian scale and orientation;
- A critical mass of buildings and businesses which form the foundation for revitalization efforts;
- A critical mass of structures that would be eligible for frequently used rehabilitation incentives (for example, state and federal tax credits and local tax abatement).

In order to assure a physical setting conducive to applying the Main Street Approach to commercial revitalization, Mobilizing Main Street and Advancing Main Street districts must have:

- At least **50 commercial enterprises** and **70 commercial structures**;
- At least **2/3rds of the structures are commercial** (or commercially zoned) buildings and have a pedestrian scale and orientation including such elements as ground floor storefronts;
- At least **25 percent** of the linear street frontage has a **setback of 15' or less** from the sidewalk;
- A **compact size** and regular pattern of sidewalks so that it can be comfortably walked by pedestrians.

Communities interested in Mobilizing Main Street or Advancing Virginia Main Street designation may request that DHCD review a potential district for its appropriateness. Advancing Main Street programs seeking to enlarge the boundaries of their current districts must also meet these guidelines for the expanded district. Exploring Main Street communities are not required to have a traditional district, but should have a pedestrian-oriented commercial district and submit the appropriate maps along with their application. For Exploring Main Street and Mobilizing Main Street communities that plan to pursue Advancing Virginia Main Street designation in the future, it is suggested that the traditional district criteria be used in order to prevent the need for a change to the boundaries when application for designation is made.

The community must propose specific boundaries for the commercial district revitalization effort and provide evidence that the district meets these criteria. DHCD can provide assistance with methods for compiling this information including building and business inventories, as well as guidance on how to measure setbacks.

DHCD will review the district criteria and make an on-site visual assessment of the commercial district at the request of the community to determine the appropriateness of the proposed new or expanded district. A written summary of the assessment can also be provided.

Appendix B: Main Street Fundamental Activities

While individual projects and activities are unique to the community, there are some general tasks and types of projects found to be vital to the progressive growth of a Main Street program. These competencies are meant to be a base level of activity, and communities should strive to undertake more challenging projects as they build capacity.

In order to build a strong foundation for the program, a very active Board of Directors should work on many of the projects listed under this category. Although there are many important organizational tasks, it is necessary to remember that the Main Street Approach is comprehensive. Activities in the areas of Economic Vitality, Design, Promotion, as well as Organization, are also essential for an action-oriented program that achieves successful, on-going revitalization of the historic central business district.

Broad community engagement supports the implementation of a successful Main Street program. A collaborative Main Street vision with wide support drives quantifiable outcomes that demonstrate economic impact to funders and key stakeholders. The Main Street Approach consists of three tightly-integrated components:

1. Identifying local and regional assets, community vision, and understanding the local market (Inputs)
2. Implementing transformation strategies through the Main Street Approach framework
3. Impact and measurement, monitoring quantitative, and qualitative outcomes (Outputs)

Fundamental Activities often build upon each other and are interrelated. While each community will complete the fundamental activities in their own time frame, it is recommended that they be completed in the general sequence in which they are listed. The activities listed are for guidance and should not be considered all-inclusive or exhaustive.

ECONOMIC VITALITY

This element of the Main Street Approach concentrates on strengthening the district's existing economic base while finding ways to expand its economy and introduce compatible new uses. This work is rooted in a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small businesses and entrepreneurs.

The Economic Vitality Committee and/or project teams have the job of identifying new market opportunities for the traditional commercial district, finding new uses for historic commercial buildings, and stimulating investment in real property. To succeed, this committee must develop a thorough understanding of the community's economic condition and opportunities for incremental market growth. Specifically:

- ⇒ Build entrepreneurial economies;
- ⇒ Strengthen and grow existing businesses and recruiting new ones;
- ⇒ Find new economic uses for traditional Main Street buildings;
- ⇒ Develop financial incentives and capital for business development and retail operations layout;
- ⇒ Monitor the economic performance of the district.

Basic

- Complete and maintain building inventory for the downtown including:
 - Rental rates
 - Square footage
 - Age of building
 - Unique features
 - Condition
 - Ownership
 - Vacancy
 - Taxes
 - Current photograph
- Complete and maintain a business inventory for the downtown including:
 - Cumulative number of businesses
 - Ownership
 - Product / Service
 - Customers
 - Amount of sales
 - Sales patterns
 - Lease conditions
 - Availability (date / price)
- Track program impact, including:
 - Changes in sales tax revenue
 - Changes in property tax revenue
 - Net new jobs
 - Net new businesses
 - Amount of private investment
 - Number of volunteer hours
- Create a new business owners' orientation kit. Develop a network of entrepreneur development partners to assist new entrepreneurs and existing businesses (micro-enterprise development organizations, SBDC, SCORE, EDA, Chamber of Commerce, etc.)

Intermediate

- Complete market analysis including:
 - Surveys
 - Sales leakage assessment
 - Business recruitment plan
 - Business retention plan
 - Summary report
- Develop a downtown development vision and strategy
 - Identify target niche markets
 - Develop a downtown clustering/leasing plan/strategy
- Develop and market economic development incentives, including
 - Business seminars
 - Loan pool programs
 - Grant programs
- Develop a small, local business recruitment packet and procedures
- Develop business retention programs

Advanced

- Expand organization's role to develop or be a partner in the development of property in downtown
- Expand organization's role to provide micro-business development services, including micro-financing, credit building, etc.
- Tap the power of local banks for local investment and work with financial institutions to create additional lending platforms (e.g. linking local deposits with local loans)
- Develop community owned and supported businesses
- Start a Local Investment Opportunity Network (LION) or other local angel investor "club"
- Find ways to incorporate crowdfunding (e.g., Kickstarter.com, Indiegogo.com, Fundrise.com) into new business development

DESIGN

This element of the Main Street Approach focuses on improving the physical environment by renovating buildings, constructing compatible new buildings, improving signs and merchandise displays, creating attractive and usable public spaces and ensuring that planning and zoning regulations support Main Street revitalization.

The Design Committee and/or its project teams play a key role in shaping the physical image of Main Street as a place attractive to shoppers, investors, business owners, and visitors. To succeed this committee must persuade business owners, building owners, and civic leaders to adopt a specific approach for physical improvements to buildings, businesses, and public improvements. Specifically:

- ⇒ Educate others about good design by enhancing the image of each business as well as that of the district;
- ⇒ Provide good design advice by encouraging quality improvements to private properties and public spaces;
- ⇒ Plan Main Street's development by guiding future growth and shaping regulations;
- ⇒ Motivate others to make changes by creating incentives and targeting key projects.

Basic

- Develop and market improvement incentives and assistance including:
 - Working with the Virginia Department of Historic Resources to list the downtown district on the National Register of Historic Places and/or the Virginia Landmarks Register
 - Design assistance through VMS consultant
- Evaluate existing physical assets – buildings, streets, public signs, parking lots and open spaces
- Inventory conditions of physical environment
- Façade improvements

Intermediate

- Develop and market improvement incentives and assistance including:
 - Loan programs
 - Grant programs
 - Design Assistance through VMS services
- Explore a formalized design review process with custom design guidelines
- Develop district identification signs
- Create a detailed and visually appealing map of downtown
- Photograph downtown extensively; including before, during and after photos of rehabilitation work and promotional events; Streetscape improvements
- Mid-size rehabilitation projects

Advanced

- | | |
|--|---------------------------------|
| • Conduct a traffic study | • Large rehabilitation projects |
| • Conduct a parking study (if appropriate) | • New development |
| • Continue façade improvements | • Infill development |

PROMOTION

This element of the Main Street Four Points deals with marketing the district's assets to residents, visitors, investors, and others through special events, retail promotion, and activities that improve the way the district is perceived.

Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. To be effective this committee and/or project teams must move beyond cookie-cutter downtown promotion ideas. Specifically:

- ⇒ Understand the changing market - identifying both potential shoppers and the competition;
 - ⇒ Identify downtown assets - including people, buildings, heritage and institutions;
 - ⇒ Define Main Street's market niche - its unique position in the marketplace;
 - ⇒ Create new image campaigns, retail promotions and special events - to bring people back to downtown.
-
- Create coordinated website, social media, and direct e-mail platforms
 - Develop, approve and publish a balanced annual calendar of promotional events that includes a mix of special events, retail and image events.
 - Evaluate promotional events - including information on number of attendees and impact in reaching program goals
 - Develop a media resource list
 - Conduct outreach / media relations activities including:
 - Press releases
 - Print media columns
 - Press liaison
 - Feature articles
 - Radio/TV talk shows
 - Create a downtown business directory
 - Initiate and complete at least one special event
 - Initiate and complete at least one retail event
 - Conduct downtown image development activities including:
 - Identify downtown's assets
 - Compile information about the marketplace
 - Analyze data
 - Match assets with market niches
 - Write a positioning statement
 - Conduct Image advertising (Examples: social media, newspaper, radio, TV, direct email, etc.)
 - Develop collateral materials (Examples: entrance signs, banner, shopping bags, buttons, Tee-shirts w/ logo)
 - Develop media relations (Examples: media kits, press releases, press receptions for major projects, TV, radio and newspaper interviews)
 - Develop image-building events (Examples: downtown progress awards ceremonies, ribbon-cutting for new projects, "before and after" renovation displays)

ORGANIZATION

A strong organizational foundation is crucial for a sustainable Main Street revitalization effort. This element of the Main Street Four Points focuses on building collaboration among a broad range of public and private sector groups, organizations and constituencies.

The Organization Committee and/or its project teams play a key role in keeping the board, committees and staff functioning by attracting people and money to the Main Street Program. To succeed, this committee must take responsibility for managing these financial and logistical aspects of the non-profit organization:

- ⇒ Raise money - for projects and administration, from donations and sponsorships;
- ⇒ Oversee volunteer activities- recruit and supervise people, and reward good work;
- ⇒ Promote the program - to downtown interests and the public;
- ⇒ Manage finances - develop good accounting procedures.

In general, projects grouped in the basic category should be completed before the organization moves onto intermediate activities. Intermediate activities should be completed before tackling advanced projects. This progression will serve to build a strong foundation upon which the organization can build a long-term, successful program.

Basic

- Develop an organizational structure, Articles of Incorporation and by-laws
- Formulate accounting systems (It is suggested that all programs have an annual audit by a CPA.)
- Bookkeeping system
- Payroll/employee number
- Bank/charge accounts
- Hire a Program Director
- Set up Main Street office including:
 - Permanent Location
 - Equipment
 - Furnishings
- Registrations: state, county, city
- Develop a clear, shared mission and write it as a mission statement
- Hold annual work planning sessions
- Develop a written work plan
 - Achieve Board approval
 - Send to VMS
- Form committees and hold regular meetings

Intermediate

- Develop an organization logo (letterhead, etc.)
- Develop 501(c)(3) non-profit application to Internal Revenue Service (IRS)
- Develop an annual Board approved budget
- Initiate an annual, signed agreement with local government
- Create and regularly update job descriptions for both staff and volunteers
- Compile and send Board of Directors list, including contact information and mini-resume for each Officer and Director

Advanced

- Develop a five-year fundraising plan including:
 - Sustainable and diverse income base
 - List of private contributors
 - At least one fundraising event
 - Produce an informational brochure about the organization
 - Develop various methods for communicating with donors throughout the year
- Create email and snail mailing lists for the organization including:
 - Downtown business owners
 - Downtown property owners
 - Local interest groups
 - Officials
 - Supporters
- Develop a communications strategy
 - Website
 - Social media
 - Downtown map with business and attractions directory
 - Print and broadcast media resources
 - Downtown brochure
- Build a volunteer database
 - Develop and maintain a method for documenting volunteer hours and skill sets
 - Develop and maintain a Volunteer Participation waiver

Appendix C: Reporting Information Required for Advancing Virginia Main Street Communities

Main Street program performance information must be submitted to DHCD each year. This serves the dual purpose of determining eligibility for recognition as an Accredited Main Street America™ Community and providing an opportunity for targeted assistance from VMS as needed. Communities must submit:

- Monthly business creation, job creation and investment reports, which are submitted quarterly to DHCD
- An annual report that includes:
 - ♦ Vision and mission statement,
 - ♦ The actual budget, including revenues and expenses,
 - ♦ List of board of directors,
 - ♦ Dates and topics of training for board, volunteers and staff (including attendance record for VMS training),
 - ♦ Key accomplishments and achievements,
 - ♦ Policies and procedures,
 - ♦ The current Comprehensive Main Street work plan,
 - ♦ Salary and benefits survey, and
 - ♦ Program evaluation survey.

If these items are not submitted, or indicate that the organization may not be meeting accreditation requirements, DHCD will immediately begin working with the community on a plan to maintain designation.

Appendix D: Main Street America Accreditation



Main Street America™

Nationally Recognized. Locally Powered.

The Main Street America network consists of well over 1,000 community based organizations and 45 city, state, and regional Coordinating Programs working together to create vibrant, people-centered places to live, work, and play. United by a commitment to revitalizing historic downtowns and commercial districts, Main Street America communities represent the great diversity this country has to offer, from small rural towns to busy urban corridors, and everything in between.

Being a recognized community or program of Main Street America is a mark of distinction, and represents a commitment to continual improvement, community engagement, and rigorous outcome measurement. The status that comes with being a part of this network also sends a strong message to local stakeholders, as well as city, state, and national funders. It signifies that you are part of a greater movement that has a proven track record for generating impressive economic returns for the economy, preserving community character, and celebrating local history.

Each year, Coordinating Programs may designate their Main Street America communities as either Accredited or Affiliate programs. The guidelines for each category are below.

Accredited

Being a Main Street America Accredited community is a mark of distinction that signifies commitment to comprehensive revitalization, community engagement, and rigorous outcome measurement. These are programs or organizations that have a proven track record of success in planning, implementing, and measuring results that align with the Main Street Approach and have met a series of rigorous accreditation standards.

Main Street America Accreditation Criteria

- Has developed vision and mission statements relevant to community conditions and to the program's organizational stage.
- Has a current work plan which ties directly to the community's vision and mission statement and prioritizes activities based on established community transformation strategies
- Actively demonstrates a commitment to reusing older and historic buildings within the district.
- Demonstrates active engagement with key community stakeholders, including local government. Has active Board of Directors which meets regularly and conducts annual review of Director.
- Has an adequate operating budget.
- Has paid professional staff.
- Staff/board/volunteers attends ongoing training as required by Coordinating Program.
- Tracks and Reports key statistics in accordance with NMSC guidelines.

Terms and Conditions of Receiving Designation

- Makes use of “Main Street America” Logo as required by terms of NMSC branding licensing agreement.
- Is a member in good standing with the National Main Street Center.

In exceptional circumstances, Coordinating programs or NMSC may designate programs that do not meet certain governance or programmatic requirements.

Affiliate

Main Street America Affiliates are programs or organizations that have demonstrated a commitment to the comprehensive community revitalization and are on the pathway to achieving meaningful economic, social, physical and organizational improvements in their downtown or commercial districts.

Affiliate communities are selected by their Coordinating Program according to local criteria, or by NMSC in consultation with existing Coordinating Program. NMSC may also designate Affiliates in areas where there is no Coordinating Program.

AT-A-GLANCE

VIRGINIA MAIN STREET PROGRAM

How to Apply for Designation

Any Virginia community may participate under Introducing Main Street. Applications for Exploring Main Street and Mobilizing Main Street are accepted on a rolling basis. Application rounds for Advancing Virginia Main Street designation are competitive and held every few years as state resources allow. Communities with an interest in Advancing Virginia Main Street designation are encouraged to start with Exploring Main Street or Mobilizing Main Street and work toward competence in the Main Street Approach until the next designation cycle.

How to Apply for Grants

Application rounds are typically held each spring for funding projects beginning on or around July 1, as state resources permit. Matching requirements vary depending on the nature of the program.

	Introducing Main Street	Exploring Main Street	Mobilizing Main Street	Advancing VA Main Street
REQUIREMENTS				
Employ the Main Street Approach	Encouraged, not required	•	•	•
Attend Trainings	Encouraged, not required	At least 1 per year	•	•
Member of the National Main Street Center Network	Encouraged, not required	Goal	•	•
Reporting Requirements		Minimal	Annual	Quarterly and Annual
Traditional Main Street District			•	•
Public/Private Letter of Agreement			Encouraged, not required	•
DHCD Contract			Encouraged, not required	•
Independent Downtown Organization			Goal	•
Diversified & Sustainable Funding			Goal	•
Employ an Executive Director			Goal	•
Organizational Systems & Structures: Vision, Mission, and Work Plan			Goal	•
Competitive Application and maintain NMSC Accreditation				•

SERVICES THROUGH VIRGINIA MAIN STREET PROGRAM				
Virginia Main Street Trainings/Workshops	•	•	•	•
Telephone Consultation	•	•	•	•
Main Street Information Resources and Sessions	•	•	•	•
Organizational Assistance		•	•	•
Community Milestone Awards		•	•	•
Award Program Eligibility		•	•	•
Designated Staff Contact at DHCD			•	•
Director Training/Professional Development			•	•
New Director Orientation			•	•
Media Releases About Your Community			•	•
Work Plan Retreat for Board			•	•
Economic Vitality Assistance				•
Promotion Development Assistance				•
Design Services and Assistance				•
Training and Event Scholarships			As resources allow	As resources allow
Main Street America™ Accreditation Review				•
May use the Main Street Trademark				•
Center for Nonprofit Excellence Membership				•
SERVICES FROM MAIN STREET AMERICA™				
Organization Consultant Visits			As resources allow	•
Fundraising Plan Development			As resources allow	•
Downtown Marketplace Assessment & Plan Development			As resources allow	•
“Tune Up” Consultant Visits				•
Promotion Assessment Visit				•
COMPETITIVE GRANTS				
Eligible for other DHCD Grants	•	•	•	•
Main Street Idea Pitch		•	•	•
DHCD Affiliate Grants		•	•	
VMS Downtown Investment Grant				•
VMS Financial Feasibility Grant				•



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