NC Main Street Annual Agreement

This is a SAMPLE ONLY. The NC Main Street & Small Town Main Street Annual Agreement will be sent to you each year through DocuSign. Liz will send out information about the process.

Riley, Naomi M

4.29.2021

NC MAIN STREET
Designated Community

Name of City/Town: _____

Date: _____

2021-2022 Annual Agreement
North Carolina Main Street® Designation

Designated Main Street communities (Main Street Director and the City/Town Manager) must sign this document and return to the NC Main Street & Rural Planning Center no later than June 30, 2021 to remain active in the program.

A signed document confirms that the local Main Street program has a thorough understanding of the benefits and requirements of active participation in the NC Main Street program. The Main Street Director should share a copy of the signed document with the Main Street Board of Directors.

Program Background

Nationally:

Main Street America™ has been helping revitalize older and historic commercial districts for more than 40 years. Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

Main Street America is a mark of distinction. It is a seal, recognizing that participating programs, organizations, and communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns. Since 1980, over 2,000 communities have been part of Main Street, bringing renewed energy and activity to America's downtowns and commercial districts, securing more than $85.43 billion in new investment creating 672,333 net new jobs and rehabilitating 295,348 buildings.

Main Street America is a time-tested strategy. Main Street America communities are encouraged to make use of a time-tested approach, known as the Main Street Approach. The Main Street Approach is rooted in a commitment to broad-based community engagement, a holistic understanding of the factors that impact the quality of life in a community, and strategic focus on the core principles of downtown and neighborhood revitalization: Economic Vitality, Quality Design, Effective Promotion, and Sustainable Organization. For more information, visit www.mainstreet.org.

In North Carolina:

The NC Main Street & Rural Planning Center within the N.C. Department of Commerce, is the licensed agency that is charged with administering the Main Street program throughout the state. The Center is committed to following the program guidelines and licensing agreement as outlined by the National Main Street Center and signed by the N.C. Department of Commerce.

The N.C. Department of Commerce designates communities as a "North Carolina Main Street community". When designated, the local city or town government, and specifically the chief elected official, is notified of the designation. The city or town government determines who will administer the Main Street program at the local level and the city or town manager communicates that information to the N.C. Main Street & Rural Planning Center. From time-to-time, that administration may change. If there is a change, this document outlines the steps that must be followed for a change in local administration to occur.

Since 1980, over 115 communities have directly benefitted from the North Carolina Main Street program, bringing economic strength to North Carolina's downtown commercial districts, securing $3.62 billion in new investment creating more than 28,400 net new jobs and rehabilitating 6,932 buildings.

Benefits for NC Main Street Communities

North Carolina Main Street communities' benefit from the following:

Partnership:

- Communities selected to participate in the Main Street program become partners with the North Carolina Department of Commerce, NC Main Street & Rural Planning Center in a long-term, asset-based economic development effort that has proven to have a positive impact on investment and job creation.
- Main Street communities are limited in number and therefore receive focused and personal attention from NC Main Street staff.
- North Carolina communities are selected through a competitive process and only a few are designated; therefore, Main Street designation is an honor bestowed upon only a few special communities.
- In the first several years of a local Main Street program, the state of North Carolina invests approximately $100,000 in on-site visits, training and technical assistance. After the initial start-up phase, the state annually invests approximately $5,000 in each Main Street community in the form of ongoing town-specific technical assistance, and statewide and on-site training for directors and volunteers.

Training:

- Main Street communities are eligible to attend and participate in the NC Main Street Conference, NC Main Street Basic Training, Board and Committee Training, NC Main Street Directors' Meetings, Biannual Regional Meetings, and subject specific workshops.
- Designated North Carolina Main Street communities receive two free registrations to the North Carolina Main Street Conference held in March.

Technical Assistance:

- The North Carolina Main Street program staff guides designated communities through a strategic planning process which helps communities create a vision, develop economic development strategies that will transform downtown, and produce action plans so that limited resources are focused, and results are magnified.
- The North Carolina Main Street staff guide participating communities through board development, volunteer development and downtown director training.
- The North Carolina Main Street staff provide guidance and support to communities on ways to find and develop financial resources.
- Property and business owners in Main Street cities receive free building exterior design recommendations from design specialists at the UNC-Greensboro Department of Interior Architecture, in collaboration with the NC Main Street & Rural Planning Center staff.
- The North Carolina Main Street staff provide guidance and training on the best practices for leveraging tourism based economic development in association with the NC Main-to-Main Trail, an initiative of the NC Main Street & Rural Planning Center.
- North Carolina Main Street staff has extensive experience in organizational development and nonprofit management, historic preservation, building rehabilitation, investment tax credits, incentive programs, tourism development, marketing, image building, special event development, communications, and a range of other pertinent areas.
- The North Carolina Main Street staff is among the nation's leading authorities on downtown development with experience helping North Carolina towns with revitalization challenges.
- The North Carolina Main Street staff assists communities with Main Street Director recruitment process.
- The North Carolina Main Street staff conducts an annual program assessment and review of each Main Street program.
- The North Carolina Main Street staff conducts an annual budget and salary analysis of Main Street programs.
- The North Carolina Main Street staff conducts an annual statistical data collection and analysis.

Network:

- North Carolina Main Street communities may use the Main Street trademarks on materials designed to promote the work of their program in collaboration with the State of North Carolina and the National Main Street Center.
- The North Carolina Main Street network possesses some of the most experienced downtown development professionals in the country.
- Main Street communities may take advantage of and participate in a special network of Main Street cities statewide and nationally, with over 1,600 communities across the nation, and 45 city, state, and regional Coordinating Programs, that participate in the Main Street program. This allows them to learn best practices, techniques, and strategies for downtown development.

Funding:

- When available, Main Street communities are eligible to apply for downtown revitalization funding programs to assist small business development and property rehabilitation.
- When available, Nationally Accredited Main Street communities are eligible to apply for funding programs through the National Main Street Center.
- The NC Main Street & Rural Planning Center maintains and distributes a funding guide of federal, state, corporate and foundation sources commonly used for funding downtown projects.

Resources:

- Through the North Carolina Main Street program, communities can identify resource people, consultants, and specialists on topics of interest to the community.

Economic Impact:

- Since 1980 when the program began, Main Street communities in North Carolina have had over $3.62 billion in new investment in their downtowns, a net gain of over 6,700 new businesses and a net gain of over 28,400 new jobs. This is serious economic development!
- The North Carolina Main Street staff facilitate statewide economic impact studies and collects data to determine trends in Main Street and Small Town Main Street communities.

Marketing & Recognition:

- Designated North Carolina Main Street communities are eligible to receive statewide recognition through the North Carolina Main Street Awards and Main Street Champions programs.
- In addition, designated communities are eligible for recognition by the National Main Street Center as a Nationally Accredited or Affiliate Main Street community.
- North Carolina Main Street communities receive marketing and recognition offered through the NC Main-to-Main Trail, an initiative of the NC Main Street & Rural Planning Center.
- Nationally Accredited Main Street communities are eligible to apply for national recognition through the Great American Main Street Awards® (GAMSA), a program of the National Main Street Center.
- North Carolina Main Street communities receive publicity about their programs through press releases distributed through the N.C. Department of Commerce, NC Main Street & Rural Planning Center updates and annual reports, Main Street presentations, and the NC Main Street social media sites.

*Note – in the event of a natural disaster or pandemic event, programs and services may be changed, conducted virtually, or cancelled in accordance to recommended guidelines from the Center for Disease Control and NC State Emergency Management.

Requirements of Designated N.C Main Street Communities

Main Street communities must be 50,000 and under in population at the time of designation.

1. Participate in all services provided to the local community by the NC Main Street & Rural Planning Center.

2. Employ a full-time - 40 hours/week paid professional Main Street Director, who is dedicated to downtown and will coordinate and facilitate the work of the program. Communities with a population of 5,001-9,999 MAY employ two or more persons that equal one or more full-time equivalent position(s). One of the positions must be designated as the director. Communities with a population of 5,000 or less MAY employ a part-time - 20+ hours/week position paid professional Main Street Director.
    - The Main Street Director should be paid a salary consistent with those of other community development professionals within the city, state, or region in which the program operates.
    - The Director should be adequately trained — and should continue learning about revitalization techniques and about issues affecting traditional commercial districts.
    - The Director should have a written job description that correlates with the roles and responsibilities of a Main Street Director.
    - There should be a formal system in place for evaluating the performance of the Director on an annual basis.
    - Adequate staff management policies and procedures should be in place.

3. Obtain a 501(c) 3, 4, or 6 nonprofit designation OR be designated as a department of the local municipal government.

4. Establish broad-based support for the commercial district revitalization process with strong support from both the public and private sectors.

- The Main Street organization should have the active participation of various stakeholders at the committee and board levels.
- Participants should contribute financial, in-kind, and volunteer support for the revitalization program.
- Participants should look for, and act on, opportunities to make connections between other programs or organizations to form partnerships that help further the revitalization process.
- The program should include an ongoing process for volunteer recruitment, orientation, and recognition, constantly refreshing its pool of volunteers and involving new people each year.
- The revitalization program has broad-based philosophical support from the community.
- Municipal government demonstrates a philosophical commitment to commercial district revitalization.

5. Establish and maintain an active Board of Directors and Committees using the Main Street Four-Point Approach® and develop a comprehensive Main Street Work Plan using the Main Street Four-Point Approach®.

Main Street revitalization by nature is a community-driven process. Therefore, community members must take an active role in leading and implementing positive change. While the Director is responsible for facilitating the work of volunteers, this staff member is not tasked with single-handedly revitalizing the commercial district. The direct involvement of an active board of directors and committees are keys to success.

If a Main Street organization is housed within another entity (e.g., a community development corporation), it is still important to have its own board of directors and committee structure.

- The board is a working, functional board that understands its roles and responsibilities and is willing to put forth the effort to make the program succeed.
- Committee members assume responsibility for the implementation of the work plan.
- The program has a dedicated governing body, its own rules of operation, its own budget, and its own bylaws, and is empowered to carry out Main Street's mission, even if the Main Street program is a part of a larger organization.
- The board has well-managed, regular monthly meetings, with an agenda and regular distribution of minutes.
- Committees have regularly scheduled monthly meetings with an agenda that addresses the committee work plan.

6. Establish an annual work plan/planning process for downtown.
A comprehensive annual work plan provides a detailed blueprint for the Main Street program's activities; reinforces the program's accountability both within the organization and in the broader community; and provides measurable objectives by which the program can track its progress.

- The work plan should contain a balance of activities in each of the four broad program areas that comprise the Main Street approach — Economic Vitality, Quality Design, Effective Promotion, and Sustainable Organization.
- The work plan should contain measurable objectives, including timelines, budgets, desired outcomes, and specific responsibilities.
- The work plan should be reviewed, and a new one should be developed annually.
- Ideally, the full board and committees will be involved in developing the annual work plan. At a minimum, the full board should adopt/approve the annual work plan.
- The work plan should distribute work activities and tasks to a broad range of volunteers and program participants.
- There has been significant progress in each of the four points based on the work plan submitted for the previous year.

7. Adopt and exhibit a Historic Preservation Ethic and design management program.
Historic preservation is central to the Main Street program's purpose and is what makes historic and traditional commercial districts authentic places. Historic preservation involves saving, rehabilitating, and finding new uses for existing buildings, as well as intensifying the uses of the existing buildings, through building improvement projects and policy and regulatory changes that make it easier to develop property within the commercial district.

- The program has, or is working toward putting in place, an active and effective design management program (which may include financial incentives, design assistance, regulatory relief, design review, education, and other forms of management).
- The program encourages appropriate building renovation, restoration, and rehabilitation projects.
- When faced with a potential demolition or substantial structural alteration of a significant, historic, or traditional building in the Main Street district, the program actively works to prevent the demolition or alteration, including working with appropriate partners at the state, local, or national level to attempt to stay or alter the proposed activity; developing alternative strategies for the building's use; and/or educating local leaders about the importance of retaining existing buildings and maintaining their architectural integrity.
- The program works to find creative adaptive use, financing, and physical rehabilitation solutions for preserving old buildings.
- The program recognizes the importance of planning and land-use policies that support the revitalization of existing commercial centers and works toward putting planning and land-use policies in place that make it as easy (if not easier) to develop property within the commercial district as it is outside the commercial district. Similarly, it ensures that financing, technical assistance, and other incentives are available to facilitate the process of attracting investment to the historic commercial district.
- The program builds public awareness for the commercial district's historic buildings and for good design.

8. Demonstrate an established vision for downtown and a mission that defines the role of the organization that will manage the downtown initiative.

- The organization has an appropriate written mission statement.
- The mission statement is reviewed annually and updated as appropriate.
- The organization has an appropriate written vision statement for downtown that is reviewed annually and updated as appropriate. The vision statement should define the economic potential of downtown.

9. New Main Street Director attendance at Main Street Orientation, held virtually each month, within three months of start date (if not previously attended).

10. Main Street Director attendance at Main Street Basic Training each time there is a change in management (if not previously attended).

11. Fund the local Main Street program through both public and private partnerships at a level allowing for full implementation of the program based on the Four-Point Approach® and the adopted annual work plan.
The Main Street program's budget should be adequate to achieve the program's goals. The dollar amount that is "adequate" for a program budget may vary.

- The budget should be specifically dedicated to revitalizing the commercial district.
- The Main Street program's budget should contain funds adequate to cover the salary and benefits of staff; office expenses; travel; professional development; and committee activities.
- Revenue sources are varied and broad-based, including appropriate support from the municipal government.
- There is a strategy in place to help maintain stable funding.
- There is a process in place for financial oversight and management.
- Regular monthly financial reports are made by the treasurer to the board.

12. Main Street Director's attendance at Main Street Directors' Meeting held once a year in August. (In the case of a vacancy or illness/emergency, a substitution for the director may be made for this meeting).

13. Main Street Director (or Volunteer if Director cannot) attendance at a minimum of one of two bi-annual regional meetings each year. (Held in May and October/November.) *It is recommended that the Director attends both meetings, not just one.

14. Main Street Director and a minimum of one volunteer attendance at the annual NC Main Street Conference - (NCMS provides each designated MS community with two complimentary registrations).

15. Submit annual statistical data in July and Budget & Salary information and Program Assessment Survey in January, as requested, to the NCMS&RP Center.

16. Maintain an annual membership with the National Main Street Center at a $375 *Main Street America Community Member* level.

17. Reimbursement of NC Main Street & Rural Planning Center's travel expenses, when traveling to the local community, at the IRS state rate plus meals at the state per diem rate and lodging in accordance with the NC Main Street & Rural Planning Center Travel Policy.

18. Main Street Program must also sign and follow the attached National Main Street sublicense agreement and must comply with all Accredited or Affiliate community requirements. Logos and Website language will be sent following receipt of signed agreements.

Documents Needed for a Change in Administration of the Local Main Street Program, including if the organization changes from a nonprofit, government or quasi-public-private structure to a different structure:

- The City/Town Council has the authority to designate another agency/entity to administer the Main Street program.
    - North Carolina Main Street Center requires:
        - A resolution from the City/Town Council that authorizes this change.
        - Minutes of the City/Town Council Meeting clearly demonstrating the majority vote.
        - Documentation demonstrating how the entity that will be administering the Main Street Program will address the items listed under the requirements section of this document.

*These documents must be emailed to the Director of the NC Main Street & Rural Planning Center within two months of a change in administration.

Benefits of Membership with The National Main Street Center

Designated Main Street Member

(Required for all active, designated N.C. Main Street and Small Town Main Street communities)

As a Designated Main Street Member, your program is a recognized leader among the largest network of commercial district organizations in the world. Tap into the expertise of our large network of Main Street Programs, BIDs, CDC's, planners, local government agencies, consultants, and others to learn, research and share useful experience with each other. This guide explains the benefits of membership and how to access these tools.

We want you to get as much out of your membership as possible! Please contact us if you require any assistance with your benefits.

Your benefits include:

- Exclusive eligibility to be recognized as an Affiliate or Accredited Main Street America program
- Exclusive eligibility to enter into a Licensing Agreement with the NMSC, or your Coordinating Program, to use Main Street America™ name and logo
- Eligibility to apply for the Great American Main Street Awards and other special awards and grant programs.
- Up to six free sub-memberships to share access to resources with your team
- Access to The Point, our exclusive online member networking platform
- Access to *Main Street News*, a weekly newsletter on new trends, stories from the field, and need-to-know information for those in the commercial district revitalization field
- Members-only rates at the annual Main Street Now Conference, and the Main Street America Institute
- *State of Main,* our annual printed publication
- Access to our digital library of must-read revitalization publications and resource guides, including exclusive training materials on the Main Street Approach and full archives of the Main Street Now journal
- Free online training opportunities
- Full access to the Main Street Resource Center with sample documents, articles, reports, and more from your peers and experts in the field—all at your fingertips
- Ability to post job openings for your local program through the National Trust for Historic Preservation's online Career Center.
- Access to tailored insurance products from the National Trust Insurance Services, LLC.
- Family level membership with the National Trust for Historic Preservation including a subscription to *Preservation* magazine.
- And more!

Annual Dues: $375

Information from:
https://www.mainstreet.org/join

Signature Page

1. Designated Main Street City/Town:
(Please Print Clearly) _____

2. Name of Local Main Street Administrating Organization:
(Please Print Clearly) _____

3. Check Which One Applies:
- ☐ Public (City/Town) Administered
- ☐ Private (Non-Profit) Administered
- ☐ Quasi Public-Private (Town/Non-Profit) Administered

4. Name of Main Street Director: (Please Print Clearly)

_____

Title: _____

Signature: _____

Date: _____

5.
Name of City/Town Manager: (Please Print Clearly)

_____

Title: (Please Print)

_____

Signature of City/Town Manager:

_____

Sample ONLY