



## Washington State **MAIN STREET** PROGRAM

# Washington State Main Street Program Policies Department of Archaeology and Historic Preservation

## I. Designation as a Main Street Community

Eligibility Criteria - A Local Organization must complete an application and meet the following criteria for designation as a Washington State Main Street Community:

1. Obtain and maintain status as an independent, recognized 501c3 or 501c6 nonprofit organization with the sole mission of revitalizing a traditional downtown commercial district.
2. Develop and maintain a comprehensive downtown revitalization strategy following the National Main Street Center's Main Street Four Point Approach® structure which includes implementing a balance of activities in the areas of Organization, Promotion, Design, and Economic Restructuring. This also includes creating an appropriate vision statement, mission statement, goals, objectives, activities, and a comprehensive annual work plan.
3. Maintain minimum level of staffing, based on population, to achieve the Local Organization's mission, goals and Annual Work Plan. Community population is determined by the latest census from the United States Census Bureau.
  - a. Community population of 0-2500: part-time, volunteer Executive Director.
  - b. Community population of 2501-5000: part-time, paid Executive Director.
  - c. Community population over 5001: full-time, paid Executive Director.
4. Maintain a strong historic preservation ethic and consult with WSMSP on historic preservation issues.
5. Maintain the local downtown revitalization program's boundaries/primary focus area on the traditional historic commercial core.
6. Maintain an active volunteer board of directors representing downtown stakeholders to oversee the local program.
7. Maintain at least four strong and active committees: Organization, Promotion, Design, and Economic Restructuring.
8. Provide an orientation to the Main Street Four Point Approach® for board and committee members at least once per year to help them understand the overall

comprehensive revitalization effort. This can be a training session, information packet, etc.

9. Provide requested information to the WSMSP including quarterly online reports which track key performance measures and progress of the Local Organization.
10. Representation from the Local Organization is mandatory at the following: RevitalizeWA Preservation & Main Street Conference; annual fall Main Street retreat; one of two Main Street Network Leadership Meetings at various locations throughout the state.
11. Complete an annual Main Street District Trends Survey.
12. Complete the annual Washington Main Street Program reporting process.
13. Provide documentation of compliance with policies and status reporting, as may be requested.
14. Local Organization must acknowledge and agree that membership within the Washington State Main Street Network does not authorize use of the Main Street® trademark name, and that the Main Street® name is a trademarked brand, owned by the National Main Street Center.

## **II. Services to Participants**

Within available resources, the Washington State Main Street Program (WSMSP) will provide the following services to designated Main Street Communities:

1. Provide resource library access and information on downtown-related topics, including National Main Street Center images and publications.
2. Provide telephone consultations, including advice and information, to those involved in the Local Organization.
3. Provide notices and invitations to attend WSMSP workshops, seminars, and conferences.
4. Include the Local Organization in the WSMSP Network listing.
5. Conduct and coordinate two WSMSP network leadership meetings per year and an annual fall retreat.
6. Conduct Local Organization program reviews as resources allow.
7. Maintain a database of local statistical information and make this information available for Local Organization use.
8. Provide board and committee development, vision development, and action planning sessions upon request as WSMSP staff time and financial resources allow.

9. Provide advocacy for local program and project development assistance on a selected basis.
10. Provide technical assistance to deal with mutually agreed upon areas of concern having primary importance to the Local Organization. Assistance will be provided on a case by case basis as resources allow.
11. Serve as Washington State's Main Street® coordinating program; remain a coordinating member in good standing with the National Main Street Center. In this capacity, the WSMSP will annually accredit towns which meet criteria and qualify for national recognition as a nationally certified Main Street® organization.
12. From time to time, the WSMSP may have funds available for scholarships, consultant assistance, and other special opportunities. At the discretion of the WSMSP these funds may be made available to Local Organizations. In order to be eligible to receive these funds, Local Organizations must, at a minimum, be in full compliance with the terms of this agreement.

### **III. Withdrawal of Main Street Community Status**

- A. If a Local Organization program fails to comply with the Program Policies the WSMSP may send that program a written Initial Warning. The Initial Warning will identify the non-compliance and place the Local Organization on probationary status. The Local Organization will be re-evaluated by the WSMSP 90 days following the Initial Warning. If the Local Organization has failed to correct the non-compliance, the WSMSP may issue a Final Warning. If the local program is not in compliance within 90 days after the Final Warning is sent, the WSMSP may either:
  - i) terminate the Local Organization's letter of agreement and Main Street Community status, and discontinue all WSMSP services and activities; or
  - ii) At DAHP's sole discretion, place the Local Organization on continued probationary status for up to an additional 90 days. DAHP will consider the facts and the circumstances underlying the noncompliance, and whether the Local Organization has made substantial progress toward correcting the non-compliance.
- B. If Main Street Community status is withdrawn a Local Organization will no longer receive WSMSP services. However, a Local Community may reapply for Washington State Main Community status. WSMSP services will resume upon reapplication and approval of Main Street Community status.

### **IV. Designation as a Washington Main Street Affiliate**

1. A Local Organization must complete an application and meet the following criteria for designation as an Affiliate:
  - a) The Local Organization must learn about the National Main Street Center's Four Point Approach® to community revitalization.

- b) The Local Organization must complete an annual progress report, including a local success story or best practice example and a testimonial regarding the value of affiliation with Washington State Main Street Network.
  - c) Only non-profit organizations, municipalities and/or governmental entities working on community and/or neighborhood revitalization may apply for Affiliate status.
2. Affiliate designation does not authorize use of the Main Street® trademark name. Affiliate must acknowledge and agree that the Main Street® name is a trademarked brand, owned by the National Main Street Center.
  3. Affiliate designation is subject to annual review. Renewal is contingent on compliance with Eligibility Criteria.
  4. Affiliate designation may be withdrawn if Local Organization fails to comply with eligibility criteria.
  5. If Affiliate designation is withdrawn no further WSMSP services will be provided.
  6. In the event designation is withdrawn, the Local Organization may reapply for Affiliate status.