

e-Training Series

Mastering the Annual MainStreet/ACD Performance Review

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department



Webinar Topics

1. Overview, process and timelines
2. Certification/accreditation
3. Compliance issues
4. Surveys and dashboard
5. Work plans
6. When/where to participate
7. The Four Point Refresh
8. Board essentials
9. Lessons from the Field
10. Follow up

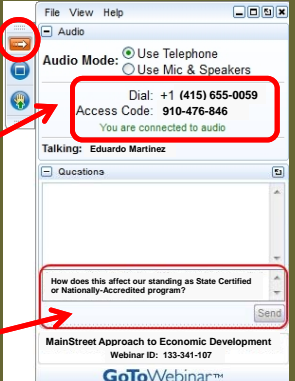


Eduardo Martinez

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The GoToWebinar Interface

1. 20 minute presentation via "audio only" mode
2. Webinar controls
3. Listen on computer/device or by calling in to the conference #
4. 10-40 minutes for Q&A (type in question box)



File View Help

Audio

Audio Mode: Use Telephone Use Mic & Speakers

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Talking: Eduardo Martinez

Questions

How does this affect our standing as State Certified or Nationally-Accredited program? [Send]

MainStreet Approach to Economic Development
Webinar ID: 133-341-107

GoToWebinar™




Assessment Overview

Why the review?

- Misconceptions
- Understanding Performance, Direction
- Legislative Reporting
- Nat'l Main Street Center Reporting
- Performance Management



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Assessment Overview

What info is needed?

- Required for compliance
- Adherence to Standards
- Projects: Performance, Achievement
- Stakeholder Participation

How is the data collected/used?

- Service Reports, dashboards, project summaries, surveys, site visits, other communication
- Overall goal is planning and coordination (resource allocation, trainings, project coordination)



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Role of the Local MainStreet/ACD Affiliate

1. Serves as a centralized **infrastructure** with dedicated staff to lead the revitalization process.
2. Structures **processes** that lead to common economic development goals
3. Assumes responsibility for shared performance on economic development **projects** via the Four Points
4. Maintains continuous **communication** with stakeholders
5. Constantly **support participants** and activities to build incremental successes.
6. Implements economic development **goals and strategies** and monitors economic development outcomes.



The Review Process

1. Service Reports
2. Reinvestment Data
3. Compliance Requirements
4. Work plans
5. Four Point Project Summaries
6. Online Surveys
7. Site Visits
 - a. Staff
 - b. Partners
 - c. Boards
8. Recommendations



2015 Agendas and Timelines

2015:

- 9/14: Downtown Las Cruces Partnership
- 9/15: Deming
- 9/16: Silver City MS & ACD
- 9/21: Gallup MS/ACD
- 9/22: Grants
- 10/5: Clayton MS
- 10/6: Raton MS/ACD
- 10/13-10/14: South Valley Resource Team
- 10/19: Mora Arts & Cultural Compound
- 10/20: Belen
- 10/26: Alamogordo
- 10/27: Truth or Consequences

2016:

- 1/5: Tucumcari
- 1/6: Portales
- 1/7: Clovis
- 1/11: DowntownAbq MS/ACD
- 1/12: Nob Hill
- 1/14: Las Vegas MS and ACD
- 1/19: Farmington
- 1/20: Los Alamos MS & ACD
- 1/21: Corrales
- 1/26: Carlsbad
- 1/27: Artesia MS & ACD
- 2/2: Lovington
- 2/3: Roswell

Certification / Accreditation



State Certification:

- Org. meets minimum participation requirements
- All compliance documents current
- Evidence of projects/progress in each of the Four Points



National Accreditation:

- Evidence of achievement and high performance under NMSC's Ten Performance Standards

Emerging, Start Up, and Partner Affiliates

Work Plan Essentials



- Collaborative, **Community-Driven**?
- Rooted in Master Plan, Cultural Plan or other Community Transformation Vision?
- **Incremental** Projects/Activities?
- NOT just a compliance document!
- **Resources:** money, people
- Timelines, Responsibilities
- Project Implementation Plans (**PIP**)
- Year-round process
- Board-adopted

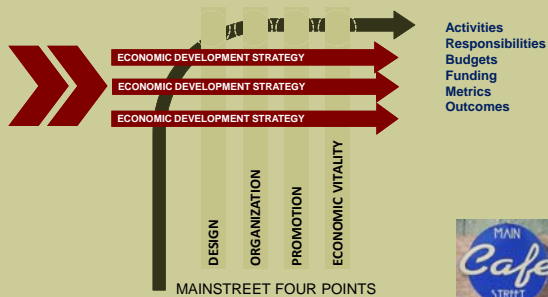
Participation – Who, When, Where

← Arts & Cultural District Team

1. MainStreet Executive Director ONLY (~1 hr)
2. Local Government (and other) Partners ONLY (~1 hr)
3. MainStreet Board of Directors ONLY (~1.5 hrs); 80% participation
4. Working session: Staff, Board, Volunteers



Community Transformation Vision



*Source: National Main Street Center

Connecting Four Points Projects to Asset-Based Economic Development Strategies

Strategy: Capture more local consumer dollars by helping existing businesses to better serve local residents.

Outcomes: Increases measured for, a) Sales in MainStreet district, b) Gross Receipts Taxes, c) car/pedestrian traffic, 4) attendance at key events.

Sample Actions/Outputs:

Economic Vitality	Organization	Design	Promotions
Distribute market profile sheets to 65 businesses	Develop a local business asset map to guide the task implementation. Build relationships with city/county tax assessors to compile Sales/GRT info.	Create a tactical urbanism intervention project in an empty lot using a "lighter, quicker, cheaper" seating, shade and public art approach	Produce an annual promotions and advertising package targeting residents
Produce business enhancement seminar on local customer targeting (reach 25 businesses)	Conduct 40 business visitations; engage owners in "Shop Local" or networking events; recruit 10 sponsors/partners	Create TIF district to establish sustainable funding source for street and public area enhancements and improvements	Update website business directory (list 65 businesses)
Provide in-store consulting to establish social media marketing program (5 priority businesses)	Establish a PR campaign highlighting your MainStreet business development goals.	Conduct a façade squad project at the Courtyard Café: paint walls, refresh planters, repair deck(s)	Implement a retail event (sidewalk sale) with cooperative/shared advertising and coupons

Board Essentials



- **Participation:** recurring vs. site visits
- **Communication:** Awareness, knowledge, understanding
- **Roles and Responsibilities:** Know and act on them
- **Accountability:**
 - Active vs. Passive participation
 - Legal/Fiduciary
 - Planning, Evaluation, Management

Keys to Mastering the Performance Review (lessons from the field)

1. Preparing (benefits of waiting)
2. Remember: Compliance ≠ Assimilation
3. Show Up
4. Board involvement (80/20 rule)
5. Play it straight
6. Local Gov't: Money ≠ Partnership
7. Other partners (Really?)
8. Work plans
9. Budgets and stats



Keys to Mastering the Performance Review



10. Focus on economy
11. Communicate (freely)
12. When to show, when to lay low
13. The Defense Rests
14. Community participation = community driven
15. Making the grade – minimum requirements.
16. Not all who wander are lost (on innovation/communication)
17. Remediation vs. Restructuring



Follow Up, Follow Through

- **Recommendations:** Basic report (Next Day)
- **Compliance:** Up to 30 day grace period
- **Certification Result:** Immediate
- **“Partner” Designation:** Immediate
- **Accreditation:** No later than Feb. 10th
- **Findings:** Challenges only via written response to the State Director.



Questions?



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