

---

# PREPARING FOR THE ANNUAL SITE VISIT AND MAINSTREET AMERICA ACCREDITATION

*AUGUST 25, 2017*



---

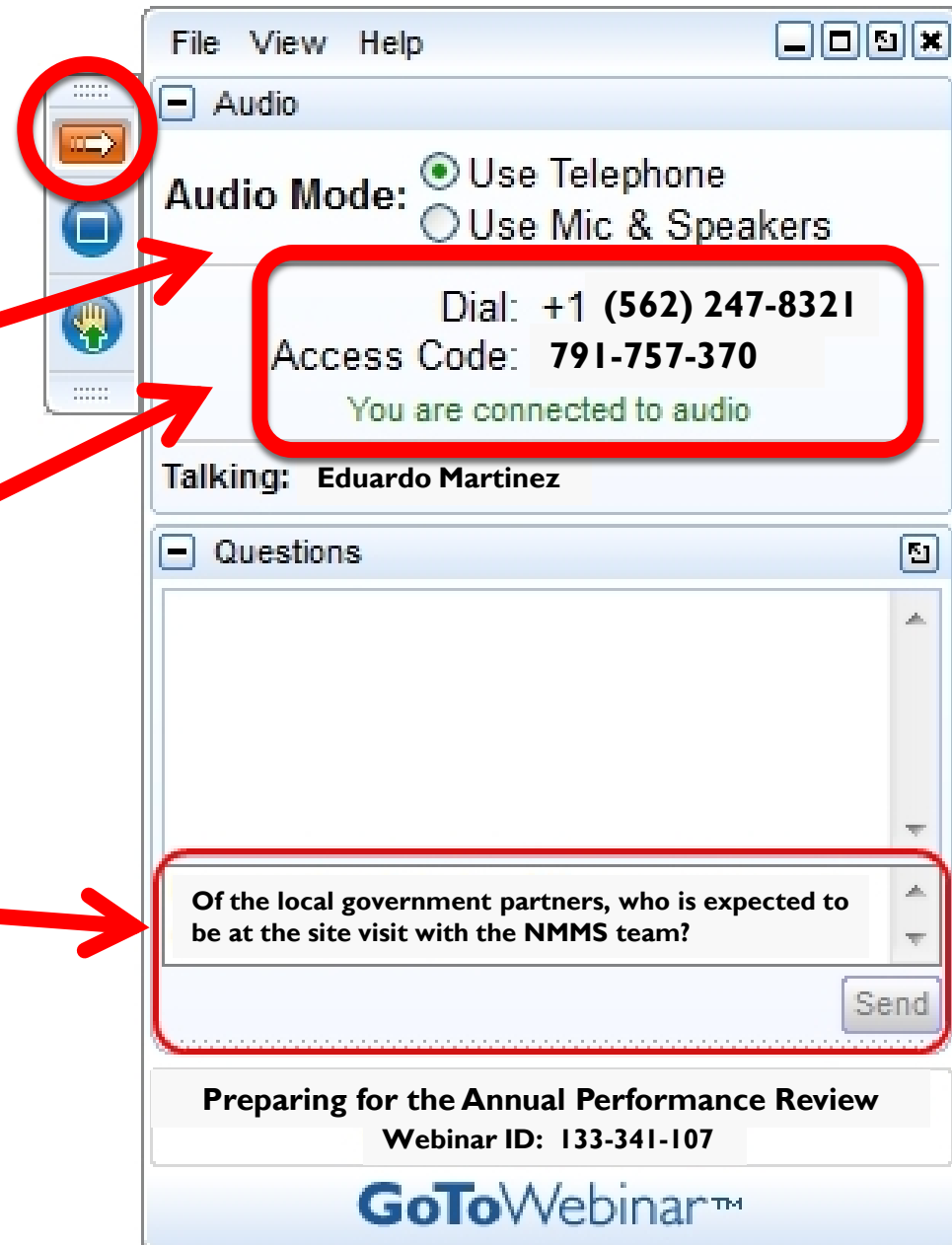
# PREPARING FOR THE ANNUAL SITE VISIT AND MAINSTREET AMERICA ACCREDITATION

*AUGUST 25, 2017*



# 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 or “raise hand”)
5. Download related files



# Webinar Topics



*Eduardo Martinez*

1. **Overview, process and timelines**
2. **ACD Site Visits**
3. **MainStreet Accreditation**
4. **When/where to participate**
5. **Dashboard Updates, Ten Standards**
6. **Compliance issues**
7. **Surveys and dashboard**
8. **Economic Transformation Strategies: Outcomes and Work plans**

# Annual Site Visits and Accreditation

## Why the review?

- **Understanding performance, direction**
- **Legislative reporting**
- **National Main Street Center reporting**
- **Performance Mgmt.**
- **Accreditation**



# The 2017 Review Process

1. Submit required compliance documents
2. Prepare schedule, coordinate meetings
3. Progress reporting: remit responses to the Ten Standards questionnaire\*
4. Participate in onsite visits
5. Review/revise Economic Transformation Strategies and annual work plans\*
6. Capacity-Building supports



\* MainStreet org's

# Site Visits and Accreditation Review

## What info is needed?

- **Required for compliance**
- **Economic Transformation Strategies and Annual Work Plans**
- **Ten Standards Activities and Projects (Performance, Achievement)**
- **Stakeholder Participation**
- **Market position/vision (from MR, Master plans)**



## How is the information collected?

- **Service reports, dashboards, project summaries, surveys, site visits, other communication**

## ACD SITE VISITS

- Review progress on ACD/Creative Economy goals and activities
- Review data from the semi-annual reports
- Continue development of Creative Economy Goals and Strategies, local advocacy with gov't partners
- Engage in Capacity-Building activities



- Downtown Abq
- Artesia
- Gallup\*
- Las Vegas
- Los Alamos
- Mora
- Raton\*
- Silver City



# NMMS 2017 SITE VISIT SCHEDULE

- 9/6: Nob Hill
- 9/7: Los Alamos MS, ACD
- 9/11: Lovington
- 9/12: Carlsbad, Las Vegas
- 9/13: Clayton
- 9/14: Harding County
- 9/15: Raton MS/ACD
- 9/26: Ruidoso Accelerator Prog.
- 9/27: Alamogordo
- 9/28: MainStreet Truth or Consequences
- 10/2: Farmington
- 10/3: Gallup MS/ACD, Barelás MS
- 10/4: Zuni Pueblo, Corrales
- 10/5: Grants, South Valley
- 10/6: Downtown Abq MS, ACD
- 10/23: Artesia
- 10/24: Roswell
- 10/31 Silver City, Tucumcari
- 11/1: Deming, Portales
- 11/2 Las Cruces, Clovis
- 11/7: Mora, Las Vegas ACD's
- 11/8: Belén

## PREPARATION AND TIMELINES

- Digital dashboards updated by NMMS: Compliance, Training, MainStreet America Accreditation (by **Monday, 8/28**)
- NMMS: MR/Master plan review to analyze Market Position/Vision statements. Prepare reinvestment stats and TA service summaries (**in advance** of site visit)
- Updated compliance documents, and responses to the Ten Standard; upload to the dashboard. [Compliance with sub-licensing agreement](#) (**1 week in advance** of the site visit)
- NMMS feedback on ETS (and any remaining requirements for Accreditation); prepare specialized technical assistance supports.
- Update ETS projects and Work Plans for 2018 Calendar Year (by **Nov. 1**)
- MainStreet Budget and Salary Survey (**mid-November**)
- Accreditation justifications to NMSC (**December**)

# Participating in the Onsite Visit

## Who, When, Where

1. MainStreet Exec. Director (**45 min** via walking tour of the district)
2. MainStreet Board Chair (**45 min**)
3. Local Government Partners (**~1 hr**)
4. Working Session with Staff, Board of Directors (**~2 hrs**); 80% participation
5. **ACD Coordinating Council: Abq., Artesia, Los Alamos Silver City (2 hrs)**





- **Participation:** Understand the ETS, work plans; be at site visits
- **Communication:** Awareness, knowledge, understanding
- **Roles and Responsibilities:** Know and act on them
- **Accountability:**
  - Active vs. Passive participation
  - Legal/Fiduciary
  - Planning, Evaluation, Management

# NMMS Digital Dashboard



NOT ACHIEVED

## NMMS Compliance Elements

The following items are required of all local MainStreet programs to ensure compliance with New Mexico MainStreet and National Main Street Center guidelines. Please upload documents for the current calendar year in the appropriate areas. Please note that only one file can be uploaded per section. For items #3, please scan all signed disclosure statements into one file prior to upload.



PARTIALLY  
ACHIEVED

## Executive Director Training and Certification

This section monitors progress toward completion of basic training and annual attendance requirements for all Executive Directors. Executive Director State Certification is optional, and local MainStreet program staff must apply to enroll in the program. To maintain State Certification, staff must complete all basic training requirements and meet all annual attendance requirements. Executive Director State Certification carries the benefits of peer recognition, bonus points in MainStreet Capital Outlay applications, and other funding supports. [ED Training & State Certification Requirements and Application](#)



ACCREDITED

## Main Street America Accreditation

The following section addresses the Ten Standards of Performance set by the National Main Street Center, Inc. for Accreditation of local MainStreet programs. Accreditation is expected of all local MainStreet programs in order to access all benefits provided through NMMS. Failure to complete the elements below will result in classification as a Main Street America Affiliate program.



## Document Repository

The following items represent an effort by NMMS to create a repository of documents, maps, plans, reports, etc. for each local MainStreet program. Not all of the items listed below pertain to every community or organization.

# Compliance Requirements

## One Time

- IRS Form 1023
- Bylaws/Amendments
- Conflict of Interest Policy
- Records Retention/Destruction Policy
- Whistle Blower Protection Policy
- Fiscal Controls/Financial Management Policy

## Recurring

- Annual work plan
- FY operating budget
- Board roster/contacts
- Conflict of interest disclosures
- IRS Form 990
- NM Secretary of State registration
- NM Attorney General registration
- LOA/MOU with local government (biannual)
- Local government service contract
- Response to the Ten Standards for Accreditation



# The Ten Standards of Performance

## 1. Local MainStreet program has a comprehensive Main Street Work Plan.

A comprehensive annual work plan provides a detailed blueprint for the Main Street program's activities. It reinforces the program's accountability both within the organization and also in the broader community and provides measurable objectives by which the program can track its progress.

### Guidelines:

- ☐ Organization has a written work plan that includes activities in each of the 4 Points (design, organization, promotion, and economic vitality) that supports the two Economic Transformation Strategies (ETS) for the district.
- ☐ Organization has identified (and implements) an overarching Capacity-Building Strategy to support operational success and sustainability.
- ☐ The work plan contains measurable objectives, including timelines, budgets, desired outcomes, and specific responsibilities.
- ☐ Work plan is reviewed and updated annually. The board and committees/taskforces are involved in developing and adopting the annual work plan.
- ☐ The Work plan distributes 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.

## 2. Local MainStreet program has an adequate operating budget.

A sustainable Main Street program has financial resources to carry out its annual and evolving program of work. The size of a program's budget will change as the program matures (in its early years, it may need less money than in its growth years).

### Guidelines:

- ☐ The Main Street program's budget should be adequate to achieve the program's goals.
- ☐ Organization and its local government partner meets guidelines for a minimum operations budget relative to community size (\$25,000 for population less than 5,000; \$45,000 for population between 5,000 and 15,000; \$60,000 for population between 15,000 and 50,000; \$100,000 for population over 50,000).





# The Ten Standards of Performance

Identify the process used for developing and implementing work plans. Describe who was involved in implementing project tasks and how the board conducts regular reviews of progress of work plan commitments:

Describe your broad-based revenue streams and identify the organization's strategies to ensuring stable funding for operations and projects. Please list any grants applied for and/or received in the last 12 months. Identify any other successful resource development activities:

Please attach a 1-2 page bullet list of accomplishments toward fulfillment of your Economic Transformation Strategies and Four Points projects during the last 12 months. Below, identify any challenges that impacted project timelines and costs; also identify specific activities that board members engaged with respect to fundraising activities or advocacy efforts (e.g., engagement with local government to advocate for program goals and funding):





# ANNUAL WORK PLANS

At minimum, should include...

- Economic Transformation Strategies (2)
- Capacity-Building Strategy (1)
- Expected Outcomes
- MainStreet Four Points Projects
- Project Implementation Plans
- Supports Accreditation!



# OUTPUTS VS. OUTCOMES

<b>OUTPUTS</b> (what we do)		<b>OUTCOMES</b> (what changed? what was the impact?)		
Activities (what we do)	Participation (who we reach)	Short Term KNOWLEDGE	Medium Term ACTIONS	Long Term CONDITIONS
Training Workshops Meetings Service Deliv. Product Dev. Assess Facilitate Map Partner	Participants Clients Agencies Stakeholders Customers Partners	Learning Awareness Knowledge Attitudes Skills Opinion	Behaviors Practices Decisions Policies	Economic Social Civic Environmental

# The Annual Work Plan

- **2 Economic Transformation Strategies with Four Points Projects**
- **Project Implementation Plans**
- **1 Capacity-Building Strategy and related tasks/actions**

<b>Develop the Restaurant Cluster</b> <b>By strengthening and expanding the MainStreet district's restaurant cluster, enhance its position as a dining and entertainment district, capturing larger shares of the market demand of trade area residents, workers and visitors.</b>	<b>Outcomes</b> <ul style="list-style-type: none"> <li>• Reinvestment in private building rehabilitations increases in the MainStreet district</li> <li>• Construction of a new building</li> <li>• New businesses open</li> <li>• New jobs are created</li> <li>• Greater numbers of residents, area workers and visitors come to the district</li> <li>• Sales in the district increase</li> <li>• Gross receipts tax revenues collected in the district increase</li> <li>• Property values and property tax revenues increase</li> </ul>
<b>4-Point Actions:</b>	
<b>Economic Vitality</b> <ul style="list-style-type: none"> <li>• Assist the planned new brew pub / distillery / bistro with developing its business plan and acquiring LEDA and JTIP incentives</li> <li>• Work with the owner of the vacant Downtown Diner to prepare the space to attract an entrepreneur operator; Recruit a new operator and assist the business to achieve a successful launch</li> <li>• Continue to assist the Koffee Klatch Kafe with its plans to attract greater volumes of customers and to expand merchandise and space into ice cream and specialty candies</li> </ul>	
<b>Promotion</b> <ul style="list-style-type: none"> <li>• Produce a dining and entertainment brochure for the district and distribute it at hotels, employment centers, and downtown businesses</li> <li>• Update the district business directory on the program's website; Feature restaurant choices prominently</li> <li>• In coordination with Chamber, convene a taste of the community event in the MainStreet district</li> </ul>	
<b>Design</b> <ul style="list-style-type: none"> <li>• Install landscaping and amenities at the parking lot behind Main Street and in the pedestrian pass-through that connects the parking lot to MainStreet restaurants and other businesses</li> <li>• Install pedestrian-scale street lights at 2nd and Main to improve comfort and safety for nighttime customers</li> </ul>	
<b>Organization</b> <ul style="list-style-type: none"> <li>• Apply for a USDA Rural Development grant to help support the operation of a comprehensive business development program</li> <li>• Apply for NMMS public infrastructure funds to help finance streetlights, landscaping and other pedestrian improvements</li> </ul>	

# Project Implementation Plans

## Quiet Mountain MainStreet - Project Implementation Plan

Fiscal/Calendar Year: 2016

**Economic Transformation Strategy #1:** Develop the Restaurant Cluster: By strengthening and expanding the restaurant cluster, enhance districts position as a dining and entertainment district, capturing larger shares of market demand of area residents, workers and visitors.

**Four Point Project Area:** ☐ Economic Vitality ☐ Design ☒ Promotions ☐ Organization

**Project:** Produce a Business Directory for the MainStreet District

Actions and Tasks (what)	Responsibility (who)	Timeline (when)	Cost	Revenue	Volunteer Needs	Comments (other assets to apply)
1. Gather, review sample directories	Sheila	Aug. 15				• Request from DC MS, NMSC
2. Decide content, format, and distribution	Committee	Sept. 5				• Discuss at meeting
3. Gather business names, contacts	Joseph, Sheila	Sept.15				
4. Decide how to fund the directory	Committee	Sept. 15		\$1,350		• Revenue based on 45 businesses @ \$30 ea
5. Obtain volunteer graphic designer	Lisa	Oct. 1				• Budget costs
6. Draft business info letter, sign up	Lisa	Oct. 1				• Scott to print, committee to sign and mail
7. Hold meeting to discussion with businesses	Committee	Oct. 7	\$45			
8. Meet with design firm to discuss concept	Committee	Oct. 7				• Scott will coordinate
9. Preliminary design concepts from designer	Design Firm	Nov. 3				
10. Draft, review, finalize copy	Sheila	Nov. 18				
11. Provide copy, photos to designer	Scott	Dec. 1				

# Questions?



***Eduardo Martinez*** ([emartinez@meridianstrategy.com](mailto:emartinez@meridianstrategy.com))

***Amy Barnhart*** ([ambconsultingnm@gmail.com](mailto:ambconsultingnm@gmail.com))

***Rich Williams*** ([rich.williams@state.nm.us](mailto:rich.williams@state.nm.us))

***Daniel Gutierrez*** ([daniel.gutierrez2@state.nm.us](mailto:daniel.gutierrez2@state.nm.us))

***Anna J. Blyth*** ([annaj.blyth@state.nm.us](mailto:annaj.blyth@state.nm.us))