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# PREPARING FOR THE ANNUAL PERFORMANCE REVIEW

*NMMS E-TRAINING SERIES*

**The Presentation  
Will Begin Shortly!**



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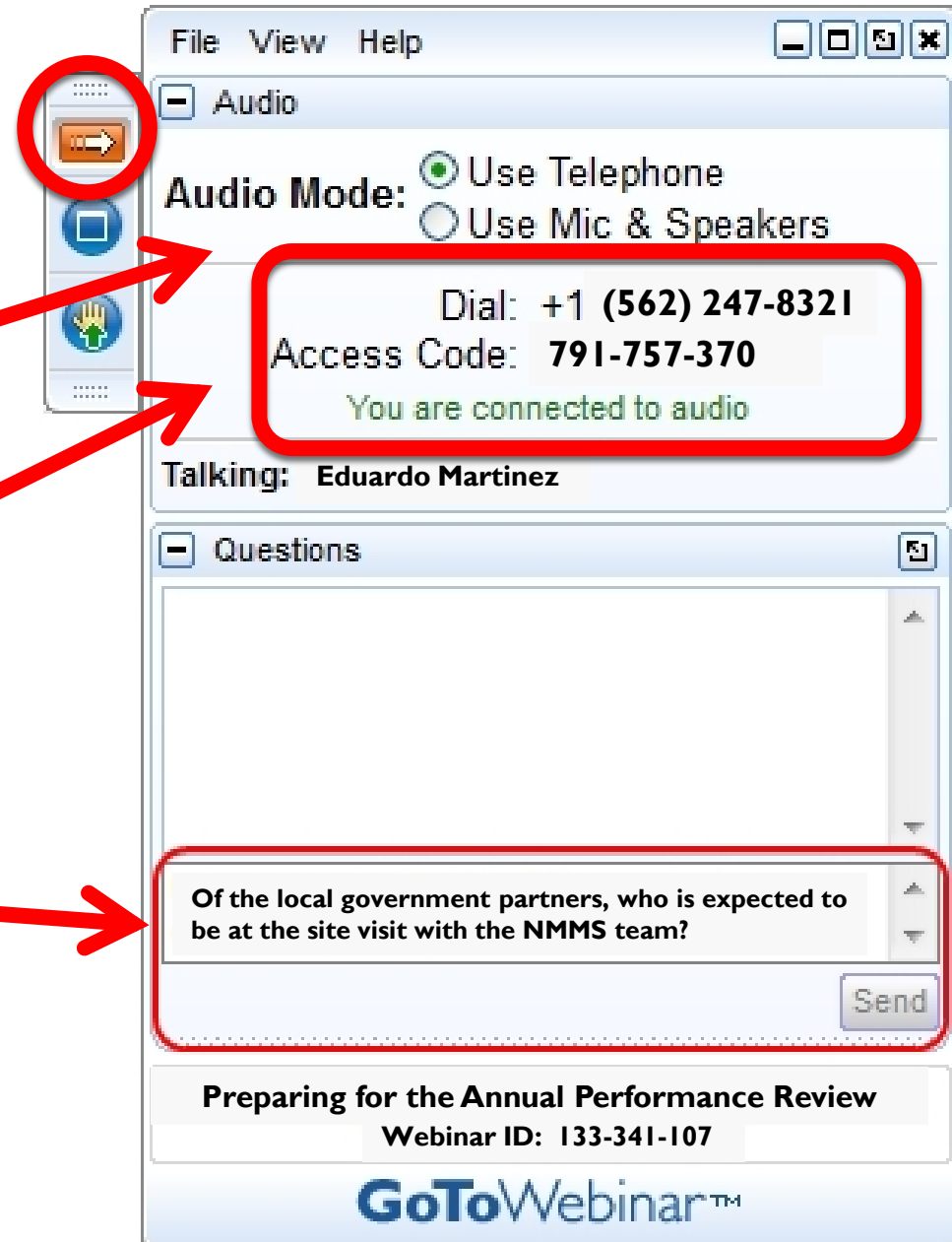
# PREPARING FOR THE ANNUAL PERFORMANCE REVIEW

*AUGUST 31, 2016*



# 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



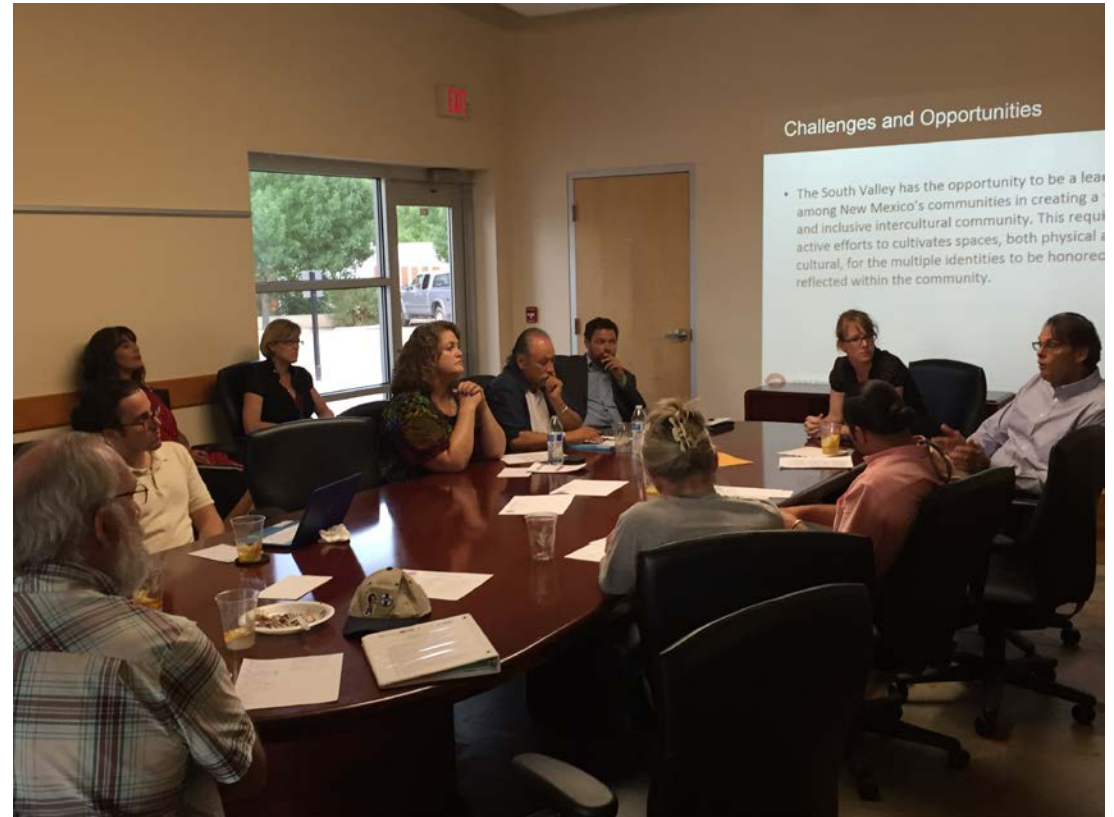
**Eduardo Martinez**

1. Overview, process and timelines
2. ACD Site Visits
3. MainStreet Accreditation: Assessment or Service Visit?
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 Performance Reviews

## Why the review?

- **Misconceptions**
- **Understanding performance, direction**
- **Legislative reporting**
- **National Main Street Center reporting**
- **Performance mgmt.**
- **Prepare for ETS**



# The 2016 Review Process

1. Submit required compliance documents
2. Participate in onsite visits
3. Complete surveys and submit Ten Standards responses
4. Prepare, review and adopt Economic Transformation Strategies and annual work plans



# Assessment Overview

## What info is needed?

- **Required for compliance**
- **Economic Transformation Strategies and Annual Work Plans**
- **Ten Standards Activities and Projects (Performance, Achievement)**
- **Stakeholder Participation**

## How is the data collected?

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



## ACD SITE VISITS

- Review progress on Creative Economy goals and activities
- Review the new online data reporting system
- Align ACD Authorization with NMMS and NMSC Tiers
- Initiate development of Creative Economy Transformation Strategies
- Semi-annual ACD meeting prep, **Nov. 2<sup>nd</sup>**, Albuquerque



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



## MAINSTREET PERFORMANCE REVIEWS (SEPT. – OCT.)

### ASSESSMENT:

- Those preparing for MainStreet America Accreditation
- Those transitioning from “Emerging” or “Startup”, or rebuilding programs (including ACD’s)
- Communities with special projects (Great Blocks, Capital Outlay, etc.)
- 3-4 hour site visit focusing on transition to Accredited program



- 9/12: Farmington
- 9/13: Gallup MS/ACD
- 9/14: Zuni
- 9/27: Belen, Artesia ACD, Roswell MS
- 9/28: Barelás, Alamogordo
- **9/29:** Historic Bridge MS, South Valley
- 10/3: Downtown Abq MS/ACD
- 10/5: Clayton, Harding County
- 10/6: Mora ACD, Las Vegas ACD
- **10/7:** Las Vegas MainStreet
- 10/11: Tucumcari
- 10/12: Portales

## ETS SERVICE VISITS, NOV 1 – JAN. 15

### (ALL OTHER MAINSTREET/ACD PROGRAMS)

- **SERVICE VISIT:** One NMMS staffer (Rich, Daniel) + at least one Program Associate
  - Meeting with Executive Directors (1 hr)
  - Meeting w/ local government partners (1 hr)
  - Working session with the Board on ETS (~2 hrs)
  - Reviews and ETS Service Visits will have greater focus on Board governance, engagement
- Prep Work and Timelines:**
- Digital dashboards updated by NMMS: Compliance, Training, MainStreet America Accreditation
  - **11/1:** Updated compliance documents, Board-adopted ETS statements and Ten standard responses ([surveys and summaries](#))
  - **11/15:** Prepare/upload responses to Ten Standards of Performance
  - **11/30:** NMMS provides feedback on ETS (and any remaining requirements for Accreditation)
  - **12/15:** Final 2017 Work Plans due:
  - **12/31:** Accreditation justifications to NMSC

# Participating in the Onsite Visit

## Who, When, Where

1. **MainStreet Executive Director ONLY (~1 hr)**
2. **Local Government (and other) Partners ONLY (~1 hr)**
3. **Working Session with Staff, Board of Directors (~2 hrs); 80% participation**





- **Participation:** Adopt 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



## State Certification

The following items are required elements for a local MainStreet program to remain in "Good Standing" with NMMS. Organization must apply for MainStreet Capital Outlay and to apply for National Accreditation.



## NMMS Compliance Elements

The following items are required of all local MainStreet programs to remain in "Good Standing" with NMMS. Organization must apply for MainStreet and National Main Street Center guidelines. Please note that only one file can be scanned per year in the appropriate areas. Please note that only one file can be scanned per year in the appropriate areas. Please note that only one file can be scanned per year in the appropriate areas.



## Executive Director Training and Certification

The following items include the basic training and annual attendance requirements for Executive Directors. Executive Director State Certification is optional, but required to enroll in the program. To achieve State Certification, Executive Director State Certification staff must apply to enroll in the program. To maintain State Certification, Executive Director State Certification staff must apply to enroll in the program. To maintain State Certification, Executive Director State Certification staff must apply to enroll in the program.



## Executive Director Training and Certification

This section monitors progress toward completion of basic training requirements for all Executive Directors. Executive Director State Certification program staff must apply to enroll in the program. To maintain State Certification, Executive Director State Certification staff must apply to enroll in the program. To maintain State Certification, Executive Director State Certification staff must apply to enroll in the program.



## National Accreditation (Optional)

The following are the Ten Performance Standards set by the National Main Street Accreditation. Local MainStreet programs must apply for National Main Street Accreditation through New Mexico MainStreet, and applications are due by the deadline. Local MainStreet programs should strive to meet the standards, only high-performing programs should achieve this prestigious distinction.



## Main Street America Accreditation

The following section addresses the Ten Standards of Perform Inc. for Accreditation of local MainStreet programs. Accreditation of local MainStreet programs in order to access all benefits provided through NMMS will result in classification as a Main Street America Affiliate program.



## Document Repository

The following items represent an effort by NMMS to create a document repository for each local MainStreet program. Not all of the items are required for each local MainStreet program.



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# 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



# 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).



# Surveys and Other Reporting Tools

## MainStreet

- Annual Salary/Budget Survey (3 days before site visit)
- Ten Standards Summary
- Quarterly Reinvestment Reports
- **Response to Ten Standards (onsite; final due on 11/15)**

## Arts & Cultural Districts

- Annual Salary/Budget Survey (October)
- Annual Creative Economy Survey
- Semi-Annual Reinvestment Report

### 13. Amount received from following sources in 2014:

City Government	\$ 40,000
County Government	\$ 20,000
LEDA (Local Economic Development Act)	
Metropolitan Redevelopment Area (MRA)	
Tax Incentive Financing (TIF)	
Tax Increment Development District (TIDD)	
Quality of Life Tax	
Lodgers Tax	varies
Business Improvement District	
Sponsorship of Events	
Special Events Income-Vendors/Booths	
Fund Raising Event (s)	
Annual Membership/Contribution Campaign	
Corporate Contribution (not included in annual	
Public Grants	
Other Business Income	
Private Sector Grants	
Merchandise or Items sales	
Other (please specify)	
<b>Total</b>	<b>\$ 60,000</b>



# 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!



# Classifications from National Main Street Center

- Customer-based strategies
- Product-based strategies
- Catalyst strategies

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- Agriculture/Local Foods
  - Apparel Cluster
  - Arts/Creative Economy
  - College Town
  - Convenience Goods/Services
  - District Workers/Residents
  - Elder Friendly
  - Entertainment/Night Life
  - Ethnic Specialties
  - Family-Friendly
  - Culinary/Restaurant District
  - Green Products
  - Health and Wellness
  - Home Furnishings
  - Knowledge Economy
  - Manufacturing (Light)
  - Military
  - Millennials, GenX, Others
  - Professional Services
  - Sports, Recreation, Outdoors
  - Tourism

# OUTPUTS VS. OUTCOMES

OUTPUTS (what we do)		OUTCOMES (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

# IDENTIFYING FOUR POINTS PROJECTS

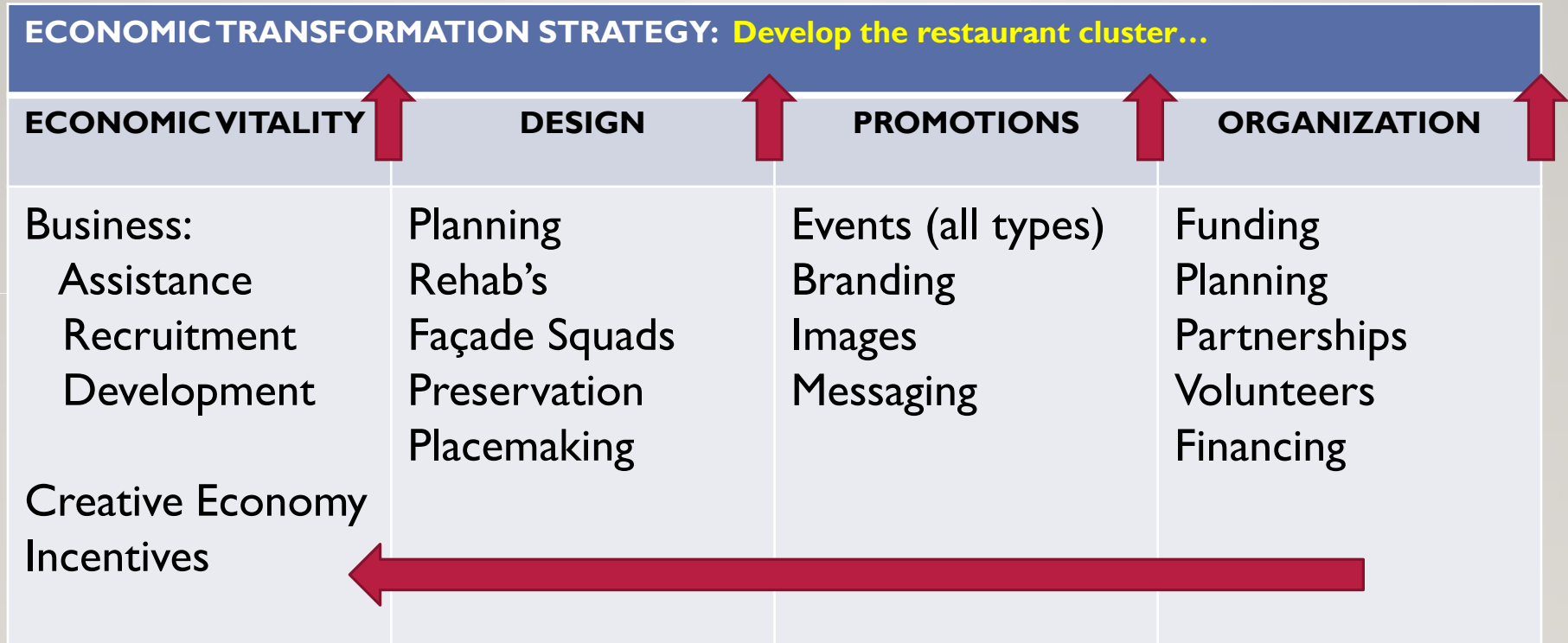
- Develop project lists for each point (2-4)
- Connected to current plans, opportunities?
- Where (and how) do your current projects fit?
- Does it tie directly to the ETS strategy?
- Connected to desired outcomes?
- Does it change the economic conditions?
- Are you leveraging your assets, focusing your resources?
- Can it be achieved in a year?



**Do they align with the Ten Standards?**



# ALIGNING THE MAINSTREET FOUR POINTS PROJECTS



# The Annual Work Plan

- **2 Economic Transformation Strategies with Four Points Projects**
- **Project Implementation Plans**
- **1 Capacity-Building Strategy and related tasks/actions**
- **Submit by 12/15**

<p><b>Develop the Restaurant Cluster</b></p> <p><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></p>	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>● Reinvestment in private building rehabilitations increases in the MainStreet district</li> </ul>
<p><u>4-Point Actions:</u></p>	<ul style="list-style-type: none"> <li>● Construction of a new building</li> </ul>
<p><b>Economic Vitality</b></p> <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>	<ul style="list-style-type: none"> <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> </ul>
<p><b>Promotion</b></p> <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>	<ul style="list-style-type: none"> <li>● Sales in the district increase</li> <li>● Gross receipts tax revenues collected in the district increase</li> </ul>
<p><b>Design</b></p> <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>	<ul style="list-style-type: none"> <li>● Property values and property tax revenues increase</li> </ul>
<p><b>Organization</b></p> <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				

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# Questions?



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