



# An Overview of the New Main Street America™ Brand for Accredited and Affiliate MainStreet Programs



# The GoToWebinar Interface

1. 40 minute presentation via "audio only" mode

2. Webinar controls

3. Listen on computer/device or by calling in to the conference #

4. 20 minutes for Q&A (type in)

The screenshot shows the GoToWebinar interface with several key elements highlighted by red boxes and arrows:

- Audio Mode:** A red circle highlights the "Use Telephone" option, which is selected. Below it, the "Use Mic & Speakers" option is also visible.
- Audio Information:** A red box highlights the dial-in information: "Dial: +1 (415) 655-0051" and "Access Code: 981-043-964". Below this, it says "You are connected to audio".
- Q&A Section:** A red box highlights a question box containing the text "How does this affect our standing as State Certified or Nationally-Accredited program?". A "Send" button is located to the right of the question box.
- Webinar Title:** At the bottom, the title "Overview of the New Main Street America Brand" and "Webinar ID: 133-341-107" are visible.



# NMMS Network Participation



# NMMS Revitalization Partner

Revitalization partners are focused on asset-based community economic development in a traditional or historic commercial area with a specific priority around creative economy work, cultural facility, cultural corridor, revitalization planning, and/or catalytic economic development project. This includes “State Authorized” or “Municipally Designated” Arts & Cultural Districts, Frontier Communities, Historic Theaters, Cultural & Heritage Corridor Initiatives, or other programs designated under the NMMS umbrella.

- Membership depends on maintaining Good Standing requirements and compliance.



# NMMS Accelerator Program

If funding allows, new revitalization programs are considered in the Main Street America program, through a competitive application process.

The Accelerator process is a pathway to Main Street America designation. Aspiring programs with a dedicated history of at least 6 months of attendance at NMMS workshops, webinars, trainings and quarterlies are eligible to apply. Frontier Communities are encouraged to apply for and successfully complete two successive Frontier Community projects prior to applying to the MainStreet Accelerator process.

Selected programs will receive Accelerator Program services, an intensive 18-month capacity-building process. Upon completion of required Accelerator Program benchmarks, the organization may be designated as a MainStreet America Affiliate or Accredited Program.



# NMSC Certifications, Tiers, and Recognitions

- Main Street America Affiliate
- Main Street America Accredited
- Main Street America Premier Recognition
- Main Street America Great American Main Street Award
- Main Street America Certified Manager Program



# Main Street America™ Affiliate Program

- **Affiliate** programs have demonstrated a commitment to comprehensive Main Street District revitalization and have completed the MainStreet Accelerator benchmarks and are building organizational capacity using economic transformation strategies that engage the MainStreet Four Point Approach™ to develop their goals and annual implementation plans.



# Main Street America™ Accredited Program

- **Accredited** programs or organizations demonstrate success in planning and implementing economic development or district transformation strategies in alignment with the Main Street Four Point Approach™. Accredited programs have fully engaged boards, committees or task groups working in all Four Points and a full-time paid Executive Director. Accredited programs establish rigorous outcome measurements and can show achievement under the Ten Standards of Performance established by the National Main Street Center.





# Main Street America™

- Main Street America™ the name, the logo, and messaging is an opportunity to raise the profile of our work and larger collective movement.
- Main Street America™ is a benefit of membership and mark of distinction that can be used to communicate with local stakeholders, as well as city, state, and national funders.
- Accredited and Affiliate Main Street Organizations can use the new 2016 logo.
- Main Street America™ is a program of The National Main Street Center (NMSC), a subsidiary of the National Trust for Historic Preservation.



# Main Street America™ Name and Logos

- Name and logos are trademarks of the NMSC and may only be used with permission.
- Proper usage is required through licenses and sub-licenses granted to local programs.
- Organizations should use appropriate logo and recommended membership language across multiple platforms:
  - Websites (logo required)
  - Print material
  - Other branding platforms





# Three Brand Treatments based on different levels of membership

- 2016 Coordinating Program
- 2016 Accredited Program
- 2016 Affiliate Program

# Main Street America Logos



# Main Street America Brand Guidelines

BRAND *Guidelines*



# Tagline

*Nationally recognized. Locally powered*



## Descriptor

For press releases, announcements, & promotional materials

*Main Street America™ has been helping revitalize older and historic commercial districts for more than 35 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.*



# Positioning Statement

The positioning statement has three parts:

1. Movement
2. Seal of Distinction
3. Time-Tested Strategy





# MainStreet America is a Movement

*Main Street America™ is a movement. Main Street America has been helping revitalize older and historic commercial districts for more than 35 years. It is the leading voice for preservation-based economic development and community revitalization across the country. Made up of small towns, mid-sized communities, and urban commercial districts, Main Street America represents the broad diversity that makes this country so unique. Working together, the programs that make up the Main Street America network help to breathe new life into the places people call home.*



# MainStreet 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 \$61 billion in new investment creating more than 525,000 net new jobs and rehabilitating 251,000 buildings.*



# MainStreet 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, Design, Promotion, and Organization.*



# Boiler Plate Language Affiliate Programs

***To be displayed on the websites of all Main Street America™ Affiliate Programs:***

As a Main Street America Affiliate™, INSERT PROGRAM NAME HERE is part of a national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development.



# Boiler Plate Language Accredited Programs

## ***To be displayed on the websites of all Main Street America™ Accredited Programs:***

As a Main Street America™ Accredited program, INSERT NAME HERE is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. All Main Street America™ Accredited programs meet a set of National Accreditation Standards of Performance as outlined by the National Main Street Center.



# Main Street America Logo Use

- Clear, correct, consistent use.
- Logo must be used on white background
- Logo must have enough space around it to be legible.
- Available File Types: eps, jpeg, and png files.
- Color scheme for each of the Four Points
- Color palette and print and screen requirements for logos are supplied in the Brand Guidelines.
- Use only approved logo files, these can be obtained by contacting NMMS staff with the yearly renewal of your sub-licensing agreement.





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