



# **MainStreet Leadership: Worksheets, Checklists, and Trackers**

Service Request Tracker

Grant Tracker

Financials Reference Worksheets

Annual Accreditation Compliance Digital Dashboard Checklist

Annual Accreditation Compliance Activity Checklist

Project/Activity Worksheet

Event/Campaign Worksheet

Presentation Tracker

Presentation Worksheet

Success Tracker

Testimonials Tracker

Impact/Annual Report Tracker

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NMMS Acronym Glossary

REQUEST: ..... REQUEST DATE: .....

CONTRACTOR ASSIGNED: ..... START DATE: .....

UPDATES

DATE: ..... NOTE: .....

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OUTCOME: .....

REQUEST: ..... REQUEST DATE: .....

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COMPLETED DATE: .....

OUTCOME: .....

GRANT NAME/GRANTOR: .....

PROJECT: .....

APPLICATION DUE: ..... NOTIFICATION OF AWARD DATE: .....

KEY DEADLINES:

DATE: .....	ITEM DUE: .....	ADDED TO MASTER TRACKER?
DATE: .....	ITEM DUE: .....	<input type="checkbox"/>
DATE: .....	ITEM DUE: .....	<input type="checkbox"/>
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OUTCOMES: .....

FINANCIALS MONTH AND/OR YEAR(S): \_\_\_\_\_

REVENUES	\$\$\$	NOTES
<b>Government:</b>		
City Contracts/Awards		
County Contracts/Awards		
<b>Grants:</b>		
Public Sector Grants <i>(local, state, federal, EIDL, ARPA, etc.)</i>		
Foundation Grants		
<b>Fundraising:</b>		
Board Contributions		
Online <i>(website, social media, crowdfunding)</i>		
Partnership Campaign		
Mail Solicitations		
Fundraising Event <i>(gala, etc.)</i>		
Raffles/Gaming		
Corporate Sponsorships <i>(operations)</i>		
<b>Events:</b>		
Ticket Sales		
Event Sponsorships		
Other Sales/Fees		
<b>Earned Income:</b>		
Fee for Services/Contracts		
Merchandise Sales		
Leases/Rent		
Other Business Income		
<b>Donated Property</b>		
<b>Non-Cash Support:</b>		
In-kind gifts		
NMMS Technical Assistance		
Scholarships/Trainings		

TOTAL REVENUE : \_\_\_\_\_

FINANCIALS MONTH AND/OR YEAR(S): \_\_\_\_\_

EXPENSES	\$\$\$	NOTES
<b>Administration:</b>		
Staff Salary dedicated to admin/management		
Telephone, Utilities		
Cell Phone		
Office Lease/Rent		
Communications		
Copy/Print		
Supplies		
Equipment <i>(incl. computers)</i>		
Misc.		
Insurance		
<b>Project Expenses:</b>		
Staff Salary Dedicated to Projects		
Supplies		
Equipment		
Printing, Marketing		
Event Insurance		
<b>Fundraising Expenses:</b>		
Grantwriting		
Registration/Application Fees		
Fundraiser Costs		
Online Campaign Costs		
Direct Mail Costs		
<b>Other:</b>		
Advertising		
Meals		
Travel/Lodging <i>(incl. mileage)</i>		
Equipment Rental		
Equipment Repairs/Maintenance		
Capital Repairs/Maintenance		
Legal/Accounting		
Subscriptions		
Consultants/Professional Services		
Convening Costs		

TOTAL EXPENSES : \_\_\_\_\_

<input checked="" type="checkbox"/>	COMPLIANCE DOCUMENT	DATE UPLOADED
<b>UPDATED ANNUALLY</b>		
<input type="checkbox"/>	Current Board Roster	/ /
<input type="checkbox"/>	Current Year Board Member Conflict of Interest Disclosures	/ /
<input type="checkbox"/>	Current IRS Form 990 Filing	/ /
<input type="checkbox"/>	Current New Mexico Attorney General Registration	/ /
<input type="checkbox"/>	Current New Mexico Secretary of State Registration	/ /
<input type="checkbox"/>	Current Fiscal Year Operating Budget	/ /
<input type="checkbox"/>	Current Year Work Plan with ETS & CBS	/ /
<input type="checkbox"/>	Current Year NMSC Sub-Licensing Agreement Signed/Submitted	/ /
<input type="checkbox"/>	Signed <b>Biannual</b> LOA/MOU with Local Government & NMMS <i>(every two years)</i>	/ /
<input type="checkbox"/>	Main Street America Accreditation Self-Assessment	/ /
<input type="checkbox"/>	Local Program Annual Performance Report	/ /
<input type="checkbox"/>	Annual Partner Surveys Shared with Partners	/ /
<input type="checkbox"/>	Annual Budget & Salary Survey Completed	/ /
<b>UPDATED AS NEEDED</b>		
<input type="checkbox"/>	Records Retention/Destruction Policy	/ /
<input type="checkbox"/>	Whistleblower Protections Policy	/ /
<input type="checkbox"/>	Fiscal Controls Policy	/ /
<input type="checkbox"/>	Non-Discrimination Policy	/ /
<input type="checkbox"/>	Form 1023 <i>(Original Application for Tax-Exempt Status)</i>	/ /
<input type="checkbox"/>	Original Bylaws	/ /
<input type="checkbox"/>	Amendments to Bylaws	/ /

<input checked="" type="checkbox"/>	COMPLIANCE ACTIVITY	DATE COMPLETED
<b>FEDERAL</b>		
<input type="checkbox"/>	File Annual Form IRS 990	/ /
<input type="checkbox"/>	Pay Payroll Taxes	/ /
<b>STATE</b>		
<input type="checkbox"/>	File Nm Attorney General Registration	/ /
<input type="checkbox"/>	File Nm Secretary Of State Registration	/ /
<input type="checkbox"/>	Pay Payroll Taxes	/ /
<b>NEW MEXICO MAINSTREET</b>		
<input type="checkbox"/>	Execute Memorandum Of Understanding <i>(Biannual)</i>	/ /
<input type="checkbox"/>	Complete Annual Board Member & Staff Attendance Requirements	/ /
<input type="checkbox"/>	Participate In Annual Program Review/Annual Accreditation	/ /
<input type="checkbox"/>	Complete Annual Budget & Salary Survey	/ /
<input type="checkbox"/>	Quarterly Reinvestment Statistics Report	/ /
<b>CITY &amp; COUNTY</b>		
<input type="checkbox"/>	Execute Annual Scope Of Services Contract	/ /
<input type="checkbox"/>	Submit Quarterly Activity Reports	/ /
<input type="checkbox"/>	Submit Lodger's Tax Request	/ /
<input type="checkbox"/>	Submit Quarterly Lodger's Tax Reports	/ /
<b>ORGANIZATIONAL OPERATIONS</b>		
<input type="checkbox"/>	Evaluate Executive Director	/ /
<input type="checkbox"/>	Update Annual Budget	/ /
<input type="checkbox"/>	Review Bylaws	/ /
<b>ORGANIZATIONAL PLANNING</b>		
<input type="checkbox"/>	Evaluate Previous Year's Work	/ /
<input type="checkbox"/>	Evaluate ETS/CBS Outcomes	/ /
<input type="checkbox"/>	Update Annual Work Plan	/ /

PROJECT: .....

DATE: ..... PROJECT FALLS UNDER OUR ETS # .....

PEOPLE TO ENGAGE: ..... GOALS: .....

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- KEY TASKS:**
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**FINANCIALS:** .....

**TEAM KUDOS:** .....

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**OUTCOMES:** .....

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FINANCIALS: .....

ASSESSMENT: .....

WHAT WORKED: .....

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NEEDS REVIEW: .....

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EXCLUDE: .....

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DATE FOR NEXT YEAR:

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EVENT: .....

DATE: .....

PEOPLE TO ENGAGE: ..... GOALS: .....

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NEEDS REVIEW: .....

EXCLUDE: .....

DATE FOR NEXT YEAR: .....

**REQUIRED REPORTING**

DUE DATE	PRESENTING TO	FOCUS	PREPPED?	RESPONSE
			<input type="checkbox"/>	
			<input type="checkbox"/>	
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**OTHER PRESENTATIONS**

DUE DATE	PRESENTING TO	FOCUS	PREPPED?	RESPONSE
			<input type="checkbox"/>	
			<input type="checkbox"/>	
			<input type="checkbox"/>	
			<input type="checkbox"/>	
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			<input type="checkbox"/>	

PRESENTATION FOR: ..... DATE: .....

TOPIC: .....

DESIRED OUTCOME: .....

**OUTLINE:**

**OPENING** – Who we are, what we do

**INTRODUCE TOPIC** –

**POINT 1** –

**POINT 2** –

**POINT 3** –

**POINT 4** –

**SUMMARY** –

**CALL TO ACTION, CLOSING** –

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PROGRAM ACRONYM GLOSSARY

IMPACT REPORTING YEAR/TIMELINE:

Bold and (\*) sections are required Impact Report sections.

<input checked="" type="checkbox"/>	CONTENT SECTION	RESPONSIBLE PARTY			
<input type="checkbox"/>	<b>Opening Content + Opening Message from the Director*</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>Mission Statement*</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Vision Statement		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>ETS's*</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	ETS Supporting Project Bullets		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>Year-at-a-Glance Infographic*</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>Previous Year Project Highlights*</b> <i>(up to 6)</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Outcomes & Highlights		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Quotes/Testimonials from Community Members & Partners		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>Looking Ahead*</b> <i>(future projects)</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Donor/Funder/Contributor Acknowledgements		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Donor Spotlight Story		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>Board/Staff Roster*</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Board/Staff Bios		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Board/Staff Photos <i>(individual head shots)</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Volunteer Acknowledgements <i>(list)</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Year-to-date revenues/Financials		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Additional Photos, QR Code		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

KEY

Copywriting

Photography Gathered

Content is in Word Doc

Section Completed

- ACC/A&CC** – Arts and Cultural Compound
- ACD/A&CD** – Arts & Cultural District
- BBER** – Bureau of Business and Economic Research (University of New Mexico)
- BID** – Business Improvement District
- CBS** – Capacity Building Strategy
- CCI** – Certified Communities Initiative
- CCS** – Context Sensitive Solutions (NMDOT)
- CDBG** – Community Development Block Grant
- CLG** – Certified Local Government
- CO** – Capital Outlay (funds)
- COG** – Council of Government
- DCA** – (NM) Department of Cultural Affairs
- DFA** – (NM) Department of Finance and Administration
- ED** – Executive Director (MainStreet)
- EDA** – U.S. Economic Development Administration
- EDD** – (NM) Economic Development Department
- ERDC** – Economic and Rural Development Committee
- ETS** – Economic Transformation Strategies
- GBoM** – Great Blocks on MainStreet Initiative
- GRT** – Gross Receipts Tax
- HPD** – Historic Preservation Division
- HSIP** – Highway Safety Improvement Program
- HTC** – Historic Tax Credit
- ICIP** – Infrastructure Capital Improvement Plan
- iD+Pi** – Indigenous Design and Planning Institute (UNM School of Architecture and Planning)
- JPA** – Joint Powers Agreement (usually for City–County joint projects)
- JTIP** – Job Training Incentive Program (NM Economic Development Department)
- LCS** – Legislative Council Service
- LEDA** – Local Economic Development Act
- LFC** – Legislative Finance Committee
- LMI** – Low/Moderate Income (referring to CDBG funding specifications)
- LOA** – Letter of Agreement
- LOGRT** – Local Option Gross Receipts Tax
- MAP21** – Moving Ahead for Progress in the 21st Century Act (DOT)
- MFA** – (NM) Mortgage Finance Authority
- MOU** – Memorandum of Understanding
- MRA** – Metropolitan Redevelopment Area
- NEA** – National Endowment for the Arts
- NMAG** – NM Attorney General
- NMCMSC** – New Mexico Coalition of MainStreet Communities
- NMDOT, or DOT** – NM Department of Transportation
- NMFA** – NM Finance Authority
- NMMS** – New Mexico MainStreet Program
- NMRA** – New Mexico Resiliency Alliance
- NMRD** – NM Rural Development program (USDA)
- NMSC** – National Main Street Center, aka Main Street America, a subsidiary of the National Trust for Historic Preservation
- NMSOS** – NM Secretary of State
- NMTRD or TRD** – NM Tax and Revenue Department
- OR** – Outdoor Recreation (relevant to NMMS/EDD Outdoor Recreation Div. mapping and revitalization projects)
- PPP, or P3** – Public Private Partnership
- PIP** – Project Implementation Plan
- RBEG** – Rural Business Enterprise Grant (USDA)
- RBOG** – Rural Business Opportunity Grants (USDA)
- RFP** – Request for Proposals
- RFQ** – Request for Qualifications
- RS** – Revitalization Specialist (New Mexico MainStreet)
- SAP** – School of Architecture and Planning (University of New Mexico)
- STIP** – State Transportation Improvement Program (NMDOT)
- STP** – State Transportation Program (NMDOT)
- TAP** – Transportation Alternatives Program (NMDOT)
- THPO** – Tribal Historic Preservation Officer
- TIDD** – Tax Increment Development District
- TIF** – Tax Increment Financing
- TIF (DIA)** – Tribal Infrastructure Fund (administered by the NM Dept. of Indian Affairs)
- SHPO** – State Historic Preservation Officer
- USDA** – U.S. Department of Agriculture (administers NM Rural Development Program loans and grants)



