

Affiliate Program Outline

Program Overview

Affiliate programs are those practicing the Four Points of Main Street, but are not yet ready for accreditation. This level is intended to help programs build their capacity to become accredited and address any challenges or barriers that pertain to practicing the comprehensive approach.

The Affiliate level provides a variety of technical services, which are listed below in the menu of services. The program now also includes a milestone based process, in which you will be checking in with your regional director and/or state staff every 6 months to determine your progress and address needs.

This level is intended to prepare communities to become Accredited in 4 years, during which time you'll be working on the regular/annual requirements below, in addition to the milestones. These milestones are primarily based on the Accreditation Standards set forth by Main Street America. The Accreditation Standards document will be a regular resource and roadmap to refer back to throughout the Affiliate program. Programs need to be ready to achieve Accreditation at the end of 4 years in the program.

Prerequisites Checklist (meets candidate standards)

- Have undergone the Candidate period
- Formalized board of directors & elected officers
- Undergone a board development training
- Completed work plan for current year using approved template
- Current fundraising plan
- Demonstrated support from the municipality (financial, in-kind, or philosophical)
- Provide map of downtown district indicating boundaries

Regular (Annual) Requirements

These requirements are to be met throughout the calendar year and programs will be evaluated on compliance during their annual review.

Structure

- A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
- Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind donations, or philosophical support.

Documentation

- Established mission and vision for organization
- Business inventory for downtown district
- Building inventory for downtown district
- Detailed work plans that outline programming across the Main Street Four Points, including: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.
- A dedicated budget for the district's revitalization programming and the Main Street program's operations.
- Reinvestment data reported monthly or quarterly to Wyoming Main Street.
- Be a member in good standing with Main Street America.
- Utilize the Wyoming Main Street and Main Street America logos on web-page and/or social media.
- Have a fundraising plan for the Main Street program and specific initiatives.

- Annual report for local program that includes: reinvestment statistics, Transformation Strategy implementation, projects completed, grant dollars received, and features from local partner organizations/volunteers/businesses.

Attendance

- Monthly meetings
- Best Practices Workshop
- Main Street Now
- Wyoming Main Street annual retreat

Milestones and Roadmap

This roadmap/milestones is a recommended outline on how to achieve accreditation standards.

In your first 3 months...

- Continue attending monthly Main Street meetings
This can either be a designated attendee or can alternate between multiple people in the organization
- Begin budgeting and planning to attend the Best Practices Workshop and Main Street Now
- Begin reporting on economic data in your downtown
State staff will set up and help you get acquainted with the reporting system.
- Begin membership with Main Street America
- Establish a website and/or social media presence

In your first 6 months...

- Establish a business inventory for your downtown district
- Establish a building inventory for your downtown district
- Continue to utilize and update your annual work plan
- Develop a transformation strategy - *with assistance from state staff*

In your first year....

- Hire a Main Street director
*For communities over 5,000 in population, Main Street staff needs to be FTE (either 2 people working at 20 hrs / week on Main Street programming, or one full-time individual)
For communities under 5,000 in population, one part-time person is required (20 hrs)*

In your second year...

- Standard 1: Broad-based Community Commitment
Successful and sustainable revitalization efforts are not just the work of a single organization, but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district.
- Standard 2: Inclusive Leadership and Organizational Capacity
Strong, thriving communities don't just happen. They need effective leaders at all levels, from a broad base of committed volunteers to dedicated professional staff offering their time, talents, and passion for this work.

In your third year...

- Standard 3: Diversified Funding and Sustainable Program Operations
A successful revitalization program must have the financial resources necessary to carry out its work and sustain its operations. Program sustainability relies on diversity of revenue streams as dependency on one primary or only source could jeopardize the program's operations.
- Standard 4: Strategy-Driven Programming
Change is an important guiding principle for Main Street. But rather than letting change just happen, Main Street programs define and manage it from one year to the next through a strategy-driven work plan and aligned implementation process. Centered around Main Street's Four Point Approach, these integrated components are driven by a local Transformation Strategy(s) aligned through community participation and based on understanding of the district's unique and competitive market position.

In your fourth year...

- Standard 5: Preservation-Based Economic Development
Successful Main Street efforts are built on the guiding principle that district economic development is obtained by leveraging and preserving its unique historic and cultural assets. A community's own place-based and diverse cultural assets reflect the richness and strength of its identity and establish a competitive market advantage.
- Standard 6: Demonstrated Impact and Results
Main Street communities are part of a national network with a proven record for generating strong economic returns and strengthening the district's position within a highly competitive marketplace. Standard Six highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program's revitalization efforts. It also provides the opportunity for the local Main Street program to tell their stories and advocate for resources needed for sustainability.

Menu of Services for Affiliate Programs

Organizational Branding - *a downtown/Main Street specific brand developed by a professional design firm*

Strategic Plan Development - *facilitation and creation of a 3-year strategic plan for your downtown area; included is a one year action plan to get started*

Policies and Procedures Development - *assistance in developing a handbook that contains any relevant policies and procedures for the organization*

Main Street America Institute Access - *2 courses will be provided for free, with choice from MSAI's current catalog and approval by state staff*

New Manager Hiring Advisory Assistance - *state staff and specialists will be available to assist with interview and hiring of a new program manager*

Monthly Main Street Meetings - *a monthly networking call hosted through Zoom, with training, update, and discussion opportunities*

Annual Program Review - *state staff and partners will conduct an on-site review of program to assess progress and determine needs*

Affiliate Workshops - an on-site workshop “retreat” focused on Main Street basics and special topics as requested by the local network; held at the discretion of state staff and Affiliate demand

Removal Policy

If a community fails to meet regular requirements or milestones and does not maintain communication with Wyoming Business Council staff, they may be subject to removal from the Wyoming Main Street program with due notice.

Wyoming Main Street will provide a letter by email to the designated point(s) of contact detailing non-compliance and potential removal, followed by evaluation by the Main Street Advisory Board. The final determination for a community’s status will be determined by the Main Street Advisory Board at the next regular board meeting.