

NATIONAL TRUST'S NATIONAL MAIN STREET CENTER

COMMUNITY CRITERIA FOR EVALUATION

1. ***Broad-based public support for the commercial district revitalization process.*** At its best, a local Main Street program represents and involves a coalition of organizations, agencies, businesses and individuals from throughout the community - not just those who own property or businesses in the commercial district or who have a direct economic tie to it, but all members of the community who are interested in the community's overall health.
2. ***Public/private sector involvement.*** Both the public and private sectors have programs, vantage points, and other resources to bring to the revitalization process, and support - in the broadest sense - from both sectors is crucial to the success of a local Main Street program.
3. ***Vision and mission statements relevant to community conditions and to the local Main Street program's organizational stages of development.*** A vision statement communicates the organizations long-term hopes and intentions for the commercial district. A mission statement communicates the organization's purpose and overall direction.
4. ***Comprehensive Main Street work plan.*** A comprehensive annual work plan provides: a detailed blueprint for the Main Street program's activities; 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.
5. ***Historic preservation ethic.*** Historic preservation is central to the Main Street program's purpose. Developing a historic preservation ethic is an ongoing process of education and discovery for a community and for a local Main Street program. Historic preservation involves not only the process of rehabilitating, restoring, or renovating older commercial buildings but also the process of adopting planning and land use policies which encourage full use of existing commercial centers before new development takes place, easing the regulatory and other barriers which sometimes make it difficult to attract investment to historic commercial districts.
6. ***Active board of directors and committees.*** The direct involvement of an active board of directors and volunteer committees are keys to the successes of all Main Street programs.
7. ***Adequate operating budget.*** In order to be successful, a local Main Street program must have the financial resources necessary to carry out its annual and evolving program of work.
8. ***Paid professional program manager.*** Main Street managers come from a broad range of academic and professional backgrounds. The most successful are those who are good communicators, who can motivate volunteers, and who have good organization and management skills.
9. ***Program of ongoing training for staff and volunteers.*** Participants - both staff and volunteers - need different skills in different phases of the revitalization process. Continuous training for staff and new volunteers on the Main Street Approach.
10. ***Reporting of key statistics.*** Tracking statistics provides a tangible measurement of the local Main Street program's progress and is critical to garnering financial and volunteer support. With the support and training from Oklahoma Main Street, the program will be able to provide reports that include statistics about the number and dollar amount of building rehabilitation, number and dollar amount of buildings sold, number and dollar amount of public improvements, and the number of jobs created in the commercial district.
11. ***Current member of the National Main Street Network.***