

MINNESOTA MAIN STREET
SELECTION OF 2010 DESIGNATED COMMUNITIES
SELECTION CRITERIA

This Selection Criteria should give you an idea of what an A++ application to become a Designated Minnesota Main Street Program would look like.

SUPPORT AND FUNDING

It is important, if the Main Street Approach to downtown revitalization is to be successful, that there is widespread support for the project throughout the community. Support for a project can be gauged by who is knowledgeable about the project, who is funding the local project, who cooperated in compiling information for the application, who wrote letters of support, etc. This support should come from both private (citizens, merchants, property owners, business associations, private non-profit groups) and public (city, county) sources.

APPLICATION COVERSHEET

- Those who assisted in preparation of the application represent a wide cross-section of groups and people within the community.

COMMUNITY SUPPORT

- Public / Private Sector Cooperation and Commitment
 - There is a broad-based representation of support for implementation of the program from the business, private and public sectors.
 - A public-private partnership between major groups in the community is apparent. This support is evident in financial and organizational terms for the duration of the three-year start-up phase of the local Main Street program.
- Problems and projects described in the application clearly indicate that both the public and private sectors make constructive efforts to address problems in the community and especially the downtown area.

RANKING OF 0 POINTS EQUALS:

- The application does not show support from a wide range of groups and people within the community.
- The public-private relationship is poorly defined and limited in scope. It does not involve the groups and individuals from the community necessary to ensure the program's success.

ADEQUATE BUDGET

- There is documentation to substantiate funding sources.
 - The financial capability to employ a paid manager, fund a local Main Street program, and support business-area projects.
- A variety of funding sources should be utilized.

RANKING OF 0 POINTS EQUALS:

- Committed funds are inadequate to serve the needs of the program.



VISION AND MISSION STATEMENTS

- Vision and Mission statements for the current/future commercial district revitalization organization are included in the application.

POTENTIAL

Economic growth in a downtown using the Main Street Approach, involves an understanding of the Four Point Approach® to downtown revitalization through historic preservation. Goals the community has set in the past show whether the community is realistic, enthusiastic and constantly striving to use local resources to create opportunities.

PAID STAFF

- There is a firm commitment to hire and provide support for a program director at a salary comparable to other development professionals in the community.

RANKING OF 0 POINTS EQUALS:

- The commitment to hire a program director is weak or non-existent.

MAIN STREET WORK PLAN

- Expectations, specific goals and the downtown economic revitalization needs of the community, as stated in the application, are attainable.
- Realistic goals, which the community hopes to attain, demonstrate a thorough understanding of the Main Street Approach.

RANKING OF 0 POINTS EQUALS:

- There is no evidence that programs or projects are being conducted or considered by the public or the private sectors to address community concerns.
- The goals of the community are unrelated to or are unattainable through the program.

ACTIVE VOLUNTEERS

- The application clearly shows that the board of directors and volunteers are active in the commercial district revitalization work being done today.
- If volunteers are not currently active, then a clear plan showing how they will become active has been submitted.

TRAINING / FOUR POINT APPROACH

- Representatives of the community have:
 - Attended other downtown revitalization conferences to learn about other methods.
 - Had prior exposure to the Main Street Four Point Approach® through attendance at Main Street/National Main Street Center conferences, presentations, and workshops.
 - Can clearly explain to others what the Main Street Four Point Approach® is and give examples of projects / tasks for each point.



RANKING OF 0 POINTS EQUALS:

- Expectations stated in the application demonstrate little understanding of or misconceptions about the Main Street Approach.

NATIONAL TRUST'S NATIONAL MAIN STREET NETWORK MEMBERSHIP

- Current membership number is included in the application.

HISTORIC BUILDINGS - DATA AND ACTIVITIES

The physical appearance of the downtown is what makes it a unique place, different from any other. Buildings in a downtown are built one at a time, and thus reflect the characteristics of many craftsmen and owners. This building fabric is extremely marketable in today's world of "high-tech, high touch". The architectural environment of the downtown should reflect the history of the community.

HISTORIC PRESERVATION ETHIC

- There is evidence of current historic preservation activities taking place in the central business district and community.
- The applicant has adequately justified the boundaries of the district, taking into consideration that historic preservation is an important element of the program.
- The application demonstrates the downtown has a concentration of historic buildings and a distinct local image that can be utilized in marketing that area.
- Local historic preservation activities support downtown economic development, including the use of a historic preservation ordinance.
- Applicant included multiple examples that reflect the community's awareness of preservation issues and the marketability of historic commercial buildings.

RANKING OF 0 POINTS EQUALS:

- It lacks historic architectural features and demonstrates no historic preservation ethic or activity.
- The downtown does not have a physical appearance that is marketable.
- There is significant current and/or planned demolition activity.

YOUR COMMUNITY TODAY

A community needs an idea of where "it is" in order to chart a course for where it "should be". The raw material for a downtown revitalization effort must be in place if it is to be successful.

KEY STATISTICS

- There is evidence of investment into commercial building rehabilitations and new construction in the project area during the past five years.
- The downtown has a mixture of commercial, professional and governmental functions.



ABOUT YOUR COMMERCIAL DISTRICT REVITALIZATION AREA

- The proposed district has building ownership patterns which are supportive of progressive downtown real estate development.
- It has housing in and around it. The applicant has an understanding of the housing characteristics of the community.
- There are well-defined project and land use maps which illustrate the applicant's project area and current uses.
- It is well situated in terms of size and location to the rest of the community.
- The applicant has adequately justified the boundaries of the district, taking into consideration that historic preservation is an important element of the program.

RANKING OF 0 POINTS EQUALS:

- There is no evidence that programs or projects are being conducted or considered by the public or the private sectors to address community concerns.
- It may have insurmountable problems in achieving positive change with regard to real estate development and the development of cultural, recreation and residential activities.
- The downtown appears to lack a mixture of commercial, professional and governmental functions.

ABOUT YOUR COMMUNITY

- There are well-defined project and land use maps which illustrate the applicant's project area and current uses.
- The city government has ordinances and programs that can be supportive of downtown revitalization activities.
- The community has made, or attempted to make, maximum use of available local, state, and national resources.

RANKING OF 0 POINTS EQUALS:

- There is no evidence that programs or projects are being conducted or considered by the public or the private sectors to address community concerns.

GENERAL

These are qualities that an excellent application will show, however they do not easily fit into one section or another, but will be reviewed as part of the application as a whole.

- The applicant is addressing the individual needs of all its citizens and is striving to integrate individuals and businesses with diverse backgrounds into the community fabric.
- The applicant places importance on quality of life issues such as cultural activities, recreational opportunities and tourism potential.
- The application demonstrates an understanding and enthusiasm for the program by key individuals and groups within the community.



- They exhibit a strong potential for successfully completing the three-year start-up phase of the program and have a good understanding of the Main Street structure, the responsibilities of the board of directors and the program director.

RANKING OF 0 POINTS EQUALS:

- The community fails to demonstrate a need for downtown economic revitalization.

PREVIOUS HISTORY

Prior activities and programs with the support and involvement of different groups in the community are key elements to forecast success of the Main Street Approach to downtown revitalization.

- There is a history of the use and implementation of prior plans, surveys or studies completed within the past three years.

READINESS

An understanding and enthusiasm for the Main Street program should be displayed by both the public and private sectors. The community's capacity to help address those issues important to downtown revitalization should be stated.

- The capability of the applicant to successfully implement the Main Street Program.
- The need for the Main Street Program in the community and its expected impact on the community.
- The application also demonstrates an appropriate balance between the downtown's needs and the local capacity to realistically address those needs with the assistance of the program.
- The possibility for the community to achieve positive, observable change in the downtown must be evident.

