



Program Guidelines

Wyoming Main Street is dedicated to providing Wyoming communities with the opportunities to strengthen local pride and revitalize historic downtown districts by utilizing the Main Street Four-Point Approach®.

In order to achieve this goal, the statewide coordinating program acts as a partner to communities by providing at no charge training, information, research, referral services, and technical assistance to communities throughout the state. Main Street success is built mainly through local commitment, initiative and follow-through.

Options for General Assistance

For *any* individual or organization interested in revitalization, Wyoming Main Street provides:

Access to Information

Wyoming Main Street has an extensive lending library and resource files. Wyoming Main Street staff can also research our statewide and national resource network for information.

Help Getting Focused

Wyoming Main Street staff are trained facilitators, and can help get your revitalization organization or effort focused through strategic and work planning sessions.

Community Support

Wyoming Main Street offers local programs unlimited phone and e-mail consultations to provide information, guidance and support.

Wyoming Main Street Program Tier System

Some Wyoming commercial districts actively pursue the prestigious designation of a Certified Wyoming Main Street Program. A Certified Main Street Program must meet stringent criteria set forth by Wyoming Main Street as well as complete an application and pass an on-site assessment conducted by the state program.

However, Wyoming Main Street recognizes the wide diversity of communities throughout the state. Not every city, town or neighborhood engaged in revitalization is ready to pursue full Main Street certification.

In order to minimize local costs, effectively reach the entire spectrum of communities, and efficiently distribute technical assistance and resources, Wyoming Main Street offers three “tiers” of connection with the State program:

- 1) Certified Main Street Programs;
- 2) Affiliate Community Programs; and
- 3) Aspiring Community Programs

Each tier offers differing levels of support and assistance from the State program, according to the varied resources and needs of each individual community. The three tiers are described below. For further explanation of the Technical Assistance benefits associated with each tier, please see the **Technical Assistance Menu of Services**.

Time Limitations and Program Notes

In order to encourage a vigorous, ongoing process of community revitalization, Wyoming Main Street requires that communities actively work toward “moving up” in the tier system. A program must move up from an Aspiring to at least an Affiliate program within 2 years, and from an Affiliate program to become a Certified Main Street Program within 3 years. Tier levels are re-evaluated by Wyoming Main Street staff during Annual Review sessions, and communities are mentored throughout the process to encourage and support them as they attempt to improve their communities.

It should also be noted that communities entering the second and third tiers will be referred to as Wyoming Main Street Affiliate or Aspiring Community Programs and the terms “Affiliate” and “Aspiring” describe the *relationship* between a community and the Wyoming Main Street program. It is only intended for use in public relations or educational communication, but **not** for marketing materials, public displays, signs or similar promotional tools, as this use could misleadingly convey that the community has achieved full Main Street designation – a hard won benefit of competitively selected communities.

Tier 1: Certified Main Street Program

Communities wishing to achieve Certified Main Street Program status may fill out the Wyoming Main Street Application form. Communities are required to participate in an application workshop via teleconference prior to submitting an application. Once the Wyoming Main Street program has received a Letter of Intent, the applicant community is contacted to schedule the teleconference.

After Certified Main Street Program applications are received, they will be reviewed and evaluated by the Main Street Advisory Board. Each finalist applicant community will be invited to make a brief verbal presentation to the Wyoming Main Street Advisory Board at an open public meeting. The Board will review the applications prior to presentations, ask additional questions during the presentation, and recommend to the CEO of the Wyoming Business Council which communities should be selected.

Requirements:

1. Certified National Main Street Program.
 - i. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors.
 - ii. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's Organizational stage.
 - iii. Has a comprehensive Main Street work plan.
 - iv. Possesses a historic preservation ethic.
 - v. Has an active board of directors and committees.
 - vi. Has an adequate operating budget.
 - vii. Reports key statistics to WY Main Street.
 - viii. Has current membership in the National Trust's Main Street Network membership program.
2. Paid Staff (full-time if population >10,000, part-time if population <10,000)
3. Certified Main Street Manager or comparable Main Street experience (If not met, plans for training must be submitted in writing)
4. Attendance by Program Manager and at least one (1) Board Member at National Main Street Annual Conference.
5. Attendance by Program Manager at all Manager's Meetings.
6. Financial and/or in-kind support from local government.
7. Signed resolution supporting the Main Street program from the local government, updated annually.
8. Signed contract for technical assistance services with Wyoming Main Street.
9. Must mentor at least one Affiliate or Aspiring community annually, upon request.

Technical Assistance Benefits:

- Award Ceremony
- Designation Signage
- Managers' meetings
- New Manager hiring advisory assistance
- New Manager orientation
- Reconnaissance Visit
- Organizational Visits
- Resource Team Visit
- Board Training
- Annual Program Visits
- Year-End Evaluation
- Revolving loan fund
- Design Assistance
- Specialists visits

Tier 2: Affiliate Community Program

Communities wishing to apply for Affiliate status may fill out the Wyoming Main Street Application form. The evaluation criteria will be applied to each application, taking into consideration the unique circumstances of the applicant community. The Wyoming Main Street Advisory Board will inform the CEO of the Wyoming Business Council of their recommendations, and the CEO will approve the entrance of successful communities.

In the event that a community's application for Certified Main Street Program status is not successful, they will be evaluated for eligibility for Affiliated Community Program status. The same application and evaluation criteria apply, but the minimum scores are lower for Affiliated programs than Certified ones. This allows those communities that are exploring downtown revitalization but that may not be eligible for certification yet to access the Wyoming Main Street program's benefits and resources in the hopes of achieving Certified status within three years.

The requirements and Technical Assistance benefits for Affiliate communities are slightly different than those for Certified communities, and are as follows:

Requirements:

1. Paid staff (full-time if population >10,000, part-time if population <10,000).
2. Viable organizational structure.
3. Attendance at National Main Street Annual Conference.
4. Attendance at basic training workshop by Program Manager and Board Member(s).
5. Attendance at quarterly Manager training sessions.
6. Submit reports to WY Main Street.
7. Signed contract for technical assistance services with WY Main Street
8. Financial and/or in-kind support from local government.
9. Signed resolution supporting the program from local government.

Technical Assistance Benefits:

- Managers' meetings
- National Main Street membership (Wyoming Main Street will pay first three years).
- Board Training
- New Manager Hiring assistance
- New Manager orientation
- Reconnaissance Visit
- Organizational Visits
- Resource Team Visit
- Annual Program Visits
- Year-End Evaluation
- Revolving loan fund
- Design Assistance
- Specialists visits

Tier 3: Aspiring Community Program

The Aspiring Community Program tier is intended for communities that are exploring downtown revitalization, but that may not have the resources currently in place to support an Affiliate or Certified Main Street Program. It provides access to all Wyoming Main Street training and limited on-site assistance, as resources permit. The applicant may be the local government, or a partnership between local government and a private sector organization.

Communities wishing to apply for Aspiring status may fill out the two-page application form for this tier. The evaluation criteria will be applied to each application, taking into consideration the unique circumstances of the applicant community. The Wyoming Main Street Advisory Board will inform the CEO of the Wyoming Business Council of their recommendations, and the CEO will approve the entrance of successful communities.

Requirements:

1. Core of volunteers.
2. Attendance at Main Street 101 training by at least 2 individuals.
3. Submit reports to WY Main Street.
4. Signed contract for mentoring with WY Main Street.

Technical Assistance Benefits:

- Placed on mailing list.
- Eligible for all trainings offered by WY Main Street.
- Board Training
- Organizational Visit
- New Manager hiring advisory assistance.
- New Manager training.
- Partner with WY Main Street on a contractual basis.
- Annual Program Visit and Evaluation