COMMUNITY ASSESSMENT WORKSHEET

Evaluation Worksheet for Local Programs, Coordinating Programs, and Main Street America

The Main Street America Evaluation Framework outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

After reviewing the Community Self-Assessment Tool document, use this worksheet to score community progress and determine the designation status of a community. All scores will be averaged and populated at the end.

BASELINE REQUIREMENTS

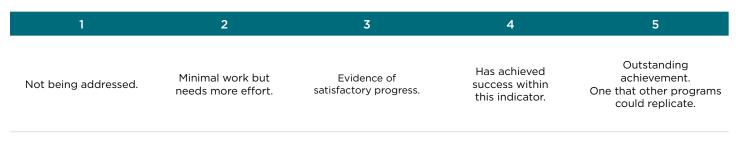
As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. Please indicate whether communities meet the baseline requirements by selecting Yes or No.

		L	Р	СР		MSA	
1	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.	Yes	No	Yes	Νο	Yes	No
2	Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.	Yes	No	Yes	No	Yes	No
3	Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.	Yes	No	Yes	No	Yes	Νο
4	Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.	Yes	No	Yes	No	Yes	No
5	A dedicated budget for the district's revitalization programming and the Main Street program's operations.	Yes	No	Yes	No	Yes	No
6	Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.	Yes	No	Yes	No	Yes	No
7	Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).	Yes	No	Yes	No	Yes	No
8	Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.	Yes	No	Yes	No	Yes	Νο

Local Programs that do not meet these baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level

ACCREDITATION ELIGIBILITY

Next, to determine where a community is on the path to Accreditation, use the next part of the worksheet to score the community on the Indicators listed for each of the six Standards based on a scale of 1-5. Each number represents the following:



Communities must meet the Baseline Requirements and average at least three (3) points per Standard to achieve Accreditation. Some Indicators will require documentation. At a minimum, this will include providing your program's annual budget and workplan.

STANDARD I: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

	LP	СР	MSA	
Partnerships and Collaboration				Notes
Indicator I:				
Indicator II:				
District and Community Outreach				
Indicator I:				
Communications and Public Relations				
Indicator I:				
Indicator II:				
Indicator III:				
Standard I Average:				

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

STANDARD II: INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

LP CP MSA

Inclusive Organizational Culture and Dive	gagement	Notes					
Indicator I:							
Indicator II:							
Indicator III:							
Indicator IV:							
Active Board Leadership and Supporting Volunteer Base							
Indicator I: Required							
Indicator II:							
Indicator III:							
Professional Staff Management							
Indicator I: Required							
Indicator II:							
Effective Operational Structure							
Indicator I: Required							
Standard II Average:			—				

STANDARD III: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

	LP	СР	MSA	
Balanced Funding Structure				Notes
Indicator I:				
Indicator II:				
Indicator III:				
Strategic Revenue Development and Fu	undraising			
Indicator I:				
Budget and Work Plan Alignment				
Indicator I:				
Indicator II:				
Financial Management and Best Practice	es			
Indicator I:				
Indicator II:				
Standard III Average:				

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

STANDARD IV:	STRATEGY-DRIVEN	PROGRAM	MING		
		LP	СР	MSA	
Planning Guided	l by Inclusive Communi	ity and Maı	rket-Inf	ormed Inputs	Notes
Indicator I:					
Defining Direction	on through Transforma nt	tion Strate	egy Idei	ntification	
Indicator I:					
Strategy-Aligne Across all Four F	d Comprehensive Work Points	k Planning	and Im	plementation	
Indicator I:					
Standard IV Ave	rage:				
STANDARD V:	PRESERVATION-BAS	ED ECONO		EVELOPMENT	
		LP	СР	MSA	
Preservation Eth	nics and Education on H	Historic an	d Cultu	ral Assets	Notes
Indicator I:					
Indicator II:					
Standards and B	est Practices for Place-	based, Pec	ople-foo	used Design	
Indicator I:					
Promotion of Hi	storic, Heritage, and C	ultural Ass	ets		
Indicator I:					
Standard V Aver	'age:				
STANDARD VI:	DEMONSTRATED IM	PACT AND		TS	
		LP	СР	MSA	
Demonstrating t	he Value of Main Stree	t			Notes
Indicator I:					
Measuring and F	Packaging Quantitative	and Quali	tative C	Dutcomes	
Indicator I:					
Indicator II:					
Promoting Prog	ress and Demonstrating	g Impact a	nd Res	ults	
Indicator I:					
Standard VI Ave	rage:				

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

CUMULATIVE AVE	RAGE SCORES	LP	СР	MSA
STANDARD I	BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION			
STANDARD II	INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY			
STANDARD III	DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS			
STANDARD IV	STRATEGY-DRIVEN PROGRAMMING			
STANDARD V	PRESERVATION-BASED ECONOMIC DEVELOPMENT			
STANDARD VI	DEMONSTRATED IMPACT AND RESULTS			

LOCAL PROGRAM

Program Name:		
Reviewer:	Title:	_ Date:
COORDINATING PROGRAM		
Program Name:		
Reviewer:	Title:	_ Date:
MAIN STREET AMERICA		
Reviewer:	Title:	_ Date: