

Accredited MAIN STREET® Communities

The Missouri Main Program provides a full range of assistance to designated Main Street® communities, from intensive services that meet the needs of a new revitalization group to advanced services that help mature programs maintain focus and continue driving the economic, social, cultural and environmental well being of the community.

Accredited Main Street® programs have met the 10 Criteria for Accreditation as developed by the National Trust for Historic Preservation’s Main Street Center, and are continuing to refine their skills to ensure the longevity of a comprehensive downtown revitalization program in the contexts of design, preservation, economic incentives, market driven promotions, business retention and recruiting programs, to name a few.

Missouri Main Street Connection, Inc. (MMSC) is the licensing partner and Main Street Coordinating Program for the State of Missouri with the National Trust of Historic Preservation’s Main Street Center. This licensing and coordinating partner agreement identifies Missouri Main Street Connection, Inc. as having the sole discretion to determine whether a community may claim to be part of the Missouri Main Street Coordinating Program which designates communities through a selection process and determines their status within the Missouri tier system, whether it be Aspiring, Affiliate, Associate, or Accredited.

How to Apply

Evaluations are conducted yearly. A communities first has to be accepted as an Associate Community before consideration for the Accredited Level. Call for additional information, 417.334.3014

	Requirements
Work in a traditional “Main Street District”	The district must be a physical setting conducive to applying the Main Street Approach®.
Administer the Main Street Approach®	Main Street provides a proven and comprehensive approach specifically designed to address the issues and opportunities of traditional commercial districts. Following the Main Street Approach® is a requirement of initial and on-going participation.
Have a downtown revitalization organization in place	A nonprofit organization with the sole mission of revitalizing downtown and serving as an advocate for the “heart and soul” of the community has been found to be the most successful way to reverse decline and foster progress.
Have diversified and sustainable program funding in place	Financial stability is crucial to staying mission-focused. Besides covering salaries, downtown organizations must provide funding to cover rent, utilities, travel, training, and carry the financial needs to produce the active program’s workplans.
Professional Staff	Paid professional and Main Street-trained staff is critical to coordinate and manage the needs of Accredited Programs. A community with population over 3,500 needs a full time manager to be effective. Communities with population under 3,500 may hire a part-time program manager (minimum of 25 hours per week).
Board &Volunteers	Representatives must attend at least a majority of the MMSC

Attend Trainings	training held per year.
Main Street Managers	Manager’s attendance is required at the National Main Street Conference and the Quarterly Managers Trainings.
Membership in National Main Street Network and Missouri Main Street Connection Membership	MMSC is a statewide nonprofit corporation committed to fostering new vitality at the heart of Missouri communities. Although membership is a small percentage of our annual MMSC budget, membership allows us to expand our services and spread the word on downtown revitalization. Membership with MMSC also verifies commitment from the community. Membership in the National Main Street Network is also mandatory.
Sign a letter of Agreement	Local commitment and support is critical to Main Street success. Accredited communities must sign a Letter of Agreement with MMSC.

In addition to these requirements, designated Accredited Main Street® Communities must meet on-going administrative requirements, including developing a comprehensive work plan; mandatory attendance at quarterly managers meetings; meet deadlines for submitting Economic Data reports and minutes, as outlined in the agreement; show progress in addressing program evaluation recommendations; work to maintain the National Main Street Accreditation requirements.

	Services provided by MMSC
Accreditation Reviews	State Staff and National Main Street Center Staff will do an on-site Accreditation review to determine National Main Street™ Accreditation placement.
Organizational Visit	Provide and conduct an Organization Visit, upon request, on such topics as goal setting, work plan development, visioning.
Technical Assistance Visit	Provide and coordinate a technical assistance visit, upon request, based upon the needs of the Accredited Program.
SHPO Services	Provide and coordinate design assistance from the State Historic Preservation Office (SHPO). Type of service will be determined and agreed upon by the SHPO, MMSC and Accredited Program.
Regional Board Training	“As needed” training by state staff, experienced board members and experts in the field.
Managers Training	Training for managers/exec directors on specific topics.
New Manager Orientation	Orientation and training are available for new downtown managers.
Hiring Executive Director	Staff is available to facilitate and help with hiring a new Main Street Executive Director in the Accredited Community.
Designated MMSC Staff	A designated MMSC Staff member will act as a liaison with MMSC and the National Main Street Center.
Workshops & Conferences	MMSC sponsors training in a variety of downtown development topics. MMSC members are eligible for discounted registration fees at MMSC-sponsored workshops.
Annual Missouri Downtown Revitalization Conference	Workshops & educational in-the-field tours. Members of the Accredited programs will receive discounted registration fees.
Complimentary Registration to the Annual Missouri Downtown	For job well done – MMSC will recognize the Accredited programs with 1 free registration for the program manager to the

Revitalization Conference	Annual Missouri Downtown Revitalization Conference.
Telephone Consultation	State staff available for phone consultation.
Media Releases	Ongoing media and marketing coverage and exposure.
Eligibility for Annual Awards Program	Accredited Programs are eligible to submit nominations for the annual “Missouri Downtown Revitalization Awards.”
MMSC Newsletter and Press Releases	Quarterly Newsletters and press releases will be mailed and/or e-mailed to representatives of the Accredited Program.
Access to the Resource Library on the MMSC website	Access to the Resource Library on the Missouri Main Street Connection website with samples and templates of latest revitalization resource materials.
“Tier” Community Events	Tier Communities receive invitations to “Tier” Community Networking Events.
Main Street Capital Day	Accredited programs will be invited to accompany MMSC during Missouri Main Street Capital Day.
MAIN STREET®	Communities at this level may use the Main Street® trademark name.