



Affiliate Application Tier System Network

Communities that are exploring the possibility of utilizing the Main Street Approach to Revitalization® are encouraged to apply for training with the Missouri Main Street Connection (MMSC).

Affiliate level services from MMSC help a community build a volunteer-driven organization that has an appropriate organizational structure and sustainable funding to conduct a comprehensive downtown commercial district revitalization program.

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

Communities getting started with Main Street revitalization can apply for Affiliate Level recognition and services. Below is a summary of the Affiliate program responsibilities and services. For more details call 417.334.3014

	Selection Criteria
A traditional "Main Street District"	The district must be a physical setting conducive to applying the Main Street Approach® and show evidence of a local historic preservation ethic and activity. The community must demonstrate a need for revitalization.
Begin administering the Main Street Approach to Revitalization®	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 for initial and on-going participation.
Commitment from local government and private sector	The municipal government must demonstrate commitment to revitalization of the downtown commercial district. Volunteer commitment must also be demonstrated through private sector involvement, including businesses and local organizations.
Attend Trainings	The organization's representatives must attend a majority of the workshops/conferences offered by MMSC each year. One of the trainings must be Intro to Main Street (Basic Training).
Form a downtown commercial revitalization organization	Affiliate Communities must be willing to form a separate, nonprofit organization with the sole mission of revitalizing the downtown commercial district and be the advocate for the district.
Adequate local budget, and developing diversified and sustainable funding	The organization, with support from the city, must provide evidence of a funding commitment to finance the local revitalization program, and must be working toward developing diversified and sustainable funding.
Submit Quarterly Economic Statistics	Economic Data Reports monitor the progress of the Main Street Program. The revitalization program must commit to collecting the data and submitting the reports to MMSC on a quarterly basis.

Submit Quarterly Board Meeting Minutes	Minutes of the organization's board meetings also must be submitted quarterly to MMSC.
Staff requirements	The Affiliate community must make a commitment to hiring a paid executive director. For communities under 5,000 population, the director can be part-time (minimum 25 hours per week.)
MMSC membership	The Affiliate community will become a member of MMSC and maintain its annual membership while participating in the program.
Sign a contract with MMSC for participation grant program	Local commitment and support is the basis of a successful revitalization program. Affiliates are required to sign a one-year agreement with MMSC for the services it receives and commit to its organizational responsibilities

Services from MMSC	
Review the Affiliate Application	A preliminary assessment of the community's readiness to proceed will be conducted through the review of the application.
Missouri Main Street Connection Membership	MMSC will provide discounts on its workshops/conferences while the participants' membership is current.
Presentation to the community about the Main Street Approach® to Revitalization	MMSC staff will conduct an on-site "Town Hall Meeting," to help launch the local organization, giving an informative presentation on the Main Street Four-Point Approach® to Revitalization.
Regional Board Training	"Upon request" training by MMSC staff, experienced board members and professionals in the field. This regional training will be offered inclusively to all communities participating in the MMSC Tier Structure.
Workshops & Conferences	MMSC provides training in a variety of downtown development topics in different locations throughout the state.
Telephone Consultation	State staff available for phone consultation.
Eligibility for Annual Awards Program	Affiliate Programs are eligible to submit nominations for the annual "Missouri Downtown Revitalization Awards."
MMSC Newsletter and Community News Reports	Quarterly Newsletters and Community News Reports will be e-mailed to representatives of the Affiliate Program.
Access to Tool Kit Area on www.momainstreet.org	Access to "tool kit" areas on the Missouri Main Street website with samples and templates of latest revitalization resource materials.
"Tier" Community Events	All Tier Communities receive invitations to the Community Networking Events during MMSC conferences.
Main Street Capital Day	Affiliates will be invited to accompany MMSC during Missouri Main Street Capital Day.
MAIN STREET®	Communities at the Affiliate Level may NOT use the Main Street® trademark name.