

Associate

MAIN STREET® Communities

Associate Communities are those *working towards* being recognized as a nationally Accredited Main Street Community by the National Main Street Center, National Trust for Historic Preservation. The Associate tier will help prepare the community for complying with the 10-point criteria for National Accreditation. At the Associate tier level the community is seeing an increase in the economic value of the downtown and is making progress to achieve an active and vibrant downtown revitalization organization.

How to Apply

Program Evaluations are conducted annually.

Communities must first be accepted as Affiliates

before they are considered for the Associate level.

Call for additional details,
417.334.3014

Participation as an Associate Tier Community does not guarantee selection as an Accredited Main Street® Community, but it can help communities strengthen their revitalization efforts for sustainability. The process to achieve Accreditation statistically takes an average of three years of development after attaining the Associate level. *Based on information produced by the National Main Street Center.*

Missouri Main Street Connection, Inc. (MMSMC) 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.

	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.
Diversified and sustainable funding	Associate Communities must have a diversified and sustainable funding program in place.
Employ a Executive Director	Paid professional trained staff to manage and coordinate the revitalization effort is critical. Manager/executive director needs skills adequate to coordinate the organization’s work plans. Preferably full-time, but a minimum of 25 hours per week.
Board and Volunteers Attend Trainings	Representatives must attend at least a majority of the MMSMC trainings held per year. One of these trainings must be Main Street Basic Training, to remain active as Associate Program.
Main Street Managers	Managers 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. Designated Main Street™ Associate communities must sign a Letter of Agreement with MMSC.

In addition to these requirements, designated Main Street® Associate Communities must meet on-going administrative requirements, including 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 toward meeting the 10 Criteria for the National Main Street Accreditation.

	Services provided by MMSC
Accreditation Reviews	State Staff and National Main Street Center Staff will do an on-site Accreditation review to determine placement in the Missouri Main Street Tier Structure.
Organizational Visit	Provide and conduct an Organization Visit, upon request, on such topics as goal setting, work plan development, visioning, etc., upon request.
Regional Board Training	“As needed” training by state staff, experienced board members and professionals in the field.
Managers Training	Training for managers/executive directors on specific topics.
New Manager Orientation	Orientation and training available for new downtown managers.
Hiring Executive Director	Staff is available to facilitate and help with hiring a new Main Street manager/executive director in the Associate 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 Associate programs will receive discounted registration fees.
Complimentary Registrations to the Annual Missouri Downtown Revitalization Conference	For job well done – MMSC will recognize the Associate programs with 1 free registration for the program manager to the 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	Associate Programs are eligible to submit nominations for the annual “Downtown Missouri Revitalization Awards.”
MMSC Newsletter and Community News Reports	Quarterly Newsletters will be mailed and/or e-mailed to representatives of the Associate Program.
Access to Resource Library on MMSC’s 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	Associate programs will be invited to accompany MMSC during Missouri Main Street Capital Day.
MAIN STREET®	Communities at the Associate Level may use the Main Street® trademark name.