

MEMORANDUM

TO: **Texas Main Street Managers**

FROM: Debra Farst, State Coordinator
Texas Main Street Program
Community Heritage Development Division

DATE: May 21, 2007

RE: **TEN CRITERIA SURVEY**

Attached is the 2008 Ten Criteria Survey for National Recognition. The Survey should include activities and accomplishments from **August 1, 2006 through August 1, 2007**. As part of the Texas Main Street program requirements (see your Letter of Agreement or Contract), **all cities** must submit the Survey (provisional cities must submit the Survey but are not eligible for National Recognition). Any surveys not received by the deadline will not be considered for National Recognition. You must be a member of the National Trust for Historic Preservation/National Main Street Network and you must have a passing score in each of the ten categories in order to receive National Recognition.

Please read the instructions carefully and make sure to include items to document the work.

Please tab each section (1-10) of your report. Tabs may be hand made or Post-it Notes.

Postmark deadline for submittal is **5:00 pm Friday, August 3, 2007**. Surveys not received by the deadline are not considered for national recognition. However every Texas Main Street City is still required to turn in a Ten Criteria Survey. **No emailed or faxed submissions will be accepted.** Surveys may be mailed to:

Texas Main Street Program	Street address:
P. O. Box 12276	1304 Colorado
Austin, TX 78711-2276	Austin, TX 78701
<i>Attention: Debra Farst, State Coordinator</i>	

Signatures of the Main Street manager and the city manager (Main Street Board President for urban cities) must appear on the cover sheet of the document.

If you have any questions, please call at 512/463-6092.

Attachments



**TEXAS MAIN STREET PROGRAM
NATIONAL MAIN STREET COMMUNITIES**

2009 CRITERIA FOR NATIONAL RECOGNITION SURVEY

Submitted for the city of Palestine

Submitted by:

Main Street manager (signature)
Printed name: W. Neely Plumb

City Manager (signature)
Printed name: R. Dale Brown
or

Main Street Board President (urban cities only)
Printed name: _____

**TEXAS MAIN STREET PROGRAM
NATIONAL MAIN STREET COMMUNITIES**

2008 TEN CRITERIA FOR NATIONAL RECOGNITION SURVEY

In 1997, the National Main Street Center launched a new program to designate and recognize local revitalization programs that have achieved identified standards of performance based on the Main Street Four Point Approach. The overall purpose of the Texas Main Street Program/National Main Street Communities recognition program is to provide national visibility to local Main Street programs that understand and fully utilize the Main Street Four-Point Approach and Main Street Eight Principles and which continue to evolve organizationally to meet new challenges. Those cities that are recognized as a National Main Street City will be able to use this title in marketing their community. National Recognition is also a scored category for the Main Street Texas Capital Fund (TCF) grant. *(Note: Due to the application schedules for these programs, the TCF category uses the prior year's Survey score. For example the 2007 Ten Criteria score, for the Survey turned in to Main Street in August 2006, is used in the 2007 TCF that is due in early fall 2007).*

Please read your evaluation from last year to ensure that suggested improvements are taken into consideration. Contact the Texas Main Street Office if you need the previous years' evaluation emailed to you.

The Ten Criteria are listed below with a space for you to verify that your city has met these standards of performance.

If you have any questions regarding this Survey, please give us a call at 512/463-6092.

TEXAS MAIN STREET PROGRAM NATIONAL MAIN STREET COMMUNITIES

2008 TEN CRITERIA FOR NATIONAL RECOGNITION SURVEY

- 1. Broad-based public support for the commercial district revitalization process, with strong support from both public and private sectors.** By involving a broad range of interests and perspectives in the revitalization process, the Main Street program leverages the community's collective skills and resources to maximum advantage. The goal is for all sectors to understand and be philosophically committed to the downtown revitalization process and commit the maximum resources possible to achieve commercial district revitalization and sustained management.

A thriving local Main Street program represents and involves a coalition of organizations, agencies, businesses and individuals from throughout the community — not just those who own property or businesses in the commercial district or who have a direct economic tie to it, but *all* members of the community who are interested in the community's overall health. Involvement by both the public and private sectors is critical, as well; neither sector can revitalize the commercial district without the skills and vantage points of the other. Ideally, both sectors will participate in the revitalization process by providing funding, leadership, and ideas, and by encouraging collaboration between existing programs to assist the revitalization process.

- The Main Street organization should have the active participation of various stakeholders at the committee and board levels. **Please list the sectors of the population that your committees and board members represent. Examples are:**

Local government;	Community and economic development organizations;
Regional planning groups;	Consumers;
Realtors;	Religious institutions;
Property owners;	Historic preservation organizations;
Business owners;	School groups and students;
Local industries;	Architects and building contractors;
Financial institutions;	Parking authorities;
Transportation authorities;	District/neighborhood residents;
Developers;	Civic groups.
Youth-based groups;	

- Participants should contribute financial, in-kind and volunteer support for the revitalization program. Please give examples of these.
- Participants should also look for, and act on, opportunities to make connections between other programs with which they are involved and the Main Street revitalization effort so that, by doing their own work a little smarter, or in a better integrated way, other programs help further the revitalization effort. Give examples of these partnerships.

- The program should include an ongoing process for volunteer recruitment, orientation and recognition, constantly refreshing its pool of volunteers and involving new volunteers each year. List examples of your program's efforts in these volunteer recruitment, orientation and recognition areas.

How has your community met this criterion? List specific examples of support.

(10 points = city support 5 points, community support 5 points)

- The Palestine Main Street Advisory Board has nine (9) members that are community-based stake- holders at the committee and board levels. Some of the board and committee members have representation in one or more areas that represent:
 - State government
 - Local Government
 - Economic Development
 - Historic Preservation Organization
 - Tourism
 - Architect
 - Realtors
 - Property owners
 - Business owners
 - Developers
 - Civic Groups
 - Consumers
- The participants in the Palestine Main Street program have given of their time, money for materials, gasoline, food, paint, in-kind services, and volunteer services for the revitalization program:
 - Contributed display materials for the Dogwood Trails Festival and Oktoberfest Booths
 - Volunteered time at the Main Street office
 - Contributed historic photographs and histories for Main Street buildings
 - Contributed display materials for Main Street buildings
 - Volunteered labor to distribute display materials in the Main Street area
 - Produced and Contributed 3' x 4' signs with Main street Information, specific building information for historic buildings that are planning for sale and rehabilitation
 - Manned booths at the Dogwood Trails Festival and Oktoberfest Booths
 - Contributed items to be sold at the Dogwood Trails Festival Booth including trees and commemorative glass mugs with a Dogwood theme
 - Volunteered an inventory of Main street buildings available for sale
 - Contributed a photographic resource book of Main Street buildings available for sale
 - Contributed promotional materials and advertisements for Main Street
 - Contributed vehicles and gasoline for a Main Street Tour for local citizens and visitors
 - Volunteered a tour of Main Street with historic photographs and narrative by a local historian for local citizens and visitors
 - Contributed supplies for cleaning of windows in the Main Street area
 - Contributed food for the volunteers in the Main Street area

- Volunteered to clean windows of vacant buildings in the Main Street area
- Volunteered to paint historic themes and murals on vacant storefront windows in the Main Street area
- Contributed and Volunteered to plant flowers in planters in the Main Street area
- Contributed money for banners for in the Main Street area promoting Main Street rehabs and events
- Contributed money for way-finding signage in the Main Street area
- Contributed money for promotional materials and advertisements for Main Street
- Contributed architectural services for a TPTF Planning Grant application for a public building rehab in the Main Street area
- Contributed labor, money, time, Christmas decorations and exhibits for the Main Street Office

- 2. Vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage.** A vision statement communicates the organization's long-term hopes and intentions for the commercial district. A mission statement crystallizes the program's sense of purpose and overall direction. It is important that your mission statement address the Four Points of Main Street. **(10 points = vision statement 5 points, mission statement 5 points)**

Please give us your vision and mission statements in the space below, or if they are in printed form, highlight them and attach them to this page.

3. Comprehensive Main Street work plan. Please attach your work plan. A comprehensive work plan provides a detailed blueprint for activities, reinforcing the program's accountability and providing measurable objectives by which the program can track progress. It should contain a balance of activities in each of the four broad program areas that comprise the Main Street Approach — design, organization, promotion and economic restructuring. Activities and tasks should be distributed to a broad range of volunteers and program participants. Work-plans should be completely reevaluated every 1-3 years to reflect new goals and challenges. Work plans should be, at the very least, updated once a year.

Essentials of a work plan include:

- Goals (What part of the mission/vision does this address? i.e. downtown vibrancy)
- Objectives (How it will help achieve the goal, i.e. bring people back downtown)
- Project/Activity (i.e. Harvest Festival)
- Committee Responsible: Organization, Promotions, Economic Restructuring, Design
- Person(s) Responsible
- Estimated Cost, if applicable
- Deadline/Timeline
- Status (include date)
- Measurement of Success (upon completion, i.e. how many people attended festival, how much were retail sales up etc.)

(10 points): How the work plan's goals and objectives help to achieve the program's mission and vision = 5 points. How the other elements (persons/committee responsible, costs, timeline, status, measurement) contribute to a sound work plan = 5 points)

- 4. Historic preservation ethic.** Historic preservation is central to the Main Street program's purpose. The historic buildings and public spaces of a traditional commercial district enrich civic life and add value, on many levels, to the community. Developing a historic preservation ethic is an ongoing process of education and discovery for a community and for a local Main Street program. Main Street programs which have embraced a strong historic preservation ethic are successful in saving, rehabilitating and finding new uses for traditional commercial buildings and in intensifying the uses of the district's buildings, through both specific building improvement projects and through policy and regulatory changes which make it easier to develop property within the commercial district. Some Main Street programs purport to support preservation values, but do not fully understand that preservation is an ethic, not just an activity or group of activities. Historic preservation involves not only the process of rehabilitating, restoring or renovating older commercial buildings but also the process of adopting planning and land use policies which encourage full use of existing commercial centers before new development takes place, removing the regulatory and other barriers which sometime make it difficult to attract investment to historic commercial districts.

Guidelines:

- a. The program has, or is working towards putting in place, an active and effective design management program (which may include financial incentives and tools, design assistance, tax abatements, design review, education and other forms of management).
- b. The program encourages appropriate building restoration and rehabilitation projects and works to find creative adaptive use and physical rehabilitation solutions for preserving historic buildings. The program builds public awareness for the commercial district's historic buildings and for good design. **ALL Texas Main Street communities/building owners have access to the TMSP design staff for technical advice/expertise and drawings.**
- c. The program recognizes the importance of planning and land use policies which support the revitalization of existing commercial centers and works towards putting planning and land use policies in place which make it as easy (if not easier) to develop property within the commercial district as it is outside the commercial district. Similarly, it ensures that financing, technical assistance and other incentives are available to facilitate the process of attracting investment to the historic commercial district.
- d. Long-term objectives are addressed.

See next page for scoring categories for the Preservation section.

Scoring categories for this section. **Make sure you check the appropriate boxes:**

- a. Rehabilitations, restorations or other physical improvement projects that achieve the Main Street's program goals. Please list and provide a short description **only** of projects **completed** between Aug. 1, 2006 and Aug. 1, 2007. **For each project, please specifically note if the TMSP design staff had been contacted; if a site visit had occurred and/or if a rendering or design option had been completed.** (3 points) *Note: points are not awarded for "in progress" but please report this.*
- b. Preservation ordinance/policy approved by the city council– please attach *(1 point)*.
Do you have a preservation ordinance? Yes No In Progress
- c. Are you a Certified Local Government? Yes No In Progress *(1 point)*
- d. Do you have historic preservation incentives/programs such as:
Design guidelines Yes No In Progress
Façade improvement grant program Yes No In Progress
Abatement program Yes No In Progress
Other: Palestine has a Tax freeze at current appraised value on City ad Valorem property taxes for 5 years during rehab and incremental increase to full appraised value until the tenth year as a rehab incentive.
(2 points)
- e. Please describe Preservation Month activities or other preservation-related activities or educational programs during the year. *(3 points)*

5. **Active board of directors and committees.** The direct involvement of an active board of directors and committees is key to the community's attitude about its commercial district. The Main Street director is responsible for facilitating volunteers, not for single-handedly revitalizing the commercial district.

Guidelines:

- a. The board is a working board.
- b. Committees actively develop and implement the program's annual work plan.
- c. The Main Street program has a dedicated advisory (small city) or governing body (urban) and its own rules of operation or bylaws, even if the Main Street program is a part of a larger organization.
- d. The program provides ongoing training for board and committee members.

In this section, please provide information about the activities of the **board of directors and committees**.

- a. Attach one sample of an **agenda** and **minutes** (between Aug. 1, 2006-Aug. 1, 2007) for
 1. a board meeting, and
 2. a committee meeting (from **EACH** type of committee: Design, Organization, Promotions and Economic Development).
- b. Attach a **list of members** for both the board and all committees. Please include contact information for the current Board president (phone, email, mailing address)

(10 points: board agenda and minutes = 4 points, committee agendas and minutes = 4 points, list of board and committee members = 2 points)

- 6. Adequate operating budget.** To be successful, a Main Street program must have the financial resources necessary to carry out its work plan. The size of a program's budget will change as the program matures, and is likely to vary according to regional economic differences and community size.

Guidelines:

- a. The Main Street program's budget should be adequate to achieve the program goals.
- b. The Main Street manager should be paid a salary consistent with those of other community development professionals within the city, state or region in which the program operates.
- c. The budget should be specifically dedicated for the purpose of revitalizing the commercial district.
- d. The Main Street program's budget should contain funds adequate to cover the salary and fringe benefits of staff; office expenses, travel and professional development.
- e. The dollar amount that is "adequate" for a program budget may vary from region to region, depending on local costs of living, and may be different for small cities, mid-size cities and urban cities.

Please attach a copy of your operating budget, plus any other funding you have accessed this year, such as Texas Capital Fund Main Street Improvements Grant, incentive grant funds, etc. If your budget information is included with other city departments, please separate your budget from this (and please indicate your salary specifically if it is included in a larger total). Use the space below for any explanation necessary. **(10 points)**

- 7. Paid, professional program manager.** Coordinating a successful program requires a trained, professional staff person who works full time. The most successful program managers are those who are good communicators, good volunteer motivators, and possess good organizational and management skills, which keep the program's many activities moving forward, on schedule and within budget.

In the space below,

- a. Please give us some examples of your professional skills in the areas of communications, volunteer motivation, organization and management. Some managers are more comfortable having their board chairperson or a board member complete this section. **(3 points)**

- b. Please attach your most current resume (required). **(7 points)**

(10 points total)

- 8. Program of ongoing training for staff and volunteers.** In order to meet new challenges and ensure a strong organization, Main Street program participants need ongoing training. For this reason, the skills participants or volunteers learn in the program's beginning phase are rarely adequate for the growth or management phases. As staff and volunteer turnover occurs, new staff members and new volunteers will need basic and ongoing Main Street training. Both staff and volunteers need different skills in different phases of the revitalization process, and as staff and volunteer turnover occurs, they will need basic Main Street training. Participants also should stay current on issues affecting commercial districts, as well as new revitalization techniques and models.

Guidelines: The local Main Street program develops local leadership capacity through such mechanisms as...

- a. Taking advantage of citywide, state, regional and national training opportunities;
- b. Making reference and training materials available locally (and using them), and
- c. Providing/conducting training when appropriate, including annual training, orientation for board and committee members, and ongoing training in downtown revitalization and management.

As a requirement in the Letter of Agreement that your city has with the Texas Main Street Program, the Main Street manager must attend at least two of the training sessions listed below each year. Please indicate/circle which trainings you attended: **(5 points)**

- Basic Manager or Graduate Manager Training (January/February);
- Texas Historical Commission Annual Preservation Conference in the spring;
- Main Street Summer Training;
- Texas Downtown Association / Main Street Annual Conference (fall).
- National Main Streets Conference in the (spring).

If you attended another professional conference/training (economic development conference, etc.) that you received approval for (by the Texas Main Street Office) to replace one of the above trainings, please list below:

- d. List trainings that your board/volunteers attended (i.e. board training and/or strategic planning). Also list any field trips that board members took to other Main Street cities. **(5 points)**

(10 points = manager training 6 points, volunteer/board training 4 points)

9. Reporting of key statistics. Tracking statistics, such as reinvestment, job and business creation, provides a tangible measurement of the local Main Street program's progress and is crucial to garnering financial and programmatic support for the effort. Statistics must be collected on a regular, ongoing basis.

a. Attach a final copy of your most recent reinvestment figures. Also, please include a list of reinvestment report submission dates. (this may simply be a sheet with month reported, date and how it was submitted: fax or mail.) **(1 point per quarter = 4 points)**
(Note: Late reinvestment figures receive .5 point for each quarter.)

b. Please supply us with a record of monthly report submissions to our office (this may simply be a sheet with month reported, date and how it was submitted: fax or mail.) We will verify this with our records. **(.5 point for each month = 6 points)**
(Note: Late monthly reports receive .25 point for each month.)

(10 points = reinvestment figures 4 points, monthly reports 6 points)

10. Current member of the National Main Street Network. You **must** be a member of the National Trust for Historic Preservation/National Main Street Network in order to receive National Recognition. Participation in the National Main Street Program. This membership connects local programs to their counterparts throughout the nation, providing them with valuable information resources. **(10 points)**

Please list your National Trust for Historic Preservation/National Main Street Network Membership Number:

Expiration Date:

Have you received a Preserve America Community designation?

Yes, please include month/year of designation 2006

No

Main Street cities will receive a **one-time** extra credit of **5 points** for a Preserve America designation.