



Creating Jobs. Keeping Character.

Tiered Program of Services

Main Street Alabama has initiated a tiered program of services. Each tier receives greater value than the fee charged. Contact Mary Helmer at 205-910-8819 with any questions.

Not associated with a Service Tier below - Fee per training \$125/person

Full-day workshops on revitalization trends, tools and best practices from around the country. Each training session provides take-home-and-put-to-use information, from how to do promotions that work, to understanding community-initiated development and learning to manage the changes in your downtown or neighborhood commercial district. Training sessions are held in Designated Main Street communities around the state.

Network - \$500 Annual Fee

For communities just starting a revitalization effort and those that want to network with other communities and attend training on the commercial district redevelopment process but are not yet seeking in-depth services.

Services

Technical Assistance

- Telephone or electronic consultation with Main Street Alabama staff
- On-site visit to tour district and outlying areas. Meet with public officials and other interested groups to discuss Main Street Alabama opportunities.
- On-site initial public presentation to introduce the Main Street program
- Assistance in formulating a committee to focus revitalization efforts and activate volunteers.
- Eligible to purchase additional services at Network rates
- Assist communities in preparation of applying for Designation
- One hour presentation on one of the four points: Organization, Promotion, Design, Economic Vitality

Training

- Full-day workshops on revitalization trends, tools and best practices from around the country, at a discounted rate of \$100/person for Network communities. Each training session provides take-home-and-put-to-use information, from how to do promotions that work, to understanding community-initiated development and learning to manage the changes in your downtown or neighborhood commercial district. Training sessions are held quarterly, two on site full day workshops in Designated Main Street communities around the state and two webinars, as well as the annual Main Street Alabama conference.

Educational Resources

- Access to Main Street Alabama resource library
- Receive regular e-mail communications from Main Street Alabama so you know what's up in the commercial district redevelopment field

Special Events & Networking

- Interact at quarterly training with others from across the state who are working on commercial district redevelopment projects, sharing information and support

Designated Main Street - New programs \$7,500 Fee Year 1; \$5,000 Year 2; \$3,000 Year 3
Established programs (4+ years) \$1,500 Annual Fee

For communities that have a thorough understanding of the 4-Point Approach® to revitalization and the desire and commitment to work the program, and that annually meet Main Street Alabama's criteria for designation. Designation includes eligibility for all benefits and grant dollars available. To become a Designated Main Street community, a first-time community must attend an Application Workshop, be recommended by a Selection Committee based on a complete application and evaluation of capacity to achieve success, and be approved by the Board of Directors of Main Street Alabama (limited to up to 3 new communities a year).

This is the only level of services that authorizes a community to use the trademarked Main Street name and the Main Street Alabama logo.

Services

Technical Assistance – For new Main Street communities during the first 3 years

- Full-day on-site media event & visit to kick off the newly Designated program, familiarize Main Street Alabama staff with local community issues, and provide organizational assistance
- Assistance developing and structuring the Board, including the 4-Point committees, and with plans to hire the local Executive Director
- On-site 3- or 4-day Resource Team visit to include (1) public visioning; (2) strategic interviews with City officials, historic preservationists, economic development representatives, business owners, property owners, arts/cultural interests, consumers, and residents; (3) review of data on codes, zoning, history of the community, and the market; (4) public presentation with initial findings, downtown vision, and recommendations
- Strategic Planning Guide developed by the Resource Team, including recommendations in each of the four points to support the Main Street program in the first 3 to 5 years
- Once the Executive Director is hired and committees are in place, conduct full-day training, including work plan and goals, for the Board's 4-Point committees, the ED, and interested community members and volunteers
- Electronic general design guidelines
- Market Analysis and economic development strategies specific to the designated community, including consumer and business surveys
- Annual assessment of program success, including monthly reporting and follow-up on committee progress in relation to Mission and Vision statements and work plans, providing assistance if needed

Technical Assistance – For established Main Street communities (4+ years)

- Unlimited telephone or electronic consultation with Main Street Alabama staff
- Assistance updating Mission and Vision statements, if needed
- Assistance developing committee work plans, if needed
- On-site public presentation to assist in promoting the value of the Main Street 4-Point Approach® to the community
- One 4-hour on-site consultation or training by Main Street Alabama staff tailored to your needs (e.g., Fundraising, Entrepreneurship, Main Street as a Developer)
- One-day community assessment involving interviews and public engagement, conducted by Main Street Alabama and selected professional consultants
- Conduct Board retreat (minimum of 8 members and ED in attendance)

- Electronic general design guidelines provided
- Market Analysis and economic development strategies specific to the designated community, including consumer and business surveys
- Annual assessment of program success, including monthly reporting and follow-up on committee progress in relation to Mission and Vision statements and work plans, providing assistance if needed
- Ongoing professional development opportunities for the director, board members and volunteers
- Eligible to purchase additional services at Designated Main Street discounted rates

Training

- Full-day workshops on revitalization trends, tools and best practices from around the country, at a discounted rate of \$25/person for designated communities. Each training session provides take-home-and-put-to-use information, from how to do promotions that work, to understanding community-initiated development and learning to manage the changes in your downtown. Training sessions are held in Designated Main Street communities around the state

Educational Resources

- Access to Main Street Alabama resource library
- Receive regular e-mail communications from Main Street Alabama so you know what's up in the district redevelopment field

Special Events & Networking

- Interact at training with others from across the state who are working on district redevelopment projects, sharing information and support
- Regular meetings with directors of other Designated Main Street communities, including roundtable discussions to exchange information and resources to solve specific problems, along with mentoring opportunities
- Authorization to use the trademarked "Main Street" name and affiliation with the national brand
- Eligible to promote and market local community events through Main Street Alabama website and social media and to participate in joint Main Street marketing
- Eligible for awards recognition at the state and national level

Requirements

- Sign an annual Memorandum of Agreement that specifies mutual expectations for a successful revitalization program
- Understand and commit to the Main Street 4-Point Approach® & Eight Guiding Principles
- Build consensus-based cooperative partnerships with local public and private sectors
- Maintain a sufficient level of local program funding to cover: salary & benefits for the local Main Street director and other staff; fees to Main Street Alabama and dues to the National Main Street Center (NMSC); rent; utilities; telephone; office equipment and supplies; printing/copying; photography; postage; insurance; advertising/promotion; travel for training; professional development; memberships; and other operational expenses
- Employ a qualified professional director to administer and run the program, responsible for carrying out the 4-Point Approach®. This position is similar to that of a Chamber Executive or a Director of Economic Development
- Attend all quarterly trainings, directors meetings and state conference