



## DESIGNATION READINESS

### IS YOUR COMMUNITY READY TO APPLY FOR DESIGNATION?

#### INITIAL PHASE

- Learn about the Main Street Four Point Approach
    - Watch Four Point Video [HERE](#)
  - Become a Network Community [Non-Competitive process]
    - Apply to the Network [HERE](#) [Applications are open February & August]
  - Receive an On-Site visit and custom Network report
    - Email [info@mainstreetalabama.org](mailto:info@mainstreetalabama.org) to schedule visit
  - Implement suggestions in report, with documented progress on capacity-building efforts
    - Use report for capacity-building ideas
  - Attend at least two Main Street Alabama trainings annually
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#### SECONDARY PHASE

- Must be a Network community for at least one year before applying for Designation
  - Attend New City Application workshop
    - Dates and times will be posted on [mainstreetalabama.org](http://mainstreetalabama.org)
  - Secure funding for the program and a director
  - Submit Letter of Intent
    - Letters are due in February
  - Work on application and contact Main Street Alabama with any application-specific questions
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#### FINAL PHASE.

- Submit Application [Main Street Alabama selects up to three new programs each year, this is a competitive process]
    - Due in May
  - Present on-site to the Main Street Alabama board
    - Due end of May
    - New Cities announced in Early June
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Questions regarding the Network or the Designation Process? [info@mainstreetalabama.org](mailto:info@mainstreetalabama.org)