

# The Main Street Annual Program Review & Accreditation Process

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Webinar

September 5, 2024



NEW MEXICO  
**MAINSTREET**<sup>™</sup>

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

- **July 2013 to Present:** NMMS Revitalization Specialist in Preservation & Non-Profit Resource Development
- **2010 to 2013:** Executive Director of a local MainStreet program in New Mexico
- Bachelor's and Master's Degrees in Mass Communications (New Mexico State University & Texas Tech University)
- Graduate Certificate in Historic Preservation & Regionalism (UNM School of Architecture & Planning)
- Amy has a passion for helping communities utilize their assets to achieve success in revitalizing their historic commercial districts and transforming their communities.



**Amy M. Barnhart**

NMMS Revitalization Specialist

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# What Does It Mean to be a MainStreet Community?

Your community...

- Has been officially designated by the state regional coordinating program.
- Implements the Main Street Approach to advance economic development goals.
- Meets, or is striving to meet, annual accreditation criteria.



# Why do the Annual Program Review & Accreditation?

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Local programs share accomplishments, successes; demonstrate performance

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Help NMMS understand progress made on implementing strategies and achieving goals

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Helps NMMS identify opportunities for providing technical assistance, funding

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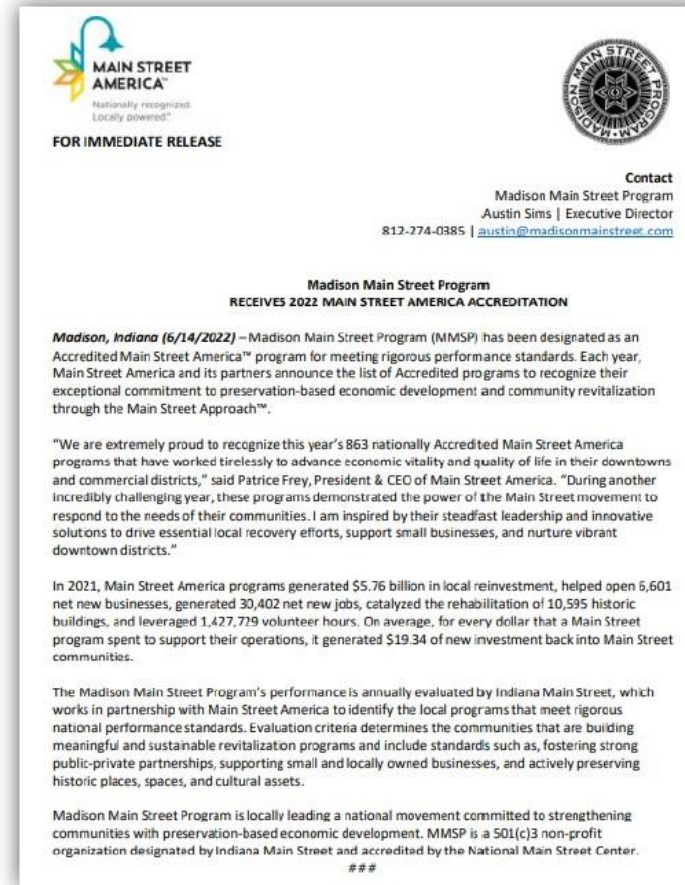
Required by Main Street America; determines designation as Affiliate or Accredited program

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Provides information to share with State Legislature, NMEDD

# WHY IS ACCREDITATION VALUABLE

- + Recognizes programs that operate with the highest standards
- + Requirements help programs with fundraising, volunteer development, and overall sustainability
- + Challenges the board to organize and grow
- + Illustrates accountability and credibility to your partners, community, and volunteers
- + Eligibility to apply for the Great American Main Street Award



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From Main Street  
America

**NMMS only provides FUNDING FOR CONSTRUCTION to ACCREDITED PROGRAMS**



# Your NMMS Annual Program Review & Accreditation Team!

## NMMS STAFF

- Daniel Gutierrez, Director

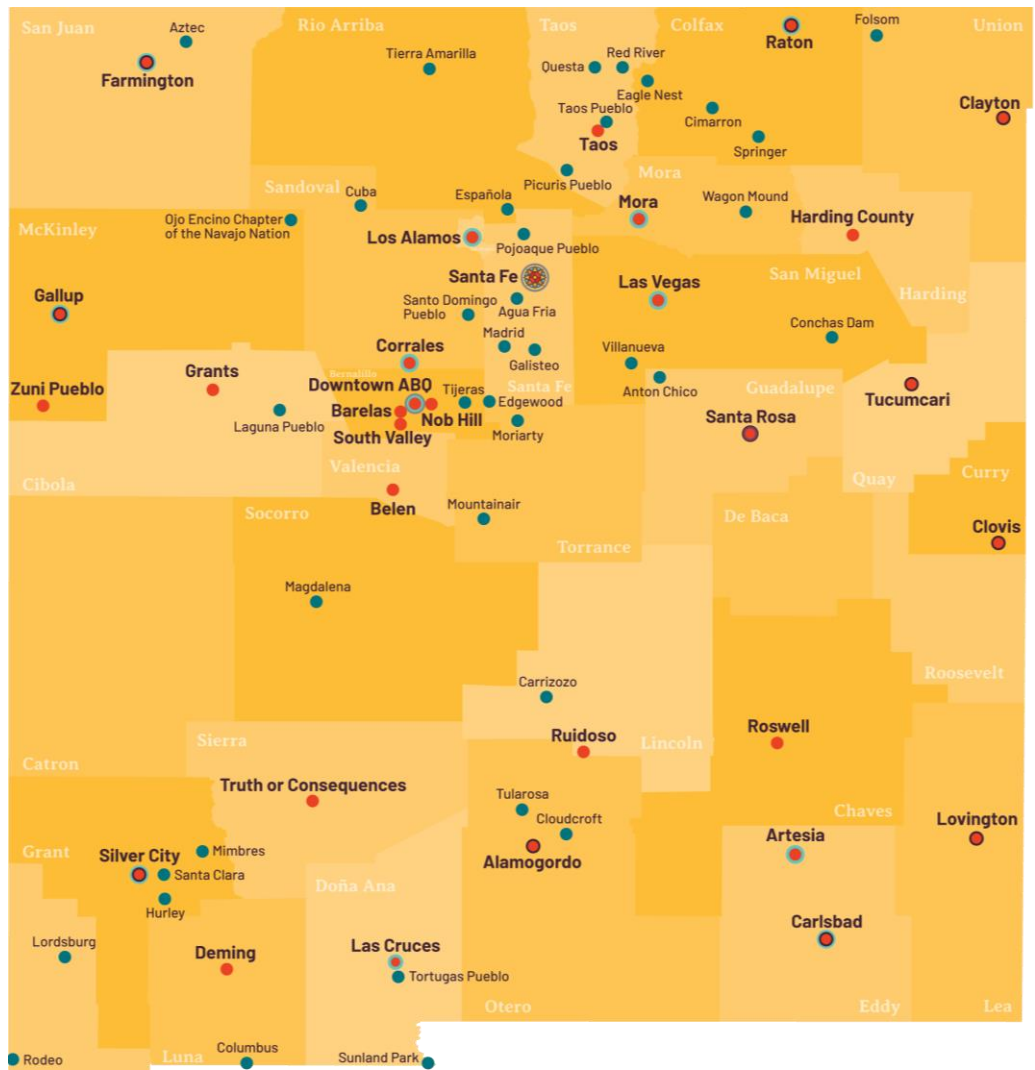
## NMMS REVITALIZATION SPECIALIST

- Amy Barnhart - Preservation & Nonprofit Resource Development

## NMMS Local Program Evaluators

- Three Contractors, TBA





# NM MainStreet Programs (30)

- NMMS Accelerators (2)
- Arts & Cultural Districts (12)

We are going to be busy!

● New Mexico MainStreet Districts	○ Urban Neighborhood Commercial Corridors Projects
● New Mexico Arts & Cultural Districts	
○ Historic Theaters	
○ Urban Neighborhood Commercial Corridors Projects	
● Frontier and Native American Community Projects	
● New Mexico MainStreet Headquarters	

<p>Santa Fe Airport Road Corridor</p> <p>Santa Fe Siler Rufina Nexus</p> <p>Albuquerque International District</p> <p>Albuquerque San Pedro Main Street Corridor   Mile Hi District</p>
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# Annual Program Review & Accreditation Process

1. **Update & Upload:** Compliance Documents
2. **Solicit:** Partner Survey Responses
3. **Complete & Upload:** Main Street America Accreditation Self-Assessment & Supporting Docs
4. **Complete & Upload:** NMMS Local Program Annual Performance Report
5. **Participate:** Annual Program Review & Accreditation Meeting (Virtual)
6. **Participate:** In-Person Site Visit
7. **Complete & Upload:** Quarterly Reinvestment Statistic Reports and Annual Budget & Salary Survey





# 2024 Annual Program Review & Accreditation Timeline

- **September 4:** Annual Program Review & Accreditation Materials emailed to all NM Mainstreet programs:
  - Detailed Instructions on the Annual Program Review & Accreditation Process
  - Virtual Meeting Schedule, Zoom Meeting link for Annual Accreditation Meeting, & SurveyMonkey link for Annual Partner Survey
  - MSA Six Standards of Performance Self-Assessment Tool & Local Program Annual Performance Report Instructions & Template
- **September 5:** “Overview of the 2024 Annual Program Review & Accreditation Process” Webinar
- **October 1 thru December 5:** Virtual Annual Accreditation Meetings
  - Compliance Documents, Partner Survey, Self-Assessment & Performance Report due **ONE WEEK PRIOR**
- **October thru December 31:** Accreditation Reports Completed & Delivered (*we hope*)
- **Ongoing:** Annual Site Visits



# Example of Instructions Document & Checklist

## 3. Complete & Upload: MSA Accreditation Self-Assessment & Supporting Documents to the MSA Accreditation Platform

### HOW GRADING WORKS

Within each Standard in the new Self-Assessment Tool, score yourself on the Indicators listed based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator	Outstanding achievement. One that other programs could replicate.

All MainStreet programs **must complete the Main Street America Accreditation Self-Assessment within the MSA Accreditation Platform** ([www.mainstreetreporting.org](http://www.mainstreetreporting.org)). Use

the Self-Assessment tool to rate how

well your organization is meeting the Indicators for each Standard and record the ratings (scale of 1 to 5) – along with justifications for the ratings – for each Indicator in the online platform. The preferred approach for rating your organization is to **gather input from both Board and Staff**. Some organizations have asked **Board** and Staff to complete the Self-Assessment individually, averaged the ratings, and then engaged in discussion to finalize the ratings for each Indicator.

**Provide justifications for the ratings your organization gives itself in the “Notes” section of each Indicator.** You can either provide specific examples of how you are achieving each **Indicator** or you can list projects that are included in your Performance Report. It can be helpful to complete the Self-Assessment before completing the Performance Report, to ensure your organization captures all the projects and activities that support and justify your ratings. **Please note, that the MSA Accreditation Platform requires you to enter supporting justifications into the “Notes” section before the platform will save your ratings and allow you to continue to the next section.**

NMMS is also required to rate each organization against the Standards to determine Affiliate or Accredited status, and when the organization does not provide sufficient justifications, it makes it very challenging for NMMS to provide its own rating. If NMMS is unable to provide its own ratings **due to a lack of information**, the local MainStreet program will be **designated an Affiliate program, limiting access to NMMS Public Infrastructure Capital Outlay.**

Local Program

Score Scoring Scale

Choose... ▼

Notes /

In addition to the self-assessment, **MSA also requires that each program upload a Board Roster (with Board Composition), an Organization Budget, and a detailed Work Plan that demonstrates alignment**



## 2024 MainStreet Annual Review & Accreditation Process Checklist

<b>Update &amp; Upload: Compliance Documents to the NMMS Digital Dashboard</b>		
Date Uploaded	Comments	
Current Annual Work Plan, demonstrating alignment with Economic Transformation Strategies		
Current Operating Budget		
Current Board Roster		
Current Board Conflict of Interest Disclosures		
IRS Form 990		
Current NM Secretary of State Registration		
Current NM Attorney General Registration		
Current LOA/MOU with Local Government (Signed; Biannual MOUs executed in 2024 good thru end of FY2026)		
Current Local Government Contract (Signed; annual)		
Current NMSC Sub-Licensing Agreement (Signed)		
<b>Solicit: 8+ Partner Survey Responses via SurveyMonkey</b>		
Date Emailed	Comments	
Email Survey Link to Partners - First Time		
Email Survey Link to Partners - Second Time		
Email Survey Link to Partners - Third Time		
<b>Complete &amp; Upload: MSA Accreditation Self-Assessment &amp; Supporting Docs to the MSA Accreditation Platform</b>		
Date Completed/Uploaded	Comments	
Log into <a href="http://www.mainstreetreporting.org">www.mainstreetreporting.org</a> to review online reporting platform for self-assessment		
Solicit self-assessment ratings feedback from Board & Staff		
Finalize self-assessment ratings and justifications		
Enter self-assessment ratings and justifications into online reporting platform		
Upload supporting docs to online reporting platform (Board Roster/Matrix, Budget, Work Plan with ETS, Annual Report)		
<b>Complete &amp; Upload: Local Program Annual Performance Report to the MSA Accreditation Platform</b>		
Date Uploaded	Comments	
Upload performance report		
<b>Participate: Annual Program Review &amp; Accreditation Meeting (Virtual) on Zoom</b>		
Date Emailed	Comments	
Send meeting notification to Board and Municipal Partners		
Send meeting reminder to participants - First Time		
Send meeting reminder to participants - Second Time		
<b>Complete &amp; Upload: Quarterly Reinvestment Statistic Reports to Salesforce</b>		
Date Submitted	Comments	
First Quarter Report (Due October 1, 2023)		
Second Quarter Report (Due January 1, 2024)		
Third Quarter Report (Due April 1, 2024)		
Fourth Quarter Report (Due July 1, 2024)		
<b>Complete: Annual Budget &amp; Salary Survey via SurveyMonkey</b>		
Date Submitted	Comments	
Submit survey (November/December 2024)		

# 1. Update: Annual Compliance Documents

- Board Roster
- Board Conflict of Interest Disclosures
- IRS Form 990
- NM Secretary of State Registration
- NM Attorney General Registration
- Operating Budget
- Annual Work Plans
- LOA/MOU with Local Government (biannual)
- Local Government Contract (annual)
- NMSC Sub-Licensing Agreement (Signed)

## It can be helpful if:

- You upload these documents in chunks and let NMMS know when you have uploaded a significant amount.
- You provide NMMS with a status update as to missing documents at the same time you let me know you have uploaded some documents.
- You give the docs a clear name (ex: SMS 2023 Budget).

**NMMS will check for dashboard updates two weeks prior to your meeting and send you a reminder to update.**



# Biggest Compliance Document Issues. . .

## Or, how you can make accreditation process easier : )

- **Board Roster** not current; **C of I Disclosures** incomplete
  - Becomes an issue when trying to match Conflict of Interest Disclosures to the Board Roster.
- Ways to fix it:
  - Make sure the Board Roster is current.
  - Wait to upload C of I Disclosures until you have all of them; Upload them as one document.
  - Let NMMS know if you are waiting on disclosures and/or when you have uploaded them.
  - Also, **bonus points** if you upload the disclosures in the same order as your board roster! : )

# Biggest Compliance Document Issues. . . Or, how you can make accreditation process easier : )

## **IRS 990 not current**

- Your organization has not uploaded this doc because it requested an extension and does not have it.
- Ways to fix it:
  - Upload the IRS 990 filing extension request. When the 990 is complete, upload it.

## **MOU Incomplete**

- MOU is unsigned by City or does not have a Council resolution of Support included.
- Ways to fix it:
  - Do not upload if it is unsigned; do not upload it without the resolution.

## Work plan missing info

- Your work plan does not include your Economic Transformation Strategies or your Capacity building Strategy; it does not include your mission or vision statement.
- Ways to fix it:
  - Include these things in your work plan! : ) Show how your work plan projects align with your Strategies.

## Main Street America expects your work plan to also include:

- Projects that engage the Four Points, including:
  - Measurable Outcomes
  - Tasks needed to accomplish the project
  - Taskforce members / persons responsible
  - Timelines
  - Budgets

# Biggest Compliance Document Issues. . . Or, how you can make the accreditation process easier : )

### ECONOMIC TRANSFORMATION STRATEGY 1:

Improve and enhance the visual and functional connectivity of the MainStreet district across 10th Street thereby unifying the district as a whole in order to increase foot traffic to both the north and south areas and more effectively promote a viable and traversable single district.

### DESIRED OUTCOMES:

- Create a visually attractive, vibrant place/district that changes peoples attitude of downtown and attracts new business.
- Stimulate, strengthen and improve our district into a vital economic center.
- Change local's shopping practices to keep their money circulating in Alamogordo.
- Improved economic conditions for the business district owners, City and County.
- Increased awareness of business opportunities available within the district.

### ECONOMIC VITALITY PROJECTS

#### Project #1: Quantify district business impact on 10th Street and New York Avenue intersection improvements through interviews and research

Actions & Tasks (what)	Responsibility (who)	Timeline (when)	Projected		Volunteer	
			Cost	Revenue	Needs	Comments
1. Work with Consensus Planning on intersection redesign/plans/concepts through MRA plan development process	MRA Committee	2018	0	0	N/A	
2. Interview affected business owners once plan is in place and implemented	Claudia L. Claudia P. Cam	(TBD) 2019	0	0	N/A	
3. Present findings to project management officials to coordinate minimal impacts to businesses and business development	Cam	(TBD) 2019	0	0	N/A	

#### Project #2: Report on assistance needed from district business stemming from 10th St. & NY Ave intersection reconstruction

Actions & Tasks (what)	Responsibility (who)	Timeline (when)	Projected		Volunteer	
			Cost	Revenue	Needs	Comments

# “One-Time” Organization Compliance Documents

- IRS Form 1023
- Bylaws/Amendments
- Policies:
  - Conflict of Interest Policy
  - Records Retention/Destruction Policy
  - Whistle Blower Protection Policy
  - Fiscal Controls/Financial Management Policy
  - Non-Discrimination Policy



# Digital Dashboard: Where Compliance Docs Live



## NMMS Compliance Elements

The following items are required of all local MainStreet programs to ensure compliance with New Mexico MainStreet and National Main Street Center guidelines. Please upload documents for the current calendar year in the appropriate areas. Please note that only one file can be uploaded per section. For items #3, please scan all signed disclosure statements into one file prior to upload.



FULLY ACHIEVED



## Executive Director Training and Certification

This section monitors progress toward completion of basic training and annual attendance requirements for all Executive Directors. Executive Director State Certification is optional, and local MainStreet program staff must apply to enroll in the program. To maintain State Certification, staff must complete all basic training requirements and meet all annual attendance requirements. Executive Director State Certification carries the benefits of peer recognition, bonus points in MainStreet Capital Outlay applications, and other funding supports. [ED Training & State Certification Requirements and Application](#)

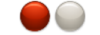


FULLY ACHIEVED



## Main Street America Accreditation

The following section addresses the Ten Standards of Performance set by the National Main Street Center, Inc. for Accreditation of local MainStreet programs. Accreditation is expected of all local MainStreet programs in order to access all benefits provided through NMMS. Failure to complete the elements below will result in classification as a Main Street America Affiliate program.



AFFILIATE



## Document Repository

The following items represent an effort by NMMS to create a repository of documents, maps, plans, reports, etc. for each local MainStreet program. Not all of the items listed below pertain to every community or organization.

- Red, yellow or green light under each section
- Click on the appropriate section to view and upload compliance documents

- Upload appropriate file for each line
  - Notify NMMS of missing documents status
- NMMS fills in comments/check box as achieved
  - You can not edit yourself, notify NMMS of changes
- Compliance docs due **one week** prior to accreditation meeting



PARTIALLY ACHIEVED

## NMMS Compliance Elements

The following items are required of all local MainStreet programs to ensure compliance with New Mexico MainStreet and National Main Street Center guidelines. Please upload documents for the current calendar year in the appropriate areas. Please note that only one file can be uploaded per section. For items #3, please scan all signed disclosure statements into one file prior to upload.

Gauge Calculation: "Not Achieved" - less than 60%; "Partially Achieved" - equal to or greater than 60% but less than 90%; "Fully Achieved" - 90% or more

Line item	Field	Comment	File	Achieved?
1	Current Year Board Roster, w/ contact information	To be updated for 2022	<a href="#">36-Board of Director Roster 07-13-2021.xls</a> Last modified: August 20, 2021	No
2	Current Year Board Member Conflict of Interest Disclosure Statements - SIGNED	To be updated to reflect 2022 board roster, if needed	<a href="#">36-2021 Conflict of Interest Disclosure Statements.pdf</a> Last modified: September 21, 2021	No
3	Current IRS Form 990 Filing	To be updated for 2022	<a href="#">36-2019 Exempt organization Return.pdf</a> Last modified: September 15, 2021	No
4	Current NM Secretary of State Registration	In good standing until 11.15.22		Yes
5	Current NM Attorney General Office Registration	In good standing thru end of 2022		Yes
6	Current Fiscal Year *Operating* Budget (does not include project budgets)	To be updated for 2022	<a href="#">36-2021-2022 Budget.xlsx</a> Last modified: August 20, 2021	No



## 2. Solicit: Partner Survey Responses

- Partner Survey link included in Meeting Schedule document/email
- Send to:
  - Government Partners
  - Partner Organizations
  - District Business/Property Owners
  - Volunteers
  - **Not Board Members**

Q3 To the best of your knowledge, please rate the effectiveness of the MainStreet program in regard to the following indicators:

Answered: 15 Skipped: 0

	NOT EFFECTIVE	SOMEWHAT EFFECTIVE	EFFECTIVE	VERY EFFECTIVE	TOTAL
How effective is the local MainStreet program in supporting the OVERALL REVITALIZATION of the MainStreet district?	0.00% 0	0.00% 0	33.33% 5	66.67% 10	15
How effective is the local MainStreet program in regards to forging a POSITIVE ECONOMIC IMPACT in the MainStreet district?	0.00% 0	0.00% 0	26.67% 4	73.33% 11	15
How effective is the local MainStreet program in implementing PHYSICAL IMPROVEMENTS, such as rehabilitating buildings and property, the District's streetscape, and/or other beautification or construction projects?	0.00% 0	6.67% 1	20.00% 3	73.33% 11	15

**Pro Tip:** Send it as soon as you have it and mark your calendar to send it out 1-2 more times, with the last time 2 weeks out from the meeting; **ideally 8+ responses**

Not sure how many responses you have? Ask NMMS to check for you

### **3. Complete & Upload:** Main Street America Accreditation Self-Assessment & Supporting Docs

**Broad-based  
Community  
Commitment to  
Revitalization**

**Inclusive  
Leadership and  
Organizational  
Capacity**

**Diverse Funding  
and Sustainable  
Program Operations**

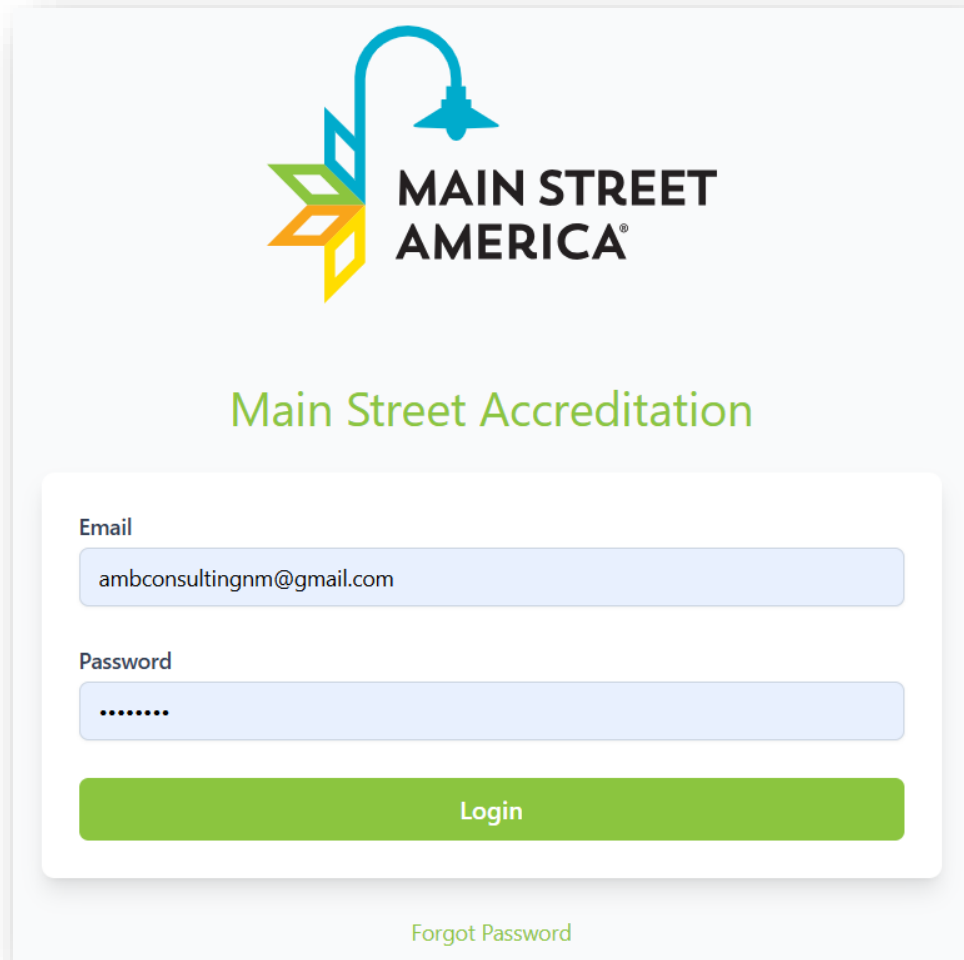
**Strategy-Driven  
Programming**


**Preservation-Based  
Economic  
Development**

**Demonstrated  
Impact and  
Results**



# Completing the MSA Accreditation Self-Assessment



 **MAIN STREET AMERICA**

Main Street Accreditation

Email  
ambconsultingnm@gmail.com

Password  
.....

Login

[Forgot Password](#)

- The Self-Assessment is NOW completed via the MSA Accreditation Platform
  - [www.mainstreetreporting.org](http://www.mainstreetreporting.org)
- Use “Forgot Password” on the home screen to reset password.
- Only Local Program Executive Director has access to the platform (use the email address provided to NMMS as the ED’s contact email)

# Completing the MSA Accreditation Self-Assessment

## 2024 Accreditation Assessment

Assessment > Baseline Requirements

Carlsbad MainStre  
102 days remaining to comple

### Baseline Requirements

As detailed within the new Community Evaluation Framework Self-Assessment Tool, some indicators are required as important baselines for a program to qualify for Accreditation. Please indicate whether your program meets the baseline requirements by selecting "Yes" or "No" to the questions below and upload documentation where required. Click the "View Sample File" button to download sample/template documents.

Note: Uploaded documents do not need to be identical to examples, but must have all the information from the examples.

LP

1. A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program. Please upload your Board of Directors document.  Yes  No

Choose File No file chosen

Files must be no larger than 50mb

View Sample File ->

3. Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.  Yes  No

Choose File No file chosen

Files must be no larger than 50mb

What is your Transformation Strategy? (Required)

(Choose no more than 3)

Choose...

Date Adopted by Board of Directors (Required)

9. An Annual Report, Info-graphic, press release or other documentation to explain the progress of your program last year.  Yes  No

Choose File No file chosen

**NEW!**

Files must be no larger than 50mb

Local Programs that do not meet these baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level.

Local Program

Coordinating Program

Notes

Notes

## Baseline Requirements

- **Must** answer "YES" to every **Baseline Requirement** to qualify for Main Street America Accredited status
- **Must** upload supporting documents:
  - Board Roster/Matrix
  - Organization Budget
  - Detailed Work Plan with ETS
  - Annual report, infographic, press release explaining progress over previous year
  - Your Local Program Annual Performance Report will also work (you will be asked to upload it again later).

# Completing the MSA Accreditation Self-Assessment

## Baseline Requirements: Transformation Strategies

3. Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.  Yes  No

**Choose File** No file chosen

Files must be no larger than 50mb

What is your Transformation Strategy? (Required)  
(Choose no more than 3)

Choose... | v

Date Adopted by Board of Directors (Required)

x

- **Must** have Transformation Strategies with a customer or product/business/industry focus
- **Must** select up to three “generic” Transformation Strategies
  - Select those that best align with your chosen strategies
- **Must** provide date of Transformation Strategy adoption by Board
- **DO NOT** have to also upload a separate document that lists Transformation Strategies

# Completing the MSA Accreditation Self-Assessment

- As in years past, **rate** your program on a scale of **1 to 5** for each indicator (35 total).
- You **MUST** include justifications in the “Notes” section for your rating.
- You can refer to specific projects in your Annual Performance Report.

## 2024 Accreditation Assessment

Carlsbad MainStreet

102 days remaining to complete

Assessment > Standard I > Choose Key Indicator

### Standard I: Broad-Based Community Commitment to Revitalization

Standard One reflects that successful and sustainable revitalization efforts are not just the work of a single organization, but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district. This Standard reviews the Main Street organizations' essential role in fostering a culture of inclusion, engagement, collaboration, and commitment from all sectors of the community. Launching a program, growing it incrementally from one year to the next, and sustaining success for the long run are only possible through a diversity of strong partnerships and collaborations, continued outreach, and communication.

#### Focus Areas

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: I) Partnerships and Collaborations, II) District and Community Outreach, and III) Communication and Public Relations.

#### Key Indicators

The following Indicators provide important guidance on how Main Street programs, the public sector, district stakeholders, and the community at large can work together to develop strong partnerships and collaborations. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. Partnerships and Collaborations	0%
II. District and Community Outreach	0%
III. Communication and Public Relations	0%

STANDARD I: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION				Old Version
	LP	CP	MSA	
<b>Partnerships and Collaboration</b>				
Indicator I:	5			RMS has developed and fostered a very strong relationship with our City Government. We have a seat at the table for all planning sessions and important economic development meetings.
Indicator II:	5			
<b>District and Community Outreach</b>				
Indicator I:	4			The RMS Board takes our yearly planning sessions very seriously and holds a get away planning retreat every year. We visit our plans often to make sure we are hitting our bench marks.
Indicator II:				
<b>Communications and Public Relations</b>				
Indicator I:	5			RMS has formed a solid relationship with our ED Partners (GrowRaton and The Center for Community Innovation). We meet once a month to update each other.
Indicator II:	5			
Indicator III:	4			
Standard I Average:	4.7	0.0	0.0	

### Indicator I

Main Street has developed partnerships and collaborations with local governments that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include:

- Participation in strategy development and planning.
- Collaborations in the implementation of programming or work plans.
- Monetary and non-monetary resources for the Main Street program.
- Engagement of elected officials and/or staff in the Main Street program Board and committees.
- Promoting the district revitalization and their partnership with Main Street.

### New Version

## HOW GRADING WORKS

Within each Standard in the new Self-Assessment Tool, score yourself on the Indicators listed based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator	Outstanding achievement. One that other programs could replicate.

#### Local Program

Score Scoring Scale

Choose...

Notes

#### Coordinating Program

Score Copy From LP

Choose...

Notes

## II. DISTRICT AND COMMUNITY OUTREACH

**INDICATOR I:** Main Street has expanded its reach to connect and engage with all sectors of the community (businesses, property owners, workforce, other organizations, residents). **Examples** of how outreach efforts are demonstrated include:

- a. A variety of communication tools (online and printed materials) used to reach a broad group of district stakeholders.
- b. Workplans that outline how planned activities intend to reach all members of the community.
- c. Main Street bringing the gathering, information s

## II. ACTIVE BOARD LEADERSHIP AND SUPPORTING VOLUNTEER BASE

**INDICATOR I\*:** Board members have demonstrated active engagement in the Main Street program throughout the year. Ideally, 100 percent but no less than 75 percent of Board members have:

- a. Attended Board meetings 75 percent of the time throughout the year.
- b. New Board members participated in Board orientation and existing Board members participated in at least one training offered by the Coordinating Program.
- c. Played an active role on the Board by leading a committee, a task force, or key initiative.
- d. Advocated for the program and the district within the community, in coordination with Main Street staff and the rest of the Board.

*\*Meeting this Indicator is a requirement and must be met to achieve Accreditation.*

Each Indicator includes **examples** of the activities that a program may use to “meet” the Indicator.

Not an exhaustive list of activities, so it is possible your organization may be achieving the Indicator by implementing different projects and activities than are listed.

## HOW GRADING WORKS

Within each Standard in the new Self-Assessment Tool, score yourself on the Indicators listed based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator	Outstanding achievement. One that other programs could replicate.

**“Meeting”** the indicator requires a rating of 3 or higher

# Completing the MSA Accreditation Self-Assessment

## Additional Information

Please answer these additional questions.

Date of last on-site visit (Required)

What year was your program started? (Required)

Please upload your Local Program Annual Performance Report here. (Required)

Choose File

No file chosen

Files must be no larger than 50mb

- **Must** provide date of last on-site visit (use annual accreditation virtual meeting date)
- **Must** provide year your program started (Main Street designation)
- **Must** upload your Local Program Annual Performance Report here



# Achieving **SUCCESS** with the MSA Accreditation Self-Assessment

- Ask Board Members/Staff for their input via the “MSA Community Self-Assessment Tool” PDF.
- Average the scores, discuss them if needed, enter them into the MSA Accreditation Platform with justifications.
  - NMMS also required to rate your program, so justifications are very important.
- Must average a 3 on each “Standard” to qualify for Main Street America Accredited status.
- Ensure supporting documents meet MSA requirements (check examples)
- Familiarize yourself with the platform before the day the self-assessment is due.
- Enter ratings/ justifications/ documents prior to their due date to ensure you are comfortable with the platform.

**Remember, MSA will be “spot” auditing self-assessments in every state.**

# 4. Complete: Local Program Annual Performance Report

ETS #1 <input checked="" type="checkbox"/>	ETS#2 <input type="checkbox"/>	CBS <input type="checkbox"/>	OTHER <input type="checkbox"/>
STANDARD(S) OF PERFORMANCE:	Standard 4: Strategy-Driven Programming; Standard 5: Preservation-Based Economic Development; Standard 6: Demonstrated Impact & Results		
PROJECT TITLE:	PROJECT COMPLETION STATUS:		
Marketing of Vacant Properties	Website updated in March 2024; Windows clings installed in May 2024; Tour held in June 2024; Social media promotion, ongoing		
PROJECT DESCRIPTION/ OUTPUTS/ OUTCOMES:			
<ul style="list-style-type: none"> <li>SMS conducted a business and property inventory in late 2023 and determined the SMS district had a 25% vacancy rate (20 of 80 storefronts), several of which resulted from COVID-19 business closures. The organization decided to address this issue via online and storefront marketing, building up to a vacant property tour to coincide with opening day of the farmers market in early June. Through a community input process, SMS has identified a number of businesses desired by residents, such as a brewery, ice cream parlor, and gift shop; SMS will integrate these desired businesses into its marketing efforts.</li> <li>We contacted owners of all 20 vacant properties and received responses from 16, with 10 choosing to be featured in SMS marketing efforts. SMS built an “available properties” page on the SMS website and entered relevant information on 10 properties currently for rent or sale. We designed, printed and installed window clings in the 10 available vacant storefronts, advertising their availability, businesses desired by community members, and contact information to learn more about the spaces. SMS worked with local realtors to create and promote a vacant property tour of all 10 properties. Four tours were held throughout the day long event, with 30 attendees per tour (each tour was at max capacity).</li> <li>SMS promoted the available properties website page, the window clings and the vacant property tour via social media. We highlighted each available property on FB and IG, twice per week, leading up to the tour. SMS has continued to highlight available properties every other week since then. We promoted the window clings once on social media, with the story being picked up by the local newspaper and regional broadcast news stations. The vacant property tour was also marketed in conjunction with the opening day of the farmers’ market.</li> <li>Unique visits to the “available properties” page has held steady at an average of 200 a month. Since completion of the website, realtors have reported a 50% increase in the monthly average number of inquiries and viewing requests on downtown listings from 10 to 15 per month. <i>(Knowledge, Behavior)</i></li> <li>Since installation of the window clings, an average of 10 people per month call or walk into the SMS office to inquire about available properties and refer to the window clings as having captured their interest and directed them to the office. Prior to this, there were no “walk-in” inquires on available real estate. <i>(Knowledge, Behavior)</i></li> <li>Three participants in the available properties tour have since moved into the SMS district – two are renting retail space, while the third purchased a building that had been on the market for one year and is building out the interior for a restaurant. Filling these three vacancies, as well as the vacancy potentially filled from the façade squad, will result in a 20% reduction in vacancies in the district. <i>(Behavior, Conditions)</i></li> </ul>			

- Organized by Projects
- Must validate Self-Assessment ratings
- Must demonstrate progress and achievement
- Identify projects for which NMMS technical assistance is needed in next 12 months
- Capture weaknesses identified through the Self-Assessment

ETS #1 <input checked="" type="checkbox"/>	ETS#2 <input type="checkbox"/>	CBS <input type="checkbox"/>	OTHER <input type="checkbox"/>
STANDARD(S) OF PERFORMANCE:	Standard 4: Strategy-Driven Programming; Standard 5: Preservation-Based Economic Development; Standard 6: Demonstrated Impact & Results		
PROJECT TITLE:	PROJECT COMPLETION STATUS:		
Marketing of Vacant Properties	Website updated in March 2024; Windows clings installed in May 2024; Tour held in June 2024; Social media promotion, ongoing		
PROJECT DESCRIPTION/ OUTPUTS/ OUTCOMES:			
<ul style="list-style-type: none"> <li>SMS conducted a business and property inventory in late 2023 and determined the SMS district had a 25% vacancy rate (20 of 80 storefronts), several of which resulted from COVID-19 business closures. The organization decided to address this issue via online and storefront marketing, building up to a vacant property tour to coincide with opening day of the farmers market in early June. Through a community input process, SMS has identified a number of businesses desired by residents, such as a brewery, ice cream parlor, and gift shop; SMS will integrate these desired businesses into its marketing efforts.</li> <li>We contacted owners of all 20 vacant properties and received responses from 16, with 10 choosing to be featured in SMS marketing efforts. SMS built an "available properties" page on the SMS website and entered relevant information on 10 properties currently for rent or sale. We designed, printed and installed window clings in the 10 available vacant storefronts, advertising their availability, businesses desired by community members, and contact information to learn more about the spaces. SMS worked with local realtors to create and promote a vacant property tour of all 10 properties. Four tours were held throughout the day long event, with 30 attendees per tour (each tour was at max capacity).</li> <li>SMS promoted the available properties website page, the window clings and the vacant property tour via social media. We highlighted each available property on FB and IG, twice per week, leading up to the tour. SMS has continued to highlight available properties every other week since then. We promoted the window clings once on social media, with the story being picked up by the local newspaper and regional broadcast news stations. The vacant property tour was also marketed in conjunction with the opening day of the farmers' market.</li> <li>Unique visits to the "available properties" page has held steady at an average of 200 a month. Since completion of the website, realtors have reported a 50% increase in the monthly average number of inquiries and viewing requests on downtown listings from 10 to 15 per month. <i>(Knowledge, Behavior)</i></li> <li>Since installation of the window clings, an average of 10 people per month call or walk into the SMS office to inquire about available properties and refer to the window clings as having captured their interest and directed them to the office. Prior to this, there were no "walk-in" inquires on available real estate. <i>(Knowledge, Behavior)</i></li> <li>Three participants in the available properties tour have since moved into the SMS district – two are renting retail space, while the third purchased a building that had been on the market for one year and is building out the interior for a restaurant. Filling these three vacancies, as well as the vacancy potentially filled from the façade squad, will result in a 20% reduction in vacancies in the district. <i>(Behavior, Conditions)</i></li> </ul>			

## Standards Validation:

- Standard 4 – Conducted biz/property inventory and used findings to develop project
- Standard 5 – Renewed interest in historic buildings
- Standard 6 – Tracked metrics/impact and promoted results

**PLEASE LIST ANY PROJECTS TO BE IMPLEMENTED IN THE NEXT 12 MONTHS THAT YOU ANTICIPATE WILL REQUIRE NMMS TECHNICAL ASSISTANCE.**

PROJECT:	NMMS ASSISTANCE NEEDED:
Sample Business Plan – SMS has identified the need for a women’s apparel store in the district.	Development of a sample business plan and proposal that we can use to recruit new entrepreneurs and businesses to the district.
PROJECT:	NMMS ASSISTANCE NEEDED:
Business Marketing Training – In collaboration with the SBDC and EDC, launch a series of business trainings in 2023.	A training on online and social media marketing for businesses.
PROJECT:	NMMS ASSISTANCE NEEDED:
Volunteer Development Plan – Launch a comprehensive volunteer development plan in January 2023	Strategy development for volunteer recruitment, training, management and retention.
PROJECT:	NMMS ASSISTANCE NEEDED:
Streamline Board Meetings & Operations – Get Board meetings down to 1 hour and move “committee” work out of Board meetings. Develop policies that enable the Executive Committee to make some decisions that do not require a full Board vote.	Some consultation with Organization RS on streamlining meetings and policy language.

# End of Report

Project & NMMS  
Technical  
Assistance needed

**PLEASE LIST WEAKNESSES IDENTIFIED THROUGH THE SIX STANDARDS OF PERFORMANCE SELF-ASSESSMENT PROCESS.**

STANDARD/FOCUS AREA/INDICATOR:	WEAKNESS TO BE ADDRESSED IN 2023:	NMMS ASSISTANCE NEEDED? <input checked="" type="checkbox"/>
Standard 1/Focus Area 1/Indicator 3	No brand for the district.	<input checked="" type="checkbox"/>
STANDARD/FOCUS AREA/INDICATOR:	WEAKNESS TO BE ADDRESSED IN 2023:	NMMS ASSISTANCE NEEDED? <input checked="" type="checkbox"/>
Standard 2/Focus Area 1/Indicator 2	Our volunteer program is “informal” and needs to be more strategic and involve more planning.	<input checked="" type="checkbox"/>
STANDARD/FOCUS AREA/INDICATOR:	WEAKNESS TO BE ADDRESSED IN 2023:	NMMS ASSISTANCE NEEDED? <input type="checkbox"/>
Standard 5/Focus Area 1/Indicator 2	We have not engaged in preservation/cultural assets education or awareness activities in recent years.	<input type="checkbox"/>
STANDARD/FOCUS AREA/INDICATOR:	WEAKNESS TO BE ADDRESSED IN 2023:	NMMS ASSISTANCE NEEDED? <input type="checkbox"/>
Standard 6/Focus Area 3/Indicator 1	Our organization is not doing enough to promote its successes and achievements across the board.	<input type="checkbox"/>

Indicator Weakness  
to be Addressed

Indicate if NMMS TA  
is needed

# Biggest Performance Report Issues...

## Local Program Annual Performance Report

- Too little detail. **TOO MUCH DETAIL.** sO MuCH dEtAiL JUMBLED tOgEtHER that it is essentially uNrEAdAbLe.
- Ways to fix it:
  - Too Little Detail: Make sure to include all the relevant info about the project. Don't just say you "put on a parade that thousands attended." Did you have to work with city partners to secure permits and map out the parade route? Include. Did you market the parade to locals and out of town visitors? Tell us how. Etc.
  - Too Much Jumbled Detail: Please separate these different activities into separate projects. If you just label something "Business Support" and then list 1 million actions you did in this area, you make it very challenging to read and retain the info. This is the **OPPOSITE** of what you want to achieve. ; )

# Biggest Performance Report Issues...

## Local Program Annual Performance Report

Outputs and outcomes not included.

- Ways to fix it:
  - Outputs are the activities you engaged in to complete the project; Outcomes are the impact/changes as a result of the project.
  - Example: Business Accelerator Project
    - Outputs: Marketed the accelerator via social media and newspaper; Recruited five entrepreneurs/business owners; Provided six business trainings and six consults to five participants; Graduated four of the five participants.
    - Outcomes: After the accelerator, two of the four graduates opened new businesses in the MS district, reducing building vacancy rate by 20%; One graduate expanded current biz offerings and increased sales by 25%.

OUTPUTS (what we do)		OUTCOMES (what changed? what was the impact?)		
Activities (what we do)	Participation (who we reach)	Short Term KNOWLEDGE	Medium Term ACTIONS	Long Term CONDITIONS
Training Workshops Meetings Service Deliv. Product Dev. Assess Facilitate Map Partner	Participants Clients Agencies Stakeholders Customers Partners	Learning Awareness Knowledge Attitudes Skills Opinion	Behaviors Practices Decisions Policies	Economic Social Civic Environmental

[http://www.uwex.edu/ces/lmcourse/Module\\_1\\_pages/M1\\_Section2/HTML/m1s2p3a.htm](http://www.uwex.edu/ces/lmcourse/Module_1_pages/M1_Section2/HTML/m1s2p3a.htm)



## 5. Participate: Program Review & Accreditation Meeting (Virtual)

- Virtual meeting; Zoom meeting link included in Meeting Schedule document/email
- One-hour meeting with local program board and staff, and municipal partners (*Mayor, Councilors, Commissioners, Administrators, Etc.*)
  - 80% of Board expected to attend
- Focus on **future goals/priorities/needs** of your organization/community, and how NMMS can assist with resource identification, technical assistance, and project implementation over the next 12 months; If there are specific topics or challenges you wish to address, let NMMS know.

## 6. Participate: Annual Site Visit (In-Person)

- Informal visit to each local community
- Scheduling TBD

### Importance of Getting All Docs Turned in One Week Prior to Meeting

NMMS downloads and assembles ALL your compliance docs and reports into one packet **ONE WEEK PRIOR**.

NMMS reads through the packet and meets at the **beginning of the week** to discuss your organization, what you submitted, what help you might need, and things we want to address during the meeting.

**Meanwhile** - sending reminders, downloading docs, and prepping for the NEXT week of meetings.



## 2024 NMMS Annual Program Review & Accreditation Meeting Schedule

Local MainStreet Program	Day	Date	Time	Zoom Meeting Link	Partner Survey Link
Ruidoso Midtown Association	Wednesday	2-Oct	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/ruidosoms_partners">https://www.surveymonkey.com/r/ruidosoms_partners</a>
Grants MainStreet Project	Wednesday	2-Oct	1:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/grantsms_partners">https://www.surveymonkey.com/r/grantsms_partners</a>
Corrales MainStreet/Arts & Cultural District	Thursday	3-Oct	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/CMSpartner">https://www.surveymonkey.com/r/CMSpartner</a>
Revitalize San Pedro Partnership (Accelerator)	Tuesday	8-Oct	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/RSPPartners">https://www.surveymonkey.com/r/RSPPartners</a>
Lordsburg MainStreet (Accelerator)	Tuesday	8-Oct	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/LordsburgMSpartners">https://www.surveymonkey.com/r/LordsburgMSpartners</a>
Nob Hill MainStreet	Wednesday	9-Oct	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/nobhill_partners">https://www.surveymonkey.com/r/nobhill_partners</a>
Clayton Union County Economic Development Partnership	Thursday	10-Oct	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/claytonms_partners">https://www.surveymonkey.com/r/claytonms_partners</a>
MainStreet Roswell	Thursday	10-Oct	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/msroswell_partners">https://www.surveymonkey.com/r/msroswell_partners</a>
Artesia MainStreet/Arts & Cultural District	Tuesday	15-Oct	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/amspartners">https://www.surveymonkey.com/r/amspartners</a>
Deming Luna County MainStreet	Tuesday	15-Oct	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/demingms_partners">https://www.surveymonkey.com/r/demingms_partners</a>
Downtown Las Cruces Partnership MainStreet/Arts & Cultural District	Wednesday	16-Oct	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/dlcppartners">https://www.surveymonkey.com/r/dlcppartners</a>
Raton MainStreet/Arts & Cultural District	Thursday	17-Oct	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/RatonPartners">https://www.surveymonkey.com/r/RatonPartners</a>
Zuni Pueblo MainStreet	Tuesday	29-Oct	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/zpmspartners">https://www.surveymonkey.com/r/zpmspartners</a>
Belen MainStreet Project	Tuesday	29-Oct	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/belenpartners">https://www.surveymonkey.com/r/belenpartners</a>
South Valley MainStreet	Wednesday	30-Oct	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/svms_partners">https://www.surveymonkey.com/r/svms_partners</a>
Los Alamos MainStreet & Creative District	Wednesday	30-Oct	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/LAMSPartner">https://www.surveymonkey.com/r/LAMSPartner</a>
Santa Rosa MainStreet	Wednesday	6-Nov	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/santarosapartners">https://www.surveymonkey.com/r/santarosapartners</a>
Taos MainStreet	Wednesday	6-Nov	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/TaosPartners">https://www.surveymonkey.com/r/TaosPartners</a>
Silver City MainStreet/Arts & Cultural District	Thursday	7-Nov	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/scmsacd_partners">https://www.surveymonkey.com/r/scmsacd_partners</a>
Farmington MainStreet/Arts & Cultural District	Thursday	7-Nov	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/DFpartners">https://www.surveymonkey.com/r/DFpartners</a>
Clovis MainStreet	Tuesday	12-Nov	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/ClovisMSpartner">https://www.surveymonkey.com/r/ClovisMSpartner</a>
Lovington MainStreet	Tuesday	12-Nov	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/lovingtonms_partners">https://www.surveymonkey.com/r/lovingtonms_partners</a>
Barelas MainStreet	Thursday	14-Nov	12:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/BarelasPartners">https://www.surveymonkey.com/r/BarelasPartners</a>
Harding County MainStreet	Thursday	14-Nov	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/hcmspartners">https://www.surveymonkey.com/r/hcmspartners</a>
Carlsbad MainStreet/Arts & Cultural District	Tuesday	19-Nov	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/carlsbad_ms_acd_partners">https://www.surveymonkey.com/r/carlsbad_ms_acd_partners</a>
Alamogordo MainStreet	Tuesday	19-Nov	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/alamogordomspartners">https://www.surveymonkey.com/r/alamogordomspartners</a>
Tucumcari MainStreet	Wednesday	20-Nov	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/TMSpartner">https://www.surveymonkey.com/r/TMSpartner</a>
Gallup MainStreet/Arts & Cultural District	Wednesday	20-Nov	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/gallup_ms_acd_partners">https://www.surveymonkey.com/r/gallup_ms_acd_partners</a>
Downtown ABQ MainStreet/Arts & Cultural District	Wednesday	4-Dec	12:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/dabqmspartners">https://www.surveymonkey.com/r/dabqmspartners</a>
MainStreet Truth or Consequences	Wednesday	4-Dec	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/mstorcpartners">https://www.surveymonkey.com/r/mstorcpartners</a>
MainStreet de Las Vegas/Arts & Cultural District	Thursday	5-Dec	11:00 AM	<a href="https://bit.ly/NMMSAccreditationMeetingMorning">https://bit.ly/NMMSAccreditationMeetingMorning</a>	<a href="https://www.surveymonkey.com/r/MSLVpartners">https://www.surveymonkey.com/r/MSLVpartners</a>
Mora MainStreet/Arts & Cultural Compound	Thursday	5-Dec	2:00 PM	<a href="https://bit.ly/NMMSAccreditationMeetingAfternoon">https://bit.ly/NMMSAccreditationMeetingAfternoon</a>	<a href="https://www.surveymonkey.com/r/mora_ms_acd_partners">https://www.surveymonkey.com/r/mora_ms_acd_partners</a>

# 7. Complete & Upload: Quarterly Reinvestment Statistic Reports and Annual Budget & Salary Survey

- **Quarterly Reinvestment Statistic Reports**

- Each MS program is expected to collect reinvestment statistics for their district and submit them quarterly to NMMS on required deadlines (October 1st; January 1st; April 1st; and July 1st).
- **Failure to submit these reports can impact the Accredited status of the MainStreet program.**

- **Annual Budget & Salary Survey**

- Each MS program is required to respond to the Annual Budget & Salary Survey (November).
- **Failure to submit this survey can impact the Accredited status of the MainStreet program.**

## Why is it important to track and report reinvestment statistics?

- Quarterly Reinvestment Statistics and the Annual Budget & Salary Survey data are reported to Main Street America (as required by MSA as the national program)
- Reinvestment Statistics also reported to the NM State Legislature; failure to meet reinvestment goals can impact NMMS program and capital outlay funding.

# FINALLY, a few other things to keep in mind. . .

- Think of this as a process to develop an **“annual report”** for your local government partners, funders/donors, non-profit partners, and community.
- It is a healthy practice to evaluate your program and identify areas to grow, while also identifying what you should be bragging about!
- Other ways to use the info assembled for the accreditation process:
  - Reports to the municipal government, including the annual budget or service contract request
  - Grant proposals
  - Annual impact report or newsletters
  - Marketing materials for the organization and/or its projects/programs
  - Solicitation/fundraising materials for the organization

# Questions?

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