

# COMMUNITY ASSESSMENT WORKSHEET

## Evaluation Worksheet for Local Programs, Coordinating Programs, and Main Street America

The Main Street America Evaluation Framework outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

**After reviewing the [Community Self-Assessment Tool document](#), use this worksheet to score community progress and determine the designation status of a community. All scores will be averaged and populated at the end.**

### BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. Please indicate whether communities meet the baseline requirements by selecting **Yes** or **No**.

		LP		CP		MSA	
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.	Yes	No	Yes	No	Yes	No
2	Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.	Yes	No	Yes	No	Yes	No
3	Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.	Yes	No	Yes	No	Yes	No
4	Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.	Yes	No	Yes	No	Yes	No
5	A dedicated budget for the district's revitalization programming and the Main Street program's operations.	Yes	No	Yes	No	Yes	No
6	Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.	Yes	No	Yes	No	Yes	No
7	Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).	Yes	No	Yes	No	Yes	No
8	Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.	Yes	No	Yes	No	Yes	No

*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*

# THE MAIN STREET AMERICA EVALUATION FRAMEWORK

## ACCREDITATION ELIGIBILITY

Next, to determine where a community is on the path to Accreditation, use the next part of the worksheet to score the community on the Indicators listed for each of the six Standards 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.

Communities must meet the Baseline Requirements and average at least three (3) points per Standard to achieve Accreditation. Some Indicators will require documentation. At a minimum, this will include providing your program's annual budget and workplan.

### STANDARD I: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

	LP	CP	MSA	Notes
<b>Partnerships and Collaboration</b>				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
<b>District and Community Outreach</b>				
Indicator I:	___	___	___	
<b>Communications and Public Relations</b>				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
<b>Standard I Average:</b>	___	___	___	

# THE MAIN STREET AMERICA EVALUATION FRAMEWORK

## STANDARD II: INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

	LP	CP	MSA	Notes
<b>Inclusive Organizational Culture and Diverse Volunteer Engagement</b>				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
Indicator IV:	___	___	___	
<b>Active Board Leadership and Supporting Volunteer Base</b>				
Indicator I: <i>Required</i>	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
<b>Professional Staff Management</b>				
Indicator I: <i>Required</i>	___	___	___	
Indicator II:	___	___	___	
<b>Effective Operational Structure</b>				
Indicator I: <i>Required</i>	___	___	___	
<b>Standard II Average:</b>	___	___	___	

## STANDARD III: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

	LP	CP	MSA	Notes
<b>Balanced Funding Structure</b>				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
<b>Strategic Revenue Development and Fundraising</b>				
Indicator I:	___	___	___	
<b>Budget and Work Plan Alignment</b>				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
<b>Financial Management and Best Practices</b>				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
<b>Standard III Average:</b>	___	___	___	

# THE MAIN STREET AMERICA EVALUATION FRAMEWORK

## STANDARD IV: STRATEGY-DRIVEN PROGRAMMING

	LP	CP	MSA	Notes
<b>Planning Guided by Inclusive Community and Market-Informed Inputs</b>				
Indicator I:	—	—	—	
<b>Defining Direction through Transformation Strategy Identification and Development</b>				
Indicator I:	—	—	—	
<b>Strategy-Aligned Comprehensive Work Planning and Implementation Across all Four Points</b>				
Indicator I:	—	—	—	
<b>Standard IV Average:</b>	—	—	—	

## STANDARD V: PRESERVATION-BASED ECONOMIC DEVELOPMENT

	LP	CP	MSA	Notes
<b>Preservation Ethics and Education on Historic and Cultural Assets</b>				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
<b>Standards and Best Practices for Place-based, People-focused Design</b>				
Indicator I:	—	—	—	
<b>Promotion of Historic, Heritage, and Cultural Assets</b>				
Indicator I:	—	—	—	
<b>Standard V Average:</b>	—	—	—	

## STANDARD VI: DEMONSTRATED IMPACT AND RESULTS

	LP	CP	MSA	Notes
<b>Demonstrating the Value of Main Street</b>				
Indicator I:	—	—	—	
<b>Measuring and Packaging Quantitative and Qualitative Outcomes</b>				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
<b>Promoting Progress and Demonstrating Impact and Results</b>				
Indicator I:	—	—	—	
<b>Standard VI Average:</b>	—	—	—	

# THE MAIN STREET AMERICA EVALUATION FRAMEWORK

CUMULATIVE AVERAGE SCORES		LP	CP	MSA
STANDARD I	BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION			
STANDARD II	INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY			
STANDARD III	DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS			
STANDARD IV	STRATEGY-DRIVEN PROGRAMMING			
STANDARD V	PRESERVATION-BASED ECONOMIC DEVELOPMENT			
STANDARD VI	DEMONSTRATED IMPACT AND RESULTS			

## LOCAL PROGRAM

Program Name: \_\_\_\_\_

Reviewer: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## COORDINATING PROGRAM

Program Name: \_\_\_\_\_

Reviewer: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## MAIN STREET AMERICA

Reviewer: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_