



VIRGINIA DEPARTMENT OF HOUSING  
AND COMMUNITY DEVELOPMENT  
*Partners for Better Communities*



# Mobilizing Main Street Program Application

*The Mobilizing Main Street (MMS) tier provides the framework for targeted organizational development support to Exploring Main Street (EMS) communities interested in pursuing Advancing Virginia Main Street (AVMS) designation, as well as districts and regions that do not meet the current requirements of a traditional Main Street district. Please see the Department of Housing and Community Development (DHCD) [Virginia Main Street Program Guidelines](#) for more information.*

## Application Process and Instructions

Local programs aspiring to pursue the Main Street Approach should contact the DHCD staff and discuss the viability of their community as a MMS community. If the community and DHCD determine that the community could support a Main Street program, the local program will submit an application for MMS status.

**Applications for Mobilizing Main Street status must be submitted by 11:59 PM on Friday, November 18, 2022**, and should be submitted on the forms provided by the DHCD. All questions must be answered in the space provided. Applications not submitted accordingly may be disqualified. Please note: Technical support is available weekdays between 8:30 am and 4:30 pm.

Applications should be typed and transmitted in electronic format (i.e. pdf, doc)

Attachments, such as maps, should fit within the 8 1/2" x 11" application.

If you have questions, please contact:

- Virginia Main Street Staff, [mainstreet@dhcd.virginia.gov](mailto:mainstreet@dhcd.virginia.gov) or (804) 371-7171

### Applications Should Be Submitted To\*:

- [mainstreet@dhcd.virginia.gov](mailto:mainstreet@dhcd.virginia.gov)

\*In the subject line of the transmittal email, please include your community name and "Mobilizing Main Street Application".

## Program Eligibility

Community candidates for MMS must meet the following criteria to be eligible for application. Candidates must:

- Be an active EMS community and organization. “Active” is defined as participating in at least one VMS sponsored training or event within the previous calendar year;
- Meet the guidelines for Traditional Main Street districts (found in the VMS Program Guidelines Appendix A), which are pedestrian scale and orientation and have a critical mass of buildings and businesses;
- Have an existing 501(c)(3) nonprofit with a mission for commercial district revitalization OR an existing Main Street steering committee consisting of a chairman and minimum of five (5) stakeholder members;
- Have local government support and commitment to Main Street as an economic development strategy; which could be a recent EMS or MMS resolution, financial contribution to Main Street program operations, and/or municipal letter of support; and
- Have attended the live MMS How-to-Apply webinar OR watched the recording.

## Program Services and Requirements

Services to MMS participants are provided through DHCD’s VMS program. Participants will work with DHCD staff to develop individualized work plans with the expectation of plan implementation and completion of program benchmarks. Participation in MMS is for up to two (2) years. During that time, DHCD staff and consultants will provide organizational development services to better prepare local programs for supporting a vigorous community revitalization program using the National Main Street Center’s (NMSC) Main Street Approach™.

Mobilizing Main Street communities are required to document their program’s progress as specified by DHCD. These programs must submit an annual report that includes:

- Current/updated community contact information;
- Dates, topics, & attendance records for board, volunteer and staff training;
- Key accomplishments and achievements in the areas of the Main Street Approach;
- Net new jobs and net new businesses in the downtown district, if available;
- Current downtown revitalization work plan, if applicable; and
- Organizational assessment survey

Communities in the start-up mode of MMS have community-specific benchmarks to satisfy, which may include:

- Completion of Board training
- Achieving incorporation and 501(c)(3) non-profit status
- Developing a balanced and comprehensive work plan
- Developing a fund development strategy
- Participation in all scheduled VMS training and MMS cohort gathering opportunities (see Schedule At-A-Glance), which includes two (2) hours of synchronous training per month, along with asynchronous work as assigned.

## Schedule At-A-Glance

2023			
Date	Event	Format	Time
Jan 11	Cohort Huddle: Orientation	Virtual	75 min
Jan 19	VMS Webinar: Broad-Based Community Commitment to Revitalization	Virtual	75 min
	Cohort Huddle: Reflection & Opportunity	Virtual	45 min
Feb 16	Cohort Huddle: For-Impact Nonprofit	Virtual	120 min
March 16	VMS Webinar: Inclusive Leadership & Organizational Capacity	Virtual	75 min
	Cohort Huddle: Reflection & Opportunity	Virtual	45 min
April 13	Cohort Huddle: For-Impact Leadership	Virtual	120 min
May 16-19	VMS Rev Ups: Diverse Funding & Sustainable Program Operations	In-person	Half-Day
June 15	Cohort Huddle: Compelling Storytelling	Virtual	120 min
July 13	VMS Webinar: Strategy-Driven Programming	Virtual	75 min
	Cohort Huddle: Reflection & Opportunity	Virtual	45 min
Aug 17	Cohort Huddle: For-Impact Strategy	Virtual	120 min
Sept 11-15	VMS Rev Ups: Preservation-Based Economic Development	In-person	Half-Day
Oct 19	Cohort Huddle: For-Impact Operations	Virtual	120 min
Nov 9	VMS Webinar: Demonstrated Impact & Results	Virtual	75 min
	Cohort Huddle: Reflection & Opportunity	Virtual	45 min
Dec. 7	Cohort Huddle: For-Impact Milestones	Virtual	120 min

<b>2024</b>			
<b>Date</b>	<b>Event</b>	<b>Format</b>	<b>Time</b>
Jan 18	VMS Webinar: Engaging & Motivating Volunteers	Virtual	75 min.
	Cohort Huddle: Reflection & Opportunity	Virtual	45 min
Feb 15	Cohort Huddle: Vital Volunteer Workforce	Virtual	120 min.
March 14	VMS Webinar: Entrepreneurial Ecosystems & the Role of Commercial Districts	Virtual	75 min
	Cohort Huddle: Reflection & Opportunity	Virtual	45 min
April 25	Cohort Huddle: Supportive Entrepreneurial Economy	Virtual	120 min
May 13-17	VMS Rev Ups: Creative Approaches to Place-based Entrepreneurship	In-person	Half-Day
June 13	Cohort Huddle: Completing Transformational Projects	Virtual	120 min
July 18	VMS Webinar: Designing the People-Centric Downtown	Virtual	75 min
	Cohort Huddle: Reflection & Opportunity	Virtual	45 min
Aug 15	Cohort Huddle: Active Public Spaces	Virtual	120 min
Sept 16-20	VMS Rev Ups: Creating & Marketing Your Main Street Experience	In-person	Half-Day
Oct 17	Cohort Huddle: Main Street is Full of Activity & Life	Virtual	120 min
Nov 7	VMS Webinar: Cultivating Neighborhoods & Small Scale Development	Virtual	75 min.
	Cohort Huddle: Reflection & Opportunity	Virtual	45 min.
Dec 5	Cohort Huddle: Main Street is Home	Virtual	120 min

# Applicant Information and Authorization

Locality:

Chief Administrator:

Chief Elected Official:

Name of Mobilizing Main Street Organization or Sponsoring Organization:

Designated Contact Person:

Title:

Phone:

Email Address:

Address:

## Letter of Intent

### Background:

The Virginia Department of Housing and Community Development (DHCD) seeks to provide comprehensive organizational development services over a two-year period to a cohort of Mobilizing Main Street (MMS) communities through the Virginia Main Street (VMS) program.

### Goal:

DHCD will empower MMS communities to adopt a grassroots leadership approach and commitment to holistic preservation-based economic development to effectively build a strong organization and resilient downtown revitalization program that will have a lasting impact on their local economy and community as a whole.

### Outcome:

MMS communities will be prepared to pursue and successfully maintain the responsibilities of State Designation in the Advancing Virginia Main Street (AVMS) tier and National Accreditation through Main Street America.

## Responsibilities:

### Virginia DHCD

- DHCD will utilize agency staff, partners and consultants that possess a wealth of experience and expertise to provide in-person and/or virtual training and technical assistance that effectively guides MMS communities in developing organizational capacity and preparing to undertake impactful community and economic development projects.
- DHCD will set the agenda(s) for training, develop content and summarize findings to outline next steps.
- DHCD will address organizational, economic and design improvements within each MMS community, while helping the cohort engage their respective communities, cultivate relationships, manage resources and develop business need gap programming to support the creation and sustainability of an entrepreneurial ecosystem.
- DHCD will provide competitive grant assistance as available to MMS communities to implement strategy-driven programming and/or community-based projects.

### MMS Communities

- MMS communities agree to willingly participate for the full duration of the MMS program, concluding on December 31, 2024, and complete necessary work outlined within the program curriculum.
- MMS communities will complete community and/or organizational assessment tools, allowing DHCD to gauge readiness for the community at large and organizational infrastructure needs, as well as measure the program's progress overall.
- MMS communities will actively engage the community and partner with other area organizations, when applicable, to leverage results and nurture meaningful relationships.
- MMS communities will make duly diligent efforts to publicize MMS-related training opportunities and ensure that partner organizations and/or community stakeholders participate in such events, when applicable.
- MMS communities will work alongside DHCD staff and/or consultants to secure space for in-person training events and coordinate logistics, i.e. food, technology, supplies, etc.

*The applicant agrees to meet the requirements of a Mobilizing Main Street program as outlined in the Program Guidelines and will be eligible to receive Mobilizing Main Street services from DHCD, as long as the requirements are met. Should any applicant fail to meet program requirements, DHCD reserves the right to remove the community from the program.*

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Signature of Authorizing Agent from Local Government (please print name and title)

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Signature of Authorizing Agent from Private Sector Organization, if applicable (please print name and title)

**Please limit responses to no more than 500 words per text box (about one written page).**

## **Community Characteristics**

*Questions focus on greater community and region.*

1. In 500 words or less, tell us the story of your downtown. Include reasons for its founding location and growth, as well as any stagnation and disinvestment.

2. What are your community's aspirations for participating in the Mobilizing Main Street program? Identify the community's major goals for the first three years of the program. Including outcomes and results anticipated. Include physical changes, as well as citizen and business activity(ies). It may help to think of this as the next chapter in the story of your downtown.

3. In order to implement these changes, who are the individuals and organizations you will enlist as partners? Please list them and briefly state why they are important partners and why you believe they will support your community's downtown revitalization efforts.

# Proposed Main Street District Characteristics

*Questions focus on the distinctive character of the proposed Mobilizing Main Street District.*

4. List the proposed Mobilizing Main Street district's major assets and greatest strengths, including any special characteristics. What is working well for your district's economic opportunities? What do you value most about the district?

5. Based on the current needs of the proposed Main Street district, what are its best opportunities? Reframe challenges and liabilities to be seen as exciting opportunities.

## Historic Characteristics

*Questions focus on the built environment of the proposed Main Street district.*

6. Does your downtown have a local, state, or national Historic District? If so, provide a brief statement of significance, a map of the district, and list any structures individually listed on the Historic Register.

7. List any major downtown structures that have been rehabilitated within the past ten (10) years and briefly state their historical use, as well as their current use if a purpose other than which it was originally built.

# The Local Main Street Program

*Questions focus on level of preparedness*

8. Provide a brief summary of your Main Street program organizational efforts, including your current structure or stage of organizational development. In addition to answering the question below, please complete this organizational assessment:  
<https://survey.alchemer.com/s3/7032145/2022-Organizational-Assessment>.

9. Please provide a current list of the leadership for the Main Street organization's board or task force members. For each person, briefly indicate the following: organizational position, local organization represented, and a mini-bio to include relevant skills and planned contribution to the program.

10. What district or community revitalization activities or efforts have occurred in the past three (3) years? What were the outcomes of those efforts?

**End of Application**