

# Main Street Maryland Letter of Agreement for Designated Communities

Community Name: Annapolis

Effective: July 1, 2015 - December 31, 2016

Maryland Department of Housing and Community Development <b>DESIGNATED MAIN STREET MARYLAND (MSM) COMMUNITY REQUIREMENTS</b>	
<b>Work in a traditional Main Street district</b>	Business districts must be a physical setting conducive to applying the Main Street Approach™, including a pedestrian scale and orientation; critical mass of buildings and businesses; and critical mass of structures that would be eligible for frequently used rehabilitation incentives. Districts must also demonstrate a historic preservation ethic that protects the local community identity.
<b>Use the Main Street Approach™, including Maryland's "Fifth Point"</b>	Main Street provides the only comprehensive approach specifically designed to address the issues and opportunities of traditional downtown commercial districts. It is proven to work and following the approach is a requirement of initial and on-going designation. Economic development in the context of historic preservation is central to the approach as are four active, standing committees: Design, Organization, Economic Restructuring and Promotion. Maryland's Clean, Safe and Green committee may be a fifth standing committee or incorporated within each of the four others.
<b>Local Government Commitment</b>	The MSM designation for the city/town is the responsibility of the local government. The local government may choose to identify a nonprofit partner to administer the local MSM effort. In addition to providing funding to support the city's/town's MSM activities, the local government will strive to provide infrastructure improvements and business incentives that enhance the Main Street district.
<b>Have a downtown organization</b>	The downtown constituency is unique and has not been adequately served by traditional economic and business development groups. A separate, independent organization with a mission to act as the advocate for downtown is the best way to reverse decline and foster progress. The downtown organization should include a wide variety of stakeholders and have strong support from both public and private sectors.
<b>Have sustainable program funding</b>	Financial stability of the Main Street organization is crucial to staying focused on the program's mission. Besides covering salaries, downtown organizations must provide an adequate source of funding to cover an active program of work, clerical assistance, and travel and training for staff. Budgets will vary by community and samples are available from MSM. MSM strongly encourages local programs follow the following model for funding: a third from the local government; a third from grants and foundations; and a third from the private sector.
<b>Employ an executive director</b>	Paid professional staff to manage the downtown and the revitalization work is critical. Communities can have success with a part-time executive director, but MSM strongly encourages communities to have or work toward having a full-time management to be most effective. Salaries should be commensurate with public-oriented professionals in the area. When the local program hires an executive director, it should involve MSM in the selection process in one or more of the following ways: review and make suggestions for job description, provide resume review, participate in interviews.
<b>Have organizational systems and structures</b>	Administrative systems and tools help effectively manage program activities throughout the organization while benchmarking progress. Each year a comprehensive work plan and budget should outline activities of the organization and working committees as well as those of signature programs or events. Nonprofits should operate in compliance with organizational bylaws.
<b>Sign a Letter of Agreement (LOA)</b>	Local commitment and support is critical to Main Street success. In designated communities, local government, the downtown organization (if applicable) and DHCD sign a letter of agreement that clearly specifies the responsibilities of each. Designated communities sign a letter of agreement annually.
<b>Maintain standards of excellence</b>	Each designated community must be recognized as a National Main Street Community at least once every three years in order to demonstrate the performance standards of the local program; national recognition is an additional benefit. Building skills through regular attendance at MSM Quarterly Meetings is also required; each designated community must send the Main Street Manager to these scheduled meetings.
<b>Submit information to MSM</b>	All designated Main Street communities must submit the following each year: 1) twelve monthly reports (submitted quarterly); 2) annual contact and program information form and all required documents that includes: a) committee work plans, b) the actual budget, including revenues and expenses, c) a list of the board of directors, d) local Design Guidelines, e) Façade Improvement Grant application, and f) if local MSM program is administered by a nonprofit – most recent IRS Form 990, Bylaws and Articles of

As long as communities continue to meet the Requirements, MSM will provide the services listed below using a performance-based approach that will require discussions between the community and MSM to set appropriate targets and outcomes. Although MSM does not provide operating support, designated communities do receive priority consideration for funding from DHCD's programs as well as those from and other State agencies.

Maryland Department of Housing and Community Development <b>DESIGNATED MAIN STREET MARYLAND COMMUNITY SERVICES</b>	
<b>Specialist Services and Technical Assistance</b>	
<b>Design Assistance</b>	As resources allow MSM will provide architectural services to support requests for façade drawings and phone assistance as needed.
<b>Specialist Visits</b>	Main Street Maryland Staff available on request. Specialists, based on need and as resources allow.
<b>Organizational Assessments</b>	As needed.
<b>Research</b>	Staff will conduct research on issues or topics of interest using state and national contacts.
<b>Program Support and Professional Development</b>	
<b>Program Manager Training</b>	Regular training by state and national experts is provided.
<b>Quarterly Meetings</b>	Training and opportunities by State staff and experienced Specialists.
<b>Main Street 101</b>	State staff and specialists train local programs in the Main Street Approach™ and Maryland's Clean, Safe and Green.
<b>Topical Training</b>	State staff and specialists train local programs in specific revitalization topics. Program managers, board and committee members are encouraged to attend.
<b>Membership</b>	MSM pays Designated Community membership (\$350) for National Main Street Center, Inc. annually.
<b>Work Planning Assistance</b>	State staff is available to facilitate local strategic and work planning.
<b>Remote Consultation</b>	State and National Main Street Center staff members are available by phone and e-mail.
<b>Resource &amp; Information Sharing</b>	State staff and specialists prepare timely e-mail updates of opportunities for services and funding available to Maryland's downtowns. Networking with other communities is encouraged using MSM maintained contact lists.
<b>Main Street Maryland Library</b>	A variety of presentations and training materials are available for loan.
<b>Marketing</b>	
<b>Public Relations</b>	Regular press coverage and exposure is provided through media releases and marketing materials and maintenance of MSM website.
<b>Use of Main Street Logo</b>	Electronic artwork and style guide are provided.

Main Street Maryland is committed to maintaining long-term relationships with designated communities and, if a community is having difficulty meeting the Requirements in one or more areas, the city/town and/or organization should contact MSM as soon as possible to discuss the situation, arrange assistance and develop a schedule to address the issues in a timely manner.

BY: Michael Pantelides 6/6/15 Date  
 (Mayor or City/Town Manager)

BY: [Signature] 6/6/15 Date  
 (Board President: Local Main Street Organization)

BY: Amy E. [Signature] 6/9/15 Date  
 (if applicable)