



Biennial Memorandum of Understanding (MOU)

New Mexico MainStreet (NMMS), a program of the New Mexico Economic Development Department (EDD), fosters community economic development by supporting local MainStreet downtown and neighborhood business district revitalization programs that wish to utilize the Main Street Four-Point Approach™ as the framework of their revitalization efforts. NMMS provides selected New Mexico non-profit organizations and municipalities with resources, training and technical services that enhance local heritage and stimulate the economic vitality of each participating community.

This Memorandum of Understanding (MOU) sets forth the services available from New Mexico MainStreet and the requirements for participation by the local municipality in partnership with the MainStreet Project affiliate, [insert name of local MS organization]. This MOU covers a period of two years.

I. Services for all New Mexico MainStreet Communities:

NMMS provides the following information, networking, education and technical assistance services to designated New Mexico MainStreet Communities in good standing:

MAINSTREET INSTITUTES, WORKSHOPS & CONFERENCES

Leadership Institutes: Twice a year, NMMS will provide leadership training for Managers and Presidents on coordinating, managing, guiding and building your non-profit organization.

Quarterly Meetings: Three times per year, NMMS will provide an Institute with educational sessions and networking events. These gatherings will be held in Santa Fe and throughout the state with local MainStreet communities serving as hosts.

Downtown Revitalization Institutes: annual, regional workshops in each of the MainStreet four points (Organization, Promotions, Economic Positioning and Design), will be provided for Committee Chairs, committee members, Managers and other organization leaders.

Workshops and Conferences: NMMS will provide annually advanced trainings in a particular area of the 4 Point Approach to strengthen and build skills for organizational leaders.

National Main Streets Conference: Annually, NMMS provides the cost of one base registration fee to help each local MainStreet manager to attend the National Main Streets Conference sponsored by the National Trust Main Street Center (NTMSC). In addition, when funding is available, the Friends of New Mexico MainStreet may provide a scholarship to support education and skill building of the Manager.

TECHNICAL ASSISTANCE SERVICES

Technical Assistance Services: Through its staff or contractors, NMMS will provide technical assistance in a variety of subject areas relevant to the Main Street Four-Point Approach and other commercial district revitalization and management topics. Each local Project may request on-site, email, and telephone consultation(s) from NMMS. Consultation includes, but is not limited to, the following topic areas:

Service Requests: Access to State Program services is provided through application by filing an Assistance Request form with the NMMS Director. Upon receiving the request, the Director will assign the appropriate NMMS Program Associate(s) to contact the local Project manager for clarifying the design of the service and following through with a site visit and/or other communications.

Organization – Organizational development consultants provide facilitation in strategic planning, work plan development, fundraising, leadership and volunteer development, non-profit management, committee training, staff training, and program evaluation.

Marketing and Promotion – Graphic design and marketing specialists offer assistance with image development and branding, marketing strategies, logo design, promotional and collateral materials development, events planning, visual merchandising, media relationships, and publicity and advertising.

Economic Positioning – Economists and business development specialists provide technical assistance and training in market analysis, business strengthening and business recruitment; real estate development; economic development incentives and financing; and monitoring program progress and impacts.

Building Design – Architects provide conceptual design services for façade improvements, floor plans, parking, landscape, signage and interior improvements. Each local program is eligible to receive architecture services for two building projects per year.

Planning and Historic Preservation – Planners and design professionals provide assistance in historic preservation, community-based planning processes, streetscape design, vehicular and pedestrian circulation enhancements, downtown master planning, metropolitan redevelopment plans, strategic planning, and zoning.

Information and Networking: Through regular email, mailings, phone calls and meetings, NMMS provides timely notice on grant and partnership opportunities,

guidance on innovative revitalization tools and techniques, and help with addressing the multiple challenges that arise during the day-to-day course of each local program's MainStreet efforts.

RESOURCES

Orientation and Training Materials: NMMS provides local programs with a variety of written and audio-visual materials to help train boards of directors and committees in the comprehensive Main Street Four-Point Approach™ to revitalization.

National Main Street Network Membership: The state program pays each local program's annual membership fees to the National Trust Main Street Center. Membership benefits include the monthly Main Street News, discounted conference and workshop registration fees, access to members-only informational resources on the NTMSC website, and member rates on publications.

Special Group Services: The Friends of New Mexico MainStreet provides support to local MainStreet managers' training needs and assistance to local programs' fundraising efforts. NMMS coordinates with the Friends of New Mexico Main Street to provide these support services.

Marketing: New Mexico MainStreet Program through the Economic Development Department provides marketing of the State Program and its services through its website www.goNM.biz, and local marketing and promotion of affiliate MainStreet communities through its website www.offtheroad.com.

Certification Program for Managers: Upon successful completion of the Leadership Institute, the Downtown Revitalization Institutes and, through attending three State MainStreet Quarterly Meetings, Managers may receive certification as a New Mexico MainStreet Manager. The complete criteria for Certification is delineated in Accreditation and Certification Standards of the New Mexico MainStreet Program.

Annual Accreditation by New Mexico MainStreet Program for Organizations: the local MainStreet Project shall have the following;

- A. Manager fully certified in all areas
- B. President certified in Leadership, Organization and attending one President's "Round Up" per year (held at the Quarterly Institutes)
- C. Chairs of each committee certified in the corresponding 4 Point Institute.

The criteria for Certification is delineated in Accreditation and Certification Standards of the New Mexico MainStreet Program

Annual Accreditation for National Trust Main Street Center: NMMS will coordinate with the NTMSC to identify which local MainStreet Project in New Mexico are eligible for annual accreditation and recognition as a National Main Street Program. State accreditation will be a consideration for nominating local organizations forward. Criteria for annual accreditation is based on and determined by the National Trust Main Street Center.

MainStreet Capital Outlay Program: NMMS Communities are eligible to apply for physical improvements grant funds from the MainStreet Capital Outlay fund, administered by the Local Government Division. Only official NMMS Communities in good standing with the state program are eligible to access this set aside program.

II. Supplemental Services for **[INSERT NAME OF LOCAL MAIN STREET ORGANIZATION]**

In order to meet the specific needs of **[INSERT NAME OF LOCAL MAIN STREET ORGANIZATION]** as a NMMS [Start-Up/Partnership/Veteran] Community, NMMS offers the following services in addition to those outlined above. **[INSERT OTHER LANGUAGE AS APPROPRIATE, INCLUDING WHETHER SERVICES WILL OR MAY BE PROVIDED BY NMMS.]**

III. Participation Responsibilities of MainStreet Communities

[INSERT NAME OF LOCAL MAIN STREET ORGANIZATION] agrees to abide by the following participation requirements in order to maintain status as a New Mexico MainStreet Community In Good Standing:

Semi-Annual Reports: Submit Semi-Annual Reports to NMMS. The report covering January 1 through June 30 is due June 5. The report covering July 1 through December 31 is due December 15. (Due dates prior to the actual end of each period are necessary to meet State processing and publishing timeframe requirements.)

Institutes: The MainStreet manager will attend each NMMS Institute. Committee Chairs are expected to attend the corresponding 4 Point Approach™ Institute. Additionally, the board president, members of the board of directors, and other organization leaders should attend NMMS training and networking events.

Presidents Meeting: The board president (or chairperson of the board) will attend at least one Presidents' "Round Up" annually. Board Presidents are expected to complete the Organization portion of the 4 Point Approach Institute Trainings.

Annual Report and Annual Newsletter: The local Project organization will develop articles and images for the NMMS Annual Report and for the NMMS Annual Newsletter. Contributions to other NMMS publications and the website also are encouraged.

Leader Contact Information: Furnish and update contact information for the local program office, manager, president, board members and committee chairs. The local Project organization will provide updated contact information to NMMS when any changes occur or, at minimum, annually.

Client Contact Information: Upon request, provide the local program membership database to New Mexico MainStreet for providing timely notice about statewide initiatives. The State Program may request mailing labels of the local program's mail list.

Annual Awards: Work with NMMS to nominate and select annual awards recipients to celebrate local MainStreet Projects' successes across New Mexico.

Annual Proof of Organization in Good Standing: Annually, each local Project that is incorporated as a non-profit corporation and that holds 501c3 tax status (designated by the Internal Revenue Service) will provide NMMS with a copy of its Form 990 as reported to the Internal Revenue Service. If incorporated in the state of New Mexico, the Project will also provide NMMS with a copy of its annual non-profit corporation report to the New Mexico Public Regulation Commission, along with documentation from the Public Regulation Commission that the Project is an "organization in good standing" as determined by the Commission.

Updated Copies of By-Laws and Articles of Incorporation: Upon revision to the local Project's operational by-laws and/or amendment of the Project's Articles of Incorporation, the local Project will provide NMMS with updated copies of these documents, in electronic format where possible.

Manager Hiring: A New Mexico MainStreet Program staff member will be involved with the local MainStreet Project's Manager selection committee to review and make suggestions for job description, evaluation criteria, resume review, and final interview. They will not vote on the candidates.

Required Manager: Once a group of stakeholders with the municipality has successfully completed the application process, there are three levels at which a local group of downtown stakeholders with a municipal partner may affiliate. It is expected that the municipality will fund in part, the operations of MainStreet as an economic development contractor with the municipality. It is expected that the local board will at minimum match the dollars invested by the municipality for operations.

- *Partnership* - \$60,000 minimum annual operations budget for communities under 10,000 in population. A manager is employed a minimum of 30 hours paid MainStreet work per week.
- *State Certified* - \$70,000 minimum annual operations budget for communities over 10,000 in population. A manager employed full-time and paid for 40 hours of MainStreet work per week.
- *Urban* - \$90,000 minimum annual operations budget for communities over 50,000 in population. A manager employed full-time and paid for 40 hours of MainStreet work per week.

IV. Requirements for Following the Main Street Four-Point Approach™

The local Project organization, in partnership with the municipality, agrees to follow the National Trust Main Street Center's Main Street Four-Point Approach™ to revitalizing and managing its MainStreet district(s), while working in innovation with NMMS to meet the unique cultural and heritage needs of New Mexico's communities. The National Trust Main Street Center describes local Projects' expected standards of performance in detail (see the NTMSC website, www.mainstreet.org). The standards are summarized by the following list of ten National Accreditation Standards. Based on these standards, the NMMS Director will determine if the local program is following the Main Street Four-Point Approach™.

1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
3. Has a comprehensive Main Street work plan with goals and activities addressing four program areas – organization, promotion, design and economic positioning
4. Possesses an historic preservation ethic
5. Has an active board of directors and committees reflecting the four points
6. Has an adequate operating budget
7. Has a paid professional Manager
8. Conducts a program of ongoing training for staff and volunteers
9. Reports key statistics to the state program
10. Has current membership in the National Trust Main Street Center

V. Resolution of the City Council

The Main Street Four-Point Approach™ to comprehensive revitalization of historic and traditional commercial neighborhoods requires a cooperative partnership of the public and private sectors to succeed. In conjunction with the execution of this MOU, New Mexico MainStreet Program requires each affiliated community to have in place a resolution adopted by the local government stating its support and funding commitment to the local MainStreet Project. The resolution(s) must be valid for the entire two-year period covered by this MOU.

VI. Special Conditions / Milestones

[INSERT BACKGROUND/RATIONALE FOR ANY SPECIAL CONDITIONS OF THE MOU, ALONG WITH SPECIFIC CONDITIONS AND/OR MILESTONES AND, IF RELEVANT, DEADLINES THAT THE LOCAL PROJECT MUST ACHIEVE.]: This start up process will have the following milestones, which constitute special conditions that must be achieved under this MOU:

[Condition #1] by [DATE]: Explanation

[Condition #1] by [DATE]: Explanation

[Condition #1] by [DATE]: Explanation

Etc.

VII. Failure to Meet Participation Responsibilities, Special Conditions/Milestones, and/or to Follow the Main Street Four-Point Approach™

If the NMMS Director determines that the Project either does not meet its participation responsibilities as affiliated organizations, or does not follow the Main Street Four-Point Approach™, NMMS may suspend services to the local Project. NMMS will work in good faith with the local Project to help it regain compliance within ninety (90) days of notification of suspension. If the issues related to either participation responsibilities or adherence to the Main Street Four-Point Approach™ cannot be resolved within the 90-day period, the MOU will be canceled among all parties. Upon cancellation of this MOU, NMMS will no longer provide services to the Project or the municipality, the municipality will no longer be eligible for Main Street Capital Outlay funds, and the Project may be prohibited from using the Main Street name, which is a trademark of the National Trust Main Street Center.

On behalf of the Municipality:

Mayor or City Manager

Date

City Councilor or Commissioner

Date

This Memorandum of Understanding expires:

Date of Expiration

09/26/06

SAMPLE