



## NEW MEXICO MAINSTREET MANAGER CERTIFICATION PROGRAM

The New Mexico MainStreet Manager Certification Program encourages continuous professional development and enables local MainStreet managers to strengthen their coordination, non-profit administration, project management, and leadership skills.

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### BENEFITS OF ACHIEVING NEW MEXICO MAINSTREET MANAGER CERTIFICATION INCLUDE:

1. **Recognition** of the manager's accomplishments and professional development;
2. **Expanded skill base and knowledge** of MainStreet management;
3. As available, enhanced educational **scholarship opportunities** from New Mexico MainStreet and the Friends of New Mexico MainStreet; and
4. Eligibility for a NMMS **scholarship** to the **National Trust Main Street Center's Certification in Professional Main Street™ Management Institute**.

Additionally, local MainStreet projects benefit from the program by having a better-educated, more resourceful staff leader who is better able to guide and support the work of the organization's board of directors and committees.

Completion of NMMS Manager Certification is strongly encouraged by the New Mexico MainStreet Program.

### PROCESS FOR ACHIEVING MAINSTREET MANAGER CERTIFICATION

Managers wishing to pursue Certification must first fully complete **MainStreet Fundamentals**. MainStreet Fundamentals are mandatory for all New Mexico MainStreet Managers during the first 12 months of employment.

After completing MainStreet Fundamentals, Managers may apply to participate in the Manager Certification Program by filling out the attached enrollment form. To achieve Certification, managers must complete all of the **Intermediate/Advanced Trainings** within the subsequent 12 months.

Managers participating in the Manager Certification Program will be reviewed by NMMS at the end of 12 months. Those managers deemed to have successfully completed requirements will be awarded Certification and recognized at the NMMS Annual Meeting and Awards Ceremony.

Certified managers may apply for Annual Recertification by completing the attached enrollment form.

## MAINSTREET FUNDAMENTALS

MainStreet Fundamentals are required for all NMMS managers and must be completed before a Manager is eligible to apply to the Certification Program.

**A. One-time requirements\*** (Required within first 12 months of employment)

- 1) **MainStreet Basic Training (MainStreet 101):** Basic-level training course providing an understanding of each Point in the Main Street Four-Point Approach™. Managers must complete each Basic Training segment, including Organization, Promotion, Design, and Economic Positioning. (3 hours per point; 12 hours total)
- 2) **New Manager Orientation:** Fundamentals of MainStreet and non-profit management and essential components of a MainStreet manager's job. (6 hours)
- 3) **Grant Writing Training:** Skills for writing NMMS Capital Outlay grants, pursuing project funding, and assisting volunteers with grant writing. (16 hours)
- 4) **Fundraising Training:** Techniques and processes to adequately support the organization's efforts in resource development. (6 hours)

### B. Annual Requirements

- 5) **NMMS Quarterly Meetings:** Training, networking, and other educational opportunities to gain new skills and information in Main Street revitalization methods, available resources, and model projects. Upon prior approval from the NMMS Director, the local MainStreet Board President or Committee Chair may attend one Quarterly Meeting per state fiscal year in place of the Manager. (4 meetings annually, including national conference)
- 6) **NMMS Annual Meeting:** Attendance enables managers to keep abreast of the NMMS network's accomplishments and to learn about other local organizations' accomplishments. Managers must attend the annual meeting and awards ceremony in its entirety. (1 meeting annually, typically in conjunction with the NMMS Summer Quarterly Meeting)

*\* With prior written approval from NMMS, managers may substitute equivalent training courses from the National Trust Main Street Center® (NTMSC); another Main Street state, city or regional coordinating program recognized by the NTMSC; or a similar caliber professional training.*

## INTERMEDIATE AND ADVANCED TRAININGS

In order to achieve and maintain Certification, Intermediate and Advanced Trainings must be completed annually, every 12 months after enrolling in the Certification Program.

- 1) **All Annual Requirements under MainStreet Fundamentals.** (All NMMS Quarterly Meetings and the NMMS Annual Meeting)
- 2) **Attend 2 MainStreet Four-Point Institutes:** NMMS offers intermediate-level training sessions in various aspects of MainStreet revitalization and the Main Street Four-Point Approach™; institutes are offered annually and feature specific topics addressing the general areas of the Four Points. Managers must attend at least two institutes and may choose the topics of their choice.
- 3) **One Advanced Training Seminar:** Additional advanced-level training in topics such as planning, design management, historic preservation, economic development, tourism, etc., enables a MainStreet manager to implement more sophisticated revitalization projects, in addition to allowing the manager to expand contacts in the field. Managers must obtain prior written approval from NMMS and attend at least one Advanced Training Seminar or Conference in its entirety. Eligible advanced trainings include:
  - ❖ Conferences of the American Planning Association (APA) or American Institute of Architects (AIA);
  - ❖ Annual conferences of the New Mexico Historic Preservation Alliance or the National Trust for Historic Preservation;
  - ❖ Specialized training seminars sponsored by the National Trust Main Street Center (does not include webinars);
  - ❖ Advanced-level NMMS training seminars, e.g. the 2007 Community Initiated Development seminar or the 2008 Context Sensitive Solutions transportation design conference;
  - ❖ The New Mexico Department of Finance and Administration (DFA) Infrastructure Conference;
  - ❖ The New Mexico Tourism Department's annual conference;
  - ❖ The Governor's Summit on Economic Development; or
  - ❖ Other substantive workshops/conferences/seminars focused on the subjects of community economic development, tourism, rural development, real estate development, leadership, non-profit management, and other subjects approved in advance by NMMS.



## INSTRUCTIONS AND ENROLLMENT FORM

### Eligibility

Manager Certification is available to MainStreet Managers from local Emerging, Start-Up, or Certified local MainStreet organizations affiliated with and in good standing with NMMS. Managers must have fully completed the requirements for MainStreet Fundamentals before enrolling in the Certification Program.

### Enrollment

To begin the process, managers must formally notify NMMS by filling out the attached form. Enrollment forms can be submitted at any time throughout the year. In order to be recognized at the NMMS Annual Meeting and Awards Ceremony, managers should submit their enrollment form by May 15.

### Manager Review

Participating managers should fill out the attached Certification Worksheet throughout the year and submit it to NMMS upon completion of all requirements. Participating managers must complete all requirements within 12 months of enrollment. NMMS will review the Certification Worksheet and confirm attendance. Those managers deemed to have successfully completed requirements will be awarded Certification and recognized at the NMMS Annual Meeting and Awards Ceremony.

### Annual Recertification

Managers who have been awarded their NMMS Manager Certification are eligible for annual recertification. To meet the requirements for annual recertification, managers must have been a NMMS Certified Manager during the previous year and must successfully complete within the subsequent year the same annual requirements for Intermediate and Advanced Trainings. Managers wishing to pursue recertification must formally notify NMMS by submitting the attached enrollment form. Managers pursuing recertification should complete the Certification Worksheet and follow the same procedures for Manager Review.

### Questions?

Contact Meghan Bayer at 505-827-5650 or [meghan.bayer@state.nm.us](mailto:meghan.bayer@state.nm.us)

## MANAGER CERTIFICATION ENROLLMENT FORM

Manager's Name: \_\_\_\_\_

Please enroll me in (check one):

Manager Certification

Manager Recertification *(previously Certified Managers only)*

I understand that at the end of the 12-month Certification period, NMMS will review and determine whether I have successfully completed all requirements for the level of Certification I am pursuing. I also understand that my enrollment in the Certification Program will not automatically result in my Certification.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please send completed forms to:

New Mexico MainStreet Program/EDD  
Joseph Montoya Building  
1100 St. Francis Drive  
Santa Fe, NM 87505  
Fax: 505-827-0263



### Manager Certification Worksheet

To be completed throughout the year by the manager and submitted to NMMS upon completion of all requirements. Participating managers must complete all requirements within 12 months of enrollment date.

Manager Name: \_\_\_\_\_

Date of Enrollment in Certification Program: \_\_\_\_\_

Manager Certification Requirements:

- 1) **Annual Requirements under MainStreet Fundamentals.** (All NMMS Quarterly Meetings and the NMMS Annual Meeting)

	Attended in entirety?	Date(s)	Location
Fall Quarterly	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Winter Quarterly	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Spring Quarterly (National Main Streets Conference)	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Summer Quarterly	Yes <input type="checkbox"/> No <input type="checkbox"/>		
NMMS Annual Meeting and Awards Ceremony	Yes <input type="checkbox"/> No <input type="checkbox"/>		

- 2) **Attend 2 MainStreet Four-Point Institutes:**

Institute Title	Date	Location	Applicable Point (Design, Promotion, Organization, or Economic Positioning)
1.			
2.			

- 3) **One Advanced Training Seminar:**

Name of Advanced Training Seminar \_\_\_\_\_

Dates \_\_\_\_\_ Location \_\_\_\_\_

Did you receive prior approval from Rich Williams? Yes  No  Date approval received \_\_\_\_\_