

# **MONTANA MAIN STREET PROGRAM**

MONTANA DEPARTMENT OF COMMERCE



**MONTANA**  
MAIN STREET

## **PROGRAM GUIDELINES**

**July 2015**

## TABLE OF CONTENTS

Program Mission, Vision, and Goals .....	3
Overview .....	3
Main Street Four-Point Approach™ .....	4
Organization .....	4
Promotion .....	4
Design .....	5
Economic Restructuring .....	5
The Eight Principles .....	5
Montana Main Street Program Tier System .....	7
Affiliate .....	7
Designated .....	7
Certified .....	8
Becoming a Member Community .....	8
Membership Requirements .....	8/9
Advancement in the Program .....	10
Member Community Reinvestment Reporting Requirements .....	11
Reporting Timeline .....	12
Montana Main Street Program Grant Funding .....	12
Award Criteria .....	12
Funding Information and Required Match .....	13
Eligible Activities .....	13
Administrative Procedures and Requirements .....	14
Montana Main Street Program Overview Checklist .....	17
Montana Main Street Program Member Services Summary .....	18

## **I. PROGRAM OVERVIEW**

### **Our Mission**

The Montana Main Street (MMS) program is dedicated to bettering the economic, historic, and cultural vitality of Montana downtowns through community development, revitalization, and historic preservation. MMS will foster grassroots efforts through coordination and technical assistance, focused on a comprehensive approach to restoring healthy community commercial districts and preserving the historic structures that contribute to Montana's unique sense of place.

### **Our Vision**

Adopting the Main Street Four-Point Approach™ to revitalization developed by the National Trust for Historic Preservation, Montana Main Street envisions a broader community and state effort dedicated to improving our downtown economies and historic districts. MMS aims to encourage and promote local efforts through a statewide network of educational outreach, coordination, and organization, to effectively lead Main Street communities throughout Montana toward fulfilling our mission as well as their own.

### **Our Goals**

- Preserve and promote Montana historic and cultural resources.
- Promote long-term planning for revitalization success.
- Organize efforts and coordinate conversations between and within Montana communities.
- Support economic, community, and tourism development to facilitate a comprehensive sense of place.
- Enable small business owners to succeed by creating vibrant and healthy downtown districts.

### **Overview**

The Montana Main Street Program, established in 2005, is administered by the Community Development Division of the Montana Department of Commerce. The Montana Main Street Program helps communities strengthen and preserve their historic downtown commercial districts by focusing on economic development, urban revitalization, and historic preservation through proactive long-range planning, organization, design, and promotion.

Using the National Trust Main Street Center Four Point Approach™ to downtown revitalization, the Montana Main Street Program provides a range of services and assistance to communities striving to enhance economic and business vitality while maintaining local historic integrity, quality of life, and a sense of place. Such goals are best met by uniting larger community ideas and efforts with program organization, coordination, and resources. Formed in 1980, the National Trust Main Street Center has

formed a network of over 2,000 communities, and has cumulatively rehabilitated hundreds of thousands of buildings, has created more than 400,000 jobs and 100,000 new downtown businesses, and has enabled reinvestment of over \$53 billion in physical improvements from public and private sources.

The Montana Main Street Program offers technical assistance and expertise to member communities and awards competitive grant funding to communities focusing on planning and projects directly related to downtown revitalization, economic development and historic preservation. Participant communities enter the program as an Affiliate, and can graduate to a Designated community over time, with the aim of ultimately achieving status as a nationally-recognized Certified Main Street community.

### **National Trust Main Street Center Four Point Approach™**

The Main Street Center Four Point Approach™ is a preservation-based economic development tool that provides a foundational method for local efforts to revitalize downtown historic and commercial districts. As an essential component of the method, Montana communities utilize their local assets: historic architecture, cultural and natural resources and heritage, local enterprise and community pride. The four points of the Main Street approach (described below) allow Montana communities to harness local ideas and goals in a unified and organized community revitalization effort.

#### *ORGANIZATION*

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the community. By getting everyone working toward the same goal, a Main Street program can provide effective, ongoing management and support for the downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, a program can incorporate a wide range of perspectives into its efforts. A governing board of directors and standing committees make up the fundamental organizational structure of volunteer-driven revitalization programs. Volunteers are often coordinated and supported by a paid program director; for Affiliate communities that may not have paid staff, coordination efforts may be led by a mayor or council member, planning director or a leader within the local Chamber or economic development organization. Active participation of, and coordination with local elected officials and municipal staff is a must. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various community members.

#### *PROMOTION*

Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in the commercial district and beyond. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate the unique

characteristics, amenities, business establishments and activities your community has to shoppers, investors, potential business and property owners, and visitors.

## *DESIGN*

Design means getting Main Street into top physical shape and creating an inviting environment for residents and visitors alike. It takes advantage of the visual opportunities inherent in a community by directing attention to all of its physical elements: architectural form and function of public and private buildings, storefronts, signage, public spaces, parking, street furniture, public art, landscaping, merchandising and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the community and what it has to offer. Design activities also include instilling good maintenance practices, enhancing a community's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

## *ECONOMIC RESTRUCTURING*

Economic restructuring strengthens a community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a sustainable commercial district that responds to the needs of today's consumers.

## **The Eight Principles**

The National Trust Main Street Center's experience in helping communities bring their commercial corridors back to life has shown time and time again that the Main Street Four-Point Approach™ succeeds. That success is guided by the following eight principles, which set the Main Street methodology apart from other redevelopment strategies. For a Main Street program to be successful, it must embrace the following time-tested Eight Principles.

1. *Comprehensive*: No single focus — lavish public improvements, name-brand business recruitment, or endless promotional events — can revitalize Main Street. For successful, sustainable, long-term revitalization, a comprehensive approach, including activity in each of Main Street's Four Points, is essential.
2. *Incremental*: Baby steps come before walking. Successful revitalization programs begin with basic, simple activities that demonstrate that "new things are happening" in the community. As public confidence in the Main Street district grows and participants' understanding of the revitalization process becomes more sophisticated, Main Street is able to tackle increasingly complex

problems and more ambitious projects. This incremental change leads to much longer-lasting and dramatic positive change in the Main Street area.

3. *Self-help*: No one else will save your Main Street. Local leaders must have the will and desire to mobilize local resources and talent. That means convincing residents and business owners of the rewards they'll reap by investing time and money in Main Street — the heart of their community. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
4. *Partnerships*: Both the public and private sectors have a vital interest in the success of a community and must work together to achieve common goals of Main Street's revitalization. Each sector has a role to play and each must understand the other's strengths and limitations in order to forge an effective partnership.
5. *Identifying and capitalizing on existing assets*: Communities must capitalize on the assets that make them unique. Every district has unique qualities like distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization program.
6. *Quality*: Emphasize quality in every aspect of the revitalization program. This applies to all elements of the process — from storefront designs to promotional campaigns to educational programs. Shoestring budgets and "cut and paste" efforts reinforce a negative image. Instead, concentrate on quality projects over quantity, with a focus toward proactive — instead of piecemeal — planning efforts.
7. *Change*: Skeptics turn into believers and attitudes on Main Street will turn around. Changes in attitude and practice can be slow but definite. Public support for change will build as the Main Street program grows and consistently meets its goals. Change also means engaging in better business practices, altering ways of thinking, and improving the physical appearance of the community as a whole. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.
8. *Implementation*: To succeed, Main Street must show visible results that can only come from completing projects. Frequent, visible changes are a reminder that the revitalization effort is under way and succeeding. Small projects at the beginning of the program pave the way for larger ones as the revitalization effort matures, and that constant revitalization activity creates confidence in the Main Street program and ever-greater levels of participation.

## **Montana Main Street Tier System**

The Montana Main Street Tier System allows member communities to engage in long-range planning and downtown revitalization at three distinct levels. Participant communities enter the program into a tier system as an affiliate member with the capability of gradually progressing to a Designated or Certified level.

### *Affiliate Community*

The Affiliate Community tier allows all eligible communities the opportunity to learn and develop the Main Street Four Point Approach™ while accessing the resources and services of the program network. This tier is designed for communities entering the program and in the early stages of organization and capacity building. A community may remain at the Affiliate level indefinitely, but should be taking steps to advance upward in the tier system with the ultimate goal of achieving Certified Main Street Community status. Affiliate Communities do not require paid staff, but must have a volunteer base and widespread local support, including the city and Chamber of Commerce or a similar organization. Affiliates receive training and support from the Montana Main Street Program staff, are able to apply for annual grant funding with a local match of 1:5 (\$1 of local match for every \$5 committed by the state), and are invited to attend our regional workshops and conferences at a reduced cost (depending on program budget). Affiliate communities are required to submit quarterly reports to the Montana Main Street Coordinator.

### *Designated Community*

The Designated Community tier requires demonstrated and practiced application of the Main Street Approach™, an organizational structure with at least one paid staff member<sup>1</sup> to oversee the local Main Street program, and established Board of Directors and Main Street committee/s, a solid volunteer base, and a well-developed and organized community revitalization effort. A community may remain at the Designated Community level indefinitely, but should actively move toward the realization of Certified Main Street Community status. Designated Communities receive priority service and training from the Montana Main Street Program staff, are able to apply for annual grant funding with no required local match, receive free registration for one representative at our regional workshops and conferences, and receive free membership in the national Main Street Center network. Designated Main Street organizations can exist as an independent non-profit or be incorporated into other already existing organizations, such as a chamber of commerce or downtown association. Community representatives may also serve as mentors in the Montana Main Street Mentorship Program. Designated Communities are required to submit quarterly reports to the Montana Main Street Coordinator.

---

<sup>1</sup> Paid staff may be associated with an existing non-profit organization (Chamber, EDA) or be housed within the local government (historic preservation, community planning or development, etc.)

### *Certified Main Street Community*

The Certified Main Street Community tier fully demonstrates a perfected Main Street Approach™ and boasts nationally recognized success with downtown revitalization organization and efforts. Certified Main Street communities are nationally recognized by the Main Street Center and serve as examples of best practices to Montana Affiliate and Designated communities. This tier requires the community to meet all the requirements of a Designated Community and to be reviewed annually to assure that the community meets the 10 Standards of Performance set by the national Main Street Center. While every designated Main Street program can work toward accreditation, not every program receives it. Certified Main Street Communities receive priority service and training from the Montana Main Street Program staff, are able to apply for annual grant funding with no required local match, receive free registration for one representative at our regional workshops and conferences, receive one free registration for the National Main Street Conference, and receive free membership in the national Main Street Center network. Community representatives may also serve as mentors in the Montana Main Street Mentorship Program. Certified Main Street Communities are required to submit quarterly reports to the Montana Main Street Coordinator.

## **II. JOINING THE MONTANA MAIN STREET PROGRAM**

### **Becoming a Member Community**

Before a community can be considered for membership in the statewide program, Main Street staff will need to be invited by local leaders and stakeholders within the community to provide a program overview presentation. Local interest should aim to include a wide range of participants with a vested interest in the downtown core and community as a whole. Before pursuing membership, a community should solidify its local collaborative effort and should be communicating with Montana Main Street about the organizational progress. The membership application cycle will be opened on an annual basis on October 1 and remain open until December 31. Submitted applications and supporting materials will be evaluated by a review committee. Acceptance into the Montana Main Street Program is competitive and based on community preparedness as well as resource availability at the state level; not every community that applies will be invited to join at the time of application. On average, only 1 to 2 communities are accepted into the program annually. MMS staff is available to assist interested communities throughout the application process, and can provide guidance to those communities not accepted into the program.

### *Membership Requirements*

- I. An established commitment to planning, through the adoption of — or commitment to adopt within first year of affiliate membership — an appropriate long-range planning document in support of the community's vision and overarching goals (growth policy, downtown master plan, etc.);

2. Completed local program overview and assessment meeting with Montana Main Street staff;
3. Completed tourism and brand workshop hosted locally by Montana Office of Tourism;
4. A unified and collaborative local effort to include the City, key organizations and stakeholders, accompanied by secured letters of support;
5. Demonstrated organizational capacity and local contact designated to gather, record, and submit quarterly reinvestment statistics;
6. Established work plan setting goals and implementation strategies for first year of affiliate membership;
7. Demonstrated understanding of the Main Street Four Point Approach;
8. Demonstrated success in identifying and obtaining funding resources to further community and downtown projects.

*Montana Main Street Program Membership Application available online:*  
[comdev.mt.gov/Programs/MainStreet/RoadMap/GuidelinesForms](http://comdev.mt.gov/Programs/MainStreet/RoadMap/GuidelinesForms)



Affiliate Community



Designated Community



Certified Community

- A vision and direction for downtown revitalization
- A collaborative effort in the community that includes a core group of those invested in the downtown district
- Strong potential for a solid volunteer base
- Understanding of the Main Street Four Point Approach
- A completed membership application
- Formation of a Main Street committee (can be in combination with existing board or committee)
- Direct involvement of the city or town
- Quarterly reporting of local re-investment statistics

- Has learned and is administering the Main Street Four Point Approach
- Has received Main Street 101 Four Point Foundational Training from Montana Main Street Program
- Maintains part-time or full-time paid staff
- Established Main Street committee structure
- Active Board of Directors
- Member of National Main Street Center
- Annual review via assessment by Montana Main Street Program
- Comprehensive Main Street work plan

- Has mastered and practices the Main Street Four Point Approach
- Demonstrates excellence in meeting the rigorous National Accreditation Standards of Performance of the National Main Street Center
- Serves a mentorship and leadership role in supporting and guiding other member communities in local revitalization efforts

### *Advancement in the Program*

The goal of the Montana Main Street Program is to enable and support local community efforts to engage in long-range planning and downtown revitalization. A new affiliate member community in the Montana Main Street Program should be working toward both organizational and planning benchmarks. A community interested in advancing in the tier system must complete a Tier Advancement Application. Communities may only apply to advance to the next tier in the program succession. While there is no set timeline for advancement, an affiliate community must consult with program staff and successfully demonstrate having reached the following advancement benchmarks before applying.

### *Tier Advancement Benchmarks*

1. An adopted growth policy and downtown master plan in place; other beneficial planning documents are encouraged;
2. An organizational structure with at least one paid staff member to oversee the local program;
3. An established Board of Directors and Main Street committee(s);
4. A developed community work plan, updated annually, to include prioritizations of projects, working project timelines, and local division of project responsibilities;
5. An established volunteer base and ability to demonstrate volunteer contribution to downtown efforts in quarterly reinvestment statistics;
6. Demonstrated and practiced application of the Main Street Four Point Approach;
7. Proven success in obtaining, administering and completing Montana Main Street grant application project(s);
8. Consistent and timely reporting of quarterly reinvestment statistics;
9. Local membership with the National Main Street Center.

### **Member Community Reinvestment Reporting Requirements**

All member communities are required to report on a quarterly basis on local downtown public/private investment. Designated and Certified communities submit information to the Montana Main Street Program for annual review and assessment and statistics are reported to the National Main Street Center as an annual requirement for membership. Statistical tracking categories include: building rehabilitations, public improvements, new construction, new businesses, new jobs, promotions, and volunteer hours. In addition, we require reporting updates on the status of community planning documents including, but not limited to: growth policies, revitalization plans, heritage tourism/historic preservation plans. Statistics represent the wider investment in and dedication to Montana downtown commercial districts and yield from collaborative and complementary revitalization efforts.

## Reporting Timeline for Affiliate, Designated and Certified Main Street Communities\*

\*Timeline is based on fiscal quarters rather than annual quarters

1<sup>st</sup> Quarter Report (July/August/September data) **Due October 31**

2<sup>nd</sup> Quarter Report (October/November/December data) **Due January 31**

3<sup>rd</sup> Quarter Report (January/February/March data) **Due April 30**

4<sup>th</sup> Quarter Report (April/May/June data) **Due July 31**

### **III. MAIN STREET GRANTS**

#### **Montana Main Street Program Grant Funding**

The Montana Main Street Program awards grant funding on a competitive basis and as funding allows. Certified Main Street, Designated, and Affiliate Communities are invited to apply for funding on an annual basis. Communities may not apply for funding while maintaining an active Montana Main Street grant-funded project unless the active grant is in the close out process. Applications must be submitted by the local contacts established in the community and must be certified by the Chief Executive, Mayor, or City Manager of the applicant community. Funding can be used to address long range community planning and revitalization needs as well as more specific prioritized projects. Priority will be given to projects that demonstrate the implementation of larger community vision and goals or as they relate to previous or concurrent larger planning efforts (such as a downtown revitalization plan, growth policy, historic preservation plan, etc.). The Montana Main Street Program Coordinator is available to help throughout the application process and can provide professional insight and guidance on community projects.

#### *Award Criteria*

1. Need for project and an overall emphasis on downtown revitalization and historic preservation;
2. Proposed project adopts and incorporates the Main Street Center Four Point Approach;
3. Availability of matching funds and larger project effort to identify/secure additional funding;
4. Degree of unified local effort and support and an overall ability to fulfill project plan/goals;
5. Extent to which the proposed project implements an existing long-range plan, or supports ongoing planning efforts;
6. Applicant community has submitted required Montana Main Street reinvestment statistics.

Montana Main Street Program Project Grant Application available online:  
[comdev.mt.gov/Programs/MainStreet/RoadMap/GuidelinesForms](http://comdev.mt.gov/Programs/MainStreet/RoadMap/GuidelinesForms)

### *Funding Information & Required Match*

Affiliate Communities are required to commit matching funds at a ratio of \$1 for every \$5 requested of the Montana Main Street Program. Certified Main Street and Designated Communities are not required to commit matching funds when submitting an application for grant funding. Grants or cash contributions from other local, state, or federal agencies and programs or private organizations are also acceptable forms of match for Montana Main Street planning grant awards. However, preference may be given to projects with committed and firm cash funds. In-kind services will not be considered as part of the match requirement. Funds must be firmly committed at the time the grant is awarded; communities awarded grant funds will receive an award letter following the decision, and the Main Street organization and/or local government will enter into contract with the Montana Department of Commerce for the administration of the grant award. MMS staff will assist communities throughout the grant administration process; however, communities awarded grant funding will be responsible for the administration of grant funds received.

Funding cycles will be opened on a revolving basis and will continue as funding allows. Applications for funding will be considered in the order received and priority may be given to applicant communities that do not have active grants awarded by the Montana Main Street Program. Grant applications are reviewed and assessed on the strength and merit of the project. Award amounts are generally capped at \$10,000. Applications requesting larger amounts may be awarded if funds are available and if applicant clearly demonstrates and justifies the need for such funds. Applicants may apply for project grant funds in successive years, but may not have two active Main Street grants at any one time, unless one is in a close out process.

### *Eligible Activities*

MMS staff will review projects submitted for consideration and determine specific project eligibility and the amount of funding to be allocated.

The following areas comprise types of projects that are eligible and encouraged. This list is intended to provide insight as to the type and scope of projects that can be funded, but is by no means exhaustive:

- Long range planning: growth policy development/update; downtown master plans; capital improvements planning, strategic/organizational planning; board development training; TIF District creation;
- Assessments/Studies: preliminary architectural reports; architectural renderings; tourism assessment; business recruitment/retention plans; business plan development; historic preservation assessment/inventory; wayfinding studies & plans; market research; feasibility studies;

- Infrastructure/Brick and mortar: public signage; streetscape/public improvements; lighting; building façade improvement;
- Promotion: website development; branding; tourism promotional material; historical walking tour; e-marketing; speaker sponsorship; local workshops.

Montana Main Street funds cannot be used to pay for the following activities:<sup>2</sup>

- Advertising (for specific businesses);
- Entertainment/events;
- Travel, lodging, food and drink;
- Non-project related salaries or administrative costs excluding postage, in-state mileage costs and copy and printing costs associated with the administration of eligible planning grant activities;
- Any otherwise eligible project costs incurred prior to the date of announcement of grant award by the Department of Commerce.

#### *Administrative Procedures and Requirements*

Commerce will notify successful applicants of a Main Street Grant award by sending a formal Award Letter. The completed application, including any written modifications resulting from the review of the application by MMS staff, will be incorporated into the grant contract between Commerce and the successful applicant(s). The grant contract must be executed by an authorized agent of the local government in addition to an established Main Street organization (when applicable), and must include a detailed scope of work and project implementation schedule. Grant recipients must execute a contract with MDOC before any grants funds can be reimbursed.

The provisions below describe some of the more significant administrative procedures and requirements successful MMS Grant applicants must comply with. All procedures and requirements that the award recipient must comply with will be set forth in the grantee's contract with Commerce.

- I. Payment: Payment for approved expenses under the Main Street grant contract will be on a reimbursement basis only. Commerce will typically disburse 50% of the grant award upon request for payment with proper documentation and submittal of 50% or more completed draft project deliverables, when applicable. To request payment from the Department, grantees must submit a Drawdown Request Form with supporting documentation, including all applicable invoices detailing the project expenditures by activity, employee and showing hourly rate

---

<sup>2</sup> Note: list of ineligible activities is not all inclusive; please contact Montana Main Street staff if you have questions about whether a proposed project or activity is eligible under these guidelines.

breakdowns, a project progress report and the required insurance coverage documentation. Documentation of the applicable procurement process followed will be required submitted as part of the initial request for payment. To receive final payment, the grantee must show proof of expenditure of all matching funds (when applicable) and include a copy or documentation of the deliverables contractually agreed upon. Commerce will determine, in its sole discretion, whether supporting documents for a request for payment are sufficient and adequate to approve reimbursement. If the grantee fails to obligate expenses on or before the termination date of the grant contract, Commerce cannot reimburse the grant award funds, unless the grantee can demonstrate, to the satisfaction of Commerce, a reasonable basis for the delay in requesting reimbursement. All documentation and requests for reimbursement must be received by the department within 90 days of termination of the grant contract.

2. **Reporting Requirements/Project Monitoring:** Grantees will be required to submit progress and expenditure reports in accordance with the requirements of the grant contract. Commerce reserves the right to perform site inspection(s) in order to monitor the Grantee's compliance with the terms of grant contract, including but not limited to verification of services performed and monitoring of MMS grant funds.
3. **Public's Right to Know:** Applications that are funded are subject to disclosure, in response to requests received under provisions of the Montana Constitution (Art. II, §9). Information that could reasonably be considered to be proprietary, privileged, or confidential in nature should be identified as such in the application.
4. **Authority/Approvals:** The signature on the application is the Applicant's (or their authorized agent's) certification that the local government/Main Street organization has approved submittal of the application and has firmly committed the matching funds required.
5. **Compliance with Laws:** The Applicant must certify on the application that the proposed project complies with all state, federal, and local laws, ordinances, and regulations, including any necessary environmental review and procurement requirements.
6. **Grant Duration/Performance Period:** The grant term will begin upon execution of the grant contract and will end one (1) year after the date of the Award Letter, or upon final reimbursement for costs and close-out of the planning project by Commerce, whichever is sooner. No requests for payment may be submitted for any costs or expenses obligated by the district for reimbursement after termination of the grant contract. All projects for which a MMS Grant has been awarded must be completed within twelve (12) months of the date of Award Letter issued to the applicant from the Department of Commerce. The Department, in its sole discretion, may grant an extension to this deadline if the planning project is near completion but will not be fully completed by the deadline, and the grant recipient can

demonstrate a good faith effort to complete the project on time and within the original budget. If no Project Completion Report form is submitted, the grant will be considered closed-out 90 days following expiration of the grant term.

7. Return of Funds: At Commerce's sole discretion, the grantee will be required to and agrees it shall return to Commerce any and all funds that are determined by Commerce to have been spent in violation of the terms and conditions of the grant contract.
8. Cost Savings: In the event that expenses for a Main Street project are less than the projected costs and grant award, Commerce may, in its sole discretion, authorize additional related planning efforts for the same facility to enhance the overall project or reduce the grant award accordingly.

301 S Park  
PO Box 200523  
Helena, Montana 59620-0523  
Phone: (406) 841-2770  
Fax: (406) 841-2771  
Email: [docmtmainstreet@mt.gov](mailto:docmtmainstreet@mt.gov)

Website: [comdev.mt.gov/Programs/MainStreet](http://comdev.mt.gov/Programs/MainStreet)

## Montana Main Street Program Overview

 <b>MONTANA MAIN STREET</b>	<b>Affiliate Community</b>	<b>Designated Community</b>	<b>Certified Main Street Community (Accredited with National Main Street Center)</b>
<b>Program Requirements</b>			
A Vision and Direction for Downtown Revitalization	X	X	X
Established Support and Participation of Local Government	X	X	X
A Volunteer Base	X	X	X
Learn Main Street Approach™	X		
Administer the Main Street Approach™		X	X
Submit Quarterly Economic Statistics	X	X	X
Submit Quarterly Board Minutes		X	X
Local Main Street Paid Staff		X	X
Four Points Planning Committee/s	X	X	X
Member of Main Street Center		X	X
Annual Accreditation Review		X	X
<b>Program Services</b>			
Annual Accreditation Review		X	X
Accreditation Guidance		X	X
Telephone/Email Consultation	X	X	X
Workshop/Conference Discounts	X	X	X
Regional Conference Registration Discounts	X	X	X
National Conference Discounts		X	X
Organizational Assistance	X	X	X
Technical Assistance	X	X	X
Main Street 101 Foundational Training	X		
Competitive Grant Funding	X	X	X
1:5 Match for Grant Funding	X		
No Match Required for Grant Funding		X	X
Community Resource Library	X	X	X
Program May Use Main Street Trademark			X

**Montana Main Street Member Services**

Organizational Assistance	Montana Main Street staff works with a community on issues of staff responsibility, planning, needs assessment.
Technical Assistance	Main Street Program member communities receive continuous technical assistance from the Program Coordinator, to assist them in achieving programmatic goals.
Workshops/Webinars	Main Street communities are highly encouraged to attend free regional workshops and webinars hosted by Montana Main Street and other affiliated programs.
Annual Conference	Main Street communities may attend the annual Montana Downtown Conference at a reduced cost.
Main Street 101 Four Point Foundational Training	Montana Main Street staff will provide training as needed/requested.
Grant Funding	Main Street communities have the ability to apply for annual grant funding to assist in planning for revitalization and prioritizing activities and projects in their downtowns. Certified and Designated Communities are not required to provide a local match. Affiliate Communities are required to provide a local match of 1:5.
Community Networking	Montana Main Street communities exchange ideas and assistance in an open discussion of best practices. Montana Main Street Program will provide a forum to assist communities with a broadened context of community efforts and funding opportunities.
Community Technical Assistance Program Resource Library	Essential books, articles and digital resources available for loan.