

UTAH MAIN STREET – TIER 1 PROMISING



Tiers Roadmap

Tier 1: Promising Main Street Communities



Utah Main Street Overview

Utah Main Street is a network of passionate community members engaged in historic commercial district revitalization. We bring people together to strengthen local economies, preserve the heart of our communities, and celebrate our unique places. Utah Main Street is a coordinating program of a national program, Main Street America™. Main Street America has been helping revitalize older and historic commercial districts for more than 35 years. Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

Why join Utah Main Street?

Main Street isn't just a project or a grant; it's an ongoing process grounded in an implementation strategy tailored to locally initiated goals and objectives. Participating communities receive various forms of assistance, all of which directly or indirectly support the local Main Street organization and



Main Street Director in developing community assets and identifying and addressing weaknesses. Being a Main Street community means undertaking a comprehensive economic revitalization effort based on Main Street America's 4-Point Approach: Design, Economic Vitality, Promotion, and Organization.

Tier 1: Promising Main Street Communities

This level is for communities who are either just starting to form, or are working on strengthening, their Main Street structure. Communities can harness the powerful Main Street methodology to create lasting impact in enhancing their historic downtown or traditional commercial neighborhood.

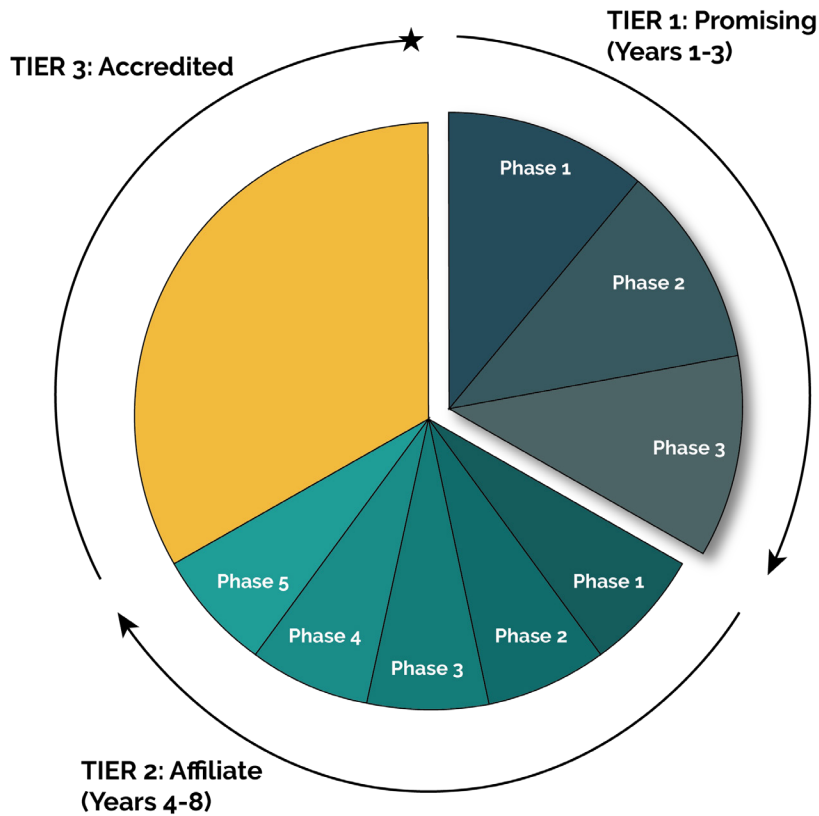
Tier 1 is perfect for those communities or neighborhood commercial districts that are exploring the Main Street approach and see the value in the movement.

These communities and neighborhoods may also have non-traditional business districts or may not have the capacity to participate in the Tier 2 Affiliate or Tier 3 Accredited Tiers. They may also be organizations that prefer to specialize in event-related activities only.

Key Benefits

Access to Main Street America information and other State level information and resources.

General Requirements



Tier 1 General Requirements and Activities (completed throughout 3 phases)

- Learn the Main Street Approach
- Administer the Main Street Approach
- Broad-based Community Support (examples include: support from city, local nonprofits, business owners, schools, community groups, etc. Broad-based community support means not doing something for the community but with the community.)
- Demonstrate Historic Preservation Ethic
- Submit Bi-Annual Economic Impact Update (reinvestment statistics and impact data)
- Board and Executive Director attendance to training/workshops
- Submit Main Street America Community Self-Assessment via the Community Evaluation Platform
- General Member of Main Street America
- Annual Agreement with Utah Main Street

Tier 1 Promising Main Street Communities begin their journey with Utah Main Street and Main Street America through a three-phased process. Most communities spend one to three years in this tier; some may advance to Tier 2 more quickly, while others may need more time. Utah Main Street supports communities throughout this process.

After three years, Tier 1 communities must reapply if they are not ready for Tier 2. If a Tier 1 community progresses more quickly, they can apply for Tier 2 during the Tier 2 application rounds.

Resources and Ongoing Activities



ALL PHASES

Find definitions for the following terms at the end of this document in the Glossary.

Tier 1 Resources/Supporting Documents Provided by Utah Main Street:

- Getting Started with Utah Main Street
- Starting a Main Street Program Guide
- Executive Director Position Description Examples
- Strategic Plan Workbook
- District Boundary Identification Worksheet
- Executive Director Selection Support
- Work Plan Worksheet

UMS Services/Offerings:

- UMS Monthly Meeting* (targeted to 4-Points)
- Monthly Tier 1 check-in, following UMS Monthly Meeting
- Quarterly: Ask an Architect Webinar
- Free access to annual Main Street Workshop and free SHPO Preservation Engaged conference registration (Main Street Track)
- Designated Utah Main Street Staff Liaison

Local Main Street Program Activities:

- Submit Main Street America Annual Community Self-Assessment
- Submit Bi-Annual Economic Impact Update

Activities and Services Overview

The following phases are non-linear and may not be completed in order. The phases are meant to serve as a guide to build the local main street program and can be adapted to best suit the local community.

For a full list of activities and services provided, see page 6.

PHASE 1

Local Main Street Program Activities and Services:

Upon acceptance to Utah Main Street, local communities will begin phase 1 and appoint a local main street Executive Director/Manager to support their program.

Utah Main Street will provide the following services to the local communities to assist as they get started: Main Street 101 webinar (for anyone in the network: board, committee, executive director/manager, volunteers, etc.); Virtual 1:1 welcome and introduction meeting with the local main street executive director/manager and Utah Main Street (held within 30 days of completing Main Street 101); New Executive Director/Manager Training.

PHASE 2

Local Main Street Program Activities and Services:

Once the local community has progressed past Phase 1, they will recruit representative board members to support their program and begin refining the main street district boundary with Utah Main Street.

During this, Utah Main Street will have a virtual meeting with the local community to discuss their district boundary.

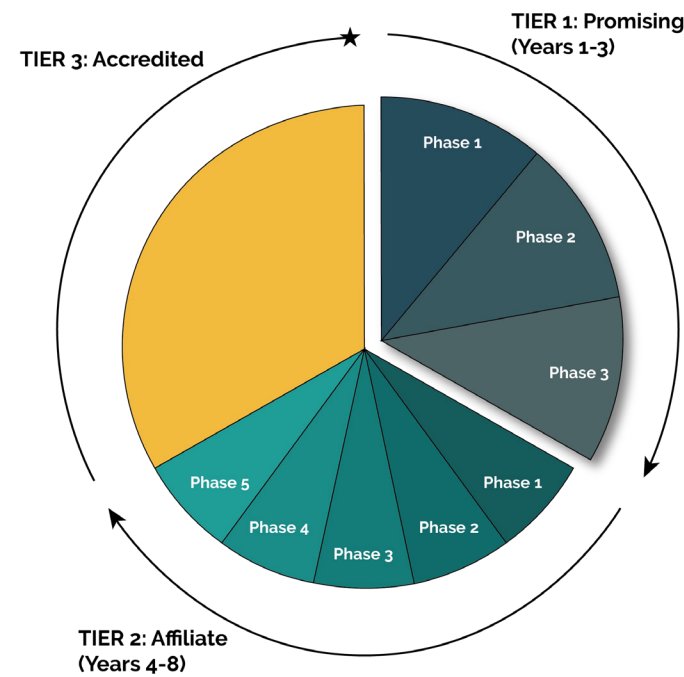
PHASE 3

Local Main Street Program Activities and Services:

In the last phase of Tier 1, local communities will begin to draft a work plan with a Transformation Strategy, start forming committees aligned with the Four Point Approach, and either apply to Tier 2 or reapply to remain in Tier 1 by the three-year mark.

If the local community is applying to Tier 2, Utah Main Street will arrange a site visit to the applicant’s district to verify the local main street district boundary map.





TIER 1

Tier 1 Promising Main Street Communities begin their journey with Utah Main Street and Main Street America through a three-phased process. Most communities spend one to three years in this tier; some may advance to Tier 2 more quickly, while others may need more time. Utah Main Street supports communities throughout this process.

General Requirements and Activities

- Learn the Main Street Approach
- Administer the Main Street Approach
- Demonstrate broad-based community support
- Demonstrate Historic Preservation Ethic
- Submit Bi-Annual Economic Impact Update
- Board and Executive Director attendance to training/workshops
- Submit Main Street America Community Self-Assessment via the Community Evaluation Platform
- General Member of Main Street America
- Annual Agreement with Utah Main Street

Utah Main Street Service and Offerings

- Access to UMS network
- UMS Monthly Meeting* (targeted to 4-Points)
- Monthly Tier 1 check-in, following UMS Monthly Meeting
- Quarterly: Ask an Architect Webinar
- Designated Utah Main Street Staff Liaison
- Free access to annual Main Street Workshop and free SHPO Preservation Engaged conference registration (Main Street Track)

PHASE 1

Local Main Street Program Activities

- Appoint Local Main Street Executive Director/Manager

Utah Main Street Services and Offerings

- Main Street 101 webinar (for anyone in the network: board, committee, director/manager, volunteers, etc.)
- Virtual 1:1 Welcome and Introduction Meeting with local Main Street Director/Manager and Utah Main Street (Held within 30 days of completing Main Street 101)
- New Executive Director Training

PHASE 2

Local Main Street Program Activities

- Recruit representative board members
- Begin refining district boundary with Utah Main Street

Utah Main Street Services and Offerings

- Virtual Meeting to discuss Service Area/district boundaries.

PHASE 3

Local Main Street Program Activities

- UMS Site Visit (If applying to Tier 2)
- Begin drafting a work plan with a Transformation Strategy
- Begin forming committees aligned with the Four-Point Approach
- Reapply to Tier 1, demonstrating progress at three-year mark - or - Apply to Tier 2 when Tier 2 application period is open (This may happen before three years, as long as all phases and requirements are met)

Utah Main Street Services and Offerings

- If applying to Tier 2, UMS will arrange site visit to applicant's district to verify the local Main Street district boundary map

Advancement Benchmarks

TIER 1 --> TIER 2

In order to advance to Tier 2, local communities must have achieved the following:

- Utilization of resources from Utah Main Street + Main Street America to help in the development of a working board, bylaws, budget, work plan, and fundraising plan.
- A commitment to implementing the Main Street Four Point Approach™
- Completion of Main Street 101 by board, committee chairs, and staff and complete quiz
- Attended 10 monthly check-ins and one (1) Utah Main Street annual workshop or Main Street America conference per year
- Thorough, timely, and accurate bi-annual impact update (reinvestment statistics)
- Completion of a UMS application that demonstrates historic preservation ethic, community support and organizational capacity, financial support and capacity, and compact walkable business environment (see full application for details)



Glossary

DEFINITIONS

Broad-based Community Support:

Examples include: support from city, local nonprofits, business owners, schools, community groups, etc. Broad-based community support means not doing something for the community but with the community

Demonstrated Historic Preservation Ethic:

a Historic Preservation Ethic for Main Street revitalization emphasizes preserving and celebrating the historical and architectural integrity of traditional downtowns and commercial districts. It advocates for adaptive reuse of historic buildings, community engagement, and respect for authenticity. The approach aims to integrate modern development with historic preservation to foster economic vitality and maintain the community’s unique character, ensuring long-lasting and vibrant neighborhoods for future generations.

Bi-Annual Economic Impact Update (reinvestment statistics and impact data): these reinvestment statistics help illustrate the impact of the Main Street movement in your community. The data you collect highlights the reinvestments in the social, civic, and economic fabric of historic downtown and neighborhood commercial corridors. Main Street equals economic development. Utah Main Street and Main Street



America document this impact annually through the collection of statistical information on the preservation and economic activities performed by local Main Street programs throughout the country. <https://mainstreet.org/our-network/collective-impact>

Community Self-Assessment: the community self-assessment is required to be completed annually by Main Street America for the program. It is also known as the Accreditation Assessment. These assessments help show communities where they are in the accreditation (UMS Tier 3) and overall designation process and serve as a guide from year to year on annual economic revitalization impact of the local Main Street organization.



Thank you!

UTAH MAIN STREET is a Main Street America™ Coordinating Program and is a place-based economic development and community preservation program housed in the Department of Cultural & Community Engagement.

As a Main Street America™ Coordinating Program, Utah Main Street helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.

