

Menu of Services

Utah Main Street partners with communities throughout the state to support their revitalization and economic development efforts. We offer a range of services to help communities thrive, including our Main Street 101 Deep Dive, which provides fundamental Main Street principles. For organizational support, we offer assistance with Board Development and Succession Planning. We also aid communities in navigating funding opportunities through our Grants Consultation service.

Please note that these services are only available to communities in the Utah Main Street network. You can find a complete list of our network communities on our [website's homepage](#). Services are subject to availability and may be denied based on resource limitations or unforeseen circumstances, such as weather events. Additionally, Utah Main Street reserves the right to revoke a service if participants cancel unexpectedly.

Services included in this document:

- I. Main Street 101 Deep Dive
- II. Board Development Training
- III. Succession Planning
- IV. Branding and Media Training
- V. Volunteer Management Training
- VI. Main Street Progress Visit
- VII. Transformation Strategy Development Visit
- ~~VIII. Grant Opportunities Consultation (currently unavailable)~~
- ~~IX. Grant Preapplication Consultation (currently unavailable)~~
- ~~X. Grant Application Review (currently unavailable)~~
- XI. Letter of Support Request

Main Street 101 Deep Dive

Estimated Value: \$500/person

Cost to Community: \$0

Discover the full potential of the Main Street Approach with our biannual cohort program. Designed for local directors, board members, and volunteers from Utah communities, this is an immersive, guided learning experience. This deep dive is paired with the [Main Street America Academy Four-Point Approach](#) modules. Join the cohort to engage in collaborative learning and strengthen your revitalization efforts.

This service provides structured bi-weekly meetings, with schedules coordinated directly with each cohort. These sessions offer supplemental insights and hands-on application of the Main Street 101 modules. Registration is required and will close one month prior to the cohort's start for effective coordination.

Timeline: 1-hour meetings every 2 weeks for 9 weeks (*typically offered twice a year*)

Sample Agenda

- Week 1: Kick-off Meeting
- Week 3: Organization Modules Discussion
- Week 5: Economic Vitality Modules Discussion
- Week 7: Design Modules Discussion
- Week 9: Promotion Modules Discussion

Preparation:

One month before the course start date, individuals will receive a survey to identify meeting schedules. Utah Main Street will try to accommodate all schedules, but your first choice may not be selected. Each person is expected to attend all meetings during the cohort. Each individual will need to make a free account on mainstreet.org in order to access the modules. Please also familiarize yourself with the website prior to the kick-off meeting.

This service is available to individuals from all communities within the Utah Main Street Network.

Board Development Training

Estimated Value: \$750 - \$1,000

Cost to Community: \$0

Board Development training provides nonprofits and cities with the essential tools for effective governance and long-term success. The program covers key topics like clarifying board roles and responsibilities, implementing best practices for financial oversight, and establishing a strong organizational structure. By helping groups develop essential governance documents such as bylaws and clear role descriptions for board members, this training builds a stable and sustainable foundation that ensures the organization can operate efficiently and with confidence.

This training is customized to meet the specific needs of each community, making it a highly effective resource. Focused topics can include an in-depth look at the Main Street Approach, fundamental nonprofit governance, and hands-on guidance on practical skills like goal setting and work planning. By covering these areas, the training empowers organizations to strengthen their team, clarify their mission, and develop clear, actionable strategies for the future, ensuring they are well-equipped to achieve their goals.

Timeline: 2-hour, in person training (with all board members)

Preparation:

The Main Street organization will coordinate with their board of directors to ensure all members will be available to attend the training. The Main Street organization will need to submit the following:

- Current board of directors list and terms
- Existing by-laws (if applicable)

This service is only available to Tier 2 Affiliate Communities and Tier 3 Accredited Communities within the Utah Main Street Network.

Succession Planning

Estimated Value: \$500 - \$5,000

Cost to Community: \$0

Is your Main Street organization prepared for a leadership transition? Whether you're anticipating a change or engaging in strategic planning, succession planning is a proactive investment in your organization's future. This process ensures your mission and efforts aren't interrupted, allowing you to move forward with a strong and stable leadership structure.

Utah Main Street will guide you through the process of identifying and developing the leaders within your organization, from staff to board members, and building a strong internal communication line. By the end of this service, you will have the tools and knowledge to ensure your local Main Street organization is ready for change and transition, guaranteeing long-term success and continuity.

Timeline: This service may include various meetings both in-person and virtual depending on the needs of the community. Utah Main Street will evaluate the timeline with the Main Street organization and decide upon a timeline with them.

Preparation:

Prior to this service, the local Main Street organization will need to submit the following:

- Workplans
- Budget
- Lists of board of directors, committees, volunteers

This service is only available to Tier 2 Affiliate Communities and Tier 3 Accredited Communities within the Utah Main Street Network.

Branding and Media Training Crash Course

Estimated Value: \$1,000

Cost to Community: \$0

Build a more powerful voice for your downtown. This service helps local Main Street organizations enhance their brand identity and amplify their outreach far beyond just event promotion. Utah Main Street will work with your team to assess current efforts, refine your narrative and purpose, and equip you with the essential skills to effectively tell your Main Street story. Learn how to use social media to champion local businesses, share historic assets, highlight unique community stories, and celebrate your volunteers.

Timeline: 2 hour, virtual meeting

Preparation:

Prior to the training, the local Main Street organization will submit the following:

- Explanation of current community outreach methods, frequency of communication, and engagement levels from community members
- Links to all social media accounts, websites, etc. for the local Main Street organization
- Branding materials and strategic plans (if applicable)

This service is only available to Tier 2 Affiliate Communities and Tier 3 Accredited Communities within the Utah Main Street Network.

Volunteer Management Training

Estimated Value: \$265/person

Cost to Community: \$0

Timeline: 6 1-hour meetings, virtual (January-March)

It's highly recommended for the individual to complete all of the modules. They will receive a certificate at the end of the 6 modules from USERVE UT and Utah Main Street.

Course Overview:

Volunteer Management Essentials | January 7, 11am-12pm

Discover how volunteerism strengthens communities, explore the diverse types of volunteers and the challenges they encounter, and learn practical strategies and tools to build a strong foundation for effective volunteer management.

Position Development | January 14, 11am-12pm

Learn practical tools and methods for writing effective volunteer position descriptions. Identify key components of strong, clear descriptions and practice developing new roles that support organizational needs.

Recruitment | January 28, 11am-12pm

Learn how to design effective recruitment messages, reach target audiences to expand your volunteer base, and identify key resources that support successful volunteer recruitment.

Volunteer Onboarding | February 25, 11am-12pm

Explore the importance of a strategic onboarding process and learn how to develop effective screening and orientation strategies for volunteers. Discover practical training and engagement techniques to foster long-term volunteer commitment.

Volunteer Performance & Impact | March 11, 11am-12pm

Learn how effective supervision strengthens volunteer performance, how to provide ongoing feedback and address performance issues, and how to measure, track, and report volunteer impact to demonstrate value and improvement.

Retention & Recognition | March 25, 11am-12pm

Explore how understanding volunteer motivation boosts retention. Learn strategies to keep volunteers engaged, build a culture of appreciation, and plan creative ways to recognize their contributions.

This service is available to individuals from all communities within the Utah Main Street Network.

>ushpo.utah.gov/utah-main-street-program

Main Street Progress Site Visit

Estimated Value: \$7,000

Cost to Community: \$0

Progress Visits give the local Main Street board, staff, and community partners an opportunity to celebrate accomplishments, learn Main Street best practices, and eliminate barriers to achieving their goals. Visits are facilitated by Utah Main Street and are sometimes joined by Main Street America. These visits are designed to support your local Main Street board, staff, and community partners as we:

- Celebrate the progress and accomplishments of the past year
- Offer practical guidance on implementing the Main Street Approach
- Identify and address challenges that may be slowing progress
- Conduct a Main Street America Community Designation site visit

These visits allow you to step back from the daily tasks and focus on the big picture — helping you move forward with clarity and confidence. The visit will include a follow-up report with key insights and resources. During each visit, Utah Main Street will have a conversation with participants about:

- Successes and accomplishments from the past year
- Opportunities and priorities for the district in the year ahead
- Projects and plans already in motion for the coming year

Timeline: 1-Day, in-person visit

Preparation:

To prepare for the visit, the Executive Director should coordinate with the board of directors, committee chairs, city leaders, volunteers, etc. to attend the progress visit. Communities are expected to submit the following prior to the visit:

- Board of directors contact sheet
- Workplan
- Budget
- Building and business inventory
- District boundary map
- Organizational and/or citywide planning documents

These visits are offered once every two years, and Utah Main Street will be in contact to schedule a meeting with the community at least one month in advance.

This service is only available to Tier 2 Affiliate Communities and Tier 3 Accredited Communities within the Utah Main Street Network.

>ushpo.utah.gov/utah-main-street-program

Transformation Strategy Development Visit

Estimated Value: \$10,000

Cost to Community: \$0

This service is a larger learning experience that begins with virtual meetings and assignments leading up to an in-person 1-day workshop session. Participants will engage in educational sessions and practical exercises designed to equip them with advanced tools and strategies for tackling complex revitalization projects. This service features expert-led instruction, hands-on activities, and case-based assignments highlighting how your community will implement strategic approaches to Main Street revitalization.

The Main Street organization can expect guided community engagement, market data analysis, and facilitated work sessions to gather necessary information followed by an intensive one-day, in-person visit to help determine long-term goals. Finally, Utah Main Street will work with participants to develop a concrete work-plan with both short-term and long-term goals to achieve your revitalization objectives.

Timeline: multiple meetings for community engagement efforts AND 1-day, in-person visit

Preparation:

3-6 months before the visit, the Main Street organization will complete community engagement efforts guided by Utah Main Street. Following this, they will have a site visit with Utah Main Street to analyze the results of their community engagement, and develop a workplan with identified Transformation Strategies.

The Main Street organization will need to submit the following documents prior to the visit:

- All existing planning documents (workplans, strategic plans, city plans, etc.)
- Current methods for community engagement and outreach
- Partnerships with downtown businesses, nonprofit organizations, and city leaders

In order to obtain this service, the Main Street organization must complete the following:

- [Watch Main Street 101 Webinar](#) (available in Utah Main Street Shared Folder)
- [Watch Workplanning Webinar](#) (available in Utah Main Street Shared Folder)

This service is only available to Tier 2 Affiliate Communities and Tier 3 Accredited Communities within the Utah Main Street Network.

~~Grant Opportunities Consultation~~ (currently unavailable)

Estimated Value: \$350

Cost to Community: \$0

Communities with specific projects or funding needs are encouraged to schedule a consultation with Utah Main Street's Grants Administrator. To ensure a productive meeting, please submit details about the types of projects you are seeking funding for at least one week in advance. During the consultation, the Grants Administrator will share information about current funding opportunities as well as recommend other potential funding sources to monitor for future support.

Please Note: This consultation is a courtesy to support your funding search. UMS is not responsible for the outcome of any grant applications and cannot guarantee that funding will be awarded.

Timeline: 30-minute, virtual meeting

Preparation:

Main Street organizations will need to provide the following information:

- A brief overview of the project(s) you are seeking funding for, including goals and key activities
- An estimated budget range
- Whether a nonprofit, government entity, or other type of organization would be the applicant
- If applicable, a list of funding opportunities you have already applied for, plan to apply for, or are considering
- Indicate how prepared the project is (e.g., concept stage, shovel-ready, etc.)
- Any constraints, preferences, or priorities (e.g., preference for local funders, need for quick turnaround, desire for multi-year funding, etc.) that might inform the funding search

After submitting the required information, the Grants Administrator will reach out with the booking link to schedule your meeting.

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ushpo.utah.gov/utah-main-street-program

Grant Preapplication Consultation (currently unavailable)

Estimated Value: \$100

Cost to Community: \$0

Main Street organizations can schedule a virtual meeting with Utah Main Street's Grants Administrator. If you've identified a grant opportunity you're interested in pursuing, please submit the grant details along with any relevant information. During the meeting, the Grants Administrator will review the opportunity, highlight key eligibility and evaluation criteria, discuss timing, outline important elements of the application, and answer any questions to help you confidently begin the grant writing process.

Please Note: This review is a courtesy to support your application process. UMS is not responsible for the outcome of the application and cannot guarantee that funding will be awarded.

Timeline: 30-minute, virtual meeting

Preparation:

Main Street organizations will need to provide the following information:

- Link to the grant opportunity you want to apply for, or the Notice of Funding Opportunity (NOFO)
- Link or attach any available application materials/templates
- Link or attach a draft or outline of your proposed scope of work for the grant
- Link or attach any other relevant background materials or documentation

After submitting the required information, the Grants Administrator will reach out with the booking link to schedule your meeting.

This service is only available to Tier 2 Affiliate Communities and Tier 3 Accredited Communities within the Utah Main Street Network.

Grant Application Review (currently unavailable)

Estimated Value: \$200

Cost to Community: \$0

Communities can schedule a 1-hour consultation with UMS's Grants Administrator once a grant application has been written. The community should provide the draft application and link to grant materials. The Grants Administrator will review prior and provide feedback in the meeting.

Please Note: This review is a courtesy to support your application process. UMS is not responsible for the outcome of the application and cannot guarantee that funding will be awarded.

Timeline: 1-hour, virtual meeting

Preparation:

Main Street organizations will need to provide the following information:

- A draft of the grant application
- Link or attach the grant materials, requirements, and Notice of Funding Opportunity (NOFO) if applicable
- State the deadline you would like to submit the application and the final application deadline

After submitting the required information, the Grants Administrator will reach out with the booking link to schedule your meeting.

This service is only available to Tier 2 Affiliate Communities and Tier 3 Accredited Communities within the Utah Main Street Network.

Letter of Support Request

Applying for a grant or opportunity? Request for Utah Main Street to create a letter of support for your application. Utah Main Street has the right to decline the request. Requests must be submitted at least 2 weeks in advance of the funding deadline to allow Utah Main Street to complete the letter.

Please have the following information ready prior to submitting a request:

- Links relevant to the project, grant, or opportunity
- A description of the project, grant, or opportunity
- Who the letter of support should be addressed to
- Relevant documents (including: a draft of the grant, letters of interest, etc.)

This service is available to all communities within the Utah Main Street Network.