



## Program Guidelines

Wyoming Main Street is the state-level coordinating entity that promotes and manages the National Trust for Historic Preservation's Main Street® program within the state of Wyoming. Wyoming Main Street's purpose is to assist Wyoming communities of various sizes and resource-levels with their downtown revitalization efforts. Our key function is the coordination and delivery of technical services and volunteer-training to participating local programs.

Main Street® has a reputation for utilizing modest resources to expand local economies and strengthen community pride. Local Main Street program leaders are adept at leveraging local assets to achieve their community's vision. These actions provide the inspiration that attracts additional involvement and perpetuates further investment.

### Wyoming Main Street Program's Two-Track System

Wyoming communities that pursue prestigious designation as a Certified Wyoming Main Street Program must meet criteria set forth by the National Trust for Historic Preservation Main Street Center (NTMSC) as well as Wyoming Main Street (WYMS). However, Wyoming Main Street recognizes the diversity of communities throughout the state and that not every city/town engaged in revitalization has the capacity to, or is ready to, pursue full Main Street certification.

In order to minimize local costs, effectively reach the entire spectrum of communities, and efficiently distribute technical assistance and resources, Wyoming Main Street offers two "Tracks" for local program participation:

**Main Street® Certified**      &      **WYMS Affiliate Downtown**

Each track offers differing levels of support and assistance from the State program, according to the varied resources and needs of each individual community. Please reference the track descriptions on the attached pages.

**Wyoming Main Street offers the following assistance to any individual or organization:**

**Access to Information**

Wyoming Main Street maintains a lending library, and offers staff research and connections to statewide and national resources.

**Help Getting Focused**

Wyoming Main Street can facilitate organization of your revitalization efforts through strategic /work planning sessions.

**Continuous Support**

Wyoming Main Street offers phone and e-mail consultations to provide information, guidance and support.

**Grant & Loan**

Historic Architecture Assistance Fund  
Wyoming Main Street Participation Loan



**Track: Main Street® Certified**

Main Street® Certified applications are considered annually, as state funding is available, and according to the capacity of state coordinating staff. Communities must fill out the Wyoming Main Street Application form to be considered for acceptance as a Main Street® Certified program. Before filling out the application, communities must submit a Letter of Intent to apply and participate in an application workshop via teleconference. Once the Wyoming Main Street office has received the Letter of Intent, the community will be contacted to schedule the teleconference.

After applications are received, they will be reviewed and evaluated by the Wyoming Main Street Advisory Board. Each finalist applicant community will be invited to make a brief verbal presentation to the Wyoming Main Street Advisory Board at an open public meeting. The Board will review the applications prior to presentations, ask additional questions during the presentation, and forward their recommendations to the Wyoming Business Council’s CEO for final decision.

WYMS admits new communities into the program and approves their annual recertification based on their ability to satisfy the requirements of the NTMSC’s Standards of Performance and WYMS’s Program Maintenance & Development.

**Requirements:**

<b>National Main Street Center Standards:</b>	<b>WYMS Program Maintenance &amp; Development:</b>
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. 4) Possesses a historic preservation ethic. 5) Has an active board of directors and committees. 6) Has an adequate operating budget. 7) Has a paid professional Program Manager. 8) Conducts a program of ongoing training for staff and volunteers. 9) Reports key statistics (to WY Main Street). 10) Is a current member of the National Trust Main Street Network.	-Program manager must receive Main Street Manager Certification from the National Trust or have comparable experience. -Program Manager and at least one Board Member must attend the National Main Street Conference and Conference-Pretrip. -Attendance by Program Manager at all quarterly WYMS Manager Meetings. -Financial or in-kind support from local government. -Annual resolution or letter of agreement signed by the local government in support of the Main Street program. -Signed contract for technical assistance services with Wyoming Main Street. -Must mentor at least one Affiliate community annually, upon request. -Monthly report on technical assistance & reinvestment

**Exclusive Main Street Certified benefits:**

- Certification signage
- Quarterly manager meetings & trainings
- Program Manager hiring advisory assistance
- New Program Manager orientation
- Visit/Review by National Trust Officer
- Annual Visit/Review by state staff & partners
- Board & Committee Member Training
- Strategic/Work Planning assistance
- National Main Street Conference Pretrip
- Technical Assistance Funding of up to \$20,000 as funds are available

**Plus same benefits available to all Wyoming communities:**

- Historic Architecture Assistance fund
- Wyoming Main Street Participation Loan



**Track: WYMS Affiliate Downtown**

WYMS Affiliate Downtown applications are considered annually, as state funding is available, and according to the capacity of state coordinating staff. The WYMS Affiliate Downtown Program track is intended for communities that are pursuing downtown revitalization, but lack the resources to support a full-time program. This allows those communities access to Wyoming Main Street program benefits.

Communities wishing to apply for WYMS Affiliate Downtown status must fill out the two-page Wyoming Main Street Affiliate Downtown Application form. The applicant may be the local government, or a partnership between local government and a private sector organization. The evaluation process will take into consideration the unique circumstances of each applicant community. Each finalist applicant community will be invited to make a brief verbal presentation to the Wyoming Main Street Advisory Board at an open public meeting. Following their review, the Wyoming Main Street Advisory Board forwards their recommendations to the Wyoming Business Council CEO for final approval.

The program requirements and benefits for Affiliate Downtown communities are different than those for Main Street® Certified communities. They are as follows:

<b>Requirements:</b>	<b>Suggestions:</b>
<ul style="list-style-type: none"> <li>- Board structure in place.</li> <li>- Core of volunteers.</li> <li>-Annual attendance at a Main Street 101 training session by 2 individuals.</li> <li>-Annual attendance at National Main Street Annual Conference by 1 individual.</li> <li>-Submit quarterly reports to WY Main Street.</li> <li>-Signed contract for technical assistance services</li> </ul>	<ul style="list-style-type: none"> <li>-Designate a Primary Representative.</li> <li>-Organize volunteers into Committees.</li> <li>-Attendance at quarterly Manager Meeting/Training .</li> <li>-Attendance at a Main Street 101 training session by all Board Members and Committee Chairs.</li> <li>-Attendance at the National Main Street Conference by 3 people including: the Program Rep, 1 Board Member, plus 1 Committee Member/Town Official/Local Partner.</li> <li>-Attendance at quarterly Manager Meeting/Training by Program Representative.</li> <li>-Support by local government through in-kind donation, and/or resolution.</li> <li>-Quarterly report on technical assistance &amp; reinvestment</li> </ul>

**Exclusive WYMS Affiliate Downtown benefits:**

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| <ul style="list-style-type: none"> <li>• Quarterly manager meetings &amp; trainings</li> <li>• National Main Street Membership (WYMS pays first 3 years)</li> <li>• Primary Representative orientation</li> </ul> | <ul style="list-style-type: none"> <li>• Board &amp; Committee Member Training</li> <li>• Strategic/Work Planning session</li> <li>• National Main Street Conference Pretrip</li> <li>• Technical Assistance Funding of up to \$5,000 as funds are available</li> </ul> |
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**Plus same benefits available to all Wyoming communities:**

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| <ul style="list-style-type: none"> <li>• Historic Architecture Assistance fund</li> </ul> | <ul style="list-style-type: none"> <li>• Wyoming Main Street Participation Loan</li> </ul> |
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**Note:** In order to encourage a vigorous, ongoing process of community revitalization, Wyoming Main Street encourages Affiliate Downtown communities that possess adequate resources to actively work towards attaining Main Street® Certified status. Track status is re-evaluated by Wyoming Main Street during Annual Review sessions, and applicable communities are mentored throughout the transition process.