



2019 National Accreditation Standards of Performance SELF-EVALUATION

This evaluation should be completed in collaboration with the local Main Street Board of Directors, staff, and committee chairs. After the evaluation is completed, the entire Board of Directors should have the opportunity to review the completed final version. Evaluate your Main Street program **based on the calendar year Jan. 1 – Dec. 31, 2019.**

A program must receive a cumulative 70 or higher and submit all required documents to meet minimum accreditation. Provide a **YES** or **NO** for each of the indicators within each of the ten standards of performance in the column labeled "**Value.**" The spreadsheet will automatically tally your score. "**YES**" should be selected if your program has completed or accomplished that indicator within the calendar year 2019.

Provide a comment for each "**YES**" explaining and details for each indicator in the column labeled "**Comments.**" This might be dates the activity was accomplished, names of attendees, or other notes to document achievement of the indicator. If the Comment box is highlighted in "**yellow,**" a comment **MUST** be provided. All requests highlighted in "**purple**" to be completed in a separate tab.

For indicators that ask you to choose from a list, please check those that apply. A check (v) will appear in the box when it is marked. The indicator will auto-tabulate the response.

The boxes shaded "**blue**" are for VMS use only. Please do not edit or mark in these fields.

At the bottom of the page, the the local Main Street Board President and Main Street Executive Director provide certification, by inserting your name, to confirm that the information submitted is accurate and that the completed 2019 Data and Survey Bonanza checklist has been provided to all local board members.

When the completed document is submitted to DHCD/VMS, please copy the board president on your submission.



2019 National Accreditation Standards of Performance

SELF-EVALUATION

Community:

Score:

1. Broad-based Community Support

Indicators	Value	Score	Comments
a. Board and Committees represent a broad range of community stakeholders. (Select all that apply) If 5 are selected = 1 point; if 7 or more are selected = 2 points	11	2	
c. Public support comprises at least 25% of financial resources. This includes individual donations, sponsorships, and anything that is not a grant, municipal support, or earned income.	No		*complete the "Program Funding Worksheet" on separate tab
d. Municipal support comprises less than 50% of financial resources	No		*complete the "Program Funding Worksheet" on separate tab
e. Organization is active in community and stakeholder engagement and holds at least one (1) public meeting annually	Yes	1	
f. Organization has partnered with at least one (1) organization on a project or event in the past year; not the municipality	Yes	1	
g. Maintains an active public relations campaign to promote the local Main Street program (Select all that apply) If 5 are selected = 1 point; if 7 or more are selected = 2 points	10	2	
<input checked="" type="checkbox"/> Newsletter (online or print)			
<input checked="" type="checkbox"/> Up-to-date website			
<input checked="" type="checkbox"/> Facebook postings			
<input type="checkbox"/> Twitter postings			
<input checked="" type="checkbox"/> Instagram postings			
<input checked="" type="checkbox"/> Press releases			
<input checked="" type="checkbox"/> Annual report			
<input checked="" type="checkbox"/> Print Materials			
<input checked="" type="checkbox"/> Regular interactions with media			
<input checked="" type="checkbox"/> Contact list that is regularly maintained			
<input type="checkbox"/> Newspaper column or insert			
<input checked="" type="checkbox"/> Radio			
<input type="checkbox"/> Television			
<input type="checkbox"/> Other			
		6	

2. Vision and Mission Statement

Indicators	Value	Score	Comments
a. Organization has formally adopted a clear mission statement that demonstrates the program's focus on the revitalization of the historic commercial district	Yes	2	*complete the "Mission & Vision" on separate tab

b. Organization has formally adopted a clear vision statement that demonstrates the program's focus on the revitalization of the historic commercial district	Yes	2	*complete the "Mission & Vision" on separate tab
c. Uses the mission and vision statements to drive activities and work of the program	Yes	2	
d. Organization's Mission Statement is no more than five (5) years old	Yes	1	
e. Organization's Vision Statement is no more than five (5) years old	Yes	1	
f. Board members are familiar with the mission and vision statements and review them annually	No		
g. Can demonstrate active promotion of the mission and vision statements to the community	No		
		8	

3. Comprehensive Work Plan

Indicators	Value	Score	Comments
a. Organization has a synopsis of the previous year's work plan that demonstrates momentum	Yes	2	*complete the "Accomplishments Summary" on separate tab
b. Organization has adopted a work plan for the coming year identifying strategies with priorities and activities that relate to those identified strategies	Yes	2	Adoption date: 11/5/2019
c. Committee and/or project work plans includes multiple projects, measurable goals, multiple volunteers, specific tasks, completion dates, and budget/costs.	Yes	2	
d. Work plans address all four points: Organization, Economic Vitality, Promotion and Design	Yes	2	
e. Regular updates on committee/project work are given to the board	Yes	2	
		10	

4. Historic Preservation Ethic

Indicators	Value	Score	Comments
a. Local Main Street District is listed in the National Register of Historic Places	Yes	1	
b. Program promotes historic preservation/design projects in the district (Select all that apply)	Yes	2	
c. Locality has a design ordinance or design guidelines in place	Yes	1	
d. Locality has an active Architectural Review Board or the Organization has a design committee that provides design guideline assistance	Yes	1	
e. Local program has participated in historic preservation based educational activity in the past two (2) years (Select all that apply)	Yes	1	
f. No historically significant buildings in the Main Street district were demolished in the past year. If a historically significant building was lost, the local Main Street program advocated to stop its demolition, or provided education on preservation based alternatives to demolition	Yes	1	
g. A building rehabilitation project was completed in the Main Street district in the past year	Yes	1	
h. Organization actively promotes VMS design assistance	No		
i. Maintains a building inventory	Yes	1	
		9	

5. Active Board & Committees

Indicators	Value	Score	Comments
a. Board holds a minimum of six (6) board meetings per year with a quorum	Yes	2	*complete the "Board & Committees" on separate tab

b. Board members actively participate in planning, implementation, and/or attendance of activities and events of the local Main Street program	Yes	1	
c. Board has a board commitment letter or job description signed by each board member	Yes	2	
d. Board has bylaws that require term limits and rotation of members on the board and in officer positions and follows them	Yes	1	
e. Board has active committees and each committee has completed at least two (2) projects in the past year	No		
f. Board and Committee Members meet with municipal staff and elected officials annually	Yes	1	
g. Board and Committee Members build Main Street district relationships through regular business visits	Yes	1	
		8	

6. Adequate Operating Budget

Indicators	Value	Score	Comments
a. Organization has an adequate operation budget, per VMS guidelines: i. \$80,000 annually (under 5,000 population) ii. \$120,000 annually (between 5,001 - 50,000 population) iii. \$200,000 annually (greater 50,001 population)	Yes	2	Adoption date:
source	No		*complete the "Program Funding Worksheet" on separate tab
c. Board has adopted financial policies and procedures and follows them	Yes	1	
d. Board has an active treasurer who makes regular financial reports to the board	Yes	1	
e. Board members understand the programs's current financial status, source of funds and budget	Yes	1	
f. Events, promotions and programs are evaluated reguarly for effective and efficient use of resources	Yes	1	
g. Board has achieved 100% individual board member financial give/or get in the past year	No		
h. Board actively participates in fundraising	No		
		6	

7. Paid Professional Program Manager or Executive Director

Indicators	Value	Score	Comments
a. Organization has had a paid Program Manager for at least eight (8) of the past 12 months	Yes	2	*complete the "Salary Survey" on separate tab
b. Program Manager received a formal written evaluation in the past year	Yes	1	
c. Program Manager has a written job description that correlates with the roles and responsibilities of a Main Street Director, and is reviewed annually by the Board	Yes	2	
d. Program Manager makes regular reports to the Board	Yes	1	
e. Program Manager answers to, and has, only one boss - typically the board president	Yes	1	
f. Program Manager attended, and actively participated in, at least five (5) or more of the following trainings in the past year (Select all that apply):	Yes	1	*complete the "Board & Committees" on separate tab
g. Staff meets with municipal staff at least four (4) times per year	Yes	1	
h. Staff meets property owners and business owners in the district on a regular basis	Yes	1	
		10	

8. Ongoing Training			
Indicators	Value	Score	Comments
a. Staff actively promotes the Virginia Main Street and National Main Street Center trainings	Yes	2	
b. Organization's annual budget includes sending program manager, staff and at least one board member to Virginia Main Street's Downtown Intersections training	No		
c. Board has an orientation process for new volunteers and board members	Yes	2	
d. Organization implements local educational programs with a Main Street focus	Yes	1	
e. Board members attended, and actively participated in, at least four (4) of the following (Select all that apply): <input type="checkbox"/> Downtown Intersections <input type="checkbox"/> Local Educational Programs <input type="checkbox"/> Local Government Meetings <input type="checkbox"/> Virginia Main Street	No		*complete the "Board & Committees" on separate tab
		5	
9. Report of Key Statistics			
Indicators	Value	Score	Comments
a. Organization submitted quarterly reports on time (within 15 days) of end of the quarter	Yes	2	
b. Organization creates/distributes an annual report promoting work plan accomplishments and reinvestment statistics	Yes	2	
c. Program Manager reviews the quarterly reports with the Board	No		
d. Program staff or board member reports quarterly statistics to downtown stakeholders and local governing body	No		
e. Program Manager or board members initiate contact with Virginia Main Street staff outside of trainings or grant requests/management	Yes	2	
f. Organization is in compliance with VMS Letter of Agreement with local government	Yes	1	
		7	
10. Main Street Network Membership			
Indicators	Value	Score	Comments
a. Organization is a current member on NMSC	Yes	8	
b. Has a login for "The Point" and actively utilizes the list serve	Yes	1	
c. Utilizes the Main Street America branding and logo on website or printed materials	Yes	1	
Total Score			
Indicators	Total	Score	
		79	

I, _____, Executive Director, have reflected on the local Main Street programs's operation in 2019, discussed the items included in this evaluation, agreed upon the responses, and have reviewed the completed 2019 Data and Survey Bonanza checklist with the full Main Street board, and confirm that the information provided here is accurate to the best of our knowledge.

Locality	Population	Community Size	City	%	Town	%2	County	%3	Membership/ Investor Campaign	%4	Assessment District	%5	Contributions	%6	Fundraising	%7	Unrestricted Grants	%8	Other	%9	Total
Exampleville	35000	mid-size	\$25,000	30%	\$0	0%	\$5,000	6%	\$18,000	21%	\$0	0	\$2,500	3%	\$22,000	26%	\$10,000	12%	\$1,500	2%	\$84,000
Winchester	27516	mid-size	\$ 144,200	46%	\$ -	0%	\$ -	0%	\$ -	0%	\$ 165,000	53%	\$ -	0%	\$ -	0%	\$ 4,500	1%	\$ -	0%	313700

INSTRUCTIONS:

1. To the best of your ability, use calendar year 2019 program income figures for each category (January 1, 2019 - December 31, 2019)
2. For "Community Size", use the following guidance: small town (less than 5,000); mid-size community (5,000-50,000); large town/urban neighborhood (greater than 50,000)
3. "Contributions" include donations from private citizens or sponsors, not as membership/investor campaign
4. "Fundraising" includes money raised from special events or sale of merchandise
5. "Other" funding might include in-kind, interest, earned income or fee for service



Mission & Vision

In the space provided, include your Organizational Mission Statement and Vision Statement. Below each, please indicate when they were last updated and adopted by the Board of Directors.

Organization Mission Statement			
The OTAC inspires community involvement, fosters economic vitality, encourages creativity and entrepreneurship, and attracts residents, visitors, and investors to Old Town Winchester.			
Last Updated:	9/1/18	Adopted:	9/1/18

Vision Statement			
To be a vibrant and inclusive Main Street community combining small-town charm and big-city opportunity that is nationally recognized as a desirable place to work, live and thrive.			
Last Updated:	9/1/18	Adopted:	9/1/18



Summary of Accomplishments

For Indicator 3.a on the 2019 Accreditation Evaluation tab, please describe, in detail, below the major accomplishments of the organization for 2019. In about 250-350 words summarize your organization's key accomplishments, milestones and activities. Remember that Main Street is more than events. What else did your organization do that was significant and impactful?

2019 brought with it a number of changes to the Old Town Advancement Commission. We focused on revamping the Old Town app which can now be used by tourists and locals alike to find out about current happenings in the Old Town area and as promotional directory for businesses, listing their hours and specials. The app has an attractive new design that complements the current branding of the City.

We used the latter half of 2019 to gain a fresh perspective on what our downtown stakeholders would like to experience in Old Town and what aspects of Old Town can be improved upon. To gather this information we hosted a stakeholder meeting, inviting residents, business owners, community organizations, and property owners to provide their input in a "sticky note" fashion, writing answers to our written prompts displayed on the venue walls. These large sticky notes also provided the opportunity for downtown businesses to write what makes them proud about their own business and why they are unique to Winchester.

The data gathered from the Stakeholder meeting enabled us to form a direction for which the committees will take in the next year. We enacted a "timeline" system to track project completion, one that has never been used before, in the hopes that a wider range of people can contribute towards committee projects and to increase transparency between all of the committees.

With so many new faces on OTAC towards the end of 2019 we decided that downtown education and awareness of best practices needed to be made a priority. We established a monthly "lunch n' learn" webinar series to invite OTAC members and downtown stakeholders to in the hopes that these informational sessions will spur interest in Old Town and may aid in committee recruitment purposes.



2019 Program Manager Salary Survey

This survey is helpful for setting expectations among communities hiring new program managers and new staff as well. The information collected is also used by the National Main Street Center for gauging national averages. Responses will be kept confidential by VMS.

Please take a moment to answer the following questions:

What is your current salary?

\$50,000

Who is your formal employer?

Municipality

i.e. municipality, Main Street nonprofit organization, etc. While most program managers are employed by the Main Street organization, some are actually employed by the municipality.

How long have you been the program manager/executive director of the Main Street program in THIS community?

1-Jul-19

Which of the following is part of your total compensation package?

- Dental plan
- Eye care plan
- Health insurance
- Leave – annual/vacation
- Leave - holiday, sick, personal
- Life insurance
- Mileage reimbursement
- Performance-based bonus:
- Retirement/pension
- Worker's Compensation/Disability
- Other benefits/compensation (please list):

Please list titles and salaries of additional staff members; include the wage/salary level and average weekly hours of staff paid on an hourly basis:

Alex Flanigan- \$50,000 full-time employee 40 hours per week.



2019 Local Economic Impacts

The Main Street Approach™ requires focus on economic impact in communities, creating significant positive change on Main Street and monitoring tangible, quantifiable outcomes to better tell the local story to funders and key stakeholders. Virginia Main Street **strongly recommends** tracking the following data points. Please work with your local Commissioner of Revenue to annually report this data in a manner that is consistent and compliant with state privacy laws:

Total number of downtown housing units	138
Total number of district commercial spaces <i>(include vacant spaces)</i>	205
Total number of vacant spaces	17
Vacancy rate	8.29%
Average rental rate in \$/ft²	\$13 Primary
Jobs Census for your district	unknown
<i>Represents the number of workers employed within the district.</i>	
Real Property Assessment of your district in FY19	\$103,738,700
<i>The assessed value of all real property within the district.</i>	
Local Sales Tax collected from your district in FY19	unable to provide
<i>Includes revenue received from local sales taxes within the Main Street district alone. All counties and cities assess an optional one percent local tax in addition to state sales tax.</i>	
Restaurant Food Tax collected from the district in FY19	\$1,143,161
<i>Includes taxes levied on food and beverages offered for human consumption within the Main Street district alone. Also referred to as Meal Taxes or Prepared Food Taxes.</i>	
Lodging Tax collected from your district in FY19	
<i>Includes taxes paid on hotel and motel rooms, boarding houses, travel campgrounds, and other facilities that provide lodging for less than thirty days. Also referred to as the Transient Occupancy Tax.</i>	
Admissions Tax collected from your district in FY19	\$17,458
<i>(If applicable) Includes taxes assessed on events that charge admissions, such as sporting events, museums, zoos, amusement parks, etc. within the Main Street district alone.</i>	

Monthly Report

Main Street Economic Development Data

email to: mainstreet@dhcd.virginia.gov

Month: October
Year: 2019

Community Name: Winchester
Program Manager: Shirley Dodson and Alex Flanigan

COMPLETED PRIVATE BUILDING IMPROVEMENTS

For description of improvements indicate one of the following: façade, signage, exterior, interior, new construction, or other

#	Street address of building	Improvement	Investment
1	12-16 S. Braddock St.	exterior	\$12,000
2	186 N. Loudoun St.	interior	\$15,000
3	16 S. Braddock St.	signage	\$100
4	19-23 N. Braddock St.	exterior	\$3,237
5	100 N. Loudoun St.	interior	\$20,000
6	54 S. Loudoun St.	interior	\$1,000
7	14-16 S. Loudoun St.	signage	\$100
8			
9			
10			
11			
12			
13			
Total			\$51,437

COMPLETED PUBLIC IMPROVEMENTS

For Description of Improvement indicate one of the following: streetscape, signage utilities, new facility/amenity, or other

#	Source of funds	Improvement	Cost
1			
2			
3			
4			
5			
Total			\$0

BUSINESSES OPENING AND EXPANDING EMPLOYMENT

For description of activity indicate one of the following: new opening, expansion or retention/relocation within district

#	Business name	Street address	Activity	# jobs*
1				
2				
3				
4				
5				
Total				0

BUSINESSES CLOSING

For description of activity indicate one of the following: closing, reducing employees, or relocating outside district

#	Business name	Street address	Activity	# jobs*
1	The Dollar General	145 N. Loudoun Street	closing	11
2	Mollie's Tip Top Barber Sho	6 S. Braddock Street	closing	3
3	BK Connected Solutions	116 N. Braddock Street	relocating outside dist	12
4				
5				
Total				26

** Please list full-time jobs or full-time equivalents only. Calculate full-time equivalents (FTEs) for part-time employees (e.g., 1 FTE = x part-time employees where their combined weekly hours total 35 or more).*

VOLUNTEER INVESTMENT

<i>Total number of hours spent by all Main Street Program volunteers (board, committee & special projects) this month</i>	
	# Hours
Board Meeting, Committee Meetings, farmers market, projects and other volunteer hours	

Monthly Report

Main Street Economic Development Data

email to: mainstreet@dhcd.virginia.gov

Month: November
Year: 2019

Community Name: Winchester
Program Manager: Shirley Dodson and Alex Flanigan

COMPLETED PRIVATE BUILDING IMPROVEMENTS

For description of improvements indicate one of the following: façade, signage, exterior, interior, new construction, or other

#	Street address of building	Improvement	Investment
1	128 N. Loudoun St.	signage	\$500
2	100 N. Loudoun St.	interior	\$102,050
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
Total			\$102,550

COMPLETED PUBLIC IMPROVEMENTS

For Description of Improvement indicate one of the following: streetscape, signage utilities, new facility/amenity, or other

#	Source of funds	Improvement	Cost
1			
2			
3			
4			
5			
Total			\$0

BUSINESSES OPENING AND EXPANDING EMPLOYMENT

For description of activity indicate one of the following: new opening, expansion or retention/relocation within district

#	Business name	Street address	Activity	# jobs*
1	Hair by Hannah	125 S. Loudoun Street	new opening	3
2	Ambler Law Offices	20 S. Braddock Street	new opening	8
3				
4				
5				
Total				11

BUSINESSES CLOSING

For description of activity indicate one of the following: closing, reducing employees, or relocating outside district

#	Business name	Street address	Activity	# jobs*
1	Old Town Snow White Grill	159 N. Loudoun Street	closing	2
2	Kindred Pointe	151 N. Loudoun Street	closing	2
3				
4				
5				
Total				4

** Please list full-time jobs or full-time equivalents only. Calculate full-time equivalents (FTEs) for part-time employees (e.g., 1 FTE = x part-time employees where their combined weekly hours total 35 or more).*

VOLUNTEER INVESTMENT

<i>Total number of hours spent by all Main Street Program volunteers (board, committee & special projects) this month</i>	
	# Hours
Board Meeting, Committee Meetings, farmers market, projects and other volunteer hours	

Monthly Report

Main Street Economic Development Data

email to: mainstreet@dhcd.virginia.gov

Month: December
Year: 2019

Community Name: Winchester
Program Manager: Shirley Dodson and Alex Flanigan

COMPLETED PRIVATE BUILDING IMPROVEMENTS

For description of improvements indicate one of the following: façade, signage, exterior, interior, new construction, or other

#	Street address of building	Improvement	Investment
1	25 W. Piccadilly St.	interior	\$7,203
2	103 N. Loudoun St.	exterior	\$7,000
3	112 N. Loudoun St.	interior	\$40,925
4	25 W. Piccadilly St.	exterior	\$60,000
5	12-16 S. Braddock St.	interior	\$5,000
6	12-16 S. Braddock St.	exterior	\$6,600
7	14 S. Braddock St. Apt. 2	interior	\$3,000
8			
9			
10			
11			
12			
13			
Total			\$129,728

COMPLETED PUBLIC IMPROVEMENTS

For Description of Improvement indicate one of the following: streetscape, signage utilities, new facility/amenity, or other

#	Source of funds	Improvement	Cost
1			
2			
3			
4			
5			
Total			\$0

BUSINESSES OPENING AND EXPANDING EMPLOYMENT

For description of activity indicate one of the following: new opening, expansion or retention/relocation within district

#	Business name	Street address	Activity	# jobs*
1	Easley Created	6 S. Braddock Street	expansion	
2				
3				
4				
5				
Total				0

BUSINESSES CLOSING

For description of activity indicate one of the following: closing, reducing employees, or relocating outside district

#	Business name	Street address	Activity	# jobs*
1	Hable's Real Estate	49 S. Loudoun Street	closing	5
2	Simply Charming	28 W. Piccadilly Street	closing	4
3				
4				
5				
Total				9

** Please list full-time jobs or full-time equivalents only. Calculate full-time equivalents (FTEs) for part-time employees (e.g., 1 FTE = x part-time employees where their combined weekly hours total 35 or more).*

VOLUNTEER INVESTMENT

<i>Total number of hours spent by all Main Street Program volunteers (board, committee & special projects) this month</i>	
	# Hours
Board Meeting, Committee Meetings, farmers market, projects and other volunteer hours	