



## IS YOUR COMMUNITY READY FOR DESIGNATION?

Do you have strong public and private support?

Is there an understanding and dedication of the Main Street Four-Point Approach?™

Do you have the capacity to fund a program and to employ a Director? Part-time < 5,000 pop FT, > 5,000.

Have you determined district parameters?

Can you demonstrate need?

Can you demonstrate capacity?



## How we help you get there.

A community must demonstrate strong public/private support for the Main Street Application. Main Street Alabama (MSA) can provide technical assistance on types of professionals and citizens to approach. Present at community meeting about the Main Street Four-Point Approach to help garner support.

Understanding the Main Street Four-Point Approach<sup>TM</sup> is critical as it will be the blueprint for your organization. At this point, you'll likely have already held a presentation; however, a town hall is important to garner support for designation. MSA can provide a refresh on the 4 Point Approach at this meeting.

A strong director generally signals a strong main street program. MSA can help provide examples of how to ensure you hire and fund a director.

MSA staff will be available to walk the district and advise as well as provide examples of good manageable district boundaries.

Just like in a retail, in order to properly manage your district, you will need to keep good inventory of what you have. This exercise will help you in your efforts to demonstrate the need for designation. MSA will assist you with examples and with the type of data to collect.

Pledges are critical to show you have the capacity to manage a program. Pledges can be financial, in-kind, or volunteer hours. MSA can advise on types of donors and examples of how to ask for pledges

**For more information**  
[www.mainstreetalabama.org](http://www.mainstreetalabama.org)  
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