

DHCD DOWNTOWN REVITALIZATION PROGRAMS

DHCD offers two additional programs to communities desiring to employ formalized downtown revitalization efforts through a local public-private partnership:

DHCD Commercial District Affiliates

The goal for a Commercial District Affiliate (CDA) is to employ the Main Street Approach in the development of the organizational stability and public-private partnerships necessary for successful administration of a downtown revitalization program. Commercial District Affiliate core services include: access to training by state and national downtown development experts; organizational structure development assistance; and eligibility for DHCD grants as available. Affiliates have the opportunity to learn about best practices in the field and to network with peers from around the state.

Typically, DHCD Commercial District Affiliates are incorporated municipalities, counties, or urban neighborhood commercial districts located within the Commonwealth of Virginia who utilize the Main Street Approach for downtown revitalization, but may not be ready to support a Main Street program.

Commercial District Affiliates should employ the Main Street Approach in their development of revitalization efforts for their downtown districts and will have access to VMS staff as time and resources allow.

Application Process: Participation is by a simple, non-competitive application. Commercial District Affiliates must keep their community contact information updated with Virginia Main Street and are expected to attend VMS trainings or request VMS technical assistance in order to be considered active in the program. Participants are also encouraged to join the National Main Street Center at the Affiliate level. To learn more, contact Virginia Main Street at 804-371-7030.

Grants: The DHCD Commercial District Affiliate Grant (pg. 25) will be made available through the Virginia Main Street Grant Program. A \$35,000 grant pool will provide grants of up to \$7,000 per CDA applicant for projects involving, for example, organizational development consulting services, entrepreneur support programs and services, façade programs and environmental design consulting services. If funding is requested for a service, there will be no match requirement. If funding is requested for a project, the community must match the request dollar-for-dollar.

“Main Street” identifies the historic commercial district program area in a designated community and is a registered trademark of the National Trust for Historic Preservation and the National Main Street Center. Until a community achieves Virginia Main Street Designation, they may not use Virginia Main Street or Main Street America™ logos or use the name “Main Street” in organizational or corporate names. Formerly Designated Virginia Main Street Communities may not continue using the “Main Street” name or logos until they have been re-instated as a Virginia Main Street Community.

DHCD COMMERCIAL DISTRICT AFFILIATE SERVICES

Resources available (as resources permit)

Organizational Visit	State staff assists with organizational issues including roles and responsibilities of staff and Board. Work planning assistance is also provided. (On-site)
Training Opportunities	DHCD Commercial District Affiliate program staff and volunteers are encouraged to attend all Virginia Main Street training opportunities and the annual Main Street Now Conference presented in Main Street cities around the U.S.
VMS Staff Consultation	State staff is available by phone and e-mail, or in-person as time permits.
Resource & Information Sharing	Frequent electronic communications from Virginia Main Street assist local programs with accessing programs, services, and information around the state. On-site state and regional meetings provide resourcing opportunities among local programs.
Grants	Grants of up to \$7,000 are available for organizational development projects such as facilitating visioning and developing mission statements; by-laws; brand development; and others. Grants are also available for small design or downtown enhancement projects.

Requirements

Work in a pedestrian-oriented commercial district	DHCD Commercial District Affiliate programs should have a pedestrian-oriented commercial area with a high percentage of locally owned businesses. A county may become a Commercial District Affiliate on behalf of one or more communities within the county. Neighborhood districts within larger cities may become Affiliate programs through their local government.
Have broad-based revitalization support	DHCD Commercial District Affiliates may desire to form an independent, dedicated downtown revitalization organization for their work.
Employ the Main Street Approach	The hallmark of the Main Street program is its foundation of comprehensive downtown revitalization using the Main Street Approach. It is critical to the success of the program.
Active Participation	DHCD Commercial District Affiliate program paid or volunteer staff should attend at least one (1) Virginia Main Street-sponsored training opportunity annually. Steering Committee/Board of Directors members may attend the following training sessions or their equivalents prior to designation application: Main Street 101; Board Roles & Responsibilities; Work Plans & Budgets; Marketplace Development. Paid or volunteer Executive Directors may complete Virginia Main Street Professional Development training.
Progress Reporting	DHCD Commercial District Affiliates are required to maintain updated contact information with VMS.
National Main Street Center Membership at Affiliate level	DHCD Commercial District Affiliate programs are encouraged to join the National Main Street Center at the Affiliate level. This membership provides access to resources available to programs demonstrating a commitment to the Main Street Approach through the Center.