



## Governor's Office of Economic Opportunity

# Utah Main Street Program

### Is it right for your community?

The new Utah Main Street Program will help Utah communities revitalize their economy, appearance, and image of their downtown commercial districts. They do this by building a strategy centered around a community's unique heritage and attributes, focusing on what's special to make it a great place to live and visit.

The program will provide a framework and resources to support a community's downtown revitalization efforts and require the community to commit to the Main Street approach. The Utah Main Street program is not just about getting a grant for your community; this is a process to revitalize the community downtown.

### Main Street is about:

- Revitalization; giving new life to particular areas of a community
- A traditional center for community life
- Home to local business
- Encouraging small business growth and entrepreneurship
- Encouraging community development by in-fill and adaptable uses
- Preservation of culture and history
- Placemaking

### What's the process?

The Community Designation Application Process will be available to Utah communities in late 2021.

The application will target communities that are ready to explore downtown revitalization. Once the community application is completed, the UMSP Advisory Committee will review and approve it.

Review the tiered framework (on the back) to determine which tier most closely matches your community's interest and ability to develop your Main Street program. Communities will be eligible for either Engaged - Tier 1, or Vibrant - Tier 2. After 2-3 years of successfully completing the Vibrant Main Street Community Tier 2 level, the community will be eligible to apply for Master - Tier 3 level.

The Utah Main Street Program Advisory Committee will review and assist in the evaluation of community designation applications. Once the designation process is complete, the advisory committee will assist in developing and designing the UMSP Downtown Enhancement Grant process. Only Vibrant Main Street Communities (Tier 2) will be eligible to apply for Downtown Enhancement Grant funds.





<b>Community Participant Tiers</b>	<b>Engaged Main Street Tier 1</b>	<b>Vibrant Main Street Tier 2</b>	<b>Master Main Street Tier 3</b>	<b>Accredited Main Street Tier 4</b>
<b>Community Requirements</b>				
Commitment level from community	1-3 years	3-5 years	2 years	
Traditional Main Street District		Yes	Yes	Yes
Use Main Street Four-Point Approach®		Yes	Yes	Yes
Steering committee or board of directors		Work toward	Yes	Yes
Local government support	Yes	Yes	Yes	Yes
Adequate operating budget		Work toward	Work toward	Yes
Employ executive director		Work toward	Part-time OK	Yes
Attend network meetings (3/yr)			Yes	Yes
Attend workshops/trainings	1/year min	3/year min	Yes	Yes
Outreach/Public relations efforts	Yes	Yes	Yes	Yes
Serve as mentors to other towns			Yes	Yes
Meet national accreditation standards			Work toward	Yes
Current Main Street America member		Yes	Yes	Yes
Provide annual/quarterly report(s)	Annual	Annual	Quarterly	Quarterly
Approved boundary (primary focus area)	Gen. boundary	Gen. boundary	Yes	Yes
Current downtown plan (less than 5 years old)		Work toward	Yes	Yes



<b>Community Participant Tiers</b>	<b>Engaged Main Street Tier 1</b>	<b>Vibrant Main Street Tier 2</b>	<b>Master Main Street Tier 3</b>	<b>Accredited Main Street Tier 4</b>
<b>Services (Provided by UMSP)</b>				
<b>Training and Professional Development</b>				
Main Street 101	Yes	Yes	Yes	Yes
Quarterly workshops (3/yr)	Yes	Yes	Yes	Yes
Executive director meetings (3/yr)		By invitation	Yes	Yes
Board roles & responsibilities training		Yes	Yes	Yes
Committee training		Yes	Yes	Yes
New executive director orientation		Yes	Yes	Yes
State Main Street Summit attendance	Yes	Yes	Yes	Yes
"Main Street Now" conference scholarships			Yes	Yes
Main Street America Membership (1st yr)			Yes	
<b>Specialist and Technical Assistance</b>				
Startup visits		Yes	Yes	
Developing mission & vision statements		Yes	Yes	Yes
New executive director hiring assistance		As needed	Yes	Yes
Work plan and project assistance		Yes	Yes	Yes
Progress visits			Yes	Yes
Technical assistance			Yes	Yes
Telephone/Video consultation	Yes	Yes	Yes	Yes
Reconnaissance Level Historic Survey		Yes	Yes	Yes
Downtown Enhancement Grants		Yes	Yes	Yes
<b>Communications</b>				
Program updates and mailings	Yes	Yes	Yes	Yes
Public relations		Yes	Yes	Yes
Utah Downtown Revitalization Awards		Yes	Yes	Yes

To learn more, please contact Nan Anderson, Utah Main Street Program, Governor's Office of Economic Opportunity, [nanderson@utah.gov](mailto:nanderson@utah.gov).