

# 2013 TEN CRITERIA ANNUAL REPORT OF PROGRESS

Report period: September 2011-August 2012

**City Name: McKinney**

**NATIONAL RECOGNITION / ACCREDITATION: YES**  
**Final Score: 102.75**

*Click on "10 Criteria Categories" tab at bottom for additional details*

	Section score:	Total possible points:
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**Criteria 1: Broad-based support (11 pts.)**

<b>Partner chart and Supporting documentation</b> <i>Partner chart: &lt; 50%=2 pts or &gt; 50%=4 pts; Relevant supporting documentation=2 pts</i>	6	6
<b>Volunteer process</b> <i>Recruitment, orientation, recognition</i>	4	4
<b>Annual progress shown?</b> <i>Was question adequately answered?</i>	1	1

**Comments:** *Good.*

**Criteria 2: Vision/Mission (11 pts.)**

<b>Vision</b>	4	5
<b>Mission</b>	5	5
<b>Review in last 2 years?</b>	1	1

**Comments:** *Comment was made last year to please revisit the vision statement and include a priority of historic preservation. Also, in the mission statement, please refer to the Main Street Four Point Approach of economic redevelopment, design, promotion and organization (please list the 4 points individually as this is the national model.)*

**Criteria 3: Plan of Work (10 pts.)**

<b>Essentials addressed?</b>	5	5
<b>Balance of activities?</b>	4	4
<b>Last updated?</b>	1	1

**Comments:** *Lofty goal to raise in excess of \$375,000-- congratulations on having the capacity and expertise to accomplish that. Good work plan.*

**Criteria 4: Preservation ethic** (13 pts.)

<b>Projects</b>	7	7
<b>Preservation education/awareness programs</b>	2	2
<b>Incentives</b>	3	3
<b>Annual progress shown?</b>	0	1
<i>Was question adequately answered?</i>		

**Comments:** *Glad the relationship with the historic preservation officer is so strong. The Town Center Connection is always of high quality and educational. Projects were reviewed by Texas Main Street Architect, Howard Langner, comments: great rehab efforts, good projects, based in preservation good use of local talent, engaged and energetic staff brings a lot to the rehab effort (motivation), maintain long range planning strategies, very good projects that are very well managed. Progress paragraph not*

**Criteria 5: Active board & committees** (10 pts.)

<b>Board agenda/minutes provided?</b>	4	4
<b>Committee agenda/minutes provided?</b>	2	4
<b>Members list provided?</b>	2	2

**Comments:** *You mentioned that committee meetings were not held for design or economic restructuring. It's obvious that there is progress in this area and that the work is being accomplished by means other than formal committee meetings--please give explanations of this in the future.*

**Criteria 6: Adequate operating budget** (10 pts.)

<b>Budget</b>	10	10
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**Comments:**

**Criteria 7: Manager** (10 pts.)

<b>Resume/skills</b>	10	10
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**Comments:**

**Criteria 8: Training** (10 pts.)

<b>Manager training</b>	6	6
<i>Two required (approved substitutions allowed), plus new manager training for new managers</i>		
<b>Volunteer training</b>	4	4

**Comments:** *For a manager and assistant of such a highly-functioning program, we strongly encourage them to attend the National Main Streets Conference in New Orleans in April 2013.*

**Criteria 9: Reporting** (13 pts.)

**No credit is given for reports turned in more than three months past their original due date (half credit for late reports)**

<b>Quarterly reinvestment</b> <i>1.5 pts/quarter</i>	6	6
<b>Monthly activity reports</b> <i>0.5 points/month</i>	5.75	6
<b>Annual progress shown?</b> <i>Do reinvestments show growth (financial or volunteer)?</i>	0	1
<b>Comments:</b> one late monthly report. No progress paragraph included.		

**Criteria 10: National membership** (5 pts.)

Membership number provided?	5	5
<b>Comments:</b>		
<b>Electronic submission</b>	5	5
<b>SUB-TOTAL CRITERIA 1-10 WITH ELECTRONIC SUBMISSION</b>	<b>102.75</b>	108

**Extra points:**

Preserve America designation in last year or points not previously received		5
Texas Treasures Award points if not already received		5
Distinctive Destination points if not already received		5
Great America Main Street award points if not already received		5

<b>GRAND TOTAL</b> <b>(must have 90 to achieve National Recognition/Accreditation as well as a minimum passing score of 5 for each criteria)</b>	<b>102.75</b>	128
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Scored by: Jill Robinson, assistant state coordinator, Texas Main Street Program

Date scored: 12-18-2012

If not receiving recognition, 2nd evaluation by:

### **Criteria 1: Broad-based support**

*A thriving and sustainable local Main Street program engages not just the district's property or business owners or local government, but all members of the community who are interested in the community's overall health. Involvement by both the public and private sectors is critical; neither can revitalize the commercial district without the other.*

### **Criteria 2: Vision/Mission/review in last 2 years**

*A **vision** statement communicates the organization's long-term hopes and intentions for the commercial district (WHO DO YOU WANT TO BE?).*

*A **mission** statement crystallizes the program's sense of purpose and overall direction (HOW ARE YOU GOING TO GET THERE?). It is important that your mission statement specifically mention the National Main Street Center's Four Points™ of Main Street.*

### **Criteria 3: Plan of Work**

*A comprehensive work plan provides a detailed blueprint for activities, reinforcing the program's accountability and providing measurable objectives by which the program can track progress. It should contain a balance of activities in each of the four broad program areas that comprise the Main Street Approach™— design, organization, promotion and economic restructuring. If the work plan is heavily focused in a specific area and this is a temporary situation due to circumstances, please explain this. Activities and tasks should be distributed to a broad range of volunteers. Work plans should be updated annually.*

### **Criteria 4: Preservation ethic**

*Historic preservation is central to the Main Street program's purpose and should include not only activity that preserves buildings and their historic integrity (such as building restoration) but also community-wide preservation education and government policies that support preservation. This category looks at rehabilitations during the year, the incentives spreadsheet and evidence of annual progress*

### **Criteria 5: Active board & committees**

*An active board of directors and committees are key to the community's attitude about its commercial district. The Main Street director is responsible for facilitating volunteers, not for single-handedly revitalizing the commercial district.*

### **Criteria 6: Adequate operating budget**

*To be successful, a Main Street program must have the financial resources necessary to carry out its work plan.*

The Main Street program's budget should be adequate to achieve the program goals.

The Main Street manager should be paid a salary consistent with those of other community development professionals within the city, state or region in which the program operates.

The budget should be specifically dedicated for the purpose of revitalizing the commercial district.

- a. The Main Street program's budget should contain funds adequate to cover the salary and fringe benefits of staff; office expenses, travel and professional development.

depending on local costs of living, and may be different for small cities, mid-size cities and urban cities.

**Criteria 7: Manager** (resume/skills)

*Coordinating a successful program requires a trained, professional staff person who works full time (although the program may be split after three years). The most successful program managers are those who are good communicators, good volunteer motivators, and possess good organizational and management skills, which keep the program's many activities moving forward, on schedule and within budget. A preservation/design/architecture background/degree/coursework is also helpful.*

**Criteria 8: Training** (manager, volunteers)

*In order to ensure a strong organization, Main Street program participants need ongoing training. The skills staff and volunteers learn in the program's beginning phase are rarely adequate for the growth or management phases. Both staff and volunteers need different skills in different phases of the revitalization process, and, because staff and volunteer turnover will occur, everyone needs continuing Main Street training*

**Criteria 9: Reporting** (quarterly reinvestment, monthly activity, annual progress shown)

*Tracking statistics, when collected on an ongoing basis, provide a tangible measurement of the local Main Street program's progress and is crucial to maintaining support for the effort. Local statistics are also compiled into aggregate data at the state and national levels and help show that programs such as Main Street play a significant role in economic vitality.*

**Criteria 10: National membership**

*National Trust Main Street Center. Required for national recognition/accreditation*