



LETTER OF AGREEMENT

Program Policies and Services



Tennessee Main Street Program
A Coordinating Partner of the National Main Street Center
Tennessee Department of Economic and Community Development
312 Rosa L. Parks Avenue, 27th Floor
Nashville, Tennessee 37243

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www.TennesseeMainStreet.org



LETTER OF AGREEMENT

This letter of agreement is entered into by the Tennessee Main Street Program, a program of the Tennessee Department of Economic and Community Development and coordinating partner of the National Main Street Center, and the community/local organization listed below.

This letter of agreement confirms the participation of the local community and the local Main Street™ organization as a designated Tennessee Main Street program and participant in the National Main Street network. This designation allows the local program to participate in the training and promotional activities of the Tennessee Main Street Program, to use its name, logo and signage, to receive technical assistance and resources, and to seek annual accreditation from the National Main Street Center.

The Tennessee Main Street program, represented by the state coordinator and representatives of the Tennessee Department of Economic and Community Development (ECD), will provide services to the following organization:

Local Main Street Organization Downtown Franklin Association
Address 112 Bridge Street
City Franklin, Tennessee Zip Code 37064
Organization/ primary contact email address jburgin@williamsonheritage.com
Telephone (615) 591-8500 FAX _____ Website www.downtownfranklintn.com
Non-profit status 501c3 FEIN Number 23-7042596

Manager/Director Jill Burgin Hire date 1/7/19

Board of Directors:

President <u>Jason Collins</u>	Term expires <u>May 2021</u>
Vice President <u>Bryan Doleshel</u>	Term expires <u>May 2021</u>
Secretary <u>Emily Marshall</u>	Term expires <u>May 2021</u>
Treasurer <u>Bryan Moyer</u>	Term expires <u>May 2021</u>

Policies and Procedures

The local Main Street America™ organization (as named in this agreement) shall comply with the following policies and procedures set forth by the Tennessee Main Street Program:

- A. Submission of an Annual Report to the Tennessee Main Street Program based on the **National Main Street Center's Standards of Performance for Recognition**. The annual report determines program designation by the State of Tennessee who will use the report to recommend national accreditation for the program to the National Main Street Center. This report shall be submitted by the local organization upon request and reviewed by the Tennessee Main Street Program staff. It should clearly demonstrate:
 - Broad-based community support for the revitalization effort
 - Effective mission and vision statements
 - A comprehensive annual work plan grounded in the Four-Point Approach™
 - A preservation ethic as it relates to downtown revitalization
 - An active board of directors and committees
 - Sufficient and sustainable finances
 - A paid, professional manager/director
 - Participation in on-going training and education
 - Accurate reporting of annual reinvestment statistics
 - Current membership in the National Main Street Center
- B. Provision of professional staff (manager/director) for the local Main Street America™ organization. This may be full-time or part-time, depending on community size and resources, though full-time is recommended. In the event the local Main Street America™ organization manager/director position is vacated during the term of this agreement, the local program agrees to fill the position within a reasonable amount of time and with a person meeting the qualifications for professional staff. The Tennessee Main Street Program reserves the right to suspend or cancel designation if the position is vacated for more than six (6) months. Upon filling the position, the local program will be required to send the new Main Street America™ manager/director to new manager training offered in conjunction with the quarterly managers' meetings.
- C. Agree to send a representative (manager/director or board member) to attend a minimum of three quarterly managers' meetings or approved conferences (Tennessee ECD Governor's Conference, National Main Street Conference, or National Trust for Historic Preservation Conference or alternate state conferences or webinars) during the calendar year. At least one of the three required meetings should be a quarterly manager's meeting.
- D. Use of the Tennessee Main Street Program street signage and logo as stated in the **Logo and Signage Usage** section. All designated communities must display at least one Tennessee Main Street sign 18" x 24" or larger in a visible public location to identify participation in the program.
- E. Acknowledgement of Tennessee Main Street Program assistance in projects when applicable and in an appropriate method (publications, media, etc.).

Program Services

The Tennessee Main Street Program provides many services to assist designated communities. This ranges from working with newly designated programs on developing core competencies to helping mature programs maintain focus and effectiveness. The Tennessee Main Street program agrees to provide the following services to the designated local Main Street™ organization:

- A. Training opportunities to further understanding of the Four-Point Approach™ to downtown revitalization and management, including critical tools such as design and economic strategies, market-driven promotions and organizational functions. Tennessee Main Street organizes four (quarterly) managers' meetings each calendar year, three of which are held in rotating designated communities in each of the state's grand divisions (east, middle, west).
- B. Guidance and resources for the manager/director and board president. This may include telephone and email consultation, access to the Tennessee Main Street reference library and files, select publications and regular communication of important materials.
- C. Facilitate media coverage of the Tennessee Main Street Program through state press releases, the www.TennesseeMainStreet.org website, a reinvestment statistics flyer, and other sources as appropriate.
- D. Comprehensive review of the Annual Designation Report, collecting and publishing the annual reinvestment statistics to illustrate the economic impact of all designated Tennessee Main Street programs (and communicate those results to the National Main Street Center), and provide recommendations for program improvement as needed.
- E. Make on-site visits as needed to monitor local programs and provide technical assistance to the staff, committees and board members. The Tennessee Main Street Program Director will visit each designated community at least once during the calendar year.
- F. Promote the local, state and national Main Street™ programs through public presentations, community meetings and partnership development in order to serve as a statewide resource for downtown revitalization and management strategies.

Logo and Signage Usage



The Tennessee Main Street logo (illustrated on the left) and signage is for use by programs and communities that have received designation from the Tennessee Main Street Program and Tennessee Department of Economic and Community Development.

The National Main Street Center owns the trademark for the Phrase “Main Street America” as it applies to the revitalization of traditional and historic commercial districts. The NMSC allows state and local coordinating programs involved in the revitalization of these commercial districts based upon the National Main Street Center’s “Four Point Approach” to use the name “Main Street” to describe their programs.

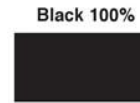
If a program and community are no longer designated by the Tennessee Main Street program, all usage of the Tennessee Main Street name, logo and signage are prohibited. References to Tennessee Main Street (website, street signage, etc.) must be removed from public viewing and use.



Logo Usage Guidelines:

- “Tennessee Main Street” and the logos illustrated above are for use only by communities and programs recognized by the Tennessee Department of Economic and Community Development and the National Main Street Center.

- Do not alter the logo in any way or attempt to reproduce the logo from scratch.
- Do not stretch or condense the logo vertically or horizontally.
- Digital copies are available from the Tennessee Main Street program office.
- Colors are restricted to Black and Gold (Pantone 1215 C).
- No other tag line or text is to be used within the logo space.



Termination

Should the local Main Street America™ organization be unwilling or unable to meet the terms of this agreement, the Tennessee Main Street Program may no longer grant state level designation. Under those circumstances, the Tennessee Main Street Program Director will send a written report identifying the issues and providing guidance on how to proceed within a specified period of time. If the local Main Street America™ program fails to make the recommended corrections, the Letter of Agreement with the local program will be terminated and the program will lose Tennessee Main Street Program designation. After the local Main Street Program Letter of Agreement is terminated, the community must reapply through the new program application process.

Signatures

I (we), the undersigned, on behalf of our community and local Main Street™ organization, have read and agreed to the Letter of Agreement with the Tennessee Main Street Program and acknowledge that the above organization is an active participant in the Tennessee Main Street Program and meets all criteria of designation and understand that if the organization is no longer designated, usage of the name and logo must cease and community signage must be returned to the Tennessee Department of Economic and Community Development.

Local Main Street Organization
Board President/Chair

Date/term expiration date

Local Main Street Organization
Manager/Director

Date

Elected Official/City Mayor

Date

City Administrator/Manager

Date

Tennessee Main Street Program Director

Date