




















## Dropbox Annual Assessment Guide

Email [mainstreet@dca.ga.gov](mailto:mainstreet@dca.ga.gov) with any questions.

<input type="checkbox"/>	Name ↑	
<input type="checkbox"/>	 1. Annual Assessment Document	☆
<input type="checkbox"/>	 2. MOUs	☆
<input type="checkbox"/>	 3. Work Plan and othe... Planning Documents	☆
<input type="checkbox"/>	 4. Board Roster	☆
<input type="checkbox"/>	 5. Board Meeting Agendas	☆
<input type="checkbox"/>	 6. Board Meeting Minutes	☆
<input type="checkbox"/>	 7. Training Log	☆
<input type="checkbox"/>	 8. Yearly Program Budget(s)	☆
<input type="checkbox"/>	 9. Organizational Chart	☆
<input type="checkbox"/>	 10. Program Bylaws	☆
<input type="checkbox"/>	 11. Mission and Vision Statement	☆
<input type="checkbox"/>	 12. Main Street Boundary Map	☆
<input type="checkbox"/>	 13. Historic Preservation Documents	☆
<input type="checkbox"/>	 14. Other Downtown Documents	☆
<input type="checkbox"/>	 15. Georgia Main Street Reports	☆
<input type="checkbox"/>	 16. Georgia Main Street Resources	☆
<input type="checkbox"/>	 17. Archive	☆









Upon opening your community's Dropbox folder this is what you should see.

Within each folder, you will place all supporting documentation required for the annual


## Dynamic Folders

Dynamic folders house program documentation that will change from year to year.

- In each dynamic folder there are sub-folders for each year.
- Example: Board Minutes for 2023 will go in Board Minutes Folder > 2023 Folder
- You will place the documentation in the corresponding year folder.
- If there is a required template, it will be housed in the folder labeled Template.

-  1. Annual Assessment Document
-  2. MOUs
-  3. Work Plan and othe... Planning Documents
-  4. Board Roster
-  5. Board Meeting Agendas
-  6. Board Meeting Minutes
-  7. Training Log
-  8. Yearly Program Budget(s)

### Example:

-  1. Required Template
-  2023
-  2024
-  2025

## Static Folders

Static folders house program documentation that does not change yearly.

- In each Static folder is an archive folder.
- The most recent version of each document will reside in the static folder, so it will appear as soon as you open the folder.
- The archive folder is used for past versions of the required document.
- We require your program's documents to be uploaded to Dropbox to support your organization with succession planning. In doing so, our office can ensure that we are capturing current documentation as well as maintaining the historical documentation for the program.

- *Example of how to document updated Bylaws:*

Your board has reviewed and updated their bylaws. The old version of the bylaws should be moved to the Archive folder. The new version should be placed in the folder at large.

-  9. Organizational Chart

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-  10. Program Bylaws

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-  11. Mission and Vision Statement


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-  12. Main Street Boundary Map


Example:

- Name** ↑

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-  Archive

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-  DDA Bylaws 12-17 approved.pdf

## Additional Information Folders

 13. Historic Preservation Documents

 14. Other Downtown Documents

- Program will use these folders to submit/house additional information about their community, program, and downtown.
- Each folder has suggested documents you can upload, if they pertain to your community.
- These documents are not required but highly recommended.

## Georgia Main Street Folders

 15. Georgia Main Street Reports

 16. Georgia Main Street Resources

- Folder #15: Contains a copy of your Annual Assessment Reports and Community Impact Reports.
- Folder #16 Contains a copy of the Georgia Main Street and National Main Street Logos.
- Folder #16 will be used to upload other resources from our office as requested.

## Archive Folder

 17. Archive

- This folder houses all program information submitted using the previous Dropbox format.
- **DO NOT REMOVE** this folder. It houses historical information regarding your program.

## Detailed Folder Instructions:

### 1. Annual Assessment Folder

- a. Upload a completed Community Self-Assessment in the corresponding year folder.
  - i. Classic and GEMS communities. (required)
  - ii. Affiliate and Startup communities. (optional, highly recommended)
- b. Upload the current completed and signed Annual Assessment Affidavit- in the corresponding year folder. (required)
- c. Presenting Classic and GEMs Programs upload a copy of their Annual Assessment Presentation

### 2. MOU Folder

- a. Upload a copy of your program's signed Department of Community Affairs Memorandum of Understanding (MOU) in the corresponding year folder. (required)
- b. If you cannot locate a copy of the MOU, email [Mainstreet@dca.ga.gov](mailto:Mainstreet@dca.ga.gov) to request a copy.

### 3. Work Plan and Other Planning Documents Folder

- a. Upload the current program's work plan in the corresponding year folder using the ODD work plan template. (required)
- b. The work plan is one of the essential foundational components of any program's success. To accomplish goals, a program needs to identify top priorities and outline the steps to achieve them.
- c. Each goal should have a corresponding steps sheet in the work plan.

- d. For guidance on how to fill out the work plan, watch the video:  
[Demystifying the Work Plan](#)
- e. Example Work Plans: [Example 1](#), [Example 2](#)
- f. The “Other Planning Documents” Folder is to house any additional planning documents pertaining to downtown. A few examples are comprehensive plans, RSVP Plans, LCI Plans, etc.

#### 4. Board Roster Folder

- a. Upload the completed Board Roster in the corresponding year folder using the ODD template. (required)
- b. This document will not be considered submitted unless the form is completed in its entirety. Make sure to include the terms of each board member. This is important information for succession planning.
- c. Remember to include the date each board member completed Main Street 101 in the provided area of the form.

#### 5. Board Meeting Agendas Folder

- a. Upload a copy of all Board meeting agendas in the corresponding year folder. (required)
- b. The number of agendas uploaded should match the number of minutes uploaded in the Board Meeting Minutes folder.
- c. Board meeting requirements: GEMS 11x per year, Classic 10x per year, Affiliate 6x per year.
- d. Examples: [Example 1](#), [Example 2](#)

#### 6. Board Meeting Minutes Folder

- a. Upload a copy of all Board meeting agendas in the corresponding year folder. (required)

- b. The number of Board meeting Minutes uploaded should match the number of agendas uploaded in the Board Meeting Agendas folder.
- c. Examples: [Example 1](#), [Example 2](#)

## 7. Training Log Folder

- a. Upload the training log- outlining training hours completed by both manager and board in the corresponding year folder. (required)
- b. Required hours:
  - i. Manager: GEMS & Classic 30 per year, Affiliate 10 per year.
  - ii. Board Members: GEMS and Classic
    - 1. Complete Main Street 101 in the first year.
    - 2. Two training hours per year after the first year.
- c. Managers and Board Members can get hours by watching webinars, taking online courses, or attending in person trainings via the National Main Street Center, GA Main Street, Georgia Downtown Association, the State's Historic Preservation Division, Georgia Municipal Association, Carl Vison Institute of Government, and a variety of other sources. If you receive training in the areas of Economic Development, Historic Preservation, Promotion, or Organization from a qualified source it will most likely count toward your training hours. If you are unsure if a training qualifies email [Mainstreet@dca.ga.gov](mailto:Mainstreet@dca.ga.gov) to ask.
- d. The Georgia Downtown Conference counts as 15 hours.
- e. The number of hours must be listed with each training included in the Training Log. Without the hours, we cannot confirm if the required number of hours was met for the year.
- f. When filling out the training log, please include an individual's training together. Please see the example Training Log for illustration.

- g. Example Training Log: [Example 1](#), [Example 2](#)

## 8. Yearly Program Budget(s) Folder

- a. Upload a copy of the Main Street program's annual budget in the corresponding year folder. (required)
- b. The budget should show revenue and expenses for your fiscal year.
- c. Ensure the budget(s) submitted illustrate the full scope of the program. This means you **may have to upload more than one budget to demonstrate the full financial story of your program.** This will give our office a better sense of the full support demonstrated for your program and downtown.
- d. Make sure all staff salaries and benefits are included in the budgets submitted. As mentioned above, this may require including additional budgets from where these expenses are outlined.
- e. If you need help communicating your needs regarding the types of budget documents needed for the assessment or other questions, please email [Mainstreet@dca.ga.gov](mailto:Mainstreet@dca.ga.gov) for assistance.
- f. Example Budget: [Example 1](#), [Example 2](#)

## 9. Organizational Chart Folder

- a. A current copy of your program's organizational chart should always reside in this folder. When this document is updated due to staff or structural changes, place a copy of the old organizational chart in the Archive folder. (required)
- b. The organizational chart should clearly indicate where your organization is housed. (Example: under the city, chamber, standalone non-profit)
- c. The organizational chart should show the line of supervision for your position.



- i. Example: A common line of supervision for city-housed programs is Mayor and council > City Administrator > Main Street/ DDA Director.
- d. Having a clear organizational chart helps our office better understand the structure of your program, which allows us to better serve you.
- e. Example Organizational Chart: [Example 1](#), [Example 2](#), [Example 3](#)

## 10. Program Bylaws Folder

- a. A current copy of your program's bylaws should always reside in this folder. When this document is updated, place a copy of the old bylaws in the Archive folder. (required)
- b. Example Bylaws: [Example 1](#), [Example 2](#), [Example 3](#), [Example 4](#)

## 11. Mission and Vision Statement Folder

- a. A current copy of your program's mission and vision statement should always reside in this folder. When this document is updated, place a copy of the old document in the Archive folder. (required)
- b. Mission Statement
  - i. It is what you do, for whom, and for what purpose.
  - ii. It should be written in the present tense, "We provide...."
- c. Vision Statement
  - i. Should reflect your desired end state or idealistic result
  - ii. It should be written in future tense, "To become...."
- d. Example Mission and Vision Statements: [Example 1](#), [Example 2](#)

## 12. Main Street Boundary Map Folder

- a. A current copy of your program's Main Street boundaries should always reside in this folder. When this document is updated, place a copy of the old document in the Archive folder. (required)
- b. The boundary map needs to clearly show the boundaries of the Main Street District.
- c. If the map shows multiple districts, provide a key to identify names and line style/color of the corresponding boundary.
- d. Example Boundary Map: [Example 1](#), [Example 2](#), [Example 3](#)

## 13. Historic Preservation Documents Folder

- a. Downtown Property Inventory (optional documentation, but highly recommended)
  - i. Template Available
- b. If your downtown district or individual properties are listed on the National Register, upload a copy of the listing. (optional)
- c. Upload a description or copies of supporting materials for Preservation Month activities or programs. (optional)
- d. Upload a copy of any adopted Historic Preservation Ordinances. (optional)
- e. Upload a copy of designated local historic district boundaries, design overlay districts, design guidelines, and review documents. (optional)
- f. Upload any additional documentation you feel is important to succession planning in your community or anything you would like to be on our radar.

## 14. Other Downtown Documents Folder

- a. Upload a copy of the award notification for the following designations certified by the Georgia Department of Community Affairs: Plan First, Rural Zone, and Opportunity Zone. (optional)
- b. Upload a copy of the city's sign ordinance if it is specific to the historic commercial district. (optional)
- c. Upload ordinances pertaining to downtown. (ex. Alcohol, parking, events, zoning, etc.)
- d. Upload a copy of the downtown district's business database. This may include photos, property descriptions, and owner information. (optional)
- e. Upload a copy of the downtown's facade grant program or an alternative grant program of similar impact available for local businesses. (optional)
- f. Upload copies of National Main Street certificates. (optional)
- g. Upload copies of Monthly Reports. (optional)
- h. Upload any documentation you feel is important to succession planning in your community or anything you would like to be on our radar.

#### 14. Georgia Main Street Reports Folder

- a. This folder is where the Office of Downtown Development will place:
  - i. Your program's Annual Community Impact Report.
  - ii. Your program's Annual Assessment Report.

#### 15. Georgia Main Street Resources Folder

- a. The Office of Downtown Development will place resources for you in this folder. Including but not limited to:
  - i. National Main Street Logo
  - ii. Georgia Main Street Logo

- iii. Newly developed tools or requested resources from our office.

## 16. Archive Folder

- a. This folder houses all program information submitted using the previous Dropbox format. \*Depending on the community, the years may span between 2015-2022.
- b. **DO NOT REMOVE** this folder. It houses historical information regarding your program that is important for succession planning.