



2021 Annual Assessment Check-up

What we will cover today:



OVERVIEW OF THE
2022 ANNUAL
ASSESSMENT PROCESS



WHAT TO EXPECT



FINDING RESOURCES



EVALUATING YOUR
PROGRAM'S
PREPAREDNESS

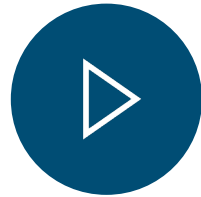


NEXT STEPS

Overview of 2022 Annual Assessment



ALL communities, regardless of designation must complete an annual assessment



Regions 3 + 4 will be presenting in person or virtually



All assessments are due by January 15, 2022



The 2022 Assessment will be based on 2021 information



Do not wait till the last minute to get started

Main Street Programs Presenting in 2022

- ▶ **Region 3:** Avondale Estates, Canton, College Park, Douglasville, Fayetteville, Hampton, Hapeville, Holly Springs, Jonesboro, Lawrenceville, Locust Grove, McDonough, Stockbridge, Stone Mountain, Suwanee,
- ▶ **Region 4:** Villa Rica, Carrollton, Bowdon, Griffin, LaGrange




2022 Meeting Locations

- Carrollton
- Canton
- Jonesboro
- Will be the first time offering both virtual and in-person presentation options
- Registration will open Oct 1st



You pick the time, date and location that works best for you!



GROWING BUSINESS. PRESERVING HISTORY.

ABOUT

DESIGN SERVICES

OUR COMMUNITIES

RESOURCES

TRAINING


MONTHLY REPORTING

OUR PARTNERS

JOB POSTINGS

FINANCIAL TOOLS

RESOURCE LIBRARY




"Through resources made available by Georgia Main Street, our city has become more knowledgeable of what a thriving downtown should look like. Sharing that knowledge with our merchants and Main Street partners has led to growth in economic development, an increase in foot traffic, and the awareness of how a Main Street program benefits the entire community."

Qaijuan Willis, Americus Main Street

The Georgia Main Street Program began in 1980 as one of the original pilot state coordinating programs of the National Main Street Initiative launched by the National Trust for Historic Preservation. The program launched with five local communities and has grown to serve 100+ communities statewide. Georgia Main Streets represent some of the strongest central business districts in the state and in the Southeast

We have countless online, database and media resources at the Office of Downtown Development, Georgia Department of Community Affairs. Between organizations that assist with financing programs, partner support, non-profit agencies and more—we hope you will use the following resources to increase the success of your downtown, but also any larger planning and economic projects you might have. Please note the following resources divided by category.

RESOURCE LIBRARY

- 
- ✓ Filter by Category
 - Annual Assessment
 - Board Commitment Letter
 - Budgets
 - By-Laws
 - Facade Grant Programs
 - Hotel-Motel Tax
 - Job Descriptions
 - Map
 - Organizational Charts
 - Publications
 - Vision Mission Statements
 - Work Plans

Development Authority and Main Street program director coordinates activity within a which utilizes historic preservation as an integral foundation for downtown economic

JOB SUMMARY: The Executive Director is the senior professional employee who reports directly to the Board of Directors.

With the exception of those decisions and matters which are defined as the direct responsibility of the Board or the

Annual Assessment ▼

2022 Community Annual Assessment Presentation Schedule- Template and Sign-up

The following regions and communities have been selected to give a Community Assessment Presentation in 2022: Region 3: Avondale Estates, Canton, College Park, Decatur, Douglasville, East Point, Fairburn, Fayetteville, Hampton, Hapeville Holly Springs, Lawrenceville, Locust Grove, McDonough, Stockbridge, Stone Mountain, Suwanee, Region 4: Villa Rica, Carrollton, Bowdon, Griffin, LaGrange, Hawkinsville (GEMS communities will be contacted [...])

GET MORE INFORMATION

2022 Annual Assessment Check List and Affidavit (for non-reporting communities)

This document is to be used by all Georgia Main Street programs for the 2022 annual assessment cycle. The information outlined on this sheet should be uploaded to your program's 2021 Dropbox folder along with a signed copy of this affidavit.

GET MORE INFORMATION

Work Plan Template

It is important for managers to keep in mind that all designated Georgia Main Street Programs are required to have a work plan on file with the Office of Downtown Development. Work plans serve as an important tool to help guide the projects and scope of work for the Main Street program.

GET MORE INFORMATION

A Visual Guide to Dropbox Management (a resource tool)

For Non- Presenters:



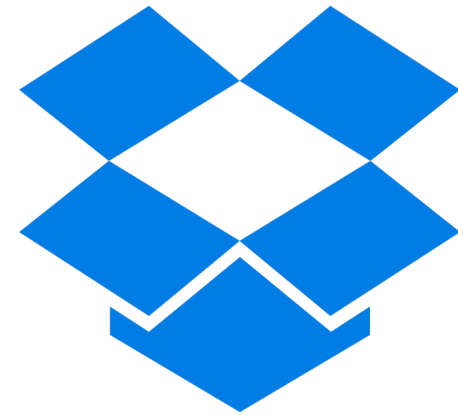
- You are still required to submit documentation
- You do not have to complete the comprehensive Annual Assessment document
- You must have submitted ALL your monthly reports
- You must complete and sign the Annual Assessment Affidavit check list
- Your documents must be uploaded to Dropbox
- Your Dropbox folder must be in order
- Your assessment is due by January 15, 2022
- Based on 2021 information

For Presenters:




- You pick the time block, location and date that works best for you
- Each time block is two hours in length
- We provide you with a PowerPoint presentation template
- It contains all the questions you are required to answer
- Keep presentations to one hour in length
- You can customize the design to fit your program's brand
- You must bring someone with you
- No more than 3 people total
- After presentations we will review Dropbox, Annual Assessment standards and have time for questions
- **All documentation (minus the presentation) is due by January 15th, 2022**

Dropbox






Dropbox


Q Search


 Dropbox > 2 COMMUNITIES > 4 GEMS Programs > Statesboro- (shared DCA folder)


Upload files





 2015


 2016


 2017


 2018


 2019


 2020

 2021


 Accredited Logos

 full color logo


 Main Street America Logo



Q Search


 Dropbox > ... > 4 GEMS Programs > Statesboro- (shared DCA folder) > 2021

[Upload files](#)  

 Annual Assesment


 Standard 1-Community Support


 Standard 2-Vision Mission Statement


 Standard 3- Strategic Work Plan

 Standard 4- Historic Preservation

 Standard 5- Board

 Standard 6- Budget

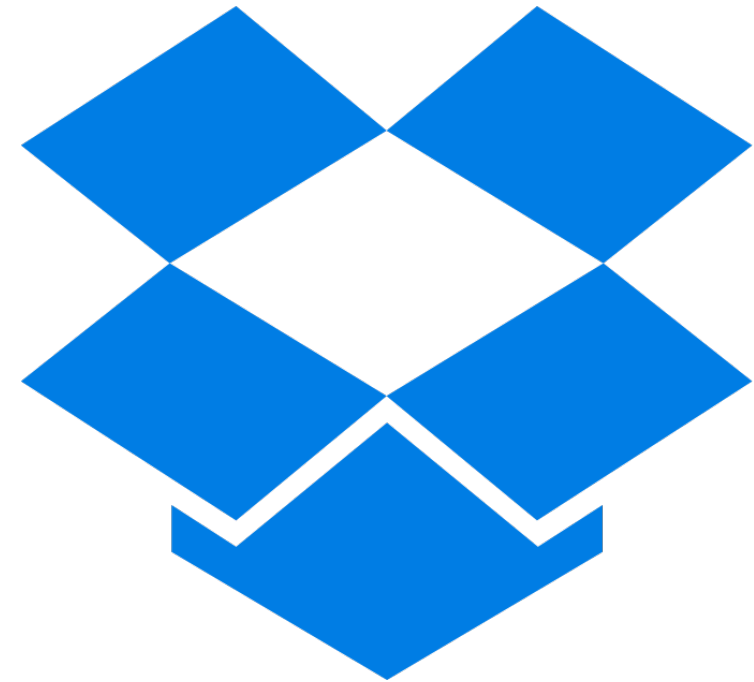
 Standard 7- Staff Management

 Standard 8- Training

 Standard 9-Reporting

Dropbox: What you need to know

- ▶ You are required to keep information up to date at all times
- ▶ You are required to keep historical information
- ▶ If you don't know what it is, archive it, don't delete it
- ▶ This will impact your accreditation eligibility
- ▶ If you need help, ASK!



Dropbox

The background is a dark, textured surface. On the left side, there are several concentric, glowing blue circles of varying radii, some of which are incomplete. A small, solid blue sphere is positioned within one of these circles. On the right side, there are large, overlapping geometric shapes in shades of green and blue, creating a sense of depth and movement. The overall composition is abstract and modern.

Finding Resources



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[GET MORE INFORMATION](#)



A Visual Guide to Dropbox Management (a resource tool)

All Classic and GEMS designated Main Street programs are required to keep and maintain a Dropbox folder with all their program's historical information. This Dropbox folder is set up by DCA and access is shared with the local Main Street manager, board members and key city staff as needed.

[GET MORE INFORMATION](#)

The background features abstract geometric shapes. On the left, a solid green triangle points towards the center. On the right, a dark blue triangle points towards the center, with a thin green line intersecting it. A large green triangle is at the bottom right, and a thin green line runs diagonally across the lower right portion of the slide.

Is Your Program Ready?

Files

My files

Photos

Shared

File requests

Deleted files

Name ↑

Modified ▼

Members ▼



Design

--

3 members



City Reports

3 members

in Street

3 members

sion and Vision St

3 members

al and Georgia Members

3 members



Merchant Database

3 members



OTC

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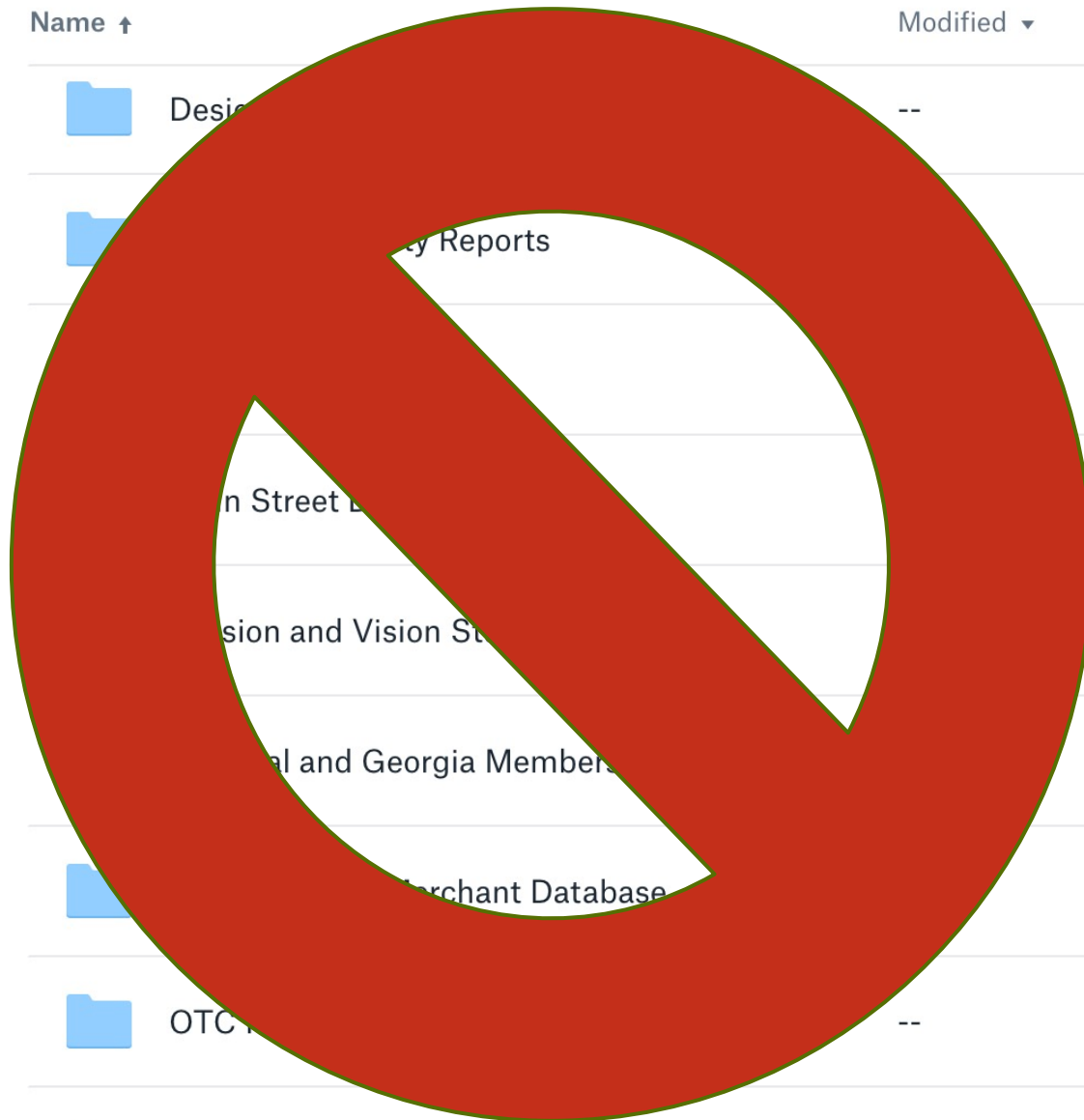
3 members



pictures of Main Street Meeting

--

3 members





Files

My files

Photos

Shared

File requests

Deleted files



> Stand



This folder is empty.
Files onto this folder.



Probation

What does Probation mean?

- ▶ Probation is a temporary designation that is assigned to your program for 1 year. This identifies that something is not operationally right in your program but that we believe there is a pathway to regaining your footing.
- ▶ Is a tool to help identify who needs more attention and assistance from our office.



What Triggers Probation?

- ▶ Program not able to meet assessment standards
- ▶ Not completing monthly reports on time or at all
- ▶ A surprise change to program staff or the board
- ▶ Consistent manager turn-over
- ▶ Any action that is not representative of a Main Street community



- ▶ Do an initial assessment of your Dropbox's organization
- ▶ Make updates and archive information as needed
- ▶ Download a copy of 2022 Annual Assessment Check List and Affidavit (for non-presenting communities) off of GA Main Street website
- ▶ Upload supporting documentation to Dropbox
- ▶ Double check monthly reports have been submitted
- ▶ Have board chair and supervisor sign affidavit and upload copy to Dropbox folder
- ▶ Relax, you are all done!

Next Steps





THANK YOU!