



**THANK YOU for your interest in joining California Main Street!** Since its inception over 40 years ago, California Main Street (CAMS) has worked with communities across the state to revitalize downtowns and commercial districts through place-based economic development. California Main Street is a non-profit 501c3 organization that is administered by Main Street America (MSA), a program of the National Main Street Center (NMSC), an industry leader in preservation-based economic development.

**Currently, CAMS offers membership for communities** committed to place-based economic development. CAMS membership includes the following benefits and services:

**Two (2) Complimentary CAMS Member Registrations for our Annual Statewide Conference.** Engage with your Main Street peers and industry experts from across the state at this multi-day conference. Learn the latest best practices, key trends, and economic development strategies to support small businesses and Downtown districts throughout California's diverse economy. Network and build alliances with fellow Main Street leaders, elected officials and sponsors.

**One (1) Complimentary MSA Community Member Registration for the Annual National Conference (approximate value \$700).** Main Street Now is the largest national convening of local leaders working to advance economic opportunity in downtowns and commercial districts. Join fellow commercial district revitalization leaders from across the country for three days of education sessions, special events, field sessions, and opportunities to explore the host city. Whether you're from an urban, rural, or suburban district, you'll find solutions to common problems, and discover innovative techniques and tools to help your community to thrive.

**Unlimited Registrations for up to Three (3) CAMS Webinars per Year.** Presented by Main Street America program services staff, these webinars will be on topics selected by CAMS membership, and provide practical "how-to's" for building your organizational capacity, implementing the Main Street Approach™, and bringing your revitalization efforts to the next level.

**Monthly CAMS Member Check-ins (Virtual).** Get important updates from the CAMS board of directors and Main Street America. Share your challenges, opportunities, and successes, and connect with your peers.

**CAMS Quarterly E-Newsletter.** Read highlights from our members across California and preview upcoming events and opportunities at the state and national level.

**CAMS Social Media Networks.** Connect with California members and amplify your program's impact through the CAMS Facebook, Instagram, LinkedIn, and YouTube platforms.

**Exclusive Access to Timely Funding Opportunities, Special Programs, and Resources.** CAMS members will have access to funding opportunities and organizational resources from our statewide and MSA partners. Also receive tools, tips, and opportunities tailored to support small businesses, community development, placemaking, and more.

**Main Street America (MSA) Membership.** CAMS Membership includes MSA membership at the Community Level for Affiliate and Accredited programs. (accreditation requires special evaluation by CAMS and MSA staff). Benefits include:



- Exclusive eligibility to enter into a Licensing Agreement to use Main Street America™ name and logo;
- Discounts on conferences, workshops, and webinars;
- Members-only printed and digital communications, resources & publications;
- Access to grants and special programs;
- Access to tailored insurance products from the National Trust Insurance Services, LLC;
- Membership with the National Trust for Historic Preservation;
- For a full list of MSA Community Membership Level Benefits, [click here](#).

**Unlimited Main Street America Institute Online Courses.** Take advantage of the dozens of professional development opportunities provided by the Main Street America Institute (MSAI), led by nationally recognized topic experts, on your own schedule. Courses include subject matter based around the Main Street Approach's Four Points (Design, Organization, Promotion, and Economic Vitality), as well as a number of advanced principles topics. [Learn more about MSAI here](#).

**Access to Technical Support Services from Main Street America.** Get practical advice directly from national experts! Five hours of phone assistance from MSA Program Services staff are included FREE with CAMS membership. Additional assistance is available at discounted rates.

For a complete list of CAMS Member benefits and services, visit [CaliforniaMainStreet.org](http://CaliforniaMainStreet.org)

**Membership Dues: \$1,675/year.**

*Benefits and services are valued at approximately \$7,000.  
Payments can be split into two installments.*

**Questions?**

Contact Amanda Elliott, Senior Program Officer and Director of California Programs at [aelliott@mainstreet.org](mailto:aelliott@mainstreet.org) or 510-219-0481.

## APPLICATION CHECKLIST

Please prepare to submit the following supplemental documents along with your application:

### REQUIRED

- Completed Application for Membership
- Roster of board of directors with name, affiliation, email address
- Map of your proposed Main Street district
- Last year's financial statement and current organizational budget

### WHERE AVAILABLE

- Organizational work-plan
- Up to 15 photos of your proposed Main Street district
- Photo caption and credit sheet – captions and credits should correspond with photo numbers. *Please note: submitted photos become the property of CAMS and MSA and may be used, with credit, to promote the Main Street program across the CAMS and/or MSA communications channels.*
- Any additional documents you think we should see (design plan, master plan, historic preservation plan, letters of support, etc.)

### For assistance filling out this application:

Contact Amanda Elliott, Senior Program Officer and Director of California Programs at [aelliott@mainstreet.org](mailto:aelliott@mainstreet.org) or 510-219-0481.

### Application process:

Applications are accepted and reviewed on a rolling basis. We strive to review applications in a timely manner and respond to submissions within two to three weeks.

### To submit your application:

Completed applications and supplemental materials must be submitted via email to: [californiamainstreet@mainstreet.org](mailto:californiamainstreet@mainstreet.org)

*Please include your community name and "membership application" in the subject line (e.g. Oceanside Membership Application)*

## Application for Membership

The application process for California Main Street is designed to be as simple as possible, while also assessing the local applicant's understanding of the Main Street Approach™, its understanding and expectations of CAMS membership, and its readiness to begin a Main Street program.

### APPLICANT PROFILE

*Tell us about your organization*

**Community Name:\***

**Organization Name:\***

**Designated Contact Person & Title/Affiliation:\***

**Email:**

**Phone Number:**

**Organizational Status:\***

- 501c3
  - 501c4
  - 501c6
  - Municipal Agency
  - Other
- If other, please describe:***

**Is your organization currently a Main Street America Member?**

- No
- Yes

***If yes, what is your membership type:***

- Community Member
- General
- Friend of Main Street

**Number of full-time staff:\***

**Number of part-time staff:\***

**Number of volunteers:\***

**Annual budget, including salaries:\***

*Please include the total annual budget of your Main Street organization, or program/department budget dedicated to Main Street work, including salaries.*

**Describe your current funding model and plan for financial sustainability.** *Please include your intended sources of income, approximate amounts for each income source, and describe how you have or will secure funding from each source. \**

### CITY / TOWN / COMMERCIAL DISTRICT PROFILE

*Tell us about your community.*

**City Population:\***

**City Operating Budget:\***

**Number of Households (Citywide):\***

**Median Income (Citywide):\***

**Unemployment Rate (Citywide):\***

**The five largest employers in your community and approximate number of employees per employer:\***

### DOWNTOWN PROFILE

*The Main Street Approach™ works best in a compact traditional or historic commercial district or neighborhood business district. Applicants must define a proposed Main Street district in which the local Main Street organization will focus its efforts and activities to demonstrate success and build credibility. Please tell us about your downtown area by responding to the questions in this section.*

**Describe the physical boundaries for your proposed Main Street district and why you have selected those boundaries.\***

**Briefly describe the assets of your downtown or district. \***

**Briefly describe the challenges your downtown or district faces.\***

### PROGRAM GOALS

*Identify your community's short-term and long-term goals for its Main Street program, as well as the immediate actions that your organization will take if selected to join the CAMS member network.*

**List the five most important long-term downtown revitalization goals that you hope to achieve through the Main Street program.\***

1.

2.

3.

4.

5.

**Describe the organizational structure for your Main Street organization.\***

*How will you organize your work to achieve the goals listed above? Please describe staffing and board structure, and community engagement approach.*

### COMMUNITY READINESS

*This section is designed to identify how your community structures or intends to structure your Main Street organization, who will be responsible for what and when you think you can complete certain organizational benchmarks.*

**Describe your volunteer program. Please include how it is structured, how you recruit, train, and retain volunteers, and the number of volunteer hours worked in support of your organization in the past 12 months.\***

**Describe what steps, if any, your community and applicant group have taken to learn about the Main Street Approach™, such as attending conferences, reading informational materials, holding community meetings, etc.\***

**Describe the level of understanding and participation/support for your Main Street program among key local stakeholders, including city government, civic groups, the business community, cultural organizations, local residents, and potential funders.\***

### ACKNOWLEDGMENTS AND MEMBERSHIP REQUIREMENTS

1. The submission of this application does not guarantee membership.
2. If accepted, CAMS members must:
  - a. Submit annual reporting of reinvestment statistics
  - b. Participate in annual training programs
  - c. Attend webinars
  - d. Coordinate local technical assistance visits (if applicable)
3. CAMS annual membership dues are \$1,675 (subject to change). *Services valued at nearly \$7,000.*
4. Membership term is one year from the end of the month you joined. For example, if you became a member August 10, 2022, your expiration date would be August 31, 2023.
5. CAMS does not provide grants to local Main Street organizations. No cash is awarded to CAMS programs for operational costs. All operating funds must be raised locally. CAMS does provide pertinent and available grant opportunities and resources to member communities.
6. If the local Main Street organization fails to meet CAMS standards of performance and terms outlined in the required membership and licensing agreement – after receiving assistance from CAMS and MSA – CAMS may, at its discretion, place the local organization on probationary status, suspend delivery of services and other resources to the local Main Street organization, and/or end the local Main Street organization’ affiliation with CAMS.
7. “Main Street America” and its variations are trademarks of the National Main Street Center and the community will not use the Main Street America name or trademark unless it is designated as an official program by the National Main Street Center.

### APPLICATION VERIFICATION

I, the undersigned, have verified that the information provided in this application is correct to the best of my knowledge.

I, the undersigned, have read and understand the membership requirements, and agree to adhere to these requirements in the event that my application is approved.

I, the undersigned, represent and warrant that I have the authority to give and thereby give California Main Street the National Main Street Center the absolute and unqualified right to use, in whole or in part, in whatever manner the National Main Street Center may desire, including, but not limited to, use for publicity, audiovisual presentation, and/or promotion, any written or photographic materials provided in this membership application.

I, the undersigned, further agree to defend, indemnify, and hold California Main Street and/or the National Main Street Center, its trustees, directors, officers, employees, members, and agents harmless from and against any and all claims and liabilities that may arise out of any misrepresentation or breach of this warranty.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_