

MAIN STREET AFFILIATE CAPACITY BUILDING GRANT

PILOT PROGRAM Fiscal Year 2022 REPORT

The Affiliate Capacity Building Grant Program is a pilot designed to help rural Affiliates prepare for, hire, and onboard their first executive director. Inaugural awardees were selected based on their rural status, financial need and commitment to improving their organizational capacity. Congratulations to grantees the **City of Buckley**, **Ferndale Downtown Association**, **LaCrosse Community Pride** and **Downtown Pullman Association!**

To compliment the grants, the Washington State Main Street Program (WSMSP), through general funding from the Department of Archaeology & Historic Preservation, provided extensive wrap-around services. During the first grant year, WSMSP Main Street Specialist Jonelle McCoy logged 451 hours corresponding with grantees and administering the program, as well as 218 hours of direct services, such as providing trainings and 1:1 consultation to grantees. The pairing of direct grant dollars with organizational capacity building services leveraged the Affiliate Capacity Building concept and yielded significant results for all four year one grantees.

In FY2022, the Affiliate Capacity Building Pilot Program:



Reimbursed
\$127,183.01
to **FOUR**
AFFILIATES



Established
1 NEW ORG
Buckley
Downtown
Assoc.



Created
13 JOBS
4 Permanent
9 Contract



Supported
\$450,00
in **DISTRICT**
INVESTMENT*



Hiring Staff is a Catalyst!

Awardees were able to reach new milestones in their revitalization work.

"What we've already received from WSMSP has been consistently positive and encouraging. **Not once have we ever heard from staff that we are too small or too far gone or too rural.** Having them rally and cheer us on has been invaluable!" — LaCrosse Community Pride

"The Downtown Business Revitalization Grant program we were able to organize is making an immediate impact on our Downtown core. Having an Executive Director on staff to put in the time and effort necessary for this program to succeed was imperative. Through this we have been able to establish the Ferndale Downtown Association as a thriving and growing organization that will be stepping up to facilitate the continued growth and success of Downtown Ferndale."

The Washington State Main Street Program provided wrap-around services to awardees, including:

Fall 2021	Boards in Gear
	Sustainable Funding
	Hiring & Onboarding
Ongoing	One-on-One Consultations
	Board Trainings
	Executive Director Trainings
Spring 2022	Main Street 101: Executive Directors
	Main Street 101: Board Members
	Main Street 101: Board Chairs



Provided
218 HOURS
of **DIRECT SERVICES**
& **451 HOURS** of
CORRESPONDENCE
and administration.

*The Ferndale Downtown Association ED was able to organize ARPA funds from the City into a Business Revitalization Grant program and Downtown Improvement Fund which will strengthen the historic core.

Washington State Main Street Program is a program of the Department of Archaeology and Historic Preservation, managed under contract by the Washington Trust for Historic Preservation.



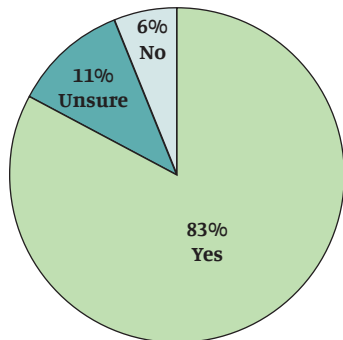
MAIN STREET AFFILIATE CAPACITY BUILDING GRANT POST-SERVICES SURVEY

All awardees were surveyed following the close of FY22 about their experiences. Results were strongly positive.

"I think this is the first time that our group has had clear, workable goals and a WORKING board moving forward on those goals. Our committees are motivated and active, and have an understanding of how the process works, and what we need to be doing to get where we want to be."

— LaCrosse Community Pride

Has your organization's board, committees, and volunteer structure been strengthened as a result of this grant?

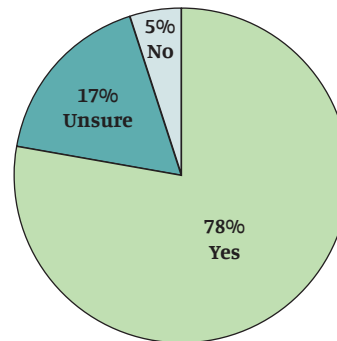


When asked, "On a scale of 1-10, how much positive impact on your community do you feel you're making through your downtown revitalization efforts?" 100% responded with a 7 or higher and 72% responded "10 - very positive impact"

"[As a result of this grant], we were given an amazing chance to facilitate making an immediate impact on our Downtown."

— Ferndale Downtown Association

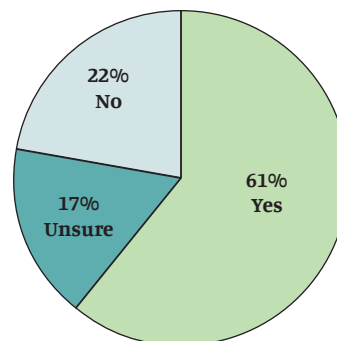
Have your organizational processes (such as creating and sharing agendas prior to meetings, work plans, volunteer recruitment, etc.) been improved as a result of this grant?



"This grant and the efforts of the Main Street team have allowed us to focus on our mission, be a great community partner, [open a] new office & meeting space, and increase communication between City and community stakeholders."

— Downtown Pullman Association

Have your organizational policies (such as conflict of interest policy, document retention policy, whistleblower policy, insurance policy, etc.) been improved as a result of this grant?



When asked, "Has your organization's short-term or strategic planning improved as a result of this grant?"

100% of respondents said YES!

"[This grant] allowed BDA to focus on building our foundation implementing the [Main Street] 4 Point Approach and setting up committees based on them. Had we not had the guidance and support of our paid executive director, we would not have been able to build our leadership team, share our mission with the city, organizations, and the community, or put on our 1st Buckley Night Market. We have taken our vision and created short-term goals.

— Buckley Downtown Association

When asked "What services have been most valuable to you during the first year of the grant?" 6% indicated fall Capacity Building webinars, 17% indicated spring Main Street 101 webinars, 72% indicated one-on-one consultations and 6% indicated "Other" and described online Main Street resources, networking with other Affiliates & WSMSP educational webinars.

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