

EXHIBIT C – Services for Designated and Selected (Current) Local Programs

**EXHIBIT C - Main Street New Jersey
Services for Designated and Selected (Current) Local Programs**

Service	Associate	Partner	Traditional
General			
Inter- and Intra-Department State-Level Advocacy	X	X	X
Annual Program Review		X	X
Resource Team Downtown Assessment			X
CORE Training		X	X
ED Hiring Assistance	X (if staffed)	X	X
ED Orientation	X (if staffed)	X	X
Board President Training		X	X
Phone/Email Support	X	X	X
Organization			
Org – NMSC Network Membership	X	X	X
Org – DRMI Scholarships (per session)	1	4	unlimited
Org – National Main Street Conference Scholarships	1	2	3
Org – ED Meetings/Training	X (if staffed)	X	X
Org – Vision/Mission, Goals & Action Planning Training		X	X
Org – Fund-Raising Training		X	X
Org – Board Corps Training		X	X
Org -- MS Improvement District Challenge Grant		C	C
Org – MSNJ “Main Street Hero” Award Eligible		C	C
Promotion			
Promo – Digital Design & Branding: MS Org./Community/Dist.		X	X
Promo – Digital Design & Branding: Business		X	X
Promo – Digital Design & Branding: Business		X	X
Promo – Special Projects		C	C
Economic Restructuring			
ER – Recruitment Resource Data Subscription		X	X
ER - Business Recruitment/Retention “ER Day”			X
ER - Business Owner Training/Seminar			X
ER – Business Retention Webinar Series “Destination Univ.”		X	X
ER – Special Projects			C
Design			
Design – Digital Design & Branding: Building Exterior			X
Design – Digital Design & Branding: Signage/Logo			X
Design – Parking Evaluation			C
Design – Visual Merchandising			C
Design – Historic Façade Restoration/Rehabilitation Rendering			C
Design – Structural Assessment			C
Design – CLG Assistance			C
Design – “Design Day”		C	X

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Service Value	Associate	Partner	Traditional
	\$2,000+	\$15,000+	\$25,000-\$45,000
Local Commitments	Associate	Partner	Traditional
Four-Point Program/Approach	X	X	X
8 Principles	X	X	X
Historic Preservation Ethos	X	X	X
Monthly Reporting	optional	optional	X
Quarterly Reporting	optional	X	
Annual Reporting	X		
On-Site Service Participation		X	X
Full-Time Paid Staffing	optional	optional	X
Part-Time Paid Staffing	optional	X	
Volunteer Unpaid Staffing (F/T or P/T)	optional	X	
Annual Action/Business Plan	optional	X	X
Annual Budget	optional	X	X
Staff Training (NJ/National)	optional	X	X
Board Training (NJ)			X
MSNJ Program/Community Branding	“MSNJ Associate Program”	“Designated MSNJ Community or Program”	“Designated MSNJ Community or Program”
Signed Letter of Agreement with MSNJ/DCA/Municipality/Board	X	X	X

Key: C - Competitive