



New Mexico MainStreet Manager Certification Standards

To encourage continuous professional development and education of NMMS local Main Street managers – which enables managers to strengthen their coordination, non-profit administration, project management, and leadership skills – New Mexico Main Street offers certification of local Main Street managers. Completion of NMMS Manager Certification is strongly encouraged but not required by the New Mexico MainStreet Program. Note, however, that every new NMMS manager must complete all trainings outlined under “Phase One: MAINSTREET FUNDAMENTALS” within 12 months of becoming a New Mexico MainStreet Manager.

BENEFITS OF ACHIEVING NEW MEXICO MAINSTREET MANAGER CERTIFICATION INCLUDE:

1. Recognition of the manager's accomplishments and professional development;
2. Expanded skill base and knowledge of Main Street management;
3. As available, enhanced educational scholarship opportunities from New Mexico MainStreet and the Friends of New Mexico MainStreet; and
4. Eligibility for a NMMS scholarship to the National Trust Main Street Center's Certification in Professional Main Street™ Management Institute.

Additionally, local Main Street organizations benefit from supporting their manager's completion of NMMS Manager Certification by having a better-educated, more resourceful staff leader who is better able to guide and support the work of the organization's board of directors and committees.

New Mexico MainStreet Manager Certification is available only to the staff of local NMMS Start-Up, Partnership, or Certified local Main Street organizations affiliated with and in good standing with New Mexico MainStreet.

To begin the Certification process, managers must formally notify NMMS that they wish to pursue NMMS Manager Certification. (See “Administrative Procedures” below.) To become a certified New Mexico MainStreet Manager, local Main Street managers/executive directors must successfully complete the following two-part educational process:

I. PHASE ONE: MAIN STREET FUNDAMENTALS

To complete the first phase of NMMS Manager Certification, local Main Street managers must successfully complete the following educational sessions within the first twelve months of their employment with a local Main Street organization. Trainings outlined in A. through D. below (Basic Training, Manager Orientation, Grant-Writing and Fund-Raising) are basic level and only need to be completed once during a manager's tenure in New Mexico. Trainings described in E. and F., below, are required annually of every manager in the New Mexico MainStreet Network.

- A. Main Street Basic Training (Main Street 101):** This basic-level training course provides the local manager with an understanding of each part of the Main Street Four-Point Approach™. A clear understanding of the Approach is essential to managing a local Main Street organization. To meet this Certification requirement, managers must successfully complete each Basic Training segment, including Organization, Promotion, Design, and Economic Positioning; each Basic Training segment must be a minimum of two hours in length.
- B. New Manager Orientation:** This overview of the Main Street Four-Point Approach™ and the fundamentals of Main Street and non-profit management provides the local manager with an understanding of the essential components of the job of Main Street manager. To meet this Certification requirement, managers must successfully complete a New Manager Orientation session at least 6 hours in length.
- C. Grant-Writing Training:** The ability to write grants – particularly New Mexico MainStreet Capital Outlay grants – is an essential skill of a local manager. Grant-writing skills enable the manager to pursue project funding for Main Street revitalization and to assist volunteers with grant-writing as well. To meet this Certification requirement, managers must successfully complete a Grant-Writing Training of at least 2 days in length.
- D. Fund-Raising Training:** While primary responsibility for fund-raising lies with the board of directors, it is important that the manager have a clear understanding of fund-raising techniques and processes in order to adequately support the organization's efforts in resources development. To meet this Certification requirement, managers must successfully complete a Fund-Raising Training of at least 6 hours in length.

- E. **New Mexico MainStreet Quarterly Meetings:** NMMS Quarterly Meetings provide training, networking, and other educational opportunities for local managers, enabling them to gain new skills and information in Main Street revitalization methods, available resources, and model projects. To meet this Certification requirement, managers must attend all four NMMS Quarterly Meetings, including the summer, fall, winter and spring (National Main Streets Conference) meetings.
- F. **New Mexico MainStreet Annual Meeting:** Each year, NMMS holds its annual meeting and awards ceremony, typically in conjunction with the NMMS Summer Quarterly Meeting. Attendance at this meeting enables managers to keep abreast of the NMMS network's accomplishments and to learn about other local organizations' accomplishments. To meet this Certification requirement, managers must attend the NMMS Annual Meeting and awards in its entirety.

NMMS prefers that managers satisfy Certification requirements A. through D. by attending the training sessions offered by NMMS. However, with prior written approval by the Director of the New Mexico MainStreet Program, managers may substitute an equivalent training course from the National Trust Main Street Center®; another Main Street state, city, or regional coordinating program recognized by the National Trust Main Street Center; or a similar caliber professional training organization.

Training requirements E. and F. may be satisfied only by attending these sessions offered by New Mexico MainStreet.

II. PHASE TWO: INTERMEDIATE/ADVANCED TRAINING

To continue to expand their Main Street skills and knowledge and to understand the latest revitalization techniques and information, it is important that a local Main Street manager continue his or her education at an intermediate and advanced level. To complete full New Mexico MainStreet Manager Certification, local managers/ executive directors must also complete the following requirements within twelve months of completing Phase One of NMMS Manager Certification. Successful completion of both phases of NMMS Manager Certification also makes the manager eligible to receive a scholarship to attend the National Trust Main Street Center's Certification in Professional Main Street Management Institute (if accepted to that Institute by the National Trust Main Street Center).

- A. **New Mexico MainStreet Quarterly Meetings:** NMMS Quarterly Meetings provide training, networking, and other educational opportunities for local managers, enabling them to gain new skills and information in Main Street revitalization methods, available resources, and model projects. To meet this Phase Two Certification requirement, managers must attend all four NMMS Quarterly Meetings, including the summer, fall, winter and spring (National Main Streets Conference) meetings. *Upon prior written approval of the Director of the New Mexico MainStreet Program, the local Main Street board president or committee chair may attend a maximum of one (1) NMMS Quarterly Meeting per state fiscal year instead of the local manager.*
- B. **New Mexico MainStreet Annual Meeting:** Each year, NMMS holds its annual meeting and awards ceremony, typically in conjunction with the NMMS Summer Quarterly Meeting. Attendance at this meeting enables managers to keep abreast of the NMMS network's accomplishments and to learn about other local organizations' accomplishments. To meet this Phase Two Certification requirement, managers must attend the NMMS Annual Meeting and awards in its entirety.
- C. **Main Street Four-Point Institutes:** Annually, NMMS offers intermediate-level training sessions in various aspects of Main Street revitalization and the Main Street Four-Point Approach™; these institutes are offered annually and feature specific topics that address the general areas of Organization, Promotion, Design, and Economic Positioning. To meet this Certification requirement, managers must attend at least two of the four annual Institutes; managers may attend the two Institute topics of their choice.
- D. **Advanced Training Seminar:** More advanced-level training in topics such as planning, design management, historic preservation, economic development, tourism, etc., enables a Main Street manager to address more sophisticated revitalization projects, in addition to allowing the manager to gain additional contacts in fields that relate to Main Street management. To meet the Advanced Training Seminar Certification requirement, managers must obtain prior written approval of the Advanced Training from the Director of the New Mexico MainStreet Program and must attend and successfully complete training from at least one of the following sources.
 1. Conferences of the American Planning Association (APA) or American Institute of Architects (AIA);
 2. Annual conferences of the Rural Economic Development Through Tourism (REDTT) program, the New Mexico Historic Preservation Alliance, or the National Trust for Historic Preservation;
 3. Specialized training seminars sponsored by the National Trust Main Street Center;
 4. Advanced-level NMMS training seminars, e.g. the 2007 Community Initiated Development seminar or the 2008 Context Sensitive Solutions transportation design conference;
 5. The New Mexico Department of Finance and Administration (DFA) Infrastructure Conference;
 6. The New Mexico Tourism Department's annual conference;
 7. The Governor's Summit on Economic Development; or
 8. Other substantive workshops/conferences/seminars focused on the subjects of community economic development, tourism, rural development, real estate development, leadership, non-profit management, and other subjects approved in advance by the Director of NMMS.

Managers who have notified NMMS that they wish to pursue NMMS Manager Certification will be reviewed by the Director of the New Mexico MainStreet Program at the end of each phase of Certification to affirm that they have completed all requirements of Phase One and Phase Two of the Certification process. Those managers deemed by the Director to have successfully completed both phases will be awarded Certification and recognized at the NMMS Annual Meeting and awards; they will subsequently be eligible for annual recertification by NMMS.

III. ANNUAL RECERTIFICATION

Managers who have been awarded their NMMS Manager Certification (having successfully completed all Phase One and Phase Two Certification Requirements) are eligible for annual recertification as a NMMS Certified Manager. To pursue recertification, managers must notify NMMS in writing that they choose to pursue recertification. (See "Administrative Procedures" below.)

To meet the requirements for annual recertification, managers must have been a NMMS Certified Manager during the previous year and must successfully complete within the year the same annual requirements A. through D. outlined above in Phase Two: Intermediate/Advanced Training, including attendance at NMMS Quarterly Meetings, the NMMS Annual Meeting and Awards, two of four intermediate-level NMMS Four-Point Institutes, and one advanced training seminar approved by NMMS.

IV. ADMINISTRATIVE PROCEDURES

Managers are required to notify New Mexico MainStreet in writing if they choose to pursue NMMS Certification or annual Recertification. Managers must complete and submit the following form; forms may be submitted at any time during the year(s) during which the manager elects to pursue Certification or Recertification.

NOTIFICATION OF INTENT TO PURSUE NEW MEXICO MAIN STREET MANAGER CERTIFICATION

Manager Name: _____

I hereby formally notify New Mexico MainStreet that I choose to pursue (check one)

- Phase One of NMMS Manager Certification (new managers only)
- Phase Two of NMMS Manager Certification (only managers having successfully completed Phase One of NMMS Manager Certification)
- NMMS Manager Recertification (only previously Certified managers)

I understand that, at the end of the 12-month Certification period, the Director of New Mexico MainStreet will review and determine whether I have successfully completed all requirements for the level of Certification I am pursuing as identified above. I further understand that my request for Certification review will not automatically result in my NMMS Manager Certification.

Signature _____

Date: _____

**This form must be submitted to the Director of the New Mexico MainStreet Program.
Forms may be mailed or faxed to the attention of the Director:**

Completed forms may be submitted at any time during the year(s) during which the manager elects to pursue Certification or annual Recertification, but managers must submit forms no later than **May 15** annually in order to have their Certification recognized at the New Mexico MainStreet annual meeting and awards ceremony.

PLEASE RETURN THIS FORM TO: (MAKE COPIES AS NEEDED)

Economic Development Department

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New Mexico MainStreet Program Director

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New Mexico Economic Development Department