



A program of the **MAINE DEVELOPMENT FOUNDATION**  
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## Major Areas of Responsibility of the local Main Street program manager

**The local Main Street program manager has a variety of job functions. Major areas of responsibility include:**

1. Coordinating activity of Main Street program committees
2. Managing administration aspects of the program
3. Development, in conjunction with the Board, appropriate downtown revitalization strategies
4. Developing and conducting, in conjunction with the board and organization committee, ongoing public awareness and education programs
5. Assisting business and property owners with business and property improvement projects
6. Encouraging a cooperative climate with other downtown or community organizations
7. Helping to build productive relationships with appropriate public entities
8. Developing/maintaining a data system to track reinvestment statistics/progress of the program
9. Serving as an advocate for downtown issues at local and state levels
10. Working toward developing skills as a downtown management professional

**Related to each of those major functions, the program manager has several more specific areas of responsibility. Those include:**

### **Coordinating activity of Main Street program committees**

- Ensure communication is established
- Assist with implementation and/or workplan
- Provide ongoing volunteer support and encouragement
- Managing administration aspects of the program

### **Record-keeping and accounting**

- Budget development (jointly with board and/or president and treasurer)
- Purchasing
- Preparing and filing reports
- Filing legal documents (jointly with board and/or president and secretary)
- Supervising other regular or contractual employees

### **Development, in conjunction with the Board, appropriate downtown revitalization strategies**

- Identification of unique assets and resources
- Identification of concerns and issues
- Development of a workplan that focuses on all four program areas

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The Maine Downtown Center is a program of the  
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**Developing and conducting, in conjunction with the board and organization committee, ongoing public awareness and education programs**

- Fostering public understanding of Main Street's mission and goals
- Keeping the program positively in the public eye
- Developing a cooperative relationship with the press and media

**Assisting business and property owners with business and property improvement projects**

- Providing ongoing communication, advice, and guidance
- Coordinating consulting services of state/local program
- Personal consulting or finding additional professional consultation as appropriate

**Encouraging a cooperative climate with other downtown or community organizations**

- Developing and building opportunities for partnership with the local Chamber of Commerce and/or other development organizations
- Identifying and maintaining contact with other key downtown./neighborhood organizations

**Helping to build productive relationships with appropriate public entities**

- Developing and maintaining relationships with local municipal government
- Identifying and maintaining contact with other important public entities (elected, appointed and staff)

**Developing/maintaining a data system to track reinvestment statistics/progress of the program**

- Economic investment
- Building inventories and condition assessments
- Photographic documentation
- Job creation and business retention
- TIF program, sales tax and other relevant data
- Volunteer participation
- Success stories and other reporting requirements of the state coordinator

**Serving as an advocate for downtown issues at local and state/city levels**

- Familiarity with and understanding of local concerns and issues
- Speaking effectively on the program's mission, goals, issues and results
- Working to improve public policy (locally, regionally and statewide) relating to downtown

**Working toward developing skills as a downtown management professional**

- Taking advantage of training opportunities provided through the state program and the National Trust Main Street Center
- Identifying other opportunities for personal and professional growth, including mentoring upcoming downtown managers