

Application Preview

2025 Great American Main Street Award

Basic Information & Releases

Main Street Program Name *

Limit: 300 characters

Address: *

City, State Zip *

Organization's Website: *

Facebook Handle

Instagram Handle**Twitter Handle****LinkedIn Handle****Name of Applicant (i.e. Organization Director) *****Email: *****Phone Number: *****Release Authorization (type full name) ***

I, the undersigned, represent and warrant that I have the authority to give and thereby give Main Street America the absolute and unqualified right to use, in whole or in part, in whatever manner Main Street America desire, including, but not limited to, use for publicity, audiovisual presentation, and/or promotion, any written or photographic materials entered in the Great American Main Street Awards program. Main Street America is hereby given permission to make any editorial changes and/or additions to the materials submitted as it deems necessary or desirable for production purposes. I,

the undersigned, further agree to defend, indemnify, and hold Main Street America, 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. I, the undersigned, have verified that the information provided in this application is correct to the best of my knowledge.

Coordinator Notification: I confirm that I have notified my Coordinator about my application for GAMSA 2025. *

Please initial

Coordinator Review: I confirm that my Coordinator has reviewed and supports my completed application that I am submitting for GAMSA 2025. *

Please Initial

Accreditation Confirmation: I confirm that the Main Street organization I am submitting for GAMSA consideration is or will be a Main Street America Accredited program. *

Please initial

Have you previously applied for GAMSA? If so, when was the last time? *

Program Information

Year Organization Founded: *

of Years Accredited *

Organization's Tax Status *

- Nonprofit 501(c)(3)
- Nonprofit 501(c)(4)
- Nonprofit 501(c)(6)
- Government entity
- Other

Organization Structure

If your Main Street organization is not a standalone non-profit please briefly describe where it is housed whether it be with another non-profit, city department, etc.

Number of Staff (full-time and part-time) *

Vacancy Rate in District – current % vs. % when Main Street program started. *

i.e.: 25% today vs. 45% in 2005 when program began

Budget *



	A	B
1	Total Budget (inc. salaries)	
2		
3	Funding Sources	List as %
4	City Funding	
5	Federal Funding	
6	Membership Dues	
7	Private Sponsorship	
8	Event Revenue	
9	Other	

Please input a simple budget including total program budget plus salaries, with a break-down by percentage of your sources of funding. If you don't receive funding from that area please enter 0%. Please ensure it totals to 100%.

Reinvestment Stats *



	A	B	C	D	
1		Net Job Creation	Net New Businesses	# of Building Rehabs	P Ir
2	2023				
3	2022				
4	2021				
5	Cumulative since inception				

Please show your last three (3) years (2023, 2022 and 2021) Reinvestment Stats by year and then a cumulative history since your program started.

Board Matrix *



	A	B
1	Organization:	Board Composition
2	Community:	Current Board Members
3	Date:	
4	Board Member Name	
5		
6		
7		
8		
9		

Narratives

Major Challenge or Obstacle Overcome *

Limit: 300 words

In 300 words or less, describe a major challenge your Main Street program, district, or community has experienced, how you overcame it, and how you learned from it.

Approach & Commitment to Diversity, Equity, Inclusion and Accessibility *

Limit: 1000 words

At the core of our approach to revitalization is a commitment to creating places of shared prosperity, equal access to opportunity, and inclusive engagement. We are dedicated to advancing a deeper understanding of and action around anti-racism as an organization and a network. Main Street organizations - through their leadership, outreach strategies, and programming - should be reflective of their communities and work to advance equity in their districts. In 1000 words or less please describe the following:

- 1) How does your organization approach DEIA relative to your organizational mission and vision?
- 2) How your program's leadership (board, staff, committees, volunteers) and organizational structure reflects equity and inclusion. Please also briefly describe the make-up of your Board and if it is not yet fully reflective of community demographics describe the work being done to change this.

3) How your programming and outreach activities reflect and support your district and community's diversity.

Community Evaluation Standards

The six Community Evaluation Standards aim to elevate local revitalization efforts and provide the Main Street America Network with a strong foundational framework to review progress, recognize strengths and accomplishments, understand trends and challenges involved with local revitalization, and implement strategies that keep moving Main Street programs forward. You can [read more about the six standards here \(https://mainstreet.org/our-network/community-evaluation-framework/community-evaluation-standards\)](https://mainstreet.org/our-network/community-evaluation-framework/community-evaluation-standards).

From the six Standards, please select three that best reflect your Main Street program's strengths and use the space below to describe, in 250 words or less, how your program advances that Standard in its work. Please be sure to select three (3) different Standards.

#1 *

#1 Narrative *

Limit: 250 words

#2 *

#2 Narrative *

Limit: 250 words

#3 *

Select... ▼

#3 Narrative *

Limit: 250 words

Images & Supporting Documents

Within each category please title documents with numbers (1-5 for Letter of Support and 1-15 for images) as this helps with tracking.

Images *

Choose File

Select up to 16 files to attach. No files have been attached yet. You may add 16 more files.

Acceptable file types: .csv, .doc, .pdf, .gif, .jpg, .jpeg, .png, .xls, .xlsx

Include high resolution images labeled 1-15. Photo files should be professional-quality digital images: 150 dpi or higher resolution, JPG file format, and 2000x1500 pixels or larger. We kindly ask that you do not include any text or watermarks on the images. Please also attach a document outlining the image title, brief description/caption, and credit information (using the image asset ledger template is strongly recommended).

Map of District *

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .pdf, .doc, .docx, .wpd, .jpg, .jpeg, .gif

Please upload a map outlining your Main Street district

Letters of Support *

Choose File

Select up to 5 files to attach. No files have been attached yet. You may add 5 more files.

Acceptable file types: .pdf, .doc, .docx

Submit up to five letters of support. One must be from the Director of your Coordinating Program and the others should come from stakeholders in your Main Street (e.g. residents, business owners, elected officials, community groups). In the case of letters from individuals or a large group, we suggest that you submit a single letter from the entire group. Please title each document 1-5 for tracking purposes.

Optional Video

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpl, .mov, .mp4, .mpg, .wmv

While optional, we encourage you to submit a short video that helps make the case why your program should win GAMSAT. Be creative!

Please note: a professionally produced video created solely for this application is NOT required.

Save Draft

Submit Form

Drafts may be visible to the administrators of this program.