



## Municipal Contributions

### *Planning Recommendations:*

1. What is the timetable needed for securing continued funding from the city/town?
2. Review materials that need to be presented. Has the Main Street program been in good communication with municipal officials throughout the year? Do they understand that they are providing support to an economic development organization, not a charitable organization?
3. What is the “Value” you bring to the City?
4. Share the “Benefits of Main Street” list so the municipality understands that the city/town is the greatest benefactor of a successful Main Street program.
5. If the town or city has remained at the same funding level for more than three years, consider asking for an increase. Municipalities should not be weaned from investing in downtown or the Main Street program.
6. Should the community develop a Business Improvement District (BID) or Tax Increment Finance District (TIF)? Understand that this mechanism should not replace city funding, since it comes from the property owners.
7. Track the City/Town in-kind support and acknowledge their municipal investment made in downtown.
8. Plan recognition of the municipal contribution (especially volunteers from the City and in-kind support).

Adapted from Main Street America “Fundraising Plans”