

Main Street Advisory Board
Agenda – October 1, 2025, 4:00 p.m.

Meeting to be held at Perry City Hall – 808 Carroll Street, Downtown Perry
Economic Development Conference Room

1. Call to Order
2. Guests/Speakers
3. Citizens with Input
4. Old Business
5. New Business
 - a. Certificate of Appropriateness Review – 1009 Northside Drive
 - b. Downtown Holiday Historic Tours & 2026 Historic Preservation Month Discussion
 - c. Approve September 4, 2025, minutes
 - d. Approve August 2025 financials
6. Chairman Items
7. Downtown Manager's Report
 - a. Downtown Projects update
 - b. 2025 Self-Assessment – Standards 1 and 2
8. Promotion Committee Report
9. Other
10. Adjourn

All meetings are open to the public unless otherwise posted



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STAFF REPORT

September 12, 2025

CASE NUMBER: COA-0124-2025
APPLICANT: WCH Development LLC
REQUEST: Install Trash Chute
LOCATION: 1009 Northside Drive; Parcel No. 0P0020 018000

APPLICANT'S REQUEST: The applicant requests the addition of an enclosed trash chute.

STAFF COMMENTS: The property is a 2-story mixed use development, with apartments on the upper level. The applicant seeks to install an enclosed metal tube inside of a brick encasement, to allow second story residents to easily dispose of household waste. The brick is anticipated to match the building, and the applicant has been informed that building permits may be required to ensure the addition is structurally sound in terms of its attachment mechanisms. The encasement is anticipated to help the chute blend in with minimal distraction.

STAFF RECOMMENDATION: Staff recommend approval of the application.

APPLICABLE ORDINANCE SECTION:

6-6.3. Design Standards for the Downtown Development District.

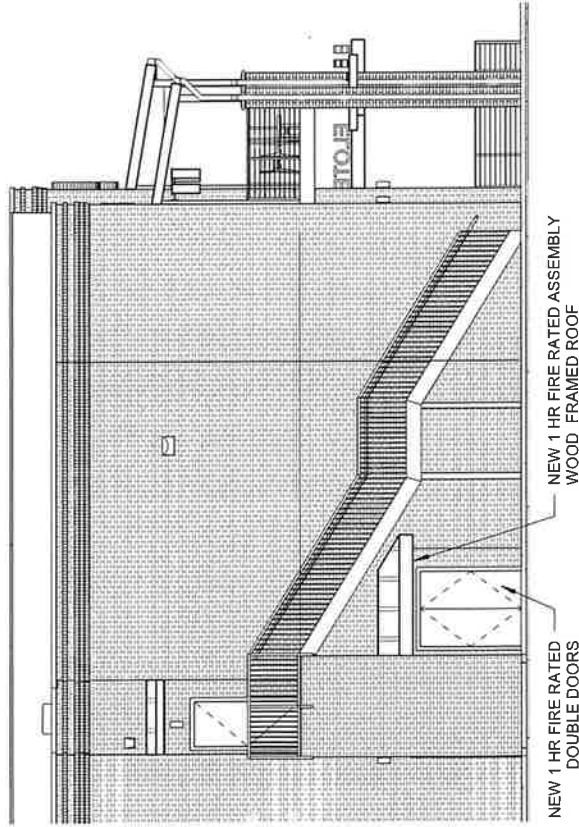
- (A) *Intent.* The intent of this section is to encourage and maintain the viability and visual compatibility of structures and sites in the Downtown Development Overlay District.
- (B) *Applicability.* New construction and exterior modification of buildings and sites in the downtown development overlay district must obtain a certificate of appropriateness prior to starting such work. In addition to other design guidelines adopted by the Main Street Advisory Board, new construction and existing buildings, structures, and sites which are altered, reconstructed, or moved shall be consistent with the architectural styles of commercial buildings constructed prior to 1950 in the downtown development overlay district and the standards of this section.
- (C) *Exemptions.* Nothing in the section shall be construed to prevent the ordinary maintenance or repair of any exterior architectural feature of structures located in the Downtown Development Overlay District when the repair does not involve a change in design, material, or outer appearance of the structure. Certificates of appropriateness are not required for alterations to the interior of a building or changes in the use of a building, although other permits may be required.
- (D) *Sign standards.* All signs shall require a Certificate of Appropriateness issued by the administrator prior to issuing a sign permit. The administrator may exempt signs which comply with the provisions of Section 6-9.12(C).
- (E) *Site design standards.*
 - (1) *Orientation and setback.* The orientation and setback of a building shall be consistent with adjacent buildings.
 - (2) *Spacing of buildings.* The relationship of a building to open space between it and the adjoining buildings shall be visually compatible to the buildings and open spaces to which it is visually related.
 - (3) *Parking.* Parking should be located to the side or rear of a building. When a parking lot must be located adjacent to a public right-of-way, a wall and/or landscape buffer should separate the parking lot from the right-of-way.
 - (4) *Courtyards and outdoor spaces.* Walls, wrought iron fences, evergreen landscape buffers, and/or building facades shall form cohesive walls of enclosure along a street.
- (F) *Building design standards.*
 - (1) *Height.* The height of the proposed building shall be visually compatible with adjacent buildings.

- (2) *Proportion of Building from Facade.* The relationship of the width of building to the height of the front elevation shall be visually compatible with buildings to which it is visually related.
- (3) *Scale of a Building.* The size of a building, the building mass of a building in relation to open spaces, the windows, door openings, porches and balconies shall be visually compatible with the buildings to which it is visually related.
- (4) *Proportion of Openings within the Facility.* The relationship of the width of the windows in a building to the height of the windows shall be visually compatible with buildings to which it is visually related.
- (5) *Rhythm of Solids to Voids in Front Facades.* The relationship of solids to voids in the front facade of a building shall be visually compatible with buildings to which it is visually related.
- (6) *Rhythm of Entrance and/or Porch Projection.* The relationship of entrances and porch projections to the sidewalks of a building shall be visually compatible to the buildings to which it is visually related.
- (7) *Relationship of Materials; Texture and Color.* The relationship of the materials, texture, and color of the facade of a building shall be visually compatible with the predominant materials in the buildings to which it is visually related. Brick or mortared stone shall be the predominant materials on new construction.
- (8) *Roof Shapes.* The roof shape of a building shall be visually compatible with the buildings to which it is visually related.
- (9) *Colors:* Colors should be in keeping with color palettes currently in use, or of historical significance to the City of Perry. The Community Development Department may suggest or make available certain color palettes, which are not required to have a Certificate of Appropriateness.

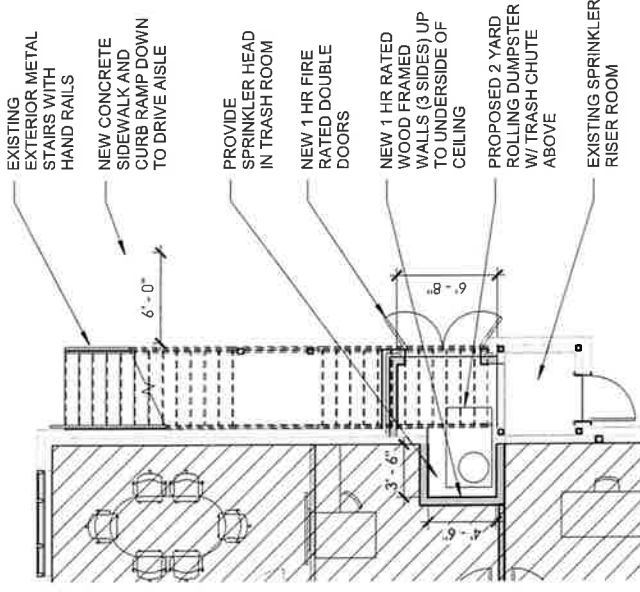
(G) *Temporary structures.* Temporary structures are permitted for construction projects or catastrophic losses. These structures require approval by the administrator, subject to section 4-5.



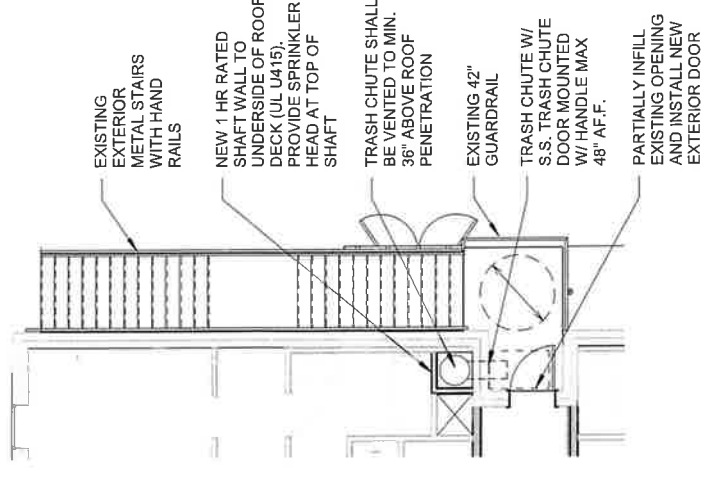




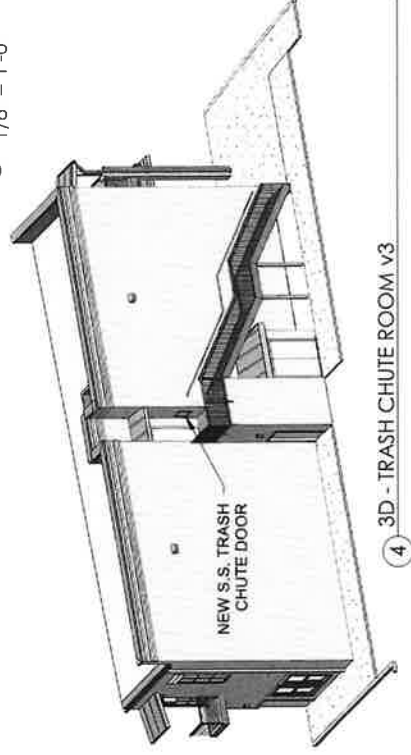
① NORTH ELEVATION [TRASH CHUTE ROOM v3]
1/8" = 1'-0"



② FIRST FLOOR PLAN [TRASH CHUTE v3]
1/8" = 1'-0"



③ SECOND FLOOR PLAN [TRASH CHUTE v3]
1/8" = 1'-0"



④ 3D - TRASH CHUTE ROOM v3

CHALET LOFTS

Scale 1/8" = 1'-0" Copyright © All rights reserved. Reproduction in whole or in part is prohibited. This drawing is an instrument of service & the property of TSW Inc. and may not be used in any way without the written permission of TSW Inc.
9.8.2025

for: WCH HOMES

by: TSW



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Application # COA 0124-2025

Application for Certificate of Appropriateness Main Street Advisory Board

Contact Community Development (478) 988-2720

*Indicates Required Field		
	Applicant	Property Owner
*Name	NGH Development	NGH Development
*Title	Dylan Wingate	Dylan Wingate
*Address	1009 Northside Dr.	817 Hawth 2475 Unit 10
*Phone	478-322-0028	478-322-0028
*Email	invoices@pd-group	invoices@pd-group

*Property Address 1009 Northside Dr

Project:
New Building ☐ Addition ☒ Alteration ☐ Demolition ☐ Relocation ☐

*Please describe the proposed modification:

We would like to add a trash chute so people do not have to walk up and down stairs to throw trash away. The cost to complete the job is 100,000. Material will be a metal tubing on the inside that will go into a city dumpster to hold the trash. Exterior will be all brick to match the building.

Instructions

1. A Certificate of Appropriateness is required for any exterior modification of a property located in the Downtown Development Overlay District.
2. Applications, with the exception of signs, are reviewed by the Main Street Advisory Board, which makes a recommendation to the administrator for action on the Certificate of Appropriateness.
3. The application may be submitted to the Community Development office or online.
4. The applicant must respond to the "standards" for the granting of a certificate of appropriateness in Section 2-3.8 of the Land Management Ordinance.
5. *The following drawings and other documents must be submitted with the application, depending on the extent of the proposal:
 - Site plan depicting building(s) footprint, parking, landscaping, and other site improvements,
 - Detailed drawing(s) or sketch(s) showing the views of all building facades facing public streets and building features, such as recessed doors or dormers, and sizes,
 - Detailed drawing(s) or sketch(s) depicting size, location, and colors of signage,
 - Sample(s) for all proposed wall and trim paint colors,
 - Sample(s) or photo(s) of proposed awning/canopy materials and color,
 - Photo(s) of proposed doors, windows, lights, or other features that will be added to the building,
 - Photo(s) or sample of proposed roofing materials and color if roof will be visible,
 - Photo(s) or sample of brick, stone, tile, mortar, or other exterior construction materials that will be added to the building, and
 - Other information that helps explain details of the proposal.

Continued on page 2

Application for Certificate of Appropriateness – MSAB – Page 2

6. A complete application and all plans, drawings, cut sheets, and other information which adequately describes the proposed project must be submitted at least 10 days prior to a meeting of the Main Street Advisory Board, to allow adequate time for staff to review and prepare a report. The Main Street Advisory Board meets on the 1st Thursday of each month at 5:00pm at the Community Development office, 741 Main Street.
7. Please read carefully: The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.
8. Signatures:

*Applicant	<u>Dylan Wingate</u>	*Date	<u>7.14.25</u>
*Property Owner/Authorized Agent	<u>[Signature]</u>	*Date	<u>7.14.25</u>

Maintenance and Repair

Nothing in the Land Management Ordinance shall be construed to prevent the ordinary maintenance or repair of any exterior architectural feature of structures located the Downtown Development Overlay District when the repair does not involve a change in design, material, color, or outer appearance of the structure. Certificates of appropriateness are not required for alterations to the interior of a building or alterations to the use of a building (although other permits may be required).

Notices

There is no fee for review of a Certificate of Appropriateness (COA) application. However, a fee of \$245.00 will be charged for work started without an approved Certificate of Appropriateness.

Approval of a certificate of appropriateness does not waive any required permits, inspections, or fees required by the Community Development Department. Structural changes to a building require a building permit from the Community Development Department.

Decisions of the administrator may be appealed to the Planning Commission.

The Certificate of Appropriateness is valid for 6 months (180 days) from the date of approval by the administrator. If work is not completed within that timeframe, the applicant must renew the COA. A COA associated with a permit remains valid for the life of the permit.

Estimated valuation of proposed modification: \$100,000

Main Street Advisory Board
Minutes – September 4, 2025

1. Call to Order : Vice Chairman Moore called the meeting to order at 4:00pm.

Roll: Vice Chairman Moore; Directors Anderson-Cook, Lay, Presswood, and Walker were present. Chairman Cossart and Director Ray were absent.

Staff: Alicia Hartley – Downtown Manager, Joe Duffy – Community Development Director, and Christine Sewell – Recording Clerk

2. Guests/Speakers – Curtis George, Nicholas Bedgood, Sue Lay
3. Citizens with Input - None
4. Old Business – None
5. New Business

- a. Certificate of Appropriateness Review – 909 Main Street

Ms. Hartley advised the application was for the mural on the Perry Players building, which council has approved. The applicant has provided a maintenance plan for the mural's care and shared an explanation of the mural content's significance to Perry history and current civic priorities. The rendering provided is a draft with color to be added, once fully finalized pending City Council input. Ms. Hartley advised the hold harmless is still to be received for the work to commence. Director Lay abstained from discussion.

Director Presswood motioned to approve as presented; Director Walker seconded; all in favor with Director Lay abstaining from vote; resulting in approval.

- b. Façade Grant Application – 921 Carroll Street and 910 Commerce Street

Ms. Hartley advised the applications had been before the board for comment before the properties were incorporated into the historic district, and the façade grant reflects that the COA application goes before the Historic Preservation Commission (HPC) on September 9th. Both qualify for the major improvement award as noted for the proposed work in the applications.

Director Presswood motioned to approve \$2500 for both properties; Director Anderson-Cook seconded; all in favor and was unanimously approved.

- c. Façade Grant Application – 731 Carroll Street

Ms. Hartley advised the application reflects the replacement of the soffits, painting the siding and adding cedar posts to mirror the adjacent building at 733 Carroll Street and staff recommends the \$2500 award. The COA application goes before the Historic HPC on September 9th

Director Walker motioned to approve the \$2500 façade grant as presented; Director Anderson-Cook seconded; all in favor and was unanimously approved.

d. Façade Grant Application – 1218 Main Street

Ms. Hartley advised the application reflects the replacement of the steps, porch railings and lights; and the COA application goes before the Historic HPC on September 9th

Director Anderson-Cook motioned to approve the \$2500 façade grant as presented; Director Lay seconded; all in favor and was unanimously approved.

e. Approve August 7, 2025, minutes

Director Lay motioned to approve as presented; Director Presswood seconded; all in favor and was unanimously approved.

f. Approve July 2025 financials

Director Anderson-Cook motioned to approve as presented; Director Walker seconded; all in favor and was unanimously approved.

6. Certificate of Appropriateness Comment Review for Historic Preservation Commission public hearing – September 9, 2025

a. 731 Carroll Street – Mr. Duffy advised the applicant proposes exterior renovations with intent to match neighboring properties. Renovations include cleaning, painting where necessary (SW 2827 Colonial Revival Stone anticipated), replacement of the soffits and entryway enhancements. The existing awning and trim are proposed to be repainted SW 6258 Tricorn Black. Cedar posts are proposed on each side of the awning entrance area, with the intent of establishing a cohesive aesthetic alongside the neighboring buildings. The board had no additional comments.

b. 1218 Main Street – Mr. Duffy advised the applicant proposes a general face-lift of the building's commercial entrance area. Plans call for replacement of the dilapidated front steps with new brick steps – expressed to be of like material to the existing building foundation. The front railing (existing deteriorated wood) is proposed to be replaced with black aluminum and includes 8" columns. Lighting and landscaping improvements have been proposed, and the applicant is informed these 2 items are subject to staff approval in the C-2 Zoning District. The board had no additional comments.

7. Chairman Items – None

8. Downtown Manager's Report

a. Downtown Projects update – Ms. Hartley advised Jernigan Street infrastructure is being evaluated for repair as there have been reoccurring problems; repairs should be manhole to manhole with no anticipated street closures and will keep the board advised. Fuego Fresco is open at the Chalet Lofts, Blessed Nest at 725 Commerce is as well, and Preferred Trophies will be opening in the Village Shops. Sweet P's has closed. Macon Rd/Swift & Commerce ST GDOT project is complete. GDOT Courtney Hodges bridge replacement is scheduled to start; no

specific date provided. "Keys to the Downtown District" is recognizing Clover Wine Merchant on Sept 5th, Landmark Realty on Sept 16th and Trattoria Di Napoli on Sept 23rd; with more pending.

Still working on the audio project; CVB has approved to contribute \$22,000 and will take to council on Sept. 16th. Advised all the veteran's banners have been claimed. Noted upcoming training events.

9. Promotion Committee Report – Ms. Hartley advised scarecrow fest registration is open, beer tasting tickets on sale, Sweets & Treats registration open. 2026 event calendar approved.

In lieu of the horsedrawn carriage rides for the Christmas event as the vendor is not available, requesting \$1000 for the trackless train that will follow the same route and is for adults and children. Director Lay motioned to authorize expenditure of \$1000 for the trackless train; Director Anderson-Cook seconded, all in favor and was unanimously approved.

Ms. Hartley advised Elle Loudermilk inquired about Christmas holiday tours and 2026 historic preservation tours and was the board interested; the board advised they were, and Ms. Hartley will bring back further details.

10. Other – None

11. Adjourn: there being no further business to come before the board the meeting was adjourned at 4:48pm.

Category	This Month	YTD Total	Notes
Reserve Balance as of 7/31/2025	\$ 65,207.81		
Revenues	\$ 2,185.42	\$ 2,185.42	Veterans Banners and Cup Sponsor
Expenses	\$ 10,134.64	\$ 10,649.64	Notes and details will be available at meeting on 10/1
Ending Balance	\$ 57,258.59		
August Board Spending Approvals	Amount		
Musical Instruments	\$8,206		Half paid by DDA
Albany Living Ad	\$1,200		



2024 Accreditation Assessment

City of Perry - Perry, GA
Perry, GA

[Baseline Requirements](#)

[Cumulative Average Scores](#)

[Additional Information](#)

[Explanation](#)

Baseline Requirements

LP

1. A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program. Please upload your Board of Directors document.

Yes

2. Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.

Yes

3. Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.

Yes

What is your Transformation Strategy?

Arts

Other

Date Adopted by Board of Directors

04/04/24

4. Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets. Please upload your Transformation Strategy Work Plan document.

Yes

5. A dedicated budget for the district's revitalization programming and the Main Street program's operations. Please upload your Program Budget document.

Yes

6. Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind donations and philosophical support.

Yes

7. Reinvestment statistics are reported as required by the Coordinating Program (monthly, quarterly, or annually).

Yes

8. Be a member in good standing with Main Street America, and appropriately use the Main Street America and Coordinating Program logos on the program's website and/or social media.

Yes

9. An Annual Report, Info-graphic, press release or other documentation to explain the progress of your program last year.

Yes

Cumulative Average Scores

Please refer to the [Explanation](#) section for more details about each standard.

	LP	CP	MSA
Standard I: Broad-Based Community Commitment to Revitalization	3.5		
I. Partnerships and Collaborations	3.5		
Indicator I	4		
Indicator II	3		
II. District and Community Outreach	3		
Indicator I	3		
III. Communication and Public Relations	3.67		
Indicator I	4		
Indicator II	4		
Indicator III	3		
	LP	CP	MSA
Standard II: Inclusive Leadership and Organizational Capacity	3.2		
I. Inclusive Organizational Culture and Diverse Volunteer Engagement	3		
Indicator I	3		
Indicator II	3		
Indicator III	3		
Indicator IV	3		
II. Active Board Leadership and Supporting Volunteer Base	3.33		
Indicator I	4		
Indicator II	3		
Indicator III	3		
III. Professional Staff Management	3.5		
Indicator I	4		
Indicator II	3		
IV. Effective Operational Structure	3		
Indicator I	3		
	LP	CP	MSA
Standard III: Diversified Funding and Sustainable Program Operations	3		
I. Balanced Funding Structure	3		
Indicator I	3		
Indicator II	3		
Indicator III	3		
II. Strategic Revenue Development and Fundraising	3		
Indicator I	3		
III. Budget and Work Plan Alignment	3		
Indicator I	3		
Indicator II	3		
IV. Financial Management and Best Practices	3		
Indicator I	3		
Indicator II	3		

	LP	CP	MSA
Standard IV: Strategy-Driven Programming	3		
I. Planning Guided by Inclusive Community and Market-Informed Inputs	3		
Indicator I	3		
II. Defining Direction Through Transformation Strategy Identification and Development	3		
Indicator I	3		
III. Strategy-Aligned Comprehensive Work Planning and Implementation Across All Four Points	3		
Indicator I	3		
	LP	CP	MSA
Standard V: Preservation-Based Economic Development	3		
I. Preservation Ethics and Education on History and Cultural Assets	3		
Indicator I	3		
Indicator II	3		
II. Standards and Best Practices for Place-Based, People-Focused Design	3		
Indicator I	3		
III. Promotion of Historic, Heritage, and Cultural Assets	3		
Indicator I	3		
	LP	CP	MSA
Standard VI: Demonstrated Impact and Results	3.25		
I. Demonstrating The Value of Main Street	4		
Indicator I	4		
II. Measuring and Packaging Quantitative and Qualitative Outcomes	3		
Indicator I	3		
Indicator II	3		
III. Promoting Progress and Demonstrating Impact and Results	3		
Indicator I	3		

Additional Information

Date of last on-site visit
01/18/23

What year was your program started?
2014

Explanation

Standard I: Broad-Based Community Commitment to Revitalization

Standard One reflects that successful and sustainable revitalization efforts are not just the work of a single organization, but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district. This Standard reviews the Main Street organizations' essential role in fostering a culture of inclusion, engagement, collaboration, and commitment from all sectors of the community. Launching a program, growing it incrementally from one year to the next, and sustaining success for the long run are only possible through a diversity of strong partnerships and collaborations, continued outreach, and communication.

I. Partnerships and Collaborations

Indicator I

LP

CP

MSA

Meeting indicator and demonstrable impact with elected officials being involved in our program and support from the local government. The local government is highly supportive of the downtown district and the Main Street program.

Indicator II

LP

CP

MSA

Strong collaborations between public and private sector organizations that result in both monetary and in-kind sponsorships for our program.

II. District and Community Outreach

Indicator I

LP

CP

MSA

Fully developed work plan that the community can view. We have a variety of communication tools, including a new printed newsletter that was created in the beginning of 2024 to ensure that we were disseminating our information about community impact and involvement.

III. Communication and Public Relations

Indicator I

LP

CP

MSA

Regular press releases sent to news outlets, external marketing including online, printed, and social media that highlights business and project successes.

Indicator II

LP

CP

MSA

As the Program Manager, I attend council meetings on a regular basis with requests and updates. Depending on the request or update, board members also attend council meetings in support of item. In 2024, we hosts a visioning session with the Mayor, elected officials, and the Main Street Board and the Downtown Development Authority.

Indicator III

LP

CP

MSA

All 4 examples are regularly met and implemented.

Standard II: Inclusive Leadership and Organizational Capacity

Strong, thriving communities don't just happen. They need effective leaders at all levels, from a broad base of committed volunteers to dedicated professional staff offering their time, talents, and passion for this work. Standard Two reflects the value we place on PEOPLE as Main Street's greatest resource and our belief that everyone in the community has a place in Main Street. This Standard encourages Main Street programs to place a strong priority on human capital and develop a clear operational structure and practices that increase the organization's capacity to engage all sectors of the community and leverage their participation in their revitalization efforts.

I. Inclusive Organizational Culture and Diverse Volunteer Engagement

Indicator I

LP	CP	MSA
Continued commitment to diverse, inclusive, and equitable district through mission and vision and work plans.		

Indicator II

LP	CP	MSA
We are still working on scaling our volunteer base. While we have activities, initiatives, and events that take place throughout the year that show a need for volunteers and we have way of appreciating the handful of volunteers we do have, the program is not strong or fully fleshed out. In 2025, we will be focusing on a robust volunteer recruitment plan. Additionally, we are in discussion of a possible sub-committee that will play the role of volunteer recruitment and orientation. This Indicator is not yet where we know it can and should be for our Perry program.		

Indicator III

LP	CP	MSA
Our board members represent all different backgrounds and community groups.		

Indicator IV

LP	CP	MSA
We are continuously working to make sure that the youth (school aged students) are engaged in our work.		

II. Active Board Leadership and Supporting Volunteer Base

Indicator I

LP	CP	MSA
All board members attend at least (if not more) than 75% of meetings and all have completed continued education hours.		

Indicator II

LP	CP	MSA
All board members are involved in funding and operations of the program.		

Indicator III

LP	CP	MSA
Board members spend their time on task specific projects and/or committees.		

III. Professional Staff Management

Indicator I

LP	CP	MSA
Professional staff are well equipped with all the tools and trainings for the program and gives in-depth reports at monthly board meetings.		

Indicator II

LP	CP	MSA
The board is involved in providing feed-back and support to the Main Street Manager on a regular basis.		

IV. Effective Operational Structure

Indicator I

LP	CP	MSA
All items of this indicator are met and maintained.		

Standard III: Diversified Funding and Sustainable Program Operations

A successful revitalization program must have the financial resources necessary to carry out its work and sustain its operations. Program sustainability relies on diversity of revenue streams as dependency on one primary or only source could jeopardize the program's operations. Through this Standard, Main Street programs demonstrate a priority for ensuring that the community is investing in the Main Street organization and programming efforts through a comprehensive and balanced funding structure that ensures successful and sustainable revitalization efforts.

I. Balanced Funding Structure

Indicator I

LP

CP

MSA

Our program's budget comes from a diverse number of public and private sector sources including, but not limited to, hotel-motel tax, general fund, sponsorships, and in-kind donations.

Indicator II

LP

CP

MSA

We host two annual fundraising events that support the funding of work plan projects throughout the year. Revenue from ticket sales and sponsorships from the private sector support these projects.

Indicator III

LP

CP

MSA

The Main Street Managers salary, benefits, professional development, etc. are supporting and funded by the local government. Our program also received in-kind services for public works, public safety support for events in the district.

II. Strategic Revenue Development and Fundraising

Indicator I

LP

CP

MSA

Committees are involved in seeking funding to support promotional projects and initiatives. The board reviews financials on a monthly basis.

III. Budget and Work Plan Alignment

Indicator I

LP

CP

MSA

Our budget is aligned with our work plan and connected. Our program has a diverse range of income sources.

Indicator II

LP

CP

MSA

Operational expenses, operating supplies, and training/professional development are funded every year.

IV. Financial Management and Best Practices

Indicator I

LP

CP

MSA

The program's financials are reviewed and audited annually along with the City's audit.

Indicator II

LP

CP

MSA

The board reviews financials on a monthly basis and follow up with questions regarding expenditures.

Standard IV: Strategy-Driven Programming

Main Street has built a strong track record for making change happen in communities across the country. Change is an important guiding principle for Main Street. But rather than letting change just happen, Main Street programs define and manage it from one year to the next through a strategy-driven work plan and aligned implementation process. Standard Four brings together all integrated components that must be in place to plan and successfully implement the revitalization work. Centered around Main Street's Four Point Approach, these integrated components are driven by a local Transformation Strategy(s) aligned through community participation and based on understanding of the district's unique and competitive market position.

I. Planning Guided by Inclusive Community and Market-Informed Inputs

Indicator I

LP

CP

MSA

When reviewing the examples of recommended inputs for this indicator, our board realized that we have not had inclusive community and district input within recent years so we have devised a plan to gather that and update that information in early 2025. Additionally, our building inventory is in progress, but not completed.

II. Defining Direction Through Transformation Strategy Identification and Development

Indicator I

LP

CP

MSA

Transformation strategies have measurable benchmarks and are supported by staff and city leadership.

III. Strategy-Aligned Comprehensive Work Planning and Implementation Across All Four Points

Indicator I

LP

CP

MSA

Our work plan are well fleshed out with action items, responsible parties, stakeholders, etc.

Standard V: Preservation-Based Economic Development

Successful Main Street efforts are built on the guiding principle that district economic development is obtained by leveraging and preserving its unique historic and cultural assets. Standard Five confirms our strong belief that a community's own place-based and diverse cultural assets reflect the richness and strength of its identity and establishes a competitive market advantage.

I. Preservation Ethics and Education on History and Cultural Assets

Indicator I

LP

CP

MSA

We have downtown design guidelines that steer property owners on best practices for historic buildings. We have a strong facade grant program.

Indicator II

LP

CP

MSA

With the Perry Historical Preservation Commission being only a year old, we are still finding our appropriate role and groove in balancing these new tools in our community and the overlap between the Main Street Board and the HPC. With the pending approval of a local historic district for downtown in 2025, we hope to be able to assist and provide programming and access to resources for property and business owners.

II. Standards and Best Practices for Place-Based, People-Focused Design

Indicator I

LP

CP

MSA

We have worked to educate property owners of the history of their properties.

III. Promotion of Historic, Heritage, and Cultural Assets

Indicator I

LP

CP

MSA

New initiatives in 2024 during Historic Preservation Month such as bus tours, decals for windows that note historic buildings, etc.

Standard VI: Demonstrated Impact and Results

Main Street communities are part of a national network with a proven record for generating strong economic returns and strengthening the district's position within a highly competitive marketplace. Standard Six highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program's revitalization efforts. It also provides the opportunity for the local Main Street program to tell their stories and advocate for resources needed for sustainability.

I. Demonstrating The Value of Main Street

Indicator I

LP

CP

MSA

The Downtown Master Plan is explicitly noted in the the citywide Master Plan. Our Main Street program presents to local leadership groups, civic groups, etc. about our downtown district and our work plan initiatives. Our programs website and socials are linked and partners within local government's pages.

II. Measuring and Packaging Quantitative and Qualitative Outcomes

Indicator I

LP

CP

MSA

All monthly reports are submitted to the state coordinating program on time.

Indicator II

LP

CP

MSA

Annual Main Street Network Salary and Program Survey has been submitted.

III. Promoting Progress and Demonstrating Impact and Results

Indicator I

LP

CP

MSA

Our program is sharing our reports and numbers with the local government. We often work with our local newspaper and local news outlets to highlight projects, events, etc. We include business testimonials and business highlights in our bimonthly newsletter.