

## Maryland Department of Housing and Community Development

### Main Street Maryland Program Agreement for Connected Communities

This Agreement is entered into by and between the following;

(a) the DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT (“**DHCD**”), a principal department of the State of Maryland;

(b) Town of Boonsboro (the “**Local Government**”); and

(c) Boonsboro Town Alliance, a Maryland nonprofit corporation (the “**Nonprofit**”).

(collectively, the “**Parties**”).

#### I. PURPOSE OF THIS AGREEMENT

The purpose of this Agreement is to designate the Local Government as a “**Connected Community**” under the Main Street Maryland Program (the “**Program**”) and establish the requirements for maintaining that designation. A Connected Community is a community that seeks to participate in the Program, but does not yet meet the definition of a “**Designated Community**” under the Program.

A Connected Community represents the first tier of three tiers of Main Street Maryland Communities that may participate in the Program. Key features of a Connected Community include:

- Defined Commercial Districts.
- Desire to utilize one or more pillars of the Main Street Approach™ to improve the local economy.
- Inclusion of a programmatic point of contact (paid or volunteer) to manage implementation of the Connected Community under the Program.
- Possession of an incremental work plan intended to meet some Main Street Approach and Program standards.
- Goal to eventually meet the Designated Jurisdiction definition under the Program.

The Local Government is hereby designated as a Connected Community, and shall retain that designation for the term of this Agreement, provided that all provisions identified hereunder are met.

#### II. RESPONSIBILITIES OF THE LOCAL GOVERNMENT AS A CONNECTED COMMUNITY

- **Commitment:** The Local Government is responsible for maintaining the **Connected Community** designation in accordance with this Agreement.

- **Provide Ongoing Support:** The Local Government is expected to demonstrate leadership and support through committee participation, in-kind contributions, and policy initiatives. Support may include operating assistance, infrastructure investments, or business incentives that strengthen the Program area.
- **Reporting Challenges:** If the Local Government encounters challenges meeting participation requirements in one or more areas, the Local Government must contact DHCD promptly to discuss issues and develop corrective strategies.

### III. RESPONSIBILITIES OF THE NONPROFIT ON BEHALF OF THE LOCAL GOVERNMENT

- **Implementing the Main Street Approach™ and Maryland’s “Fifth Point”:** In order to ensure that the Local Government maintains its Connected Community designation, the Nonprofit agrees to adopt and apply one or more principles of the Main Street Approach™, a four-point revitalization framework—Economic Vitality, Quality Design, Effective Promotion, and Sustainable Organization—along with Maryland’s “Fifth Point”, Clean, Safe, and Green.
- **Defined Commercial District:** The Program must be implemented within a clearly defined, DHCD-approved commercial district that encourages pedestrian activity, includes a concentration of first-floor commercial uses, contains a substantial number of structures eligible for rehabilitation incentives, and demonstrates a preservation ethic that protects the community’s character and identity.
- **Collaboration with Local Stakeholders:** The Nonprofit will work collaboratively with state and local government agencies, business owners, nonprofit organizations, residents, and community leaders via an advisory board or committee to ensure broad participation and sustainable revitalization efforts.
- **Program Funding:** The Nonprofit must apply to at least one DHCD grant annually and seek additional funding through donations, grants, or fundraising to implement its annual work plan.
- **Programmatic Point of Contact:** The Nonprofit must designate a professional staff member (paid or volunteer) to manage downtown revitalization activities and serve as the primary contact with DHCD.
- **Revitalization Work Plan:** An annual work plan outlining goals and activities aligned with the Main Street Approach™ and Maryland’s Fifth Point must be submitted to DHCD.
- **Program Logo:** DHCD’s Connected Community logo must appear on the Nonprofit’s web page relating to the Program and may also be used on social media, emails, and marketing materials per the provided style guide.
- **Professional Development and Training:** The Nonprofit must participate in at least two professional development or training opportunities annually, including DHCD-hosted site visits, Power Hours, or Main Street conferences.
- **Information Submission to DHCD:** The Nonprofit must submit ongoing updates to contact information, and annually provide a current list of stakeholders/advisory board, annual work plan, annual impact sheet, annual 1:1 check in meeting, and local design guidelines (if applicable).

- **Reporting Challenges:** If challenges arise, the Nonprofit must contact DHCD promptly to request assistance and develop a plan for resolution.

#### **IV. RESPONSIBILITIES OF DHCD**

DHCD will provide the services listed below to the Local Government and/or Nonprofit, as is appropriate, using a performance-based approach that will require discussions between the Parties to set appropriate targets and outcomes:

- **Specialist Services and Technical Assistance:** DHCD will provide design assistance, site visits, and program assessments as resources allow.
- **Program Support and Professional Development:** DHCD will offer training sessions, organizational resources, priority DHCD funding, and networking opportunities for the Local Government and/or Nonprofit, as is appropriate.
- **Marketing and Communications:** DHCD will provide press coverage for the Program, which includes exposure through media releases, marketing materials, and maintenance of the Program website. DHCD will also provide electronic artwork and style guides for use of the Connected Community logo. DHCD may provide additional coverage for the local community.

#### **V. MISCELLANEOUS**

- **Term:** This Agreement shall take effect January 1, 2026, and expire June 30, 2027.
- **Revisions:** This Agreement may only be amended in writing with signatures from all Parties.
- **Termination:** Any party may terminate this Agreement with 30 days' written notice. Reasons may include but are not limited to non-compliance or lack of funding. Upon termination, Main Street™ status and use of the Main Street™ name will be revoked.
- **Supersession:** This Agreement supersedes all prior oral or written agreements on this subject matter between the Parties.
- **Counterparts:** This Agreement may be signed in counterparts; each deemed an original.
- **Electronic Signatures:** The Parties agree that this Agreement may be executed by electronic signature, which shall be considered as an original signature for all purposes, and shall have the same force and effect as an original handwritten signature. Without limitation, "electronic signature" shall include: faxed versions of an original handwritten signature; electronically scanned and transmitted versions (e.g., via pdf) of an original handwritten signature; and any typed signature (including any electronic symbol or process attached to, or associated with, the Agreement) adopted by the Parties with the intent to sign the Agreement.

#### **SIGNATURES**

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT**

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Name: Carol Gilbert

Title: Assistant Secretary

Date: \_\_\_\_\_

Town of Boonsboro

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Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Boonsboro Town Alliance

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Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_