



Main Street Maryland – Connected Community Application

Maryland Department of Housing and Community Development



The Main Street Maryland Connected Community tier recognizes communities that are building the foundation for a comprehensive downtown revitalization program using the Main Street Approach™ (“Connected Community” or “Connected Communities”). This entry-level tier is designed for local governments and nonprofit partners, if applicable, that demonstrate readiness to begin structured revitalization efforts. Communities may choose if eligible to build on this foundation and pursue the Aspiring or Designated tier over time, but advancement is not required.

Through this application, Main Street Maryland, the state coordinating program administered by the Maryland Department of Housing and Community Development, a principal department of the State (“DHCD”), seeks to understand your community’s district conditions, organizational capacity, partnership structure, and goals for advancement. Selected communities will enter into a formal agreement with DHCD and have the opportunity to be part of the Main Street Maryland community and brand. Connected Communities receive access to training, technical assistance, priority funding for some DHCD programs, and networking opportunities to support their progress.

Applicants are encouraged to provide clear, concise, and complete responses that reflect current conditions and realistic next steps toward sustainable downtown revitalization.

To submit an application, [complete this form](#) and submit it by the application deadline: **Friday, August 7, 2026 at 5pm ET**. Incomplete or late applications will not be reviewed or considered.

Main Street Maryland staff will offer an optional information session on June 10, 2026 at 3pm ET. Please use the link on the [Main Street Maryland website](#) to join the virtual session. Application questions can also be emailed to dhcd.mainstreetmaryland@maryland.gov.



Section 1: Community Information

Name of Town/City:

County:

Lead Applicant Name (local Government or Nonprofit):

Mailing Address:

Federal EIN #:

Main Contact Person

(Primary point of contact for this application)

Name:

Title:

Phone Number:

Cell Phone Number:

Email Address:

Section 2: Community Partnership Information

Local Government

Local Government Name:

Primary Contact Name & Title:

Email:

Phone:

Commitment and Support

1. What actions has the local government already taken to demonstrate its commitment to downtown or commercial district revitalization and readiness to apply to the Connected Community tier?
2. Describe the anticipated support from the local government, including staff time, funding, policy support, infrastructure investments, and/or business incentives. Be as specific as possible regarding the type and level of support.



Section 3: Nonprofit Managing Organization (if applicable)

Organization Name:

Maryland Nonprofit Status:

- 501(c)(6)
- 501(c)(3)
- Pending

Programmatic Point of Contact:

Name:

Title:

Email:

Phone:

Role in the Main Street Program

Briefly describe the role the nonprofit currently plays or could play in supporting downtown or commercial district revitalization using the Main Street Approach™:

Section 4: Eligibility Checklist

The community must meet the following requirements to apply.

- Located in a designated Sustainable Community
- Has a defined business district or corridor
- Has local government support, as evidenced by a formal letter of support from the local jurisdiction.
- Has local stakeholder support capable of administering one or more pillars of the Main Street Approach™
- Is committed to community revitalization through preservation and economic development
- Nonprofit partner (if applicable) agrees to serve as program manager under the



Agreement

- Programmatic point of contact identified (paid or volunteer)
- Program commits to submitting a goal statement in a format to be provided by DHCD to help match program with available opportunities
- Program commits to collaboratively and actively participating in the Main Street Maryland community by attending site visits, trainings, and the annual conference.

Section 5: Community Profile, Capacity, & Goals

Commercial District Description

Provide a description of the business district or corridor, including:

- Clearly defined boundaries (including street names and intersections)
- Historical, cultural, architectural, and/or social significance
- Approximate number of businesses and first-floor commercial uses
- Walkability and pedestrian activity
- Safety, accessibility, and comfort for users of all ages and abilities
- Presence of buildings eligible for rehabilitation incentives
- Evidence of a preservation ethic

Current Strengths (*Maximum 500 words*)

What are the key strengths of the Main Street area? Consider assets such as local businesses, community engagement, partnerships, community character, or recent investments.

Current Challenges (*Maximum 500 words*)

What are the current challenges facing the Main Street area? Focus on economic, social, or physical conditions that impact revitalization.

Revitalization Efforts to Date

What revitalization efforts have already been undertaken, if any? List any initiatives, grants received, or planning efforts relevant to the Main Street Approach™.



Alignment with Local Government Plans

How does this application align with your existing local government plans, such as a comprehensive plan or other adopted revitalization strategies?

Motivation for Participation

Why does your community want to participate in the Main Street Maryland program?

Stakeholder Involvement

- Who has been involved in the Main Street effort to date, including the decision to apply and the development of this application?
- How has the effort intentionally engaged a broad and diverse range of community members and incorporated their perspectives into the planning and application process?

Organizational Capacity & Work Plan Readiness (*Maximum 500 words*)

If selected for the Main Street Maryland Connected Community tier, who will be responsible for preparing and implementing the work plan? Please describe each individual's role, how long they have served in that role, and how Main Street activities will be incorporated into their existing responsibilities.

Program Funding Strategy (*Maximum 500 words*)

What resources will be needed to carry out your Main Street program, and how do you plan to fund them? Please identify anticipated expenses, such as staffing (if applicable), events, promotions, training, or other program activities, and describe how the local government and/or nonprofit partner will support these needs. Include plans to pursue DHCD grants, other anticipated funding sources, and any local government financial and/or in-kind contributions.

Short-Term Goals (3–5 Years)

What are your short-term goals for becoming a Connected Community?



Long-Term Goals (5-7 Years)

What are your long-term goals for advancing the revitalization of your community?

Section 6: Required Attachments

Please attach the following:

- Letter of support from the Local Government (must confirm willingness to execute the Connected Community Agreement upon acceptance)
- Letter of commitment from the nonprofit partner (if applicable)
- Aerial map of the proposed district with clearly marked boundaries (outlined in red)
- Shapefile (or equivalent) of the proposed district
- Organizational chart or board/advisory committee list
- Up to three letters of support from diverse stakeholders (e.g., business owners, civic organizations, community partners)
- Up to eight photos of the district
- Most recent comprehensive or relevant revitalization plan (if available)
- Draft preliminary annual goal statement (template provided)

Section 7: Certification and Authorization

I hereby certify that:

- The information provided in this application is accurate;
- The Local Government and Nonprofit (if applicable) are prepared to execute the Connected Community Agreement with DHCD when accepted into the program;
- The applicant is committed to implementing one or more components of the Main Street Approach™;
- The applicant agrees to meet reporting, training, and work plan requirements associated with the Connected Community tier.



Name:

Title:

Signature: _____

Date: _____