

Main Street Pandemic Recovery Checklist



Main Street: A Partner in Recovery

This checklist is designed to help you go through the steps of advocating locally for funding for your program or Main Street recovery projects through American Rescue Plan State and Local Funding. More information at mainstreet.org/advocacy.

STEP 1: Ask for a seat at the table.

- Identify key board members in your organization.
- At next meeting – or ad hoc meeting – educate them about ARP funding.
- Leverage connections on your board to connect with other partners or city leaders.
- Ask to be involved in the recovery planning conversations on an ongoing basis.

STEP 2: Make the case for capacity.

- Calculate your impact. Use the [Pandemic Recovery Worksheet](#) to help guide you.
- Gather testimonials from businesses you have helped.
- Hone your talking points. Use the [Pandemic Recovery Talking Points](#) for framing.
- Put it all together and make the ask for direct funding for your organization's budget that may have been lost through the pandemic or represents your increased work during the pandemic.

STEP 3: Define a vision for district recovery.

- Define your vision or immediate project needs for district recovery.
- Make the case for eligibility under ARPA Guidance:
 - o Fits within one of the specified uses in the Interim Final Rule
 - OR
 - o Meets the specified criteria:
 1. What is the harmful impact you are seeking to address?
 2. What is the causal connection, that is, how did COVID create the issue you are addressing?
 3. What was the disproportionate impact? Why is this needed?
 4. How will your use of funds solve this issue?
- Be ready with examples.

Share your experience:

Other Main Street programs can benefit from understanding how you have approached advocacy locally for ARP State and Local funds. Share with Main Street America by completing [this form](#) or use The Point to continue the conversation.