**Florida Main Street Program**

**Application**



Florida Main Street is a program of the Florida Department of State,

Division of Historical Resources, Bureau of Historic Preservation

COMPLETED APPLICATIONS MUST BE DIGITALLY SUBMITTED (VIA DROPBOX) TO FLORIDA[MAINSTREET@DOS.MYFLORIDA.COM](mailto:MAINSTREET@DOS.MYFLORIDA.COM) ON OR BEFORE 5:00 P.M. on FRIDAY, JUNE 30, 2017

**Florida Department of State**

**Division of Historical Resources**

**FORM HR4E023R0102**

**(Effective March 12, 2003)**

##### Frequently Asked Questions

**I. What is the Florida Main Street Program?**

Florida Main Street is a program of the Florida Department of State, Division of Historical Resources, which provides training and technical assistance to local organizations in support of their efforts to revitalize their traditional downtown and neighborhood commercial districts. From small towns to large cities, these areas are often a reflection of the community as whole. However, this symbolic heart of the community is often a complex environment that is affected by a diversity of physical, economic, cultural, and political influences. In order to revitalize and sustain these districts, a community must address this broad range of influences. The Florida Main Street Program can assist in this process, and is structured around the “Main Street Approach®”, a strategy for revitalization developed by the National Trust for Historic Preservation.

The Main Street Approach™ was developed by the National Main Street Center of the National Trust for Historic Preservation, a partner of Florida Main Street. Over 2,000 local revitalization programs nationwide have adopted this preservation-based approach. While concentrating on revitalization of the community’s historic commercial center, these local volunteer-based programs enhance the economic vitality, quality of life, and civic pride of the whole community while countering sprawl and encouraging greater citizen participation in the decisions that are shaping their future.

The Main Street Approach™ is not a quick fix. It builds sustainable, positive change in incremental steps. Communities that establish and maintain a focus on the Main Street Approach™ in their district can achieve:

**Greater economic stability and vitality**

* Rehabilitation and re-use of existing building stock, protecting historic resources and encouraging infill development - thereby countering sprawl
* Reduced vacancy, increasing property values and property tax revenues
* Restoration of the district as a center of commerce, increasing sales tax revenues

**Greater quality of life and civic pride**

* Enhancing the district as a center of civic and cultural activities
* Enhancing its place as a symbol of community identity and pride

Since 1985, the Florida Main Street Program has assisted downtown revitalization efforts in over 90 communities across the state.

**II. How Can We Participate in the Florida Main Street Program?**

Local Programs are added to the Florida Main Street network on an annual basis through a competitive process. A predetermined number of applicants found to be qualified and to have scored highly in the established evaluation criteria are eligible for designation each year. Once designated, intensive training and technical assistance will be provided to the Local Program over a three-year period.

Communities may participate from the programs and services of the Florida Main Street Program as described below:

**–Active Local Program** shall include:

1. Local Programs in the first three years of participation in the Florida Main Street Program, and
2. Local Programs that have successfully completed three years of participation in the Florida Main Street Program and are currently conducting a program consistent with the Main Street Approach.®

To retain Active Local Program status, Local Programs in both aforementioned categories must conform to the criteria established by the National Main Street Center of the National Trust for Historic Preservation, as described in Section IX, and must meet the reporting requirements, described in Rule 1A-36, F.A. C.

* **Renewing** – In some cases, Local Programs may become either noncompliant or inactive.

(a) Noncompliant – Local Programs not conducted in accordance with the requirements will be notified by the Division in writing of noncompliance and will be allowed 90 days from the date of notification to bring the Local Program back into compliance with the cited requirements. All training and technical assistance shall be postponed during the 90-day period or until the Local Program is brought back into compliance.

(b) Inactive – Local Programs may become temporarily inactive by their own volition. To regain Active Local program status, an inactive Local Program needs to contact the Florida Main Street office. They are always welcome to rejoin the Florida Main Street Program and may participate in statewide training programs and conferences. Upon meeting the criteria of the National Main Street Center, as described in Section IX, they may receive technical assistance on the same terms as Active Local Programs.

**Self-Initiated Communities --** Any Florida city, county, or community is invited to learn about and follow the Main Street Approach® and is welcome to participate in the statewide training programs and conferences of the Florida Main Street Program. They may also receive technical assistance on a fee-for-service or peer-to-peer basis. Communities that participate under this status, if qualified, are encouraged to work toward making application for designation as a Local Program.

**Renewing Local Programs and Self-Initiated Communities** need not complete the attached Florida Main Street Application, but instead should contact the Florida Main Street office

**III. How Are Communities Designated?**

Each year, Florida’s Secretary of State forms an ad hoc Florida Main Street Selection Advisory Committee to assist in evaluating applications and selecting local programs for participation in the Florida Main Street Program. In a public meeting, the Selection Committee reviews and ranks applications received in response to an annual solicitation. The Selection Committee’s rankings are based on established selection criteria, described in Section V., and constitute its recommendations to the Secretary of State for Local Program designation. The Secretary of State designates Local Programs for participation in the Florida Main Street Program, based on recommendations of the Selection Committee.

**IV. Who Can Apply for Designation?**

Categories of communities that may apply for designation include:

* Small Cities (less than 5,000 in population)
* Mid-sized Cities (5,000 - 50,000 in population)
* Large Cities (more than 50,000 in population)
* Urban Districts (traditional neighborhood commercial districts within a city with a population greater than 50,000)
* County-wide, Regional, or Unincorporated Community Programs (with one or more traditional commercial districts -- such regions may include groups of smaller communities connected by a waterway or roadway)

# V. What Are the Criteria for Evaluation of Applications?

**The District and Local Community**

Extent to which the proposed Local Program Area as a significant group of historic resources in a compact, cohesive, pedestrian-oriented area - downtown or neighborhood commercial district.

* Strong historic character
* Based on a grid, around a square, park or other urban form - walkable
* Gateways, public spaces, parking, buildings, businesses, and events are accessible
* Diverse businesses - products, services, experiences that support community industries and residents
* Need and potential for economic growth, design improvement and marketing/promotional efforts
* Related issues: housing, history, demographics, economic base, activities, events, and facilities

**Community Understanding of and Commitment to the Main Street Approach™ *Demonstrated understanding of Main Street Approach™ and Principles***

* Compatible preservation and redevelopment ethic as evidenced by the following:

a. Has or is putting into place an active design assistance program

b. Encourages building renovation or rehabilitation consistent with *The Secretary of the Interior’s Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*

c. Encourages public awareness of the historic properties in the proposed Program Area and the importance of their preservation

d. Works toward putting in place land use policies that encourage development of property in the proposed Program Area

e. Encourages development of financial mechanisms and incentives to attract investment to the proposed Program Area

* Broad community support and understanding
* Staff supported, active volunteer organization
* Relevant purpose as reflected in a clear mission statement
* Consistency of local goals with the Main Street Approach

**Organizational Readiness and Financial Strength**

### Adequate budget and support: full time, paid Program Manager

* Active board and committees with clearly defined objectives
* Local government, business, and citizen support
* At a minimum, dedicated public and private funding and in-kind resources for a one-year operating budget sufficient to cover the cost of:

a. Program Manager salary and fringe benefits

b. Rent and general office expenses

c. Travel for participation in Florida Main Street Quarterly Meetings and Annual Conference

d. Program Manager professional development

e. Activities and programs conducted by Local Program committees

*Note: A three-year funding commitment is preferred*

* Paid, professional, full-time Program Manager (Exception: Minimum of half-time paid Program Manager is acceptable for communities with populations of less than 5,000)
* Built out board and committees with realistic work plans
* Commitment to network with other Local Programs

**VI. What Other Factors Affect Selection?**

**Applicants** must be:

* A local non-profit corporation whose articles of incorporation have been filed by the Department of State;
* A community redevelopment agency;
* A downtown development authority;
* The government of an incorporated municipality
* A county government

**Funding** – Description and verification of the resources available for at least the first three years of the local program, including salary, benefits, and travel for a full-time Executive Director, and operating expenses. Regional Program budgets should include the cost of transportation and, perhaps, satellite office locations.

**Staffing** -- Applicants with a population over 5,000 are required to provide a full time, paid, professional Executive Director. Applicants with a population of less than 5,000 are required to provide at least a half-time paid professional Executive Director.

**Additional Considerations:**

**County and Regional Programs** may contain up to three Program Areas related by proximity and located along a common highway or waterway. No town or city should contain a population of over 10,000 nor should any two have over 5,000 each in population. Program Areas should be no more than 15 miles from one another. Travel, communications, and office support should reflect their dispersed arrangement. The organizational structure for such programs may include separate local boards and committees, with an overall executive committee. The local organizations from each Program Area will be expected to engage in joint marketing or festival projects. Organizations conducting county and regional programs are encouraged to hire experienced Executive Directors.

**Equitable Distribution** -- Geographic Distribution of the applicants relative to existing Local Programs will be considered during the application evaluation process. All other factors being equal, preference shall be given to Applications from areas of the state not currently served by the Florida Main Street Program.

**Designation or Selection of another Local Program Area** – In communities where there is an existing Local Program has been previously designated, a local organization or agency may make application for designation of a separate, neighborhood commercial district.

#### VII. What Services Does Florida Main Street Provide to Local Programs?

**All Communities** in the State have access to:

* **The Program Coordinator** who is responsible for conducting the statewide Florida Main Street Program and delivery of related training and technical assistance services.
* **Annual Florida Main Street Conference** -- This multi-day conference focuses on current downtown revitalization and preservation issues, and includes plenary sessions, educational sessions, and networking opportunities. Presenters include practicing professionals of regional and national repute.
* **Quarterly Florida Main Street Meetings** that rotate among regions of the state - Each quarter, Executive Directors, board members and others gather for a one to two-day meeting that may include single or multiple topic workshops, presentations from Local Programs, and tours or demonstrations by the host program, and may include specialized presentations or training by a consultant in one of the areas of specialization listed herein.
* **Advanced Training Program**– Conducted as one of the Quarterly Meetings, this training program will address issues of special interest to Local Programs who have already benefited from many of the basic services provided by the Florida Main Street Program.

* **Statewide Main Street Basic Training** that includes the Main Street Four Approach® and historic preservation training for all Executive Directors, board members and volunteers.
* **Technical Assistance** and on-site visits, as feasible, to monitor the Active Local Program and assist with work plan and board development.
* **Pre-Application Assistance –** On request, Florida Main Street will provide technical assistance to entities interested in making application for participation in the Florida Main Street Program. At a minimum, such assistance shall include meeting with community representatives, conducting a pre-application webinar annually, and responding to inquiries. Depending upon availability of resources, such assistance may also include an assessment visit to the proposed Local Program Area by the Program Coordinator.

**Newly Designated Local Programs** are required to participate in all the services available to Active Local Programs, described in Section VII and the annual National Main Street Conference. In addition, shall receive services to be delivered over three years that shall include:

* **Reconnaissance Visit** by the Program Coordinator – one-day visit to community following designation to promote the Local Program and meet local stakeholders.
* **Resource Team Visit** **--** A 3-day Resource Team Visit by an interdisciplinary team of experts in downtown issues will typically be one of three technical assistance services provided to first-year communities. Resource Team Visits include an intensive series of meetings and workshops to assist the Local Program in establishing a sound work plan that will address Local Program needs in each of the areas of the Main Street Approach. Each Resource Team Visit will be concluded with a public meeting to present team findings and recommendations, and will be documented by a written report.
* **Annual Assessment --** A one-day visit to the Local Program Area by the Program Coordinator to (a) assess Local Program progress toward annual and long-term goals, (b) assist with goal setting for the coming year, and (c) identify training and technical assistance needs for the coming year. Observations and recommendations will be included in a written report provided to the Local Program.
* **Consultant Assistance –** The Local Program may choose from the following topics/issues to be addressed by Consultant Assistance **(up to four services over the first three years)** **--**
* Organizational development
* Legal issues of initiating, managing a not-for-profit organization
* Fund-raising
* Market analysis
* Visual merchandising, store design
* Small business operations
* Business recruitment
* Property development
* Writing/re-writing comprehensive plans, zoning codes, other redevelopment-supportive ordinances
* Entrepreneurial and business development
* Promotion, public relations, branding and advertising
* Website development
* Signage system design
* Transportation planning
* Special event management
* Urban design
* Q. Support of historic preservation
* **Florida Main Street Start-up Grant of $25,000**

## During the first year following designation, each Local Program will be eligible to apply for a one-time $25,000 start-up grant from the Historical Resources Small Matching Grant Program to assist initial development of the Local Program. All Local Program activities assisted through this grant shall be in accordance with the Main Street Approach®. Award and administration of all such grants shall be in accordance with provisions of Chapter 1A- 39, F.A.C.

**VIII. Why Are Main Streets Important?**

With the understanding that a healthy, vibrant community builds its future on its past, the Florida Main Street Program promotes sensible, sustained economic growth based on local assets: natural, built, cultural, financial, and human. To accomplish this goal, Florida Main Street assists communities in revitalizing their traditional downtown and neighborhood business districts by offering a diversity of services, including training, technical assistance, and networking.

Restoring and sustaining the downtown or neighborhood business district’s physical and economic vitality should be a priority for any community, because those districts are the heart of the community, the symbol of local history, the “commons,” the site for parades, celebrations, and other community events – a venue reflecting the community’s quality of life. They display community pride or its lack.

Such business districts are also important economically. They are indicators of the overall community’s economic health. They’re a significant source of property tax and other public revenues. They’re the “incubator” of new businesses and the home of independent, locally owned businesses that collectively are a major employer in the community, the state, and the nation. And they offer a mix of goods and services--retail, entertainment, government, and professional--that isn’t found anywhere else. Vibrant and redeveloped traditional commercial districts yield a return on a community’s substantial investment in infrastructure and building stock -and they help avoid sprawl.

#### IX. What is the Main Street Approach®?

Once the social and commercial center of American life, thousands of downtown and neighborhood business districts across the United States fell by the wayside in the 1950s and 1960s, abandoned in the post-World War II rush to the suburbs. Some downtowns tried to compete with trendy malls by hanging garish signs and hiding grand old buildings behind modern facades. Others simply gave up and let time take its toll.

But Main Street refused to die. In the late 1970s, town after town awoke to the realization that so-called “progress” had failed in its promise to create a better life. Instead, modernization had extracted a high price: congested streets and highways, uncontrolled growth and cookie-cutter architecture that reflected neither a sense of place nor a sense of pride. Troubled by the heavy cost to their communities, people looked again at Main Street, imagining it faded glory transformed into a fresh source of community pride.

Today, hundreds of once-deserted downtowns are booming again. Main Streets that once teetered on the brink of extinction have come back to life. Shops are thriving, streets are bustling, and citizens have rediscovered the pride and pleasure that come from belonging to a real community.

Breathing new economic life into an old commercial district presents a special challenge. Rehabilitating a few downtown buildings or sponsoring an annual festival is an important move in the right direction, but it’s not enough. Nor is it necessary to bankroll the kind of “big fix” project advocated by many so-called development experts.

So, what is the solution? *Simply put, to give a downtown a prosperous new lease on life, a community must direct its time, energy and resources to the challenge of rediscovering that area’s unique assets and rebuilding it step-by-step into a vibrant and viable commercial district.*

To help communities achieve their economic goals, the National Main Street Center has developed a comprehensive revitalization strategy that pairs thoughtful preservation of historic assets with sensible business practices. By blending common sense with sound planning, economic development, promotion and design - all tailored for local needs - the Main Street Four-Point Approach® has already produced dramatic results. The cumulative success of the Main Street Programs on the local level has earned Main Street the reputation as one of the most powerful economic revitalization tools in the nation.

**The Main Street Four-Point Approach®**

**Design** involves improving the downtown’s image by enhancing its physical appearance - not just the appearance of buildings, but also that of streetlights, window displays, parking areas, signs, sidewalks, promotional materials and all other elements that convey a visual message about the downtown and what it has to offer.

**Organization** means building cooperation and consensus among all the groups that play roles in the downtown - bankers, civic groups, government, merchants and individual citizens - to ensure that the Main Street program benefits from a community-wide vision of the future.

**Promotion** involves marketing the downtown’s unique characteristics to shoppers, investors, new businesses, tourists and others. Effective promotion creates a positive image of downtown through retail promotional activity, special events and ongoing programs that build positive perceptions of the district.

**Economic Vitality** means strengthening the existing economic base of downtown while diversifying it. Economic vitality activities include helping existing businesses expand, recruiting new businesses to provide a balanced mix, converting unused space into productive property and sharpening the competitiveness of downtown merchants. By strengthening the downtown’s economy, communities are able to support the ongoing use of historic commercial buildings, preserving unique community assets.

**Main Street’s Guiding Principles**

While the Main Street Four-Point Approach provides the format for successful revitalization, implementation of the four-point approach is based on eight principles that pertain to all areas of the revitalization effort:

**Comprehensive.** Downtown revitalization is a complex process and cannot be accomplished through a single project. For successful long-term revitalization, a comprehensive approach must be used.

**Incremental.** Small projects and simple activities lead to a more sophisticated understanding of the revitalization process and help to develop skills so that more complex problems can be addressed and more ambitious projects undertaken.

**Self-help.** Local leaders must have the desire and the will to make the project successful. The National Main Street Center and the state Main Street program provide direction, ideas, and training; but continued and long-term success depends upon the involvement and commitment of the community.

**Public/private partnership.** Both the public and private sectors have a vital interest in the economic health and physical viability of the downtown. Each sector has a role to play, and each must understand the other’s strengths and limitations so that an effective partnership can be forged.

**Identifying and capitalizing on existing assets.** Business districts must capitalize on the assets that make them unique. Every district has unique qualities – like distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization process.

**Quality.** Quality must be emphasized in every aspect of the revitalization program. This applies equally to each element of the program, from storefront design to promotional campaigns and to educational programs.

**Change.** Changes in attitude and practice are necessary to improve current economic conditions. Public support for change will build as the program grows.

**Implementation-oriented.** Activity creates confidence in the program and ever-greater levels of participation. Frequent, visible changes are a reminder that the revitalization effort is under way. Small projects at the beginning of the program pave the way for larger activities as the revitalization effort matures.

**National Main Street Accreditation Standards**

The National Main Street standards of performance is used for designating programs at the Accredited level that is “a mark of distinction that signifies commitment to comprehensive revitalization, community engagements, and rigorous outcome measurement.”

1. Broad-based public/private support for the commercial district revitalization process, with strong support from both the public and private sectors;
2. Vision and mission statements relevant to community conditions and to the Local Program’s organizational stage;
3. Comprehensive Main Street work plan; active in all four-points;
4. Historic preservation ethic;
5. Active board of directors and committees, following the Four-Point Approach®;
6. Adequate operating budget;
7. Paid, full time Executive Director (annual review);
8. On-going training for staff and volunteers. Attendance at all quarterly meetings, annual state conference and national conference are required;
9. Reporting of key reinvestment statistics; and
10. Current member of the National Main Street network

# X. What Other Benefits Are Available to Active Local Programs?

In addition to participation in all regional and statewide conferences and training programs conducted under the auspices of the Florida Main Street Program and the technical assistance described in Section VII, Active Local Programs are also eligible for the following benefits:

* Scholarships to training programs and conferences sponsored by the National Main Street Center.
* Assistance in promotion of local Main Street areas and events.
* Books, publications, and videos
* Inclusion on Florida Main Street’s list serve with regular e-mails concerning leads for grants opportunities, Main Street network queries, and information updates on all aspects of the Four-Point Main Street Approach®.
* Eligibility to submit and be recognized for outstanding achievement by the Secretary of State at the annual Awards Banquet.
* Networking and peer assistance points for Small Cities Community Development Block Grant (CDBG) and Florida Communities Trust application scoring.
* Social media outreach with all Local Programs
* Eligibility to be designated “Program of the Month” by the Secretary of State.

**XI. Helpful Hints for Application Completion**

MAKE SURE THE APPLICATION IS COMPLETE. Use the enclosed Application Checklist to insure that all required items are included with your application.

A. Follow the application format when answering questions. Keep responses brief and in the order indicated.

B. Proposed Local Program Area(s) should be the small, well-defined traditional commercial core of your community. Select the area that has the strongest concentration of historic commercial buildings. Avoid the temptation to include peripheral areas with scattered buildings and vacant land. This form was designed for applicants with a single district.

C. All applicants must demonstrate a commitment to actively participate in the Florida Main Street Program.

D. Offer a competitive salary to attract a qualified Executive Director. Offer job security by providing stable program funding. Do not expect the Executive Director to raise funds for the Local Program.

E. Provide a generous travel budget. The Executive Director is required to attend Florida Main Street training sessions, meetings and annual State conferences, and, for the first three years after designation, the National Main Street Conference. Other members of the Local Program board and volunteers are encouraged to attend these meetings also.

F. Population, income, poverty, and demographic data is available from the Bureau of Economic and Business Research at the University of Florida (BEBR) (www.bebr.ufl.edu) – email: info@bebr.ufl.edu – (352) 392-0171. These estimates can be accessed in the book titled *Florida Statistical Abstract*, which is published each year and should be available in any local library. Additional Florida Census data can be found through the Office of Economic and Demographic Research (850) 487-1402 – http://edr.state.fl.us and at [http://www.census.gov](http://www.census.gov/). At this web site, “State and County Quick Facts” will provide census results for your county, and “American Factfinder” will provide census results for your city.

G. Unemployment data is available through the Agency for Workforce Innovation. Most information can be obtained from their web site at [www.labormarketinfo.com](http://www.labormarketinfo.com/). If you need additional information, the phone number for the agency is (850) 245-7205 or 1-866-537-3615.

H. The Florida Department of Revenue, Tax Research Office provides sales tax data for Florida Counties and Cities. The web site for the Florida Department of Revenue is [www.dor.myflorida.com/dor/taxes/sales\_tax](http://www.dor.myflorida.com/dor/taxes/sales_tax)

I. The tax base information requested in the application is available from your county’s tax assessor. The appraised value is the value assigned to the property before any exemptions. The assessed value of property is the value upon which property taxes (revenue) are based, usually after all exemptions have been taken. Information for the city is sometimes compiled by the tax assessor’s office, but proposed Local Program Area data is not. To find the total appraised and assessed values for the Local Program Area, it may be necessary to add the appraised or assessed value for the individual properties in the program area.

J. Each applicant will have time to present digital photographs and additional material during the public meeting at which applications are considered.

**XII. Materials to be Submitted**

A. The original signed application and attachments plus eight (8) copies of the completed application and all attachments (excluding digital photographs) must be submitted.

1. ONE SET of twenty-five (25) color **digital** photographs of the proposed Local Program Area must be submitted. Each photo file shall be labeled with the name of the city and a number. The number shall key the photo to a description sheet giving the address of the building, the direction from which the slide was taken (North, South, etc.). The photos shall also be keyed to a map of the proposed Local Program Area.
2. Each copy of the application form must be accompanied by the following attachments in a separate binder labeled “Appendices”:

Appendix A:

1. City street map on which the boundaries of the proposed Local Program Area are clearly defined and to which the digital photographs are keyed.

1. Description sheet providing the information indicated in B above for each digital photograph.

3. Copy (can be a photocopy) of a photograph at least 8” x 10” which shows an aerial view of the Local proposed Program Area within the context of the downtown. The proposed Local Program Area should be clearly outlined on the photograph.

Appendix B:

1. Certification of the availability of full funding for the first year of the Local Program (see Appendix to this document).

2. Certification of employment of a full time Executive Director (see Appendix in this document).

3. Resolution passed by the local government(s) showing support for the local program (a sample resolution is included in the Appendix in this document).

4. Attach verification for funding of all years applicable. A commitment of funding for at least three years is required.

5. Attach verification of public sector funding in the form of an official city and/or county resolution supporting a specific contribution to the local program.

6. List of all in-kind services donated to the local program. This list should include the service description, donor, cash value and duration for each in-kind service.

1. Attach Articles of Incorporation or enabling legislation for applicant organization or agency (unless a local government).

Appendix C:

1. Specific letters and resolutions of commitment from key community organizations, governmental entities and institutions. General letters and resolutions of support from other organizations, governmental entities, institutions, elected officials, merchants and citizens.

Appendix D:

1. Press clippings.

1. 2. Miscellaneous supporting materials.

3. Application Summary Sheet.

**NOTE: All application materials submitted become the property of Florida Main Street and will not be returned.**

**For Further Information about the Florida Main Street Program:**

Write to the Bureau of Historic Preservation, R.A. Gray Building, 500 South Bronough Street (Fourth Floor), Tallahassee, Florida 32399-0250 or call (800) 847-7278 or (850) 245-6333 FAX (850)245-6437.

### Florida Department of State

Division of Historical Resources

FORM HR4E023R0102

(Effective March 12, 2003)

### Florida Main Street Program Application

The Bureau of Historic Preservation is now accepting applications for participation in the Florida Main Street Program. The statewide Florida Main Street Program is administered by the Florida Department of State, Division of Historical Resources, Bureau of Historic Preservation. Each year, the Florida Secretary of State selects local Main Street programs to participate in the statewide program from the applications received. The maximum number of Local Programs to be selected this year for participation in the program is indicated in the application solicitation announcement published in the Florida Administrative Weekly. Applications are evaluated on a competitive basis consistent with the provisions of Chapter 1A-38, Florida Administrative Code.

**NOTE:** COMPLETED APPLICATIONS MUST BE DIGITALLY SUBMITTED (VIA DROPBOX) TO [FLORIDAMAINSTREET@DOS.MYFLORIDA.COM](mailto:FLORIDAMAINSTREET@DOS.MYFLORIDA.COM) ON OR BEFORE 5:00 P.M. on FRIDAY, JUNE 30, 2017

This application is intended to serve two purposes: First, it provides an opportunity for the local Main Street organization to collect baseline information about the community, the district, and itself that will be useful in conducting a local Main Street program. Second, it allows the applicant to organize and present information relating to the Criteria for Evaluation of Applications (see pages IV and V above) to facilitate the competitive process by which local programs are selected for participation in the statewide Florida Main Street Program.

#### Applicant Identification

City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ County:

Applicant Organization:

Mailing Address:

Name of Application Contact:

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Daytime Telephone:

E-mail Address (required):

#### Applicant Certification

I certify that I am a duly authorized representative of the applicant and that, to the best of my knowledge, the information presented in this application is accurate. I further certify that it is the intent of the applicant to execute the Florida Main Street Agreement and submit a Historic Preservation Grants-in-Aid Application upon designation as a Local Florida Main Street Program. I also acknowledge that selection of applicants for participation in the Florida Main Street Program is made on a competitive basis, and neither the submission of this application nor acceptance of this application by the Bureau of Historic Preservation in any way constitutes any manner of commitment by the Bureau to select the applicant for participation in the Florida Main Street Program or to provide funding or technical assistance to the applicant.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Date

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Typed name and title of duly authorized representative of applicant organization

**s. 837.06, Florida Statutes, False official statements** -- Whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his or her official duty shall be guilty of a misdemeanor of the second degree, punishable as provided in s. 775.082 or s. 775.083, Florida Statutes.

#### Application Preparation

The Florida Main Street Program Application contains four sections, each requiring different skills and types of information for completion. Applicants are encouraged to use a committee approach (one committee per section) in preparing their applications, in lieu of hiring a consultant to do so. If a consultant is used, the various committees of the local Main Street organization are encouraged to take an active role in gathering the data required for application completion.

The community members whose signatures appear below assisted in the completion of this application.

**Section I. The Community:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Signature

**Section II. The Local Organization:**

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Signature Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Signature

**Section III. The Local Program Area:**

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Signature Signature

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Signature Signature

**Section IV. Overall Assessment**

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Signature Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Signature

**If a consultant prepared this application**, completion of the following section is

required:

Consultant Firm Name:

Mailing Address:

Name of Consultant Contact:

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Daytime Telephone:

E-mail Address (required):

A. Category Applying Under

* Small City (<5,000 in population)
* Mid-sized City (5,000 - 50,000 in population)
* Large City (>50,000 in population)
* Urban District (traditional neighborhood commercial district within a city with population >50,000)
* County-wide or Regional Programs (with one or more traditional commercial

districts)

I. The Community

B. Historical Overview

1. Provide a brief historical overview of your community dating back to incorporation or settlement.

C. Demographic and Economic Information

1. Population

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2000 | 2010 | Seasonal Peak |
| (a) City |  |  |  |
| (b) County |  |  |  |
| (c) State | 15,982,378 | 18,801,310 |  |

2. Median Age

|  |  |  |
| --- | --- | --- |
|  | 2000 | 2010 |
| (a) City |  |  |
| (b) County |  |  |
| (c) State | 38.7 | 40.7 |

3. City - Persons by Race (Percentage of population total will exceed 100%)

|  |  |  |
| --- | --- | --- |
|  | 2000 | 2010 |
| White |  |  |
| African-American |  |  |
| Asian/ Pacific Islands |  |  |
| Native American |  |  |
| Hispanic |  |  |
| Other |  |  |

4. County - Persons by Race (Percentage of population total will exceed 100%)

|  |  |  |
| --- | --- | --- |
|  | 2000 | 2010 |
| White |  |  |
| African-American |  |  |
| Asian/ Pacific Islands |  |  |
| Native American |  |  |
| Hispanic |  |  |
| Other |  |  |

5. State - Persons by Race (Percentage of population total will exceed 100%)

|  |  |  |
| --- | --- | --- |
|  | 2000 | 2010 |
| White | 12,734,292 | 14,488,435 |
| African-American | 2,471,730 | 3,200,663 |
| Asian/ Pacific Islands | 333,013 | 612,997 |
| Native American | 117,880 | 162,562 |
| Hispanic | 2,682,715 | 4,223,806 |
| Other | 697,074 | 844,318 |

6. Median Household Income

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2000 | 2010 |  |
| (a) City |  |  |  |
| (b) County |  |  |  |
| (c) State | 38,819 | 39,973 |  |

7. Persons below poverty level

(a) City (b) County

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | # of Persons | % of Population |  |  | # of Persons | % of Population |
| 1980 |  |  |  | 1980 |  |  |
| 1990 |  |  |  | 1990 |  |  |
| 2000 |  |  |  | 2000 |  |  |

(c) State

|  |  |  |
| --- | --- | --- |
|  | # of Persons | % of Population |
| 1990 | 1,604,000 | 12.45 |
| 2000 | 1,952,629 | 22.2 |
| 2010 | 3,048,621 | 16.5 |

8. Unemployment Rate as compiled by the Florida Department of Labor and Employment Security (at two points in year to show any seasonal variations).

|  |  |  |  |
| --- | --- | --- | --- |
|  | (a) City | (b) County | (c) State |
| March 2000 |  |  | 3.8 |
| August 2000 |  |  | 3.8 |
| March 2010  (Past Year) |  |  | 10.7 |
| August 2010  (Past Year) |  |  | 10.5 |

9. What is the nearest Metropolitan Statistical Area (MSA)? How far is it from your

city?

10. What types of regional transportation facilities are located in your community? Please include names.

a) Commercial Airport e) Bus Service:

b) Airlines: f) Taxi Service

c) Passenger Railroads: g) Interstates and highways

d) Freight Railroads: h) Other:

Provide a brief assessment of the state of transportation resources:

11. What newspapers, radio, television stations and cable systems service the area?

1. Is tourism a major industry in your community? Are there major resorts or

attractions nearby? If so, identify them. Are there major events held nearby? If

so, identify them.

1. Is there a marked seasonal population fluctuation due to tourism, winter residency, educational facilities, etc.? If so, explain why.
2. List the five largest employers in your community:

|  |  |  |
| --- | --- | --- |
| Employer Name | Type of Business | Number of Employees |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. How many industrial parks are in your community? Identify them and the

approximate number of businesses and employees in each. \_

Number of industrial parks:\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| Industrial Park Name | # of Businesses | # of Employees | Distance from Program Area |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

16. How many “big box” stores or “super centers” serve your community? Identify

them and indicate the distance of each from the Local Program Area.

Number of big box stores or super centers:\_\_\_\_\_\_

|  |  |
| --- | --- |
| Store Name | Distance from  Local Program Area |
|  |  |
|  |  |
|  |  |

17. How many strip shopping centers serve your community? Identify them and

approximate the number of businesses in each. Indicate the distance of each from the Local Program Area.

Number of strip shopping centers:\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Shopping Center Name | Number of Businesses | Distance from  Local Program Area |
|  |  |  |
|  |  |  |
|  |  |  |

18. How many enclosed regional malls serve your community? Identify them and approximate the number of businesses in each mall. Indicate the distance of each mall from the Local Program Area.

Number of enclosed regional malls:\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Mall Name | Number of Businesses | Distance from  Local Program Area |
|  |  |  |
|  |  |  |
|  |  |  |

19. Summarize the current development, demographic and economic trends in your community:

D. Existing Plans for Redevelopment

1. Provide a brief list of goals/objectives for any organization(s) currently overseeing redevelopment efforts in your community (i.e. Regional Planning Council programs, Community Redevelopment Agencies, special municipal task forces, etc.)

E. Municipal Resources

1. What is your form of local government?

2. Does your local government have: (Answer Yes or No. Explain briefly if appropriate.)

a) A comprehensive plan as defined under Chapter 163, F.S.?

b) A historic preservation element in that plan?

c) A downtown revitalization element in that plan?

d) A zoning ordinance?

e) A sign control ordinance?

f) An historic preservation ordinance?

g) An historic district ordinance?

h) A design review ordinance?

i) A minimum maintenance ordinance?

j) A central business district plan?

k) A planning and zoning commission?

l) A public housing authority?

m) A building inspector?

n) A staff person responsible solely for downtown revitalization? How many hours per week? What is the source of funding?

3. Has the city received grants or transfers of funds from other governmental units, (i.e., Community Development Block Grant) in the past three years? How have they been used? Have any of these activities occurred in the proposed Local Program Area? If yes, briefly describe.

4. Are there un-obligated Community Development Block Grant or other funds that could be used for redevelopment in the proposed Local Program Area? If so, describe.

5. Has your community been a designated Rural Area of Critical Economic Concern?

6. Does your community have a designated enterprise zone area? If yes, is the proposed Local Program Area included in this zone?

7. Has your city participated in any other federal, state or local economic development programs (i.e., Small Business Administration (SBA) programs, Florida Community Contribution Tax Incentives, etc.)? If so, describe the program activities and indicate if the proposed Local Program Area is included in any of these activities.

8. Does the city have any bonds or other available funds that could be used for redevelopment within the proposed Local Program Area? If so, describe.

F. Economic Indicators

1. What are the annual sales tax receipts (shared revenue) for the city? For the county?

2. What is the number of and dollar volume of building permits issued by the city in the last year?

3. How many financial institutions are in the city. How many are in the proposed Local Program Area? Have they indicated a willingness to support the local program and invest in the proposed Local Program Area? If yes, in what way?

4. Has a commercial revitalization loan program been established in your city? If so, briefly describe the program, indicate participating agencies or institutions, and include the dollar value of loans processed to date. Is there a design review committee to review loan applications in the proposed Local Program Area?

G. Organizations

1. Community Redevelopment Agency (CRA)

a) Date established:

b) Make-up of Board:

c) Is there an approved CRA plan?

d) Has a Tax Increment Financing Fund been established? If so, when?

e) Is the proposed Local Program Area included in the CRA plan?

f) What support activities has this organization provided the local program to date?

g) Within the last five years, what have been the major activities and

accomplishments of the CRA?

h) Budget expenditures (previous two years):

2. Chamber of Commerce

a) Name of organization:

b) Date established:

c) Make-up of Board:

d) Sources of funding:

e) Budget expenditures (previous two years):

f) Size of membership (previous two years):

g) What support activities has the Chamber provided within the proposed

Local Program Area to date?

h) Within the last five years, what have been the major activities and

accomplishments of the Chamber?

3. Merchants/Professional Association

a) Name of organization:

b) Date established:

c) Make-up of Board:

d) Sources of funding:

e) Budget expenditures (previous two years):

f) Size of membership (previous two years):

g) What support activities has this organization provided within the proposed

Local Program Area to date?

h) Within the last five years, what have been the major activities and

accomplishments of the organization?

4. Downtown Development Authority (or Special Assessment District)

a) Date established:

b) Make-up of Board:

c) Sources of funding:

d) Budget expenditures (previous two years):

e) What support activities has the DDA provided within the proposed Local

Program Area to date?

f) Within the last five years, what have been the major activities and

accomplishments of the DDA?

5. Local Historic Preservation Organization

a) Name of organization:

b) Date established:

c) Make-up of Board:

d) Source of funding:

e) Budget expenditures (previous two years):

f) Size of membership (previous two years):

g) What support activities has this organization provided within the proposed Local Program Area to date?

h) Within the last five years, what have been the major activities and

accomplishments of the organization?

6. Other Downtown Associations

a) Name of organization:

b) Date established:

c) Make-up of Board:

d) Sources of funding:

e) Budget expenditures (previous two years):

f) Size of membership (previous two years):

g) What support activities has this organization provided within the proposed

Local Program Area to date?

h) Within the last five years, what have been the major activities and

accomplishments of the organization?

aa) Name of organization:

bb) Date established:

cc) Make-up of Board:

dd) Sources of funding:

ee) Budget expenditures (previous two years):

ff) Size of membership (previous two years):

gg) What support activities has this organization provided within the proposed Local Program Area to date?

hh) Within the last five years, what have been the major activities and accomplishments of the organization?

7. Are there any cultural or recreational organizations that have programs or activities that directly affect the proposed Local Program Area? If so, described them, their activities and programs. (Include festivals, theaters, arts councils, schools, etc.)

II. The Local Organization

A. Organizational Readiness

1. Name of organization or agency to administer the local program:

2. Date established:\_\_\_\_\_\_\_\_ Size of current membership:\_\_\_\_\_\_\_\_

3. For the preceding two years from the date of this application, what were the budget expenditures of the organization or agency to administer the local program?

a. Budget expenditures for last year (entire fiscal year):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sources of funding:

b) Budget expenditures for year before last (entire fiscal year):\_\_\_\_\_\_\_\_\_\_\_\_\_

Sources of funding:

4. Federal Employer Identification (FEID) Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Taxing Status (i.e., 501(c)(3), etc.):

6. List the current officers of the organization; indicate their terms of office, and affiliation, such as representative of Chamber of Commerce, merchant, etc. (If the applicant is a municipality, indicate N/A or indicate the membership of the organization’s Advisory Board if such a board has been established.)

7. What is the composition of the Board that will determine policy for the local program? (If the same as #6, indicate so).

8. How are the members of the Board selected?

9. What commitment do you require from Board members. (job description, hours per month, membership dues, attendance at FMS training sessions, etc.).

10. Insert following this page a narrative describing the organizational structure of the local program, including the Board, standing committees, general membership and other partners. Include a list of the members of each committee.

1. Indicate what projects are planned under the Four Points of the Main Street Approach: Organization, Design, Promotion, and Economic Restructuring and what project money has been budgeted (beyond operating funds).

12. Describe your long-term funding strategy, describing anticipated grants, contracts for services, fund raising events, membership dues, etc.

###### 13. Please complete the form on the next page regarding income and expenses **for the current year and the next two years** of the local program (one form per fiscal year).

**CURRENT (FIRST YEAR) BUDGET SUMMARY \* \_\_\_\_\_\_TO\_\_\_\_\_\_\_**

***Income***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sources | | Cash in Hand | | Cash Pledged \*\* | | | | Total Cash | In-Kind Pledged | Total Value |
| City Government | |  | |  | | | |  |  |  |
| CRA Trust Fund | |  | |  | | | |  |  |  |
| County Government | |  | |  | | | |  |  |  |
| Private Contributions | |  | |  | | | |  |  |  |
|  | |  | | TOTAL CASH INCOME \*\*\* | | |  |  |  |
|  | |  | | |  | TOTAL IN-KIND PLEDGED \*\*\*\* | |  |  |
|  | |  | | |  | |  | TOTAL INCOME \*\* |  |

***Expenses***

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | Cash Needs | | In-Kind Pledged | | Total Expense |
| Program Manager Salary | | |  | |  | |  |
| Program Manager Benefits | | |  | |  | |  |
| Additional Staff Salary | | |  | |  | |  |
| Additional Staff Benefits | | |  | |  | |  |
| Travel and Professional Development | | |  | |  | |  |
| Advertising/Promotion | | |  | |  | |  |
| Postage | | |  | |  | |  |
| Office Supplies | | |  | |  | |  |
| Printing/Photocopying | | |  | |  | |  |
| Photographic Supplies | | |  | |  | |  |
| Insurance | | |  | |  | |  |
| Rent, Utilities | | |  | |  | |  |
| Telephone | | |  | |  | |  |
| Professional Development | | |  | |  | |  |
| Answering Machine or Service | | |  | |  | |  |
| Contingency or other (explain) | | |  | |  | |  |
| Project Money (Specify) | | |  | |  | |  |
| TOTAL CASH NEEDS \*\*\* | |  | |  | |  |
|  | | TOTAL IN-KIND PLEDGED \*\*\*\* |  | |  |
|  | |  | | TOTAL EXPENSES \*\*\*\*\* |  |

\* This budget format is to be completed for a minimum of three years.

\*\* A list of all funding pledges must be submitted in Appendix B.

\*\*\* Total Expenses must equal Total Income.

\*\*\*\* Total Cash Income must equal or exceed Total Cash Needs.

\*\*\*\*\* Documentation of all in-kind donations must be submitted in Appendix B.

**SECOND YEAR BUDGET SUMMARY \* \_\_\_\_\_\_\_\_\_TO\_\_\_\_\_\_\_\_\_\_\_**

***Income***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sources | | Cash in Hand | | Cash Pledged \*\* | | | | Total Cash | In-Kind Pledged | Total Value |
| City Government | |  | |  | | | |  |  |  |
| CRA Trust Fund | |  | |  | | | |  |  |  |
| County Government | |  | |  | | | |  |  |  |
| Private Contributions | |  | |  | | | |  |  |  |
|  | |  | | TOTAL CASH INCOME \*\*\* | | |  |  |  |
|  | |  | | |  | TOTAL IN-KIND PLEDGED \*\*\*\* | |  |  |
|  | |  | | |  | |  | TOTAL INCOME \*\* |  |

***Expenses***

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | Cash Needs | | In-Kind Pledged | | Total Expense |
| Program Manager Salary | | |  | |  | |  |
| Program Manager Benefits | | |  | |  | |  |
| Additional Staff Salary | | |  | |  | |  |
| Additional Staff Benefits | | |  | |  | |  |
| Travel and Professional Development | | |  | |  | |  |
| Advertising/Promotion | | |  | |  | |  |
| Postage | | |  | |  | |  |
| Office Supplies | | |  | |  | |  |
| Printing/Photocopying | | |  | |  | |  |
| Photographic Supplies | | |  | |  | |  |
| Insurance | | |  | |  | |  |
| Rent, Utilities | | |  | |  | |  |
| Telephone | | |  | |  | |  |
| Professional Development | | |  | |  | |  |
| Answering Machine or Service | | |  | |  | |  |
| Contingency or other (explain) | | |  | |  | |  |
| Project Money (Specify) | | |  | |  | |  |
| TOTAL CASH NEEDS \*\*\* | |  | |  | |  |
|  | | TOTAL IN-KIND PLEDGED \*\*\*\* |  | |  |
|  | |  | | TOTAL EXPENSES \*\*\*\*\* |  |

\* This budget format is to be completed for a minimum of three years.

\*\* A list of all funding pledges must be submitted in Appendix B.

\*\*\* Total Expenses must equal Total Income.

\*\*\*\* Total Cash Income must equal or exceed Total Cash Needs.

\*\*\*\*\* Documentation of all in-kind donations must be submitted in Appendix B.

**THIRD YEAR BUDGET SUMMARY \*\_\_\_\_\_\_\_\_\_\_\_\_\_\_TO\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Income***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sources | | Cash in Hand | | Cash Pledged \*\* | | | | Total Cash | In-Kind Pledged | Total Value |
| City Government | |  | |  | | | |  |  |  |
| CRA Trust Fund | |  | |  | | | |  |  |  |
| County Government | |  | |  | | | |  |  |  |
| Private Contributions | |  | |  | | | |  |  |  |
|  | |  | | TOTAL CASH INCOME \*\*\* | | |  |  |  |
|  | |  | | |  | TOTAL IN-KIND PLEDGED \*\*\*\* | |  |  |
|  | |  | | |  | |  | TOTAL INCOME \*\* |  |

***Expenses***

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | Cash Needs | | In-Kind Pledged | | Total Expense |
| Program Manager Salary | | |  | |  | |  |
| Program Manager Benefits | | |  | |  | |  |
| Additional Staff Salary | | |  | |  | |  |
| Additional Staff Benefits | | |  | |  | |  |
| Travel and Professional Development | | |  | |  | |  |
| Advertising/Promotion | | |  | |  | |  |
| Postage | | |  | |  | |  |
| Office Supplies | | |  | |  | |  |
| Printing/Photocopying | | |  | |  | |  |
| Photographic Supplies | | |  | |  | |  |
| Insurance | | |  | |  | |  |
| Rent, Utilities | | |  | |  | |  |
| Telephone | | |  | |  | |  |
| Professional Development | | |  | |  | |  |
| Answering Machine or Service | | |  | |  | |  |
| Contingency or other (explain) | | |  | |  | |  |
| Project Money (Specify) | | |  | |  | |  |
| TOTAL CASH NEEDS \*\*\* | |  | |  | |  |
|  | | TOTAL IN-KIND PLEDGED \*\*\*\* |  | |  |
|  | |  | | TOTAL EXPENSES \*\*\*\*\* |  |

\* This budget format is to be completed for a minimum of three years.

\*\* A list of all funding pledges must be submitted in Appendix B.

\*\*\* Total Expenses must equal Total Income.

\*\*\*\* Total Cash Income must equal or exceed Total Cash Needs.

\*\*\*\*\* Documentation of all in-kind donations must be submitted in Appendix B.

B. Public and Private Sector Involvement

1. How will both municipal and county governments participate in the local program? Be specific regarding responsibilities and roles.

2. What support activities will be provided by the organizations listed in Section I-G and how will these organizations interact with the local program? Be specific regarding responsibilities and roles.

3. How will any other community groups or service organizations participate in the local program? Be specific about responsibilities and roles.

4. How will you continue to generate public awareness of, involvement in, and financial support for the local program?

C. Understanding of Main Street Approach

1. What does your community expect to achieve by participating in the Florida Main Street Program? Be specific and identify the outcome or results expected from each of the four points of the Main Street Approach.

2. How have you informed other community groups and citizens about your local program and the Main Street Approach?

3. How many years do you anticipate participating in the Florida Main Street Program?

4. Do you agree to participate in the Florida Main Street Reporting System?

5. Did you apply to the Florida Main Street Program in previous years? If yes, what programs, activities or interest resulted from applying? Provide a brief overview of related accomplishments during the time since your last application was made.

6. How do you intend to support staff and volunteers participation in statewide Florida Main Street activities?

D. Program Manager

1. Is the Program Manager or will the Program Manager be a salaried or contract employee? Briefly describe the Program Manager selection process that was or will be used. If you have already hired a Program Manager attach a resume that indicates all relevant work experience of the person chosen.

2 What is the title of the individual providing day-to-day supervision of the Program

Manager? What is the relationship between this individual and the Board

responsible for setting policy for the local program?

3. How many hours per week does/will the Program Manager work on the local program?

4. What pay/benefits package do/will you offer the Program Manager? How does that package compare to that of an Assistant City Manager, City Planner, Chamber of Commerce Executive Director or other similar professional positions?

5. Provide Program Manager Contract if Manager has been hired or Job Description if Manager has not yet been hired (insert following this page).

III. The Local Program Area

A. Built Environment

1. What is the approximate age of the existing building stock in the proposed Local Program Area?

Pre - 1900: \_\_\_\_\_% 1940 - 1950: \_\_\_\_\_%

1900 - 1920: \_\_\_\_\_% 1950 - 1960: \_\_\_\_\_%

1920 - 1940: \_\_\_\_\_% Post - 1960: \_\_\_\_\_%

2. Discuss the characteristics that make the proposed Local Program Area a small, cohesive, pedestrian-oriented, and recognizable mixed-use district having clearly defined boundaries and architectural character.

3. What federal, state, county and local government agencies are located in or adjacent to the proposed Local Program Area?

4. Does the city have one or more districts listed in the National Register of Historic Places or designated under a local historic preservation ordinance? Is all or part of the proposed Local Program Area located in such a district? Are there properties within the proposed Local Program Area that are listed individually in the National Register or designated as landmarks under a local historic preservation ordinance? Are there any individual properties or districts that are pending National Register listing? If yes, briefly describe each.

5. Has a historic resource survey been conducted within the community? Has this

survey included the proposed Local Program Area? Are there plans for (additional)

survey work in the proposed Local Program Area?

6. How many blocks are in the proposed Local Program Area?

7. How many buildings are in the proposed Local Program Area?

B. Economic Environment

1. How many businesses are in the proposed Local Program Area?

2. What is the appraised value of real property within the proposed Local Program Area? (includes property-tax exempt sites)

3. What is the appraised value of real property within the city?

4. What is the assessed tax base of the proposed Local Program Area?

5. What is the assessed tax base of the city?

6. How many workers are employed in the proposed Local Program Area?

a) Office: \_\_\_\_\_

b) Commercial: \_\_\_\_\_

c) Industrial: \_\_\_\_\_

d) Governmental: \_\_\_\_\_

7. What percentage of the buildings in the proposed Local Program Area is:

a) Owner occupied: \_\_\_\_\_%

b) Renter occupied: \_\_\_\_\_%

c) Vacant: \_\_\_\_\_%

8. What percentage of the buildings in the proposed Local Program Area is:

a) Privately owned: \_\_\_\_\_\_%

1) Local owner: \_\_\_\_\_\_%

2) Absentee landlord: \_\_\_\_\_\_%

b) Publicly owned: \_\_\_\_\_\_%

9. What are the current rents per square foot for commercial space in the proposed Local Program Area?

a) Average: \_\_\_\_\_ per square foot/year

b) Lowest: \_\_\_\_\_ per square foot/year

c) Highest: \_\_\_\_\_ per square foot/year

10. Estimate the number of square feet of first floor vacancies in the proposed Local Program Area:

First floor vacancies: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ square feet.

11. Estimate the number of parking spaces in the proposed Local Program Area:

Total parking spaces: \_\_\_\_\_\_

On-Street Parking: \_\_\_\_\_\_

Off-Street Parking: \_\_\_\_\_\_

12. Estimate the percentage of the building space in the proposed Local Program Area devoted to the following uses:

|  |  |  |  |
| --- | --- | --- | --- |
|  | | First Floor % | Upper Floor % |
| Retail | |  |  |
| Professional Offices | |  |  |
| Government Offices | |  |  |
| Restaurants/  Entertainment | |  |  |
| Housing | |  |  |
| Industry | |  |  |
| Warehouse | |  |  |
| Other | |  |  |
| Vacancy | |  |  |
| TOTAL |  |  |

13. How many of the following types of economic anchors are located in the proposed Local Program Area?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Chain | Independent | |  | |  | | Chain | | | Independent | |
| Department Stores |  |  |  | | Hospitals | |  | | |  | |
| Discount Stores |  |  |  | | City Facilities | |  | |  | | |
| Food Markets |  |  |  | | County Facilities | |  | |  | | |
| Tourist Businesses |  |  |  | | State Facilities | |  | |  | | |
| Service Businesses |  |  |  | | Federal facilities | |  | |  | | |
| Specialty Shops |  |  |  | | Court-houses | |  | |  | | |
| Restaurants |  |  |  | | Libraries | |  | |  | | |
| Banks |  |  |  | | Post Offices | |  | |  | | |
| Theaters |  |  |  | | Schools | |  | |  | | |
| Churches |  |  |  | | Other | |  | |  | | |

14. Are properties in the proposed Local Program Area subject to the provisions of a local historic preservation ordinance? If so, briefly describe the key provisions of the ordinance.

15. Are there any parks or recreation areas in the proposed Local Program Area? If yes, indicate the acreage of each and describe briefly.

1. What other cultural, social, ethnic features or other special qualities do the proposed Local Program Area or surrounding area possess?

17. Describe the housing stock and any current housing issues within the proposed Local Program Area and/or adjacent areas. How many dwelling units are there in the proposed Local Program Area?

C. Previous Revitalization and Preservation Activities.

1. How have public and private sector groups shown their support for downtown revitalization in the past? Identify groups and specific activities and programs.

2. Within the last 10 years, what major landscaping, infrastructure improvements and public or private sector rehabilitations have taken place within the proposed Local Program Area and what were the sources of funding for these projects? Identify any such projects currently planned for the proposed Local Program Area.

IV. Overall Assessment

**Why Do the Assessment?**

It may not always seem so--particularly in a smaller community or neighborhood--but the downtown or neighborhood commercial district is a complex, dynamic place. Physical, economic, cultural, and political changes are constantly affecting it. Restoring downtown’s physical, economic, and civic vitality begins with understanding its status and identifying the internal and external forces that affect it.

The purpose of this assessment is to help you develop that understanding. It addresses general questions like: Is commercial district revitalization a community priority? What’s the district’s physical condition? What are the perceptions of the district? What’s the business environment?

**What Will It Tell Us?**

1) What the district’s general status. Is it in good or poor condition? Where is it heading? Declining, stabilizing, or improving?

2) What the priorities are for the district. In which areas (i.e., which of the four points) is it strong? In which areas is it weak? Are there specific issues that take precedence?

**Guidelines for Completing the Assessment**

1) You don’t have to have be an “expert” to complete this assessment. However, don’t rely solely on your own judgment. Have several people conduct the assessment independently and then compare results. Bring a diversity of perspectives to your “assessment team.”

2) Don’t worry too much about actual “scores.” The purpose of the assessment is to help you understand the dynamics of your district and to identify general priorities within the structure of the Main Street Approach™.

3) Don’t simply mark responses. Use the “General Observations” sections to write down the reasons for your responses. The “why” behind a response is as important as the response itself.

4) Look differently at your business district. Try to look at it “for the first time.” And inspect - don’t just glance at it. Pay attention to details, not just the overall impression.

5) Complete the whole assessment. Don’t focus on one or two points. Without an adequate understanding of the district’s overall condition, you won’t effectively address general issues or specific priorities.

6) Contact the Florida Main Street Program if you have any questions about conducting the assessment. When you’ve completed it, review the results and generate a workplan for revitalization and/or management using the Main Street Approach™ and the Florida Main Street Program.

A. Assessment

**ORGANIZATION**

**What Is Organization About?**

Through Organization, a community creates and maintains a structure and process for revitalizing or managing downtown. Organization is about bringing together a diversity of interests from throughout the community and focusing them on restoring and sustaining downtown’s physical beauty and economic viability through a process called Organizational Buildout. Ultimately, sustainable change requires a strong public-private partnership that integrates the interests of elected officials, city administrators, business owners, property owners, customers, visitors, residents, and others in an organization that has a strong board of directors, liaisons with other entities, and volunteer committees.

Most Main Street organizations are formed-for-that-purpose, not-for-profit corporations with strong connections to other stakeholder entities, however, we have had Main Street efforts initiated and managed from within Community Redevelopment Agencies, Chambers of Commerce, etc..

**Assessment: Organization**

**Do the following conditions exist in your community and district? Yes No**

###### Local government actively supports the district \_\_\_\_\_ \_\_\_\_\_

Business and property owners are working to improve the district \_\_\_\_\_ \_\_\_\_\_

Local government and business and property owners respect each

other \_\_\_\_\_ \_\_\_\_\_

There is broad-based support from residents for the district \_\_\_\_\_ \_\_\_\_\_

There is potential long-term private and public funding for

revitalization \_\_\_\_\_ \_\_\_\_\_

Hiring a full time manager is a real possibility \_\_\_\_\_ \_\_\_\_\_

There is community pride \_\_\_\_\_ \_\_\_\_\_

**Results: Organization**

**\_\_\_\_\_Favorable** *(More “Yes” than “No” responses*): Your community has a strong organizational foundation for focusing on district issues. However, pay attention to

those conditions that are absent. Without them, you won’t be able to achieve sustainable improvement.

**\_\_\_\_\_Unfavorable** *(More “No” than “Yes” responses)*: You may be lacking sufficient commitment to build an effective organization for revitalizing or managing the district. Any substantive change requires active involvement from business and property owners, city officials, and residents. if these groups are not cooperating, then the impacts of any one group’s efforts will be limited.

**Trend: Organization**

Compare district today with district five years ago. Are the conditions for Organization:

\_\_\_\_ Declining \_\_\_\_ Stabilizing \_\_\_\_ Improving

What, specifically, has changed over: the past five years? For example: Has leadership within the city administration changed? Have new business and/or property owners moved into district? Have residents shown an increased interest?

1.

2.

3.

4.

**General Observations: Organization**

**DESIGN**

**What is Design About?**

Design is about how the district looks and functions. For Design to be effective, the district must be cohesive, established by a concentration of traditional, to-scale buildings, in a grid or other urban form, with sidewalks and other public realm. Design focuses on enhancing the district’s appearance with an emphasis on restoring its traditional character, rehabbing and reusing existing building stock. But it also addresses functional issues such as land use and transportation planning, image materials, logos, banners, signage and displays - all possible manifestations of economic vitality, quality of life and community pride.

**Assessment: Design**

**Do the following conditions exist within the district?** **Yes No**

The district has strong historic character \_\_\_\_\_ \_\_\_\_\_

The district is based on a grid, around a square, park, or

other urban form \_\_\_\_\_ \_\_\_\_\_

The district is walkable \_\_\_\_\_ \_\_\_\_\_

Buildings are well-maintained \_\_\_\_\_ \_\_\_\_\_

The district is clean and functional \_\_\_\_\_ \_\_\_\_\_

Signs are attractive and effective \_\_\_\_\_ \_\_\_\_\_

Gateways (entries) are clearly marked \_\_\_\_\_ \_\_\_\_\_

The “streetscape” (e.g., lightpoles, benches, sidewalks, etc.)

is well-maintained \_\_\_\_\_ \_\_\_\_\_

There is adequate, convenient parking \_\_\_\_\_ \_\_\_\_\_

Public spaces (e.g., parks, plazas) are well designed, maintained,

and utilized \_\_\_\_\_ \_\_\_\_\_

Businesses are accessible to all customers (i.e., lack of physical

barriers) \_\_\_\_\_ \_\_\_\_\_

Signage (announcement, directional. exit, entryway, street

names, traffic and parking control, storefront, and banners)

is attractive and informative \_\_\_\_\_ \_\_\_\_\_

Identity materials (logos, letterhead, business cards, etc.) are

attractive and informative \_\_\_\_\_ \_\_\_\_\_

**Results: Design**

\_\_\_\_\_\_**Favorable** *(More “Yes” than “No” responses*): Your district is probably in fairly good physical condition. Ensure that resources are in place to maintain that condition. Focus on priorities that emerge from the assessment.

\_\_\_\_\_ **Unfavorable** (More “No” than “Yes” responses): To be marketable, your district needs substantial physical improvement. Some of these improvements (e.g., clean up) are relatively easy and inexpensive. Others (e.g., streetscape) are expensive, long-term projects. Plan on starting with projects that will generate immediate, visible change.

**Trend: Design**

Compare district today with five years ago. Is district’s physical condition:

\_\_\_\_ Declining \_\_\_\_ Stabilizing \_\_\_\_ Improving

What, specifically, has changed over the past five years? For example: Have business and/or property owners rehabilitated their buildings? Are new signs compatible with the character of the district? Is parking more or less convenient than it was five years ago?

1.

2.

3.

4.

**General Observations: Design**

**PROMOTION**

**What is Promotion About?**

Promotion is about the perceptions of the residents, neighbors, and visitors of the community, the district, and the redevelopment organizations, because people decide to visit, patronize or avoid destinations based on those perceptions. Through Promotion, a community establishes positive perceptions of itself, its business district, and its institutions and reinforces those perceptions through an integrated marketing strategy that incorporates advertising, retail promotion and special events. The perceptions of residents, investors, seasonal visitors, and travelers are all involved.

**Assessment: Promotion**

**In your opinion, do customers, visitors, and residents have these perceptions of the community, district, and organization?**

**Yes No**

It is physically attractive \_\_\_\_\_ \_\_\_\_\_

It is physically safe \_\_\_\_\_ \_\_\_\_\_

It is easy to get to and get around in \_\_\_\_\_ \_\_\_\_\_

Businesses are staffed by friendly, knowledgeable employees \_\_\_\_\_ \_\_\_\_\_

Advertising of district and its businesses is appealing and effective \_\_\_\_\_ \_\_\_\_\_

Retail displays are attractive and effective \_\_\_\_\_ \_\_\_\_\_

###### There is a diversity of high-quality goods and services \_\_\_\_\_ \_\_\_\_\_

Special events are worth attending \_\_\_\_\_ \_\_\_\_\_

Organization(s) are worth getting involved with \_\_\_\_\_ \_\_\_\_\_

Folks are proud of their connection(s) to the community and district \_\_\_\_\_ \_\_\_\_\_

**Results: Promotion**

\_\_\_\_\_\_ **Favorable** (More “Yes” than “No” responses): People have a generally positive perception of district. But maintaining this perception requires an active promotion effort, because it is affected not only by the district and its organization(s), but also by individuals businesses and other entities as well as by competitors--shopping malls, other downtowns, even mail order shopping.

\_\_\_\_\_\_ **Unfavorable** (More “No” then “Yes” responses): People have a generally negative perception of district. Even with this perception, people may still come. However, if the negative elements (“No” responses) aren’t addressed, then over time people will go elsewhere (if they aren’t already starting to).

**Trend: Promotion**

Compare district today with five years ago. Are the perceptions:

\_\_\_\_\_ Declining \_\_\_\_\_ Stabilizing \_\_\_\_\_ Improving

What, specifically, has changed over the past five years? For example: Have businesses changed their marketing strategy? Are there new events in the district (festivals, parades, etc.)? Has the mix of goods and services changed? Is the district on the “must see” list for family and business visitors?

1.

2.

3.

4.

**General Observations: Promotion**

**ECONOMIC RESTRUCTURING**

**What is Economic Restructuring About?**

The goal of economic restructuring is to make the district (and the whole Community) economically healthy. It’s about jobs, businesses, and tax base. Initially, this process should focus on assisting existing businesses. In the long run, repositioning the district in the marketplace means reconfiguring the mix of goods, services, and experiences so that the business district is economically balanced, adaptable, and competitive.

**Assessment: Economic Restructuring**

**Do the following conditions exist? Yes No**

Businesses are driven by the needs of customers not of merchants \_\_\_\_\_ \_\_\_\_\_

Businesses respond to change and capitalize on emerging

opportunities \_\_\_\_\_ \_\_\_\_\_

Businesses are profitable \_\_\_\_\_ \_\_\_\_\_

There is a diverse mix of businesses \_\_\_\_\_ \_\_\_\_\_

The vacancy rate is low \_\_\_\_\_ \_\_\_\_\_

A high percentage of buildings are locally owned \_\_\_\_\_ \_\_\_\_\_

Rents and property values are high \_\_\_\_\_ \_\_\_\_\_

District image, services, products, and experiences support

other community industries and employees \_\_\_\_\_ \_\_\_\_\_

**Results: Economic Restructuring**

\_\_\_\_ **Favorable** (More “Yes” than “No” responses): The district is probably reasonably stable economically. But the business district’s economic stability is affected by a diversity of local, regional, and global factors that are constantly evolving. Sustaining downtown’s economic viability requires a continuing management function to address those factors.

\_\_\_\_ **Unfavorable** (More “No” than “Yes” responses): The district is probably experiencing significant economic difficulties. However, these problems may not be readily apparent. Even if your business district appears economically healthy, it may be declining, depending on the quality of businesses and the nature of the competition.

**Trend: Economic Restructuring**

Compare district today with five years ago. Is its economic condition:

\_\_\_\_ Declining \_\_\_\_ Stabilizing \_\_\_\_ Improving

What, specifically, has changed over the past five years? For example: Have new businesses moved in? Or has nothing changed economically (i.e., is business stagnant)? How has the competition changed?

1.

2.

3.

4.

**General Observations: Economic Restructuring**

**SUMMARY**

**Status and Trends: Overall**

Which of the four points received “**Unfavorable**” ratings?

\_\_\_\_Organization \_\_\_\_Design

\_\_\_\_Promotion \_\_\_\_Economic Restructuring

**What is the general trend for your business district over the past five years?**

\_\_\_\_Declining \_\_\_\_Stabilizing \_\_\_\_ Improving

**Priorities**

General Priorities. Which of the four points stand out as priorities?

\_\_\_\_Organization \_\_\_\_Design

\_\_\_\_Promotion \_\_\_\_Economic Restructuring

Specific Priorities. What specific issues/questions stand out as significant?

1.

2.

3.

4.

B. Need and Potential for Success

1. What are the three major assets and three major liabilities of the proposed Local Program Area, as it exists today?

2. Why does your community need the Florida Main Street Program?

3. What impact will a local Main Street program have on the assets and liabilities outlined above?

4. Why do you think your community would be a successful Florida Main Street community?

Appendix A

This section should include the following in the order indicated:

1. City street map outlining the proposed Local Program Area and to which the digital photographs are keyed.

2. Description sheet for digital photographs.

3. A copy or photocopy of a photograph at least 8” by 10” showing an aerial view of the proposed Local Program Area within the context of the downtown. The proposed Local Program Area should be clearly outlined on the photograph.

Appendix B

This section should contain the following in the order indicated (forms follow

Appendix D):

1. Certification of the availability of full funding for the first year of the local program (include list of all pledges).

2. Certification of intent to hire a full-time Program Manager (attach copy of job description, performance evaluation standards and procedures, description of benefits, and contract, as applicable).

3. Resolution passed by the local government(s) showing support for the local program.

4. Verification for funding of all years applicable.

5. Verification of public sector funding support.

6. List of all in-kind services donated to the local program (Include letters from individuals and organizations describing what is donated and its fair market value).

7. Articles of incorporation or enabling legislation for applicant organization or agency.

Appendix C

This selection should contain the following:

1. Specific letters and resolutions of partnership commitment from key community organizations, governmental entities, and institutions.

2. General letters and resolutions of support from other merchants, organizations, institutions, citizens, and elected officials.

Appendix D

This section should contain the following:

1. Press Clippings.

2. Miscellaneous Supporting Materials.

**Funding Certification**

I hereby certify that on \_\_\_\_\_\_\_\_\_\_\_\_\_ (date) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(name of organization) has $\_\_\_\_\_\_\_\_\_\_\_\_ in-hand and $\_\_\_\_\_\_\_\_\_\_\_\_ pledged for year one of the local program’s participation in the Florida Main Street Program and that these funds are allocated for this purpose. I further certify that this agency/organization has

$\_\_\_\_\_\_\_\_\_\_\_\_ in-hand and $\_\_\_\_\_\_\_\_\_\_\_\_ pledged for years two and beyond for the local program’s participation in the Florida Main Street Program beyond the first year, as indicated in the Budget Summaries included in this application.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of duly authorized representative Date

Typed name and title of duly authorized representative

**s. 837.06, Florida Statutes, False official statements** -- Whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his or her official duty shall be guilty of a misdemeanor of the second degree, punishable as provided in s. 775.082 or s. 775.083, Florida Statutes.

**Certification of Intent to Hire a Program Manager**

I hereby certify that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name of organization) agrees to employ a full-time Program Manager for a period of at least 12 (twelve) months following execution of a formal Florida Main Street Agreement between the Division of Historical Resources and our agency/organization for participation in the Florida Main Street Program.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of duly authorized representative Date

Typed name and title of duly authorized representative

**Sample Municipal Resolution**

A Resolution Authorizing Participation in the

Florida Main Street Program

WHEREAS, the Florida Main Street Program (Program) has been created to assist Florida communities in developing public-private efforts to revitalize their “Main Street” areas, and

WHEREAS, the Secretary of State will select a number of communities to participate in the Program in the upcoming year.

NOW THEREFORE BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that the City hereby endorses submission by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of an application to participate in the Program with the specific goal of revitalization within the context of the Main Street Approach.

BE IT FURTHER RESOLVED that the City agrees to support that local Main Street program and participate in it activities.

APPROVED AND ADOPTED THIS \_\_\_\_\_\_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, 20 .

Commissioner, Mayor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vote: \_\_\_\_\_\_

Commissioner: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vote: \_\_\_\_\_\_

Commissioner: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vote: \_\_\_\_\_\_

Commissioner: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vote: \_\_\_\_\_\_

Commissioner: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vote: \_\_\_\_\_\_

Attest: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City Clerk: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Approved as to legal form: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, City Attorney

**Application Summary Sheet**

**Community** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Category** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Community** **Local Organization**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. City Population |  | |  | | 1. Tax Status |  | | |
| 1. Median Household Income |  | |  | | 1. First Year Budget |  | | |
| 1. Median Age |  | |  | **Funding for Local Organization** | | | | | |  |
| 1. Unemployment Rate |  | |  | | 1. City |  | | |
| 1. % of Families Below Poverty Level |  | |  | | 1. CRA |  | | |
| 1. Sales Tax Receipts for City |  | |  | | 1. County |  | | |
| 1. Community Redevelopment Agency (Y/N) |  | |  | | 1. Subtotal Public |  | | |
| 1. Date CRA Established |  | |  | | 1. Private Funds |  | | |
| 1. Annual Budget of CRA |  | |  | | **Program Manager** | |  | |
| 1. Other Downtown Association (Y/N) |  | |  | | 1. Manager Salary |  | | |
| 1. Preservation Organization (Y/N): |  | |  | | 1. Manager Benefits |  | | |
| 1. Seasonal Population Fluctuation |  | |  | | 1. Travel Budget |  | | |
| **Local Program Area** | |  |  | | **Age of Buildings (%)** | | |  |
| 1. Number of Blocks |  | |  | | 1. Pre-1900 |  | | |
| 1. Number of Buildings |  | |  | | 2. 1900-1945 |  | | |
| 1. Total Square Footage |  | |  | | 3. 1945-1980 |  | | |
| 1. 1st Floor Vacancy (sq. ft.): |  | |  | | 4. 1980-Present |  | | |
| **Ownership of Buildings (%)** | |  |  | | **Use of Buildings (%)** | |  | |
| 1. Local-Private |  | |  | | 1. Owner Occupied |  | | |
| 1. Absentee-Private |  | |  | | 1. Renter Occupied |  | | |
| 1. Public |  | |  | |  |  | | |