

Washington State Main Street Program

2015 PROGRAM APPLICATION

Main Street Community



Due Monday November 16, 2015

WASHINGTON STATE MAIN STREET PROGRAM APPLICANT ELIGIBILITY REQUIREMENTS

In order to be eligible to apply to be a Washington State Main Street Community, a local organization must complete an application and meet the following criteria:

1. Be an independent, recognized 501c3 or 501c6 nonprofit organization with the sole mission of revitalizing a traditional downtown commercial district.
2. Have a clearly defined Main Street district with the primary focus area on the traditional historic commercial core.
3. Have a comprehensive downtown revitalization strategy following the National Main Street Center's Main Street Four Point Approach® structure which includes implementing a balance of activities in the areas of Organization, Promotion, Design, and Economic Restructuring.
4. Have an appropriate vision statement, mission statement, goals, objectives, activities, and a comprehensive annual work plan.
5. Have in-place an active volunteer board of directors representing downtown stakeholders to oversee the local program.
6. Have in-place at least four strong and active committees: Organization, Promotion, Design, and Economic Restructuring.
7. Within one year of acceptance into the program, agree to maintain a minimum level of staffing, based on population, to achieve the Local Organization's mission, goals and Annual Work Plan. Community population is determined by the latest census from the United States Census Bureau.
 - a. Community population of 0-2500: part-time, volunteer Executive Director.
 - b. Community population of 2501-5000: part-time, paid Executive Director.
 - c. Community population over 5001: full-time, paid Executive Director.
8. Maintain a strong historic preservation ethic and consult with WSMSP on historic preservation issues.
9. Provide an orientation to the Main Street Four Point Approach® for board and committee members at least once per year to help them understand the overall comprehensive revitalization effort. This can be a training session, information packet, etc.
10. Provide requested information to the WSMSP including quarterly online reports which track revitalization statistics, key performance measures and progress of the organization.
11. Representation from the Local Organization is mandatory at the following: RevitalizeWA Preservation & Main Street Conference; annual fall Main Street retreat; one of three Main Street Network Leadership Meetings at various locations throughout the state.
12. Complete an annual Main Street District Trends Survey.
13. Complete the annual Washington Main Street Program reporting process.

PART I: ORGANIZATIONAL INFORMATION

Applicant Organization: _____
Contact Person: _____ Date Incorporated: _____
Mailing Address: _____
City, State, Zip Code: _____
Phone: _____ Email: _____
Website: _____

Write your organization’s mission statement here. Also indicate when it was developed and by whom.

Federal taxpayer identification number: _____

Please check the tax exempt status of your organization: 501(c)3 501(c)6

Is your community a Certified Local Government (CLG)? Yes No

+ Please attach a copy of the IRS Letter of Determination regarding your organization’s tax status.

+ Please attach your organization’s most recently adopted Articles of Incorporation and Bylaws. These documents should contain information about the purpose of the organization, a description of the boundaries of the program (by street names), and a general description of the types of activities/ scope of work to be undertaken by the organization. If this information is not clearly identified in these documents, please provide it on an additional attachment.

PART II: MAIN STREET DISTRICT PROFILE

This section is designed to provide an overview of the physical layout of the district as well as its prominent characteristics.

Describe the physical boundaries for your proposed Main Street district and why you have selected those boundaries.

- + Please attach a minimum of ten (10) current photographs that illustrate your downtown district; can include specific historic structures, downtown events, aerial/context images, etc.
- + Please attach a map that clearly outlines the proposed district/program area.
- + Please attach a one to two page brief overview about your downtown or commercial district. The overview should include information about the early history of the district, economic forces at work in the area, key turning points in the district's economy, and where it is today.

List the strengths of your downtown

List the weaknesses of your downtown

Describe the major challenges facing your downtown and how you think the Main Street Program will give you the tools to address them.

Describe the characteristics that you feel make the downtown a cohesive and recognizable district with distinct features or architectural character.

Describe any major revitalization efforts previously undertaken by the public and/or private sector within or adjacent to the district. Be as thorough as possible. Include dates, summary of projects, and description of outcomes.

If the district contains newer low-density automobile-oriented commercial development, briefly explain how this development fits and is fully-integrated within the parameters of a downtown district.

If the district contains one or more strip mall developments or enclosed shopping centers, briefly explain how this development fits and is fully integrated within the parameters of a downtown district.

PART III: GOALS OF THE MAIN STREET ORGANIZATION

This section is designed to identify your community's short-term and long-term goals for downtown revitalization, as well as the immediate actions that your organization will take if selected to participate in Washington's Main Street Program.

If there has been a vision statement developed for the organization, write it here. Also indicate when it was developed and by whom. If you don't currently have a vision statement, please leave this space blank.

Describe at least one key success the organization has achieved under each of the four points:

Organization:

Promotion:

Design:

Economic Restructuring:

List the five most important long-term downtown revitalization goals that you hope to achieve through working in the Main Street Four Point Approach®.

List the five most important downtown revitalization goals that you hope to accomplish in the next two years.

List your organization's proposed first five activities if selected to participate in Washington's Main Street Program.

PART IV: UNDERSTANDING AND IMPLEMENTING THE MAIN STREET FOUR POINT APPROACH®

This section is intended to identify what your community has done to learn about the Main Street Four Point Approach® and what you feel are the benefits of working with Washington's Main Street Program.

Describe what steps, if any, your community and applicant group have taken to learn about Main Street Four Point Approach®, such as attending conferences, reading informational materials, holding community meetings, etc.

Describe what steps, if any, your applicant group has taken to educate the broader community about the Main Street Four Point Approach®, such as social media posts, blogs, newspaper articles, community meetings, etc.

List what you think are the benefits of working with the WSMSP and what you think WSMSP will provide to your organization and to the community's downtown revitalization effort.

What are the top three challenges in your community that each of the committees will be addressing?

Organization:

Promotion:

Design:

Economic Restructuring:

Other:

- + Please attach an organizational chart.
- + Please attach a proposed full organizational workplan.
- + Please attach a document listing each of the committees operating within the organization and their individual missions and purposes. Please also include a list of committee members.
- + Please attach a list of the officers and board members of the organization. Also list their term limit and business affiliation or position in the community

PART V: SUPPORT FOR THE PROPOSED LOCAL MAIN STREET ORGANIZATION

In order to create a successful Main Street organization, your community will need to involve a variety of individuals and organizations – not just city government and downtown business and property owners.

Indicate the level of understanding and support for the local revitalization effort among the following entities. If any explanation is needed, please include that below.

	Active Partnership	Developing Partnership	Passive Partnership	None
City government:				
Civic groups/other non-profit organizations:				
County government:				
Cultural organizations:				
Downtown business owners:				
Downtown property owners:				
General citizenry:				
Historic preservation groups:				
Major industry in/near community:				
Schools in/near the community:				
Other institutions in/near the community (e.g. hospitals, foundations, etc.):				
Other:				

If you would like to explain or elaborate on any of the partnership indications made above, do so here:

- + Please attach two letters of support from community stakeholder groups.
- + Please also attach a letter from the local governing body indicating support for the Main Street organization.

PART VI: ADDITIONAL INFORMATION

Is there any additional information that you feel we should know about? For example, are there any major issues impacting the downtown commercial district, your community, or your organization?

Include any other information in support of your application that is not related in previous sections of this application.

PART VII: SIGNATURE

I declare under the penalties of perjury that I am authorized to sign this application on behalf of the above organization and that I have examined both the completed application and attachments. To the best of my knowledge the information contained in these documents is true, correct and complete. I understand the eligibility requirements and acknowledge contributions received through this program will be solely used to meet our mission and work plan goals. I also understand that our organization must reapply if changes occur that could potentially affect our eligibility status (purpose, boundaries, general activities).

On behalf of the organization, I also agree to submit information regarding tax credit contributions and use of these funds to the Washington State Main Street Program as requested.

Signature: _____

Name: _____

Title: _____ Date: _____

Due Monday November 16, 2015

Please send the completed application and attachments to:

Washington Trust for Historic Preservation
1204 Minor Avenue
Seattle, WA 98101

Please note it may take up to six (6) weeks for a response to your designation request.

CHECK LIST OF ATTACHMENTS:

IRS Letter of Determination

Articles of Incorporation

Bylaws

Minimum of ten (10) current photographs that illustrate your downtown district; can include notable historic structures, downtown events, aerial/context images, etc.

Map of Downtown District

One to two page brief overview of downtown/commercial district

Organizational chart

Full organizational workplan

A document listing each of the committees operating within the organization and their individual missions and purposes. Please also include a list of committee members.

List of the officers and board members of the organization. Also list their term limit and business affiliation or position in the community.

Two letters of support from community stakeholder groups

Letter from the local governing body indicating support for the Main Street organization