

Oklahoma **ASSOCIATE** Main Street Program

Important Information and Instructions

The Oklahoma Department of Commerce is now accepting applications from cities up to 50,000 in population for consideration as a Main Street community.

Letters of Intent to Apply must be postmarked no later than **November 15, 2019**. *Letters of Intent to Apply* should be addressed to:

Buffy Hughes, Director
Oklahoma Main Street Center
Oklahoma Department of Commerce
900 N. Stiles
Oklahoma City, Oklahoma 73104

Completed applications must be received by the Oklahoma Main Street Center at the Oklahoma Department of Commerce, 900 N. Stiles, Oklahoma City, no later than 5:00 p.m. on January 10, 2020.

A. Application Requirements

The original signed application form, survey and attachments must be submitted. Also, three (3) copies of all documents must be submitted. **All questions must be answered on the original application in the space provided, unless noted.**

In addition to completing the application form, each application must include the following required items:

1.. Attachments

- a. A resolution passed by the municipal governing body showing support for the Main Street Program (**Sample A**).
- b. Letters of support for the Main Street Program from merchants, property owners, organizations, institutions, and citizens indicating their willingness to work and support the program.
- c. Explanation of full first-year funding for the local Main Street program.
- d. Articles of incorporation for the managing organization or agency, if available.
- e. Map of the area showing the boundaries of the proposed Main Street District.
- f. Any existing plans or studies which support the need for revitalization of the central business district.
- g. **Photographs.** Eight to ten (8-10) color photos of the proposed Main Street Program area's buildings and streetscapes. Each photo should be numbered and labeled with the name of the city. The number should key the photo to a "description sheet" giving a brief photo caption, the address of the building and a brief explanation of why this shot was included. One CD or flash drive (set) of all 8-10 photographs is preferred.

Notes:

- For private sector funding or partial private funding, a list of pledges for the first year funding must be included.
- A list of all city council persons/commissioners, including names, mailing addresses, day and evening phone numbers must be included.
- Itemized budget for the first year must be included. The program budget shall address at least the following: salary and benefits (insurance, paid leave/vacation, sick leave, comp time policies) for the Main Street Director and allowance for office rent, telephone, utilities, office supplies, secretarial services, promotions, car allowance and travel. The travel budget should allow the Director to travel to Director Trainings and Meetings.

Please answer all questions on the application as completely as possible. If you need assistance, call Main Street at 405-815-6552.

B. Eligibility Requirements

In order for this application to be reviewed and considered by the Oklahoma Main Street Program Selection Committee, the following eligibility requirements must be met:

1. City or town population between 7,500 and 50,000 based on the 2010 Census for “mid-size towns”.
City or town population under 7,500 based on the 2010 Census for “small towns”.
2. A properly completed application submitted with questions answered in the space provided.
3. Verification of first-year funding for the local Main Street Program with a program director working in the project area. Verification must be in the form of:
 - a. Where public sector funding is involved, a copy of official city and/or county resolution authorizing their portion of Main Street funding;
 - b. Where private sector funding is involved, a list of funding sources, supported by a list of all pledges as indicated, and,
 - c. For all donated in-kind services (i.e., office space, secretarial service, supplies, etc.) a letter from the individual or duly authorized representative of the organization donating the services. This letter must describe what is being donated, for how long it is being donated, and the current fair market value of the donation.
4. Existence of a downtown organization (or commitment to establish an organization) that is responsible solely for the local Main Street Program. Downtown organizations are necessary to support the implementation of the downtown program by assuming responsibility for certain needed tasks; i.e., fundraising, promotions, beautification, maintenance programs and other cooperative projects. A downtown organization is comprised primarily of local merchants, property owners, residents, professionals, bankers, representatives from city/council government and civic clubs, and organizations in the community.

C. Selection Criteria

Each application will be judged based upon the following criteria. In addition, each application will be judged on its **completeness**.

1. Evidence of local, public and private sector financial support of the Main Street Program for the initial first year start-up period. Towns will be participating in a two year demonstration program with the Oklahoma Main Street Program to set up the organization; however, communities should plan for a permanent program to insure the future success and management of their downtown revitalization.
2. Evidence of a strong commitment from the public and private sector in the community that they fully comprehend the methodology and wish to adopt the Main Street Approach to downtown economic revitalization. This means involving local leadership, local government, merchants, property owners, civic organizations, and lending institutions to work together as a team for the successful revitalization of the Main Street area.
3. Commitment to staff a Main Street program director to work in the designated project area. A successful revitalization program requires a program director to facilitate/coordinate the Main Street Board and the public/private sectors to implement a work plan for the designated area.
4. Capacity for economic growth as a result of the Main Street Program. In order for downtown commercial revitalization to succeed for years to come, many downtowns will have to capture a larger share of the existing retail market or expand the size of their trade area and diversify.
5. A cohesive, clearly-defined "Main Street District". To fit the Main Street program concept, the downtown should have a central business district with discernible boundaries.
6. Evidence of need will be balanced with ability of the project area to respond to the program of services offered by the Oklahoma Main Street Center as determined by the Oklahoma Department of Commerce.

D. Time Requirements

Experience has shown that often new applicants do not realize the amount of time that will be required of volunteers in order to implement the Main Street program. It is essential that the board members realize what is expected of them; therefore, below is a list of some of the time requirements by the state and local program. Many of these meetings are **mandatory for the program director and board members to attend**. Some meetings are also recommended for other members of the organization to attend.

State Requirements:

	<u>Time Required</u>
Visioning and Orientation, held locally	up to 3 hours
Board Member Training	up to 2 hours
Committee & Work plan Training	up to 3 hours
Other meetings as deemed necessary	2 hours minimum per visit

Meeting facilities needed will vary depending upon the type of assistance being provided. The local Main Street organization is responsible for making all arrangements based on the State's instructions.

Local Requirements:

Local Board and Committee work requires a minimum of 4 to 10 hours per month and attendance to training sessions described above.

*A successful Main Street program requires dedication and **hours** of hard work.*

Sample A

Resolution

A resolution authorizing participation in the Main Street program and designating the City (or Town) Manager to submit the application.

WHEREAS, the Oklahoma Main Street Program has been established in the Oklahoma Department of Commerce to assist small towns and cities to develop a public/private effort to revitalize their "Main Street" areas, and

WHEREAS, the Department of Commerce may select new communities to participate in the program for a three-year start-up period, and

WHEREAS, the City (or Town) of _____ desires to participate in the Oklahoma Main Street Program,

NOW THEREFORE BE IT RESOLVED BY THE CITY (OR TOWN) COUNCIL OF THE CITY (OR TOWN) OF _____:

SECTION 1. That the City (or Town) of _____ applies for selection to participate in the Oklahoma Main Street Program with the specific goal of revitalizing the central business district using the Main Street 4-Point Approach to economic revitalization.

SECTION 2. That the City (or Town) of _____ understands that the partnership with the Oklahoma Main Street Program is an initial one-year commitment funded locally with a part-time program manager.

SECTION 3. That the City (or Town) of _____ understands that the two-year associate program is hopefully only the beginning of a long-term permanent effort to maintain and enhance downtown.

ADOPTED THIS _____ day of _____, _____.

Mayor

Attest

City Secretary