

Oklahoma DESIGNATED Main Street Program

Important Information and Instructions

The Oklahoma Department of Commerce is now accepting applications 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, six (6) 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 and survey, each application must include the following required items:

1. **Photographs.** Twenty-five (25) 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 (set) of all 25 photographs is preferred.

All photographs, flash drives, and CD's become the property of the Oklahoma Department of Commerce for future use as deemed appropriate by the Oklahoma Main Street Center.

2. 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. Notarized certification of full first-year funding for the local Main Street program (**Sample B**).
- d. Articles of incorporation for the managing organization or agency, if available.
- e. A Description Sheet which provides the information indicated for photos.
- f. Map of the area showing the boundaries of the proposed Main Street District.
- g. Any existing plans or studies which support the need for revitalization of the central business district.

Notes:

- For private sector funding or partial private funding, a list of pledges for the first year funding must be included (see page 11 of the application).
- A list of all city council persons/commissioners, including names, mailing addresses, day and evening phone numbers must be included (see page 20 of the application).
- Complete itemized budget for the first three years must be included (see page 12 of the application). 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 average salary range for Main Street Director in Oklahoma is \$20,000 to \$60,000 depending on the size of the community and the area's cost of living. Average benefits include major medical health insurance, 10 days paid vacation, 10 days paid sick leave and at least 7 national paid holidays for first year employees. The travel budget should allow the Director to travel to Director Trainings and Meetings, plus travel to at least one in-state and one out-of-state professional conference annually (**Sample C**).

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"**. City population over 50,000 for **"urban programs"**.
2. Two representatives attending the Application Workshop in Oklahoma City at the OML Conference on **September 19, 2019**.
3. A properly completed application submitted with questions answered in the space provided.
4. Verification of first-year funding **with evidence of initial three-year start-up commitment** for the local Main Street Program with a program manager working in the project area. **Applicant understands that the program seeks to set up permanent management for the downtown area. On-going funding and support will be required.** 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 notarized certification (Sample B) from a duly authorized representative of Main Street applicant agency or organization indicating the full amount of funding pledged and allocated exclusively to the local Main Street program and the full amount (private and public) of funding pledged to the local Main Street program. This shall be supported by a list of all pledges as indicated on pages 10 and 11 of the application, 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.
5. 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 three year start-up period. Towns will be participating in a three-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 hire a Main Street program director to work exclusively 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 during the three-year start-up period and 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 "official 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.
7. At least fifty percent (50%) historic or architecturally significant buildings in the downtown which help establish a unified design image. These buildings provide a backdrop and symbol for downtown revitalization and contribute to the unique character of the downtown.

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 manager 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 three-year commitment funded locally with a full/part-time program manager. **If the program is successful, the city agrees to continue at a level of funding to be negotiated after a 3-year program review.**

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

ADOPTED THIS _____ day of _____, _____.

Mayor

Attest

City Secretary

Sample B

Certification of Funding

I hereby certify that on this date of _____ the _____
_____ (name of applicant agency or organization) has \$ _____
in-hand and \$ _____ pledged for year one (July 1, _____ - June 30, _____) of the
_____ (city or town) Main Street program and that these funds are
allocated exclusively for the Main Street program.

Signature of duly authorized representative of the applicant

Typed name and title of duly authorized representative of the applicant

Date

Notary Public

My commission expires:

My commission #:

Sample C

Budgets for Main Street Programs	Small Town Program (Pop. Under 7,500)	Mid-Size Program (Pop. Over 7,500)
PERSONNEL		
Director's Salary*	\$20,000	\$35,000
Payroll Taxes	\$2,400	\$5,400
Insurance (Medical/Life)	\$2,400	\$2,400
*Includes: paid vacation & paid sick leave	\$24,800	\$42,800
OFFICE EXPENSE		
Rent	\$2,400	\$4,200
Utilities	\$500	\$500
Equipment	\$500	\$1,000
Supplies	\$500	\$1,500
Telephone/Internet @ \$200/mo	\$600	\$600
Business Insurance/Work Comp	\$500	\$700
Car Allowance @ \$50/mo	\$600	\$600
Secretarial Services	\$200	\$600
Contingency	\$200	\$600
	\$6,000	\$10,300
PROFESSIONAL DEVELOPMENT**		
Director Trainings & Meetings	\$750	\$750
State Preservation Conference	\$750	\$750
National Town Meeting	\$1,500	\$1,500
Misc. Training Materials	\$200	\$200
** Amounts include registration & travel	\$3,200	\$3,200
OTHER EXPENSES		
Printing & Publications	\$500	\$1,000
Promotion & Advertising	\$500	\$1,000
Postage	\$750	\$1,500
Accounting/Legal	\$750	\$1,500
Other	\$1,200	\$1,200
	\$3,700	\$6,200
COMMITTEE EXPENSES		
Executive Committee		
Fundraising/Membership	\$200	\$250
Promotion	\$400	\$500
Design	\$500	\$1,000
Economic Vitality	\$200	\$500
	\$200	\$500
	\$1,500	\$2,750
TOTAL	<u>\$39,200</u>	<u>\$65,250</u>