

OKLAHOMA MAIN STREET PROGRAM APPLICATION

Application Identification

(Please check one)

- Small Town Population less than 7,500 or
- Mid-Size Town Population 7,500 - 50,000
- Urban Population over 50,000

City	_____	Date	_____
City Manager	_____	Phone	_____
Contact Person	_____	Phone	_____
Title	_____		
Address	_____		

Email	_____		

Local Assurance and Authorization

As the representative of the city of _____, I hereby certify that the information in this Application is accurate. I also authorize this application to be submitted to the Oklahoma Department of Commerce for consideration in the Oklahoma Main Street Program.

Name	_____	Title	_____
Signature	_____	Date	_____

Note: The official applicant to the program is limited to city government. However, the city applicant must indicate a commitment to having a private, non-profit partner to develop policy and implement the program.

Private, Non-profit Partner (proposed or existing organization)

Contact Person	_____
Occupation	_____
Address	_____
Phone (day)	_____
Email	_____

Goals and Objectives

1. What does your community expect to achieve by participating in the Main Street program and why do you think your community would be a successful Main Street community?

Development

1. Summarize the development history and economic trends for your town or city.

2. Discuss the historic central business district's major assets, including special characteristics.

3. Discuss the historic central business district's major problems.

Revitalization Efforts

1. Describe past or present efforts by the **public and private sector** aimed at revitalizing the historic central business district. **Note:** If the community was a previous Main Street organization designated by the Oklahoma Department of Commerce and subsequently ceased being such, please explain why the organization ceased operations and what's different today.

Main Street

1. List the projects, programs and/or activities the local Main Street steering group would like to see accomplished in the first year.

2. Describe the role of the Main Street Board of Directors.

3. Describe the role of the Main Street program director.

3. Provide a proposed budget* for the first three years of the program based on the following suggestions. Remember to include a dollar amount for any in-kind donations.

Important: Total expenses on budget must match total funding (pages 10 and 11).

		<u>Year 1</u>		<u>Year 2</u>		<u>Year 3</u>	
		<u>Cash(\$)</u>	<u>\$ Value In-Kind</u>	<u>Cash(\$)</u>	<u>\$ Value In-Kind</u>	<u>Cash(\$)</u>	<u>\$ Value In-Kind</u>
Personnel:	Base Salary	_____	N/A	_____	N/A	_____	N/A
	Taxes	_____	N/A	_____	N/A	_____	N/A
	Insurance (Medical/Life)	_____	N/A	_____	N/A	_____	N/A
Office Expenses:	Rent	_____	_____	_____	_____	_____	_____
	Utilities	_____	_____	_____	_____	_____	_____
	Equipment	_____	_____	_____	_____	_____	_____
	Office Supplies	_____	_____	_____	_____	_____	_____
	Telephone/Internet	_____	_____	_____	_____	_____	_____
	Insurance	_____	_____	_____	_____	_____	_____
	Car Allowance	_____	_____	_____	_____	_____	_____
	Contingency	_____	_____	_____	_____	_____	_____
	Secretarial Services	_____	_____	_____	_____	_____	_____
Professional Development:	Conference Registration	_____	_____	_____	_____	_____	_____
	Travel	_____	_____	_____	_____	_____	_____
Other Expenses:	Printing & Publications	_____	_____	_____	_____	_____	_____
	Promotion & advertising	_____	_____	_____	_____	_____	_____
	Postage	_____	_____	_____	_____	_____	_____
	Accounting	_____	_____	_____	_____	_____	_____
Committee Expenses:	Executive Committee	_____	_____	_____	_____	_____	_____
	Fundraising/Membership	_____	_____	_____	_____	_____	_____
	Promotion	_____	_____	_____	_____	_____	_____
	Design	_____	_____	_____	_____	_____	_____
	Economic Restructuring	_____	_____	_____	_____	_____	_____
Total Expenses:		_____	_____	_____	_____	_____	_____

*The average local operating cash budget for mid-size and urban Main Street programs is \$70,000/year and \$40,000 for small towns. The program budget shall address at least the following: salary and benefits for the full-time (at least 40 hours per week) / part-time (at least 30 hours per week) Main Street Director and allowance for office rent, telephone, utilities, office supplies, secretarial services, promotions, car allowance and travel.

The salary range for full-time Main Street Directors in Oklahoma is \$20,000 and \$60,000 depending on the size of the community and the cost of living. The salary range for part-time Main Street Directors in Oklahoma is \$15,000 to

\$30,000. The travel budget should allow the Director to travel to Director Training and Meetings, plus travel to at least one in-state and one out-of-state professional conference annually. See Sample C of the Instructions.

4. Have you informed?
 - a. Other community groups, organizations, and citizens about the Main Street program?

What is their response?

- b. Downtown merchants?
What are their responses?

- c. Downtown property owners?
What are their responses?

- d. City government?
What is their response?

5. How have you generated public awareness of and involvement in Main Street?
What methods will be used to continue to generate public awareness and involvement in Main Street?

Community Profile:

Census Data for items 1-4 available from Oklahoma Department of Commerce, (800) 879-6552 ext 5121.

1. City Population 1990 _____ 2000 _____ 2010 _____ current _____
2. County Population 1990 _____ 2000 _____ 2010 _____ current _____
3. County Unemployment Rate 1990 _____ 2000 _____ 2010 _____ current _____
4. County Median Household Income 1990 _____ 2000 _____ 2010 _____ current _____
5. How many blocks are in the Main Street program area? _____
6. How many buildings are in the Main Street program area? _____
7. How many businesses are in the Main Street program area? _____
8. How many full time employees are in the Main Street program area? _____
9. What percentage of the buildings in the Main Street program area are:
 - Single Story _____ Multiple Story _____
 - Estimate the vacancy rate for: Single Story _____ Multiple Story _____
 - First floor _____ Upper floors _____
10. Estimate the current average rent per square foot for commercial space in the Main Street program area. (Estimate on first floor usage only.) _____
11. What is the highest rent per square foot currently being paid for commercial space in the Main Street program area? First floor _____ Upper floors _____
12. How many metered parking spaces are in the Main Street program area? _____
(include on-and off-street parking)
13. How many unmetered parking spaces are in the Main Street program area? _____
(include on-and off-street parking)
14. For the designated Main Street area, about what percentage of the buildings are devoted to:

Retail Shopping	_____ %	Housing	_____ %
Retail Services ¹	_____ %	Restaurant/Entertainment	_____ %
Wholesale	_____ %	Government Offices	_____ %
Warehousing	_____ %	Light Manufacturing	_____ %
Finance/Banking	_____ %	Professional Services ²	_____ %
Education	_____ %	Vacant Space	_____ %
Parks	_____ %		

¹Retail Services examples: carpet cleaning, shoe repair, computer repair, etc.

²Professional Services include medical, legal and accounting activities.

15. How many of the following types of retail business are located in the Main Street program area?

- | | |
|--------------------------------------|----------------------------------|
| _____ Antiques | _____ Hardware Stores |
| _____ Apparel: | _____ Home furnishings |
| _____ -Men's & Boys | _____ Household appliance stores |
| _____ -Women's | _____ Jewelry Stores |
| _____ -Children's | _____ Shoe Stores |
| _____ Auto Supply | _____ Used Merchandise Stores |
| _____ Department Stores | _____ Variety Stores |
| _____ Florists | _____ Other |
| _____ Food markets | _____ Other |
| _____ Gift, Novelty & Souvenir Shops | _____ Other |

16. How many outlying shopping centers are in your area? _____
 If so, how far are they from the historic business district? _____
 Is there a nearby regional mall? _____
17. List the five largest employers in the community.

Employer Name	Type of Business	Number of Employees	Located Downtown?
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

18. What types of regional transportation facilities are located in your community?
 (Please include names)
 Commercial airport: _____
 Airlines: _____
 Landing strips: _____
 Passenger railroads: _____
 Freight railroads: _____
 Bus service: _____
 Taxi service: _____
19. Does the city have an industrial park?
 If so, how large _____ Percent Occupied? _____
20. Does the city have an active industrial authority? _____
21. How many financial institutions are in the city? _____ Total Assets: _____
22. How many financial institutions are in the historic business district? _____
 Have they made a commitment to invest in the historic business district? _____
 What is their commitment? _____
23. What has been the city's revenue from sales tax?
 2014 _____ 2015 _____ 2016 _____ 2017 _____ 2018 _____
24. Is tourism a major industry in your community? Yes ___ No ___
 Are there major resorts or attractions nearby? Yes ___ No ___
 If so, identify: _____
25. What is the nearest MSA?
 How many miles away is it?
 (Note: MSA stands for Metropolitan Statistical Area)
26. What federal, state, county and local government agencies are located in or adjacent to your Main Street program area?

27. What newspapers, radio stations and television stations service the area?

State Government Profile:

1. List your state legislators:

Senator(s)	Home Address	Capitol Address	Capitol Telephone	District	D or R

Representative(s)	Home Address	Capitol Address	Capitol Telephone	District	D or R

2. List your U.S. senators and representatives:

Senators	Okla. Address	Capitol Address	Capitol Telephone	District	D or R
				N/A	
				N/A	

Congressmen	Okla. Address	Capitol Address	Capitol Telephone	District	D or R

City Government Profile:

1. Does your community have a:
 - a. Planning and zoning commission? _____
Full-time city planner? _____
 - b. Community development
or redevelopment commission? _____
 - c. Public housing agency? _____
 - d. Building inspector? _____
 - e. Building code? _____
 - f. Housing code? _____
 - g. Comprehensive plan? _____
 - h. Zoning ordinance? _____
 - i. Sign control ordinance? _____
 - j. Historic district ordinance? _____

2. Does the city have a Historic Business District plan? _____
Date approved _____
Has the city made any efforts to implement the
plan? _____
Describe these efforts:

3. Has the city received grants or transfers of funds relating to downtown revitalization from
other governmental units in the past three years?

4. If so, what? How have they been used?

5. Does the city have any bonds or other available funds that could be used for Main Street
program redevelopment?

Historic Central Business District Profile:

Economic revitalization of the downtown area sometimes involves the upgrade or installation of new utilities. We would like to know the current condition and/or capacity of the facilities within your historic central business district.

1. What percentage of downtown buildings have the following:

Water connections	_____	%
Sewer connections	_____	%
Natural gas availability	_____	%
Electric power availability	_____	%

2. What is the current condition of the city streets and drainage in the historic central business districts?

3. What is the current condition of sidewalks in the historic central business district?

4. Community Facilities (provide number):

Public buildings	_____
Parks	_____
Recreational facilities	_____

Built Environment:

1. What is the approximate age of the building stock in the historic central business district area?

Pre-1900	_____	%	1920-1940	_____	%
1900-1920	_____	%	1940-1969	_____	%
			Post 1969	_____	%

a. Predominant architectural style of buildings in the historic central business district: (Please call the Oklahoma Main Street Office or State Historic Preservation Office for guidance if needed.)

b. Discuss the characteristics that make the Main Street program area a cohesive and recognizable district having clearly defined boundaries and architectural character.

c. For the buildings in your downtown area, what percentage would you consider to be:

Excellent _____ Good _____ Fair _____ Poor _____

2. Is the program area within a National Register District? _____

3. Are there other National Register Districts in the community?

4. Are there properties in the Main Street program area that are individually listed on the National Register of Historic Places?

How many? _____

5. Has the State Historic Preservation Office issued an opinion that other districts and/or individual properties are eligible for the National Register of Historic Places? _____
If so, how many districts and how many individual properties? ((Please call SHPO, if needed @405-522-4484)

Existing Community Organizations:

Do you currently have any of the following active organizations in your community?

Organizations:

- Community Redevelopment Agency
- Downtown Development Authority
- Chamber of Commerce
- Merchants and/or Professional Associations
- Other Downtown Associations
- Local Historic Preservation Society
- Local Business Incubator Program

(Attach additional sheets if necessary.)

If so, briefly describe activities and accomplishments of each.