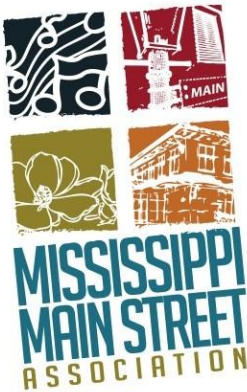




Mississippi Main Street Downtown Network Application

Mississippi Main Street Association
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Jackson, Mississippi 39201
601.944.0113
www.msmainstreet.com



The Main Street Four-Point Approach™

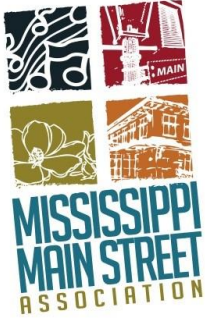
The Main Street Four-Point Approach™ is a common-sense, community-driven approach to revitalizing downtowns and traditional neighborhood community commercial districts. Initiated in 1980 by the National Trust for Historic Preservation, Main Street provides a framework for communities to address the full range of issues and challenges facing their traditional commercial districts. This four-point framework involves local work in the following areas:

- **Organization** – creation of a well-run, sustainable non-profit organization that operates the Main Street program locally;
- **Promotion** – promoting and marketing the Main Street district through special events and festivals, business promotions and overall image development;
- **Design** – improvement of the downtown’s physical environment through historic preservation, building renovation, façade improvements, public spaces, amenities and infrastructure; and
- **Economic Restructuring** – economic development of the Main Street district, including identification of existing and potential market opportunities, business retention, business recruitment, creation or assembly of financial assistance tools and property development.

To implement Main Street, communities create a non-profit organization specifically for this purpose. The organization must involve both public and private sectors, including downtown interests and representatives from throughout the community. Local government must support downtown revitalization and the Main Street Approach both philosophically and financially. The private sector must also embrace the Main Street Approach and give its ideas, time, expertise and resources to make a downtown revitalization program successful.

The local non-profit Main Street organization is governed by a board of directors, supported by paid, professional staff and involves a variety of volunteers who implement projects and activities through committees that correspond to each of Main Street’s Four Points.

The National Trust Main Street Center oversees all Main Street organizations in the country and provides a variety of resources to support downtown revitalization in the United States. More information on the Main Street Four-Point Approach™ is available online at www.mainstreet.org



The Mississippi Downtown Network

The mission of the Mississippi Main Street Association is to provide leadership, guidance and counsel to Mississippi Main Street communities through organization, promotion, design and economic development to make our cities and towns better places to work, live and play. Mississippi Main Street Association (MMSA) is a preservation-based economic development program. MMSA is a non-profit with a contract with the Mississippi Development Authority to implement and manage Main Street in Mississippi.

The Mississippi Downtown Network Membership (MDN) is a new program that works beyond the MMSA network to serve a broader base of Mississippi communities. We created the program to offer resources and education to communities that are not able or ready to commit to the level of certified Main Street towns. MMSA will work with MDN communities in much the same way they serve certified Main Street communities. Simply, MMSA will provide fewer services to MDN communities and will require less from those communities.

Application Process

All applications for participation in MDN must include resolutions from the local governing body and/or prospective board of directors. The resolution must guarantee that the local board or organization will join MDN for a minimum of three years, with a sustaining operating budget as outlined in the application.

All questions in the application must be answered, using the space provided unless otherwise indicated. Information in the completed application will be used to provide the most accurate, applicable assistance to each MDN community. Incomplete and late applications will not be considered.

Please submit an original application and two (2) copies, and a CD of color photos that include up to 25 digital photos of your downtown. Each photo should have a brief caption. Please include photos that show both strengths and weaknesses of the downtown. Applicants are strongly encouraged to place the completed application and each of the copies in a folder or small three-ring binder. Each application (original and copies) should be securely bound or attached by staple or binder clip.

Please note that MMSA is available to assist communities with completing the application. For questions or assistance, please contact the District Director assigned to your territory (see MMSA map). The District Directors are:

Sam Agnew – Director of Program Services - Northern District

samagnew@msmainstreet.com (662) 620-2533

Jan Miller - Director of Program Services - Central District

janmiller@msmainstreet.com (662) 364-0435

Stacy Pair - Director of Program Services - Southern District

stacypair@msmainstreet.com (228) 365-9090

Mississippi Downtown Network Application

1. Applicant Profile

Like the Main Street Four-Point Approach™, this application is best completed with the input of a variety of people, rather than just one or two individuals. Communities are strongly encouraged to assemble a diverse Main Street Steering Committee of *at least* nine people to complete this application; higher levels of participation are recommended.

A. List the names of at least nine (9) participants in your Main Street Steering Committee, and describe what role, if any, those individuals had in helping to complete this application. *For example:* John Smith; First National Bank; john@fnb.com; 123-4567; Discussed goals and completed questions 4 and 9.

	Name	Affiliation	e-mail	phone	Role in Application
1					
2					
3					
4					
5					
6					
7					
8					
9					

B. Describe what role these individuals will have in the Main Street organization if your community is selected for designation as a Mississippi Downtown Network community.

2. Primary Contact

Please indicate the name and contact information for one individual that will serve as the primary contact for your Mississippi Downtown Network membership:

Name:

Mailing Address:

Email Address:

Telephone:

Cell phone:

Fax number:

3. Downtown Profile

The Main Street Four-Point Approach™ works best in a compact traditional or historic commercial district such as a downtown, courthouse square or neighborhood business district. Applicants must define a proposed Main Street district in which the local Main Street organization will focus its efforts and activities.

A. Briefly, trace the development of your community. Include basic historical background such as how and when the town began and the original foundations for the economy. Discuss significant changes in the community over the years and the factors that have brought about prosperity and/or decline and trends currently affecting the downtown.

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

C. What architectural features characterize your downtown? Discuss prominent buildings and any other physical features that characterize your downtown.

D. List the strengths of your downtown.

E. List the weaknesses of your downtown.

4. Goals for the MDN Program

This section is designed to identify your community's short-term and long-term goals for your downtown, as well as the immediate actions that your MDN organization will take if selected.

A. List the five most important *long-term* downtown revitalization goals that you hope to achieve through the MDN.

B. List the five most important downtown revitalization goals that you hope to accomplish in the next *two years* through the MDN program.

C. List your organization's proposed first five activities if selected as a Mississippi Downtown Network community.

5. Understanding of the Main Street Four-Point Approach™

This section is intended to identify what your community has done to learn about the Main Street program and what you feel are the benefits of working with Mississippi Main Street Association.

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

B. Describe what steps, if any, your application group has taken to educate the broader community about the Main Street Four-Point Approach™, such as newspaper articles, community meetings, etc.

C. List what you think are the benefits of working with MMSA and what you think being a part of the Mississippi Downtown Network will provide to your organization and to the community's downtown revitalization effort.

6. Support for the Local MDN Organization

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

A. Describe the level of understanding and support for a local MDN program among the following entities. If any group is not aware or involved with your effort at this time, please indicate that as well.

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 the community:

Schools in/near the community:

Other institutions in/near the community (*e.g. hospitals, foundations, etc.*)

7. Readiness to Implement the Main Street Four-Point Approach™

This section of the application is designed to identify how your community intends to structure your MDN organization, who will be responsible for what, when you think you can complete certain organizational benchmarks and where you will get money to run your MDN organization.

MMSA is not a grant program. Communities in the MDN program must secure funds for the following minimum yearly budget.

Travel and Education for Director, Board Members and/or volunteers	\$3,000
Annual payment to MMSA	\$1,000
Annual National Trust Main Street Center dues	<u>\$ 250</u>
TOTAL	\$4,250

We strongly encourage you to raise additional funds for operating capital so that your program can implement downtown revitalization projects and provide financial incentives to downtown property and business owners.

D. Describe what actions, if any, the community will take to address downtown revitalization if your community is not selected as a Mississippi Downtown Network Program.

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

After your application is complete and received in the Mississippi Main Street Association office, your District Director will present your application to the MMSA Board of Directors for final approval. You will be notified by letter and by your MMSA District Director. Jeannie Waller, MMSA Director of Communications, will work with each program coordinator to issue press releases and to include your community on the MMSA website. Congratulations on your commitment to Downtown Revitalization!

SPECIAL NOTE:

The National Trust for Historic Preservation owns the trademark for the phrase "Main Street" as it applies to the revitalization of traditional and historic commercial districts.

Local non-profit or government-based Main Street programs may use the Main Street name if the Main Street revitalization methodology is the fundamental organizational framework of the organization using the name "Main Street." In particular, the organization must work comprehensively in all four areas of the Main Street Four-Point Approach®, with historic preservation as a key principle and practice, have a volunteer governing board and volunteer committees corresponding to Main Street's Four Points, and have paid staff.

Main Street coordinating programs (such as the Mississippi Main Street Association) have sole discretion in determining whether a community may claim to be part of that Main Street coordinating program, designating communities as such through a selection process.

Mississippi Downtown Network Communities are not considered certified Main Street Communities, and therefore should not use the name "Main Street" as part of the name of the Downtown Network organization. Please contact Bob Wilson, Executive Director, for clarification.