

MISSISSIPPI MAIN STREET PROGRAM



APPLICATION PROCESS/SCHEDULE

For More Information Contact:

Mississippi Main Street Association
308 East Pearl Street, Suite 101
Jackson, Mississippi 39201
(601) 944-0113, Fax (601) 353-3469
Bob Wilson, Executive Director

INSTRUCTIONS

A. ELIGIBILITY REQUIREMENTS

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

1. Have an existing organization or commit to establish an organization responsible solely for the Main Street Program. This organization must have broad community support with evidence of a public/private partnership, a board of directors or advisory board, and a committee structure.
2. Have the ability to fund a paid full-time Main Street Manager (documented funding is required). Full time for cities over 5,000 and at least part time (20 hours) for cities under 5,000.
3. Each community must be a member of MMSA in good standing at the time of application. In addition, each community agrees to join at the Main Street Program pay scale at the time of designation.
4. Willingness to sign and adhere to all conditions set forth in the Memorandum of Agreement with the Mississippi Main Street Association (Available upon request).

B. SELECTION CRITERIA

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

1. Evidence of a strong public/private understanding and commitment to the Main Street philosophy and methodology.
2. Evidence of local public and private sector financial support of the Main Street Program.
3. Level of commitment to hire a full-time Main Street Manager that will work exclusively in the designated project area.
4. Potential and capacity for successful implementation of the Main Street Program.
5. Evidence of historic fabric.
6. Geographic distribution of cities.

C. TIME REQUIREMENTS

A successful Main Street Program requires dedication and hours of hard work. Experience has shown that often new applications do not realize the amount of time that will be required of volunteers in order to implement a successful program. It is essential that the board members realize what is expected of them; therefore, below is an estimate of the time requirements involved. Many of these meetings are mandatory for the manager and board members to attend as well. Keep these factors in mind as you select your **working** Board of Directors.

1. State Requirements
 - a. Orientation
 - b. Board member training
 - c. Development of vision, goals and objectives and annual work plan
 - d. Program assessment visits
 - e. Other meetings as deemed necessary
 - f. Provide Quarterly Manager Training
2. Local Requirements
 - a. Local board and committee work
 - b. Manager participation in all MMSA's Trainings and Workshops.

D. APPLICATION REQUIREMENTS

In addition to completing the questionnaire, each application must contain:

1. One set of twenty five (25) color slides or jpg images on a CD (preferred) of designated areas buildings and streetscapes. Each image should be labeled with the name of the city and number. The number should key the image to a description sheet giving the building's address, the direction from which the photo was taken (north, south, etc.), and a brief explanation of why this shot was included.
SLIDES and CD's BECOME THE PROPERTY OF MISSISSIPPI MAIN STREET PROGRAM FOR FUTURE USE AS DEEMED APPROPRIATE BY THE EXECUTIVE DIRECTOR.
2. The original signed application form and attachments plus ten copies of the form and all attachments. Each copy should include these attachments:
 - a. A resolution passed by the municipal governing body showing support for the Main Street Program (see sample 1 attached).
 - b. List of all city council/commissioners. Include names, addresses, and phone numbers.
 - c. Letters and resolutions of support for the Main Street Program from merchants, property owners, organizations, institutions, and citizens indicating their willingness to work with and support the local program.

- d. Articles of incorporation of applicant organization or agency (unless the applicant is the municipality).
- e. Certification of full first year funding for the local program (see sample attached.)
- f. For private sector funding or partial private funding, a list of pledges for the first year funding.
- g. Completed itemized budget for the first year (see sample 3 attached). The program budget shall address at least the following: salary and benefits for a full-time manager and allowance for office rent, telephone, utilities, office supplies, part-time secretarial services, promotions, car allowance and travel.

NOTE: The average starting salary range for Main Street Managers in this region is \$24,000 to \$35,000 depending on the size of the community and cost of living. Be generous with the travel budget: the manager will have to travel to manager training and manager meetings and also have sufficient funds to travel to at least one in-state and one out-of-state professional conference annually.

- h. A description sheet which provides the information indicated in A.1. for color photographic images.
- i. A map (s) of the community showing:
 - 1. Boundaries of the official Business District; boundaries of the proposed Main Street Program area, and the location of nearby commercial centers, malls, and tourist attractions.
 - 2. Boundaries of any local, state, or federally designated historic districts, community development or urban renewal areas within the downtown or adjacent areas.
 - 3. A land use of area and adjacent area showing boundaries of existing zoning districts.
- j. Any existing plans, studies or surveys which support the need for a revitalization program.

**MISSISSIPPI MAIN STREET
PROGRAM APPLICATION**

Community: _____

Date Application Submitted: _____

Mayor: _____

Phone: () _____

Designated Contact Person: _____

Phone: () _____

Name of Person Filling Out Application (if different from Contact Person):

Title/Company: _____

Address: _____

Sponsoring Organization/Agency: _____

*Note: Before preparing this application, please read all accompanying instructions and requirements. For best results, a team of people should complete this application.

MISSISSIPPI MAIN STREET

PROGRAM APPLICATION INFORMATION

An application for participation in the Mississippi Main Street Program must be submitted on this form provided. No other format will be accepted. If additional pages are necessary to answer the narrative questions, label those attachments "(pg. #-1)"; for example, a page that continues answering question #7 should be labeled 7-a and attached directly behind page 7.

Other attachments will not be accepted, except where specifically requested on the form. All applications for participation should be typewritten.

An original and ten (10) copies of the completed application with all required attachments should be submitted by the deadline to:

**Mississippi Main Street Association
Attention: Bob Wilson
308 East Pearl Street, Suite 101
Jackson, Mississippi 39201**

MISSISSIPPI MAIN STREET PROGRAM

APPLICATION

A. COMMUNITY PROFILE

1. City _____ County _____
2. City Population 1980 _____ 1990 _____ 2000 _____ 2010 _____
3. County Population 1980 _____ 1990 _____ 2000 _____ 2010 _____
4. Unemployment Rate _____
5. How many blocks in your proposed Main Street area? _____
6. How many buildings are in your proposed Main Street area? _____
What percentage are vacant on the 1st floor? _____ %
What percentage are vacant on the 2nd floor? _____ %
What percentage are completely vacant? _____ %
7. How many retail and service businesses are in your proposed Main Street area? _____
8. What is the average rent per square foot PER MONTH currently being paid for commercial downtown space? _____
9. What percentage of the proposed Main Street area is:
owner occupied _____ renter occupied _____
10. What percentage of the rentals are controlled by absentee landlords? _____
11. Estimate the percentage of the proposed Main Street area devoted to the following uses:
Retail _____ Housing _____ Industry _____ Offices _____
Government operations _____ Finance _____ Parks _____
Education _____ Warehouse _____ Churches _____
Public facilities (other than streets, alleys, etc.) _____
Parking _____

12. Estimate the percentage of retail space in the proposed Main Street area for:
 Department stores: _____ Specialty shops _____ Supermarkets _____
 Discount stores _____ Services _____ Restaurants _____
13. How many outlying shopping centers do you have in your community? _____
14. How close is the nearest regional shopping mall? _____
 What are its anchor tenants? _____

15. How many financial institutions are in your city (savings and loans and banks)? _____
 List total assets for each institution:
- How many of these financial institutions are located in the proposed Main Street area? _____
16. What newspapers, radio, and television stations service your community?
17. Is tourism an economic factor in your community? _____
 Are there major resorts or attractions nearby? If so, identify.
18. Does your city have a tourism commission? _____
19. Do you have a tourism/convention tax? _____ If yes, what percent _____
20. Are there any community events (i.e. parades, festivals, etc.) held annually in your area? _____ Please list event date, estimated attendance and organization(s) responsible. If these events have budgets, please cite source(s) of funding.

B. CITY GOVERNMENT PROFILE

1. What has been the city's revenue from sales tax:
2002 _____ 2004 _____ 2006 _____ 2008 _____

2. What federal, state, county and local governmental agencies are located in your proposed Main Street Program area?

3. Does your city have:
 - a. Planning and Zoning Commission _____ Staff size _____
 - b. Community Development/Redev. Commission _____ Size _____
 - c. City Planner _____ Staff size _____
 - d. Building Inspector _____ Staff size _____
 - e. Building Code _____ What code _____
 - f. Comprehensive Plan _____ Date adopted _____
 - g. Zoning ordinance _____ Date adopted _____
 - h. Industrial Foundation _____ Size of board _____
 - i. Commission _____ City Manager _____
Strong mayor/council _____
Strong council/mayor _____ (select one)
 - j. Central Business District Plan _____
What efforts have been made by the city to implement this plan?

4. Does your city have:
 - a. Historic District ordinance _____ Date adopted _____
 - b. Certified Local Government Status _____
 - c. Design Review Board _____ Size of Board _____
 - d. Sign ordinance _____ Date adopted _____
 - e. What are your city's priorities for downtown?

5. Has the city received grants or transfers of funds relating to downtown revitalization in the past five years? _____ What are they?
List amount, and explain how they have been used.

6. What is the city's total annual budget for current fiscal year? If available, please attach a summary of revenue generated by your city.

MISSISSIPPI MAIN STREET PROGRAM

APPLICATION

C. HISTORIC FABRIC PROFILE

1. What is the approximate age of the building stock in your Main Street Program area?

Pre –1900 _____%	1940-1960 _____%
1900-1920 _____%	1960-1980 _____%
1920-1940 _____%	Past 1980 _____%

2. a. Is the proposed Main Street Program area included within or does it include a National Register District? _____
A locally designated Historic District? _____
Are there individual National Register buildings in the designated area? _____
Are there other National Register Districts within in the community? _____ If so, please describe.

b. Are there many Mississippi Landmark properties within your community? _____ Please identify, and explain their use and ownership.

3. Has a historical resource survey been conducted in your community? _____
When? _____

4. Have there been any tax-certified rehabilitation projects on historic buildings in your community? _____ If yes, please provide owner's name and project details.

5. List the percentage of current uses in each category for designated historic buildings in your proposed Main Street Program area:

a. Rental _____ Owner Occupied _____ Vacant _____

b. Retail _____ Service _____ Public _____

Single Family Housing _____ Warehouse _____

Multi-Family Housing _____ Offices _____

5. List and prioritize your community's five major assets, including special characteristics.

6. List and prioritize your community's five major problems and weaknesses.
Identify specific needs and problem areas.

7. How will both public and private sector groups, particularly business and property owners, participate in the local Main Street Program if your community is selected? What percentage of downtown merchants and property owners financially support the Main Street Program?

8. What Main Street training or other related conferences in downtown revitalization (either state, regional, or national) have community/Main Street leaders participated in prior to making application? Please list names and professions of participants and dates attended.

9. If a manager is already in place at the time of application, provide a current job description and resume.

10. How have you generated public awareness of and involvement in Main Street?
What methods will be used to continue generating this public awareness and involvement in the Main Street Program?

11. List the projects, programs and/or activities that your Main Street effort would like to accomplish in the first year.

12. Has there ever been, or does there currently exist any organization whose primary responsibility was/is the improvement of downtown? Explain work accomplished and current activities. If this group no longer exists, explain why they discontinued their efforts.

13. What efforts have been made to attract or retain business in the downtown area?
By whom, and with what results?

SAMPLE RESOLUTION

**A RESOLUTION AUTHORIZING PARTICIPATION
IN THE MISSISSIPPI MAIN STREET PROGRAM**

WHEREAS, The Mississippi Main Street Program has been established to assist small cities and towns to develop a public/private effort to revitalize their downtown areas, and

WHEREAS, the City of _____ agrees to participate in the Mississippi Main Street Program,

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF _____:

SECTION 1: That the City of _____ through _____ (downtown organization) applies for selection to participate in the Mississippi Main Street Program with the specific goal of revitalizing the central business district within the context of the preservation and rehabilitation of its historic buildings.

SECTION 2: That the City of _____ will support the goals of this local program if so selected.

SECTION 3: That the City (or downtown organization) of _____ guarantees that a Main Street Project Manager with a travel and operating budget will be employed.

SECTION 4: That the City (or downtown organization) be designated to submit the application.

ADOPTED THIS _____ DAY OF _____, 20 ____

MAYOR

_____, **ATTEST**

_____, **CLERK OF COUNCIL**

APPROVED AS TO LEGAL FORM:

_____, **CITY ATTORNEY**

Sample 1

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, 2011 - June 31, 2012) of the Mississippi Main Street Program and that
these funds are allocated exclusively for the operation of the Main Street Program.

**Signature of duly authorized
representative of the applicant**

**Typed named and title of duly authorized
representative of the applicant**

Date

MUST BE NOTARIZED

Sample 2
MISSISSIPPI MAIN STREET PROGRAM
PROPOSED BUDGET FORMAT

City _____ Total Proposed Budget _____

Please indicate if any figures provided are "in kind" or donated to the program with a checkmark on the provided line.

Revenues (Sources of Funding):	In Kind/Donation	Amount
City	_____/_____ _____	_____
County	_____/_____ _____	_____
Merchants/Downtown Association	_____/_____ _____	_____
Industrial/Economic Development Agency	_____/_____ _____	_____
Chamber of Commerce	_____/_____ _____	_____
Financial Institutions	_____/_____ _____	_____
Others (specify)	_____/_____ _____	_____
_____	_____/_____ _____	_____
_____	_____/_____ _____	_____
_____	_____/_____ _____	_____
_____	_____/_____ _____	_____
_____	_____/_____ _____	_____
	Total Revenues	_____

Expenditures: Salaries	In Kind/Donation	Amount
Main Street Manager:		
Salary		
Fringe	_____/_____ _____	_____
Other Staff:		
Salary		
Fringe	_____/_____ _____	_____

Operating Expenses:

Fees to Mississippi Main Street Association		
1 st Year \$10,000		
2 nd Year 6,000		
3 rd Year 4,000		
4 th Year & On-going \$2,000	_____/_____ _____	_____
Rent	_____/_____ _____	_____
Utilities	_____/_____ _____	_____
Telephone	_____/_____ _____	_____
Office Supplies	_____/_____ _____	_____

