



2021 Application

Main Street Community

Due: Thursday, October 1, 2020

Washington State Main Street Program Applicant Eligibility Requirements

In order to be eligible to apply to be a Washington State Main Street Community, a local organization must complete an application and meet the following criteria:

Prior to acceptance:

- Be an independent, recognized 501c3 or 501c6 nonprofit organization with the sole mission of revitalizing a traditional downtown commercial district.
- Have a clearly defined Main Street district with the primary focus area on the historic downtown commercial core and demonstrate that at least 50% of buildings/structures within the district boundaries are 50 years of age or older.
- Have a comprehensive downtown revitalization strategy following the National Main Street Center's Main Street Approach structure which includes implementing a balance of activities in the areas of Organization, Promotion, Design, and Economic Vitality.
- Have an appropriate vision statement, mission statement, goals, objectives, activities, budget and a comprehensive annual work plan.
- Have in-place an active volunteer board of directors representing downtown stakeholders to oversee the local program.
- Have in-place a minimum level of staffing, based on population, to achieve the local organization's mission, goals and annual work plan. Jurisdiction population is determined by the latest census from the United States Census Bureau.
 - Jurisdiction population of 0-2500: part-time, volunteer Executive Director.
 - Jurisdiction population of 2501-5000: half-time, paid Executive Director.
 - Jurisdiction population over 5001: full-time, paid Executive Director.
- Demonstrate readiness, commitment, and understanding of Main Street through participation in Washington Main Street learning opportunities.

Upon acceptance:

- Maintain criteria outlined in "Prior To Acceptance."
- Maintain a strong historic preservation ethic and consult with WSMSP on historic preservation issues.
- Provide an orientation to the Main Street Approach for board and committee members at least once per year to help them understand the overall comprehensive revitalization effort. This can be a training session, information packet, etc.
- Representation from the local organization is mandatory at the following: RevitalizeWA Preservation & Main Street Conference; two of three Main Street Network Leadership Meetings at various locations throughout the state.
- Participate in an on-site Progress Visit every three years, as resources allow.
- Provide requested information to the WSMSP, including:
 - Submit minutes of the local organization's annual meeting.
 - Quarterly reports that track revitalization statistics and key performance measures
 - Annual report that tracks organizational progress

For more information about criteria for application and designation of Washington Main Street Communities, please see Chapter 25-50 WAC.

PART I: ORGANIZATIONAL INFORMATION

Applicant Organization: _____

Website: _____

Mailing Address: _____

City, State, Zip Code: _____

Board President: _____ Term Ends: _____

Email: _____ Phone: _____

Write your organization's mission statement here. Also indicate when it was developed and by whom.

Federal taxpayer identification number: _____

Please check the tax exempt status of your organization: 501(c)3 501(c)6

Date Incorporated: _____

Is your community a Certified Local Government (CLG)? Yes No

+ *Attachment A:* IRS Letter of Determination regarding your organization's tax status.

+ *Attachment B:* Organization's most recently adopted Articles of Incorporation and Bylaws. These documents should contain information about the purpose of the organization, a description of the boundaries of the program (by street names), and a general description of the types of activities/scope of work to be undertaken by the organization. If this information is not clearly identified in these documents, please provide it on an additional attachment.

+ *Attachment C:* Organizational chart. Please include current list of board members, including officers, business affiliation or position in the community, email addresses, and term limits.

Executive Director _____

Average hours worked per week: _____ Date Hired: _____

Email: _____ Phone: _____

+ *Attachment D:* Executive Director job description

PART II: MAIN STREET DISTRICT PROFILE

This section is designed to provide an overview of the physical layout of the district as well as its prominent characteristics.

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

- + *Attachment E:* Minimum of ten current photographs that illustrate your downtown district; can include specific historic structures, downtown events, aerial/context images, etc.
- + *Attachment F:* Map clearly outlining the district/program boundaries.

Describe the characteristics that you feel make the downtown a cohesive and recognizable district with distinct features or architectural character.

If the district contains newer low-density automobile-oriented commercial development, strip mall developments, or enclosed shopping centers, briefly explain how these developments fit and are fully integrated within the parameters of the downtown district.

Please provide a brief overview of the history of the downtown district, including early history, economic forces at work in the area, any major revitalization efforts undertaken in the past, key turning points in the district's economy, and where it is today.

Describe the major strengths and opportunities of your downtown.

Describe the major challenges facing your downtown.

PART III: BASELINE STATISTICS

Washington Main Street Communities track key statistics on a regular basis. Having baseline information about your district during the early stages of the revitalization process will help your organization tell its story and show impact as work progresses.

Please list the current statistics for the downtown area within the proposed Main Street District boundaries.

Number of housing units: _____ Avg. commercial rental rate (\$/sq. ft.): _____
Street-level vacancy (%): _____ Avg. residential rental rate (\$/sq. ft.): _____
Upper-floor vacancy (if known) (%): _____
Number of total buildings: _____
Number of buildings 50+ years old: _____

Please list the number of *property types* in each of the following categories:

Industrial: _____
Commercial: _____
Government: _____
Religious: _____
Undeveloped: _____

Please list the number of *business types* in each of the following categories:

Retail: _____
Restaurants: _____
Service: _____
Professional: _____
Government/ Nonprofit: _____
Industrial: _____
Religious: _____
Other: _____

PART IV: GOALS OF THE MAIN STREET ORGANIZATION

This section is designed to identify your community's short-term and long-term goals for downtown revitalization.

If there has been a vision statement developed for the organization, write it here. (A vision statement is different from the mission statement.) Also indicate when it was developed and by whom.

List the five most important short-term downtown revitalization goals that you hope to accomplish in the next two years.

List the five most important long-term downtown revitalization goals that you hope to achieve through implementing the Main Street Approach.

PART V: UNDERSTANDING AND IMPLEMENTING THE MAIN STREET APPROACH

This section is intended to identify what your community has done to learn about the Main Street Approach and how you intend to benefit from working with Washington State Main Street Program.

Describe what steps your local organization and applicant group have taken to learn about the Main Street Approach, such as attending conferences, reading informational materials, participating in the Main Street Mentorship program, holding community meetings, etc.

Describe what steps your applicant group has taken to educate the broader community about the Main Street Approach, such as social media posts, blogs, newspaper articles, community meetings, etc.

List what you think are the benefits of working with WSMSP and what you think WSMSP will provide to your organization and to the community's downtown revitalization effort.

+ *Attachment G:* Full organization work plans utilized to organize and accomplish goals in 2019 and 2020. Include committee names, purposes, specific activities, timeline, and committee members involved

+ *Attachment H:* Proposed full organization work plan for 2021. Include committee names, purposes, specific activities, timeline, and list of committee members

What are the challenges in your community that each of the committees is addressing?

Organization:

Promotion:

Design:

Economic Vitality:

Describe at least one key success the organization has achieved under each of the four points:

Organization:

Promotion:

Design:

Economic Vitality:

PART VI: LOCAL SUPPORT

In order to create a successful Main Street organization, your community will need to involve a variety of individuals and organizations.

Indicate the level of understanding and support for the local revitalization effort among the following entities. If any explanation is needed, please include that below.

	Active Partnership	Developing Partnership	Passive Partnership	None
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 community:				
Schools in/near the community:				
Other institutions in/near the community (e.g. hospitals, foundations, etc.):				
Other: _____				

If you would like to explain or elaborate on any of the partnership indications made above, do so here:

- + *Attachment I*: Two letters of support from community stakeholder groups.
- + *Attachment J*: Three letters of financial support from downtown business or property owners.
- + *Attachment K*: One letter of support from the local governing body.
- + *Attachment L*: Organization's past year (2019) and current year (2020) real budget.
- + *Attachment M*: Organization's three year (2021-2023) projected budget.

PART VII: ADDITIONAL INFORMATION

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

PART VIII: SIGNATURE

I declare under the penalties of perjury that I am authorized to sign this application on behalf of the above organization and that I have examined both the completed application and attachments. To the best of my knowledge the information contained in these documents is true, correct and complete. I understand the eligibility requirements and acknowledge contributions received through this program will be solely used to meet our mission and work plan goals. I also understand that our organization must reapply if changes occur that could potentially affect our eligibility status (purpose, boundaries, general activities).

On behalf of the organization, I also agree to submit information regarding tax credit contributions and use of these funds to the Washington State Main Street Program as requested.

Executive Director Signature: _____

Printed Name: _____ Date: _____

Board President Signature: _____

Printed Name: _____ Date: _____

Due: Thursday, October 1, 2020

Please submit the completed application and attachments to:

Breanne Durham
bdurham@preservewa.org

Please avoid sending hardcopy/printed materials. Use of Dropbox or other free file-sharing service is encouraged. If using Dropbox, please be sure to "create a link" to allow your folder to be easily shared with the selection committee.

If necessary, digital files on a flash drive or disc may be mailed to:

Breanne Durham
Washington Trust for Historic Preservation
1204 Minor Avenue
Seattle, WA 98101

Check List of Attachments:

- A: IRS Letter of Determination.
- B: Articles of Incorporation & Bylaws.
- C: Organizational chart & board list.
- D: Executive Director job description.
- E: Ten current photographs.
- F: Map of proposed Downtown District.
- G: Full organization work plans utilized to organize and accomplish goals in 2019 and 2020. Include committee names, purposes, specific activities, timeline, and committee members involved
- H: Proposed full organization work plan for 2020. Include committee names, purposes, specific activities, timeline, and list of committee member
- I: Two letters of support from community stakeholder groups.
- J: Three letters of financial support from downtown business or property owners.
- K: One letter of support from the local governing body.
- L: Organization's past year (2019) and current year (2020) real budgets.
- M: Organization's three year (2021-2023) projected budget.

QUESTIONS?

Please direct questions regarding eligibility criteria or the application process to:

Breanne Durham, Washington Main Street Director
bdurham@preservewa.org or 206-489-2287