



Nevada Main Street Program Designated Application Packet

**Application Deadline:
45 days after Letter of Intent is approved- 5:00 p.m. PST**

**Nevada Main Street
Nevada Governor's Office of Economic Development
808 West Nye Lane
Carson City, Nevada 89703
775-687-9900**

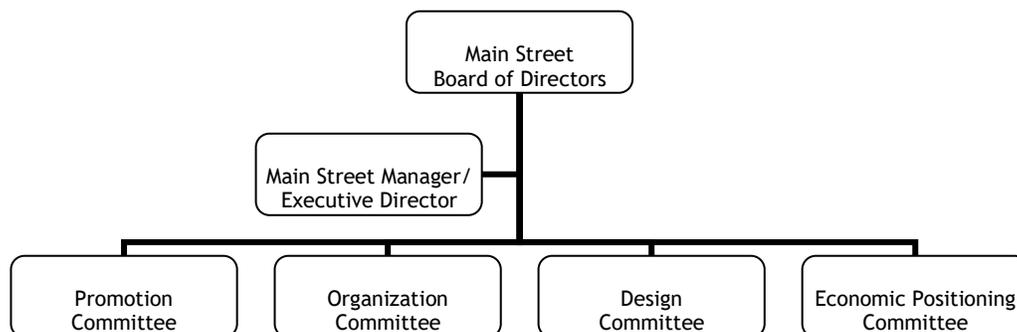
The Main Street Four-Point Approach™

The Main Street Four-Point Approach™ is a community-driven approach to revitalizing downtowns and traditional neighborhood 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 Positioning** - 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 (called a Manager or Executive Director), and involves a variety of volunteers who implement projects and activities through committees that correspond to each of Main Street's Four Points. A typical local Main Street organization is structured as follows.



The National 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™¹ is available online at www.mainstreet.org.

¹ "Main Street", "Main Street Four-Point Approach" and all variations of both are trademarks of the National Trust for Historic Preservation and may not be used without authorization by the National Trust.

The Nevada Main Street Program

A program of the Nevada Governor's Office of Economic Development ("GOED"), the mission of the Nevada Main Street Program ("NMS") is to foster economic development in the state by supporting local Main Street revitalization organizations and their work in downtowns and adjacent neighborhoods. The Program provides resources, education, training and services that preserve and enhance the built environment, local historic culture and heritage, and stimulate the economic vitality of each participating community.

As funding is available, GOED, through the NMS, accepts Designated Applications from communities that wish to implement the Main Street Four-Point Approach™ and to receive the benefits and assistance provided by Nevada Main Street. Designated Communities receive two years of intensive training, consulting, and technical assistance to start a local Main Street organization and begin the on-going process of downtown revitalization.

While the Start-Up period lasts only for two years, NMS expects its Designated Communities to continue to operate the local Main Street organization indefinitely. Like any community or economic development process, downtown revitalization is on-going. Downtowns require continued professional management that is provided by the MainStreet organization; that MainStreet management organization must be responsive to the constantly-changing economic, political, physical, and social forces that influence downtowns.

In exchange for the community's investment in establishing a Main Street organization and implementing downtown revitalization projects under the Main Street Four-Point Approach™, NMS provides the following resources to designated NMS Designated Communities. (Unless otherwise indicated, these services are free of cost to NMS Designated Communities.)

- **Organizational Development Services** - consulting services to advise communities on how to create and sustain their MainStreet organization.
- **Board Member, Staff, and Committee Training** - training services for staff and volunteers to understand the Main Street Four-Point Approach™, their roles and responsibilities, and techniques and best practices for revitalizing downtown.
- **Business Development Assistance** - consulting and training in understanding the downtown's economic strengths and weaknesses, development of plans and strategies to improve the downtown business climate.
- **Promotion and Marketing Assistance** - consulting and training services to help local Main Street organizations identify and implement effective marketing strategies, as well as individual downtown promotional events and activities.

- **Planning Assistance** - consulting services to develop short-term action plans for the Main Street organization, as well as long-term plans that guide the development and revitalization of the Main Street district.
- **On-Going Training for Staff and Volunteers** - seminars and workshops to inform local staff and volunteers of tools, trends, resources, and techniques to strengthen their local organization and Main Street district. NMS sponsors required trainings each year and offers other supplemental training sessions periodically; a small fee may apply to each training to cover the cost of participants' refreshments and materials.
- **Networking** - through regular gatherings, publications, and electronic communication, NMS facilitates idea-sharing and problem-solving among its designated Main Street organizations.
- **Membership** - Paid membership dues to the National Main Street Center for the first two years and up to three \$1200 scholarships for registration and travel to the National Main Street Center annual conference.

As long as the local NMS Designated Community meets the participation requirements set by NMS, NMS provides these resources during the two-year start-up period. These services are worth approximately \$25,000 per year at fair market value. In addition to the resources listed above, NMS Designated Communities may be eligible for funding in their second year of Start Up and financial assistance from the Nevada Main Street Program, may provide scholarships and other financial resources, as available.

Upon successful completion of the two-year start-up period, local Main Street organizations can receive continued assistance from NMS provided they meet the standards and requirements for on-going accreditation.

To be considered an official, authorized Main Street organization by the National Trust for Historic Preservation and its National Main Street Center®, communities must be designated by Nevada Main Street. **Communities and organizations that are an Exploring or Affiliate community of the Nevada Main Street organization may not utilize the title of "Main Street" or claim to be a Main Street organization at any time.** The National Main Street Center vigorously defends its trademark and will pursue unauthorized use of the Main Street trademark through legal means.

For more information on the Nevada Main Street, go to www.diversifynevada.com

NMS Designated Application Process

As resources are available, the Nevada Main Street Program accepts Designated Applications from communities that wish to implement the Main Street Four-Point Approach™ and to receive the assistance provided by Nevada Main Street.

The application process for a NMS Designated Community is designed to be as simple as possible, while still assessing the local applicant's understanding of the Main Street Four-Point Approach, its understanding and expectations of NMS, and its readiness to begin a Main Street program. Application requirements are as follows.

1. A group of public and private community leaders investigates the Main Street Four-Point Approach™ and the Nevada Main Street Program ("NMS"). The group should include government and private individuals, downtown business and property owners, and leaders from other parts of the community who are interested in downtown revitalization. This investigating group is often called the "MainStreet Steering Committee," and it determines whether or not the community is sufficiently interested, ready, and able to apply to become a NMS Designated organization.
2. If the Steering Committee decides to pursue an application to be a NMS Designated Community, a representative of the Steering Committee and the municipality submit a Letter of Intent to Nevada Main Street that the community intends to submit an application.

Email Letter of Intent to Jean Barrette Jbarrette@diversifynevada.com and CC: to Jessica Sanders (Jnsanders@diversifynevada.com)

3. The Steering Committee completes and submits the NMS Designated Application. (NMS is available by request to assist communities with completion of the application.) An application form may be downloaded from the NMS page at www.diversifynevada.com. **Completed applications sent to and at the close of business 45 days after the Letter of Intent is approved (by 5:00 p.m. PDT/PST) to Jessica Sanders at jnsanders@diversifynevada.com**
4. Following the Applicant Assessments, NMS notifies applicants whether they have been accepted as a NMS Designated Community. **Notification to NMS Start-Up applicants is made on or about 30 days after the receipt of the NMS application.**
5. Following the notification to Start-Up applicants, NMS may, at its discretion, hold a public announcement of a new Designated Community in Carson City, Nevada or the applicant's community.

Please note that Nevada Main Street is available to assist communities with completing the application. For questions or assistance, please contact:

Jean Barrette, Assistant Director, Nevada Main Street Program
At 775-687-9900 or Jbarrette@diversifynevada.com

NMS Designated Program Application

The Nevada Main Street Designated Program Application consists of seven sections. Please complete all questions in each section. Incomplete applications will not be considered. Applications may be submitted electronically and in printed form, provided that the following requirements are met.

Electronic Submission: Electronic submission of the completed application is allowed. Applications must be provided in a PDF format and must contain all information required in the application. Applications submitted electronically must be emailed to:

Jessica Sanders, NMS Administrative Coordinator, at jnsanders@diversifynevada.com.

The applicant must verify with Jessica Sanders by 5:00 p.m. PDT/PST 45 days after the Letter of Intent was approved that the electronic application was received; verification may be done via email (jnsanders@diversifynevada.com) or telephone (**775-687-9920**). Nevada Main Street will assume no responsibility or be obligated to consider any electronically submitted applications whose delivery is not verified by Ms. Sanders. Faxed applications will not be accepted.

And

One (1) Hard Copy Submission: Applicants must submit *one signed original application*. Applications must be *received* at NMS offices (address follows) no later than **5:00 p.m. PDT/PST 45 days after the Letter of Intent is approved**. The application package must be post marked by the 45th day after the Letter of Intent and marked "Nevada Main Street Designated Application" on the outside. Applications cannot be accepted after this deadline.

Printed applications must be submitted to Nevada Main Street:

Attn. Jessica Sanders; Governor's Office of Economic Development; 808 West Nye Lane; Carson City, Nevada, 89703; phone 775-687-9920.

Application questions begin on the following page. Applicants are encouraged to copy the questions into a new document. It is helpful if the application is concise, well-written, and well-organized for easy review. Applicants are encouraged to place the completed application in a folder or binder. Each hard copy application should be securely bound or attached by staple or binder clip.

Questions about this application or the application process can be directed to

Jean Barrette, Ph.D., Assistant Director, at
jbarrette@diversifynevada.com

NMS Designated Program Application [Insert Your Community Name Here]

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: Chris Chavez; State National Bank; chris@snb.com; 123-4567; Discussed goals and completed questions 5 and 8.

	Name	Affiliation	email	phone	Role in Application
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

B. Describe what role these individuals will have in the Main Street organization if your community is selected as a NMS Start-Up Designated Community.

C. List any other individuals who participated in developing this application and describe their role in completing the application.

	Name	Affiliation	Email	phone	Role in Application
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

2. Downtown Profile

The Main Street Four-Point Approach™ works best in a compact traditional or historic commercial district, such as a downtown, plaza, 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 during its first two years to demonstrate success and build credibility.

A. Describe the physical boundaries for your proposed Main Street district and why you have selected those boundaries. Please include a map.

B. Provide up to 15 Photos of your proposed Main Street district. Photos must be labeled and have a brief description. Please note: submitted photos become the property of the NMS and may be used at the discretion of GOED.

C. List the strengths of your downtown (or proposed Main Street district).

D. List the challenges of your downtown (or proposed Main Street district).

3. Goals for the Main Street Program

This section is designed to identify your community's short- and long-term goals for Main Street, as well as the immediate actions that your Main Street organization will take if selected as a NMS Designated Community.

A. List the five most important revitalization goals that you hope to achieve through the Main Street Program.

B. List your organization's proposed first five activities to help attain the 5-year goals if selected as a Nevada Main Street Designated Community.

5. Support for the Local Main Street Organization

To create a successful Main Street 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 Main Street program among the following entities. If any group is not aware or involved with a potential Main Street 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 community:

Schools in/near the community:

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

6. 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 Main Street organization, who will be responsible for what, when you think you can complete certain organizational benchmarks, where you will get money to run your Main Street organization, and what you think it will cost to operate your Main Street organization.

A. Describe the intended organizational structure for your proposed Main Street organization. Include an organizational chart.

B. Describe the roles of each entity listed on your proposed organizational chart.

E. Local Main Street organizations need to have sufficient sources of income and have an idea of the cost to operate the Main Street organization and its projects. Indicate your estimated operating budget for the first and second year of your proposed Main Street organization by completing the following budget forms.

Year One Expenses & Income			
Expenses		Income	
Salary - Executive Dir.	\$	City	\$
Fringe - E.D.		County	
Salary - other		State	
Fringe - other		Business contributions	
Rent		Corporate contributions	
Utilities		Individuals/membership	
Telephone		Improvement district	
Supplies		TIF	
Equipment		Fees for service	
Depreciation		Event income	
Postage		In-Kind Donations	
Printing		Other:	
Photography		Other:	
Advertising		Other:	
Training		Total Income	\$
Conferences/Education			
Travel			
Subscriptions			
Dues			
Contingency			
Organization Committee			
Design Committee			
E.V. Committee			
Promotion Committee			
Other:			
Other:			
TOTAL	\$		

Year Two Expenses & Income			
Expenses		Income	
Salary - Executive Dir.	\$	City	\$
Fringe - E.D.		County	
Salary - other		State	
Fringe - other		Business contributions	
Rent		Corporate contributions	
Utilities		Individuals/membership	
Telephone		Improvement district	
Supplies		TIF	
Equipment		Fees for service	
Depreciation		Event income	
Postage		In-Kind Donations	
Printing		Other:	
Photography		Other:	
Advertising		Other:	
Training		Total Income	\$
Conferences/Education			
Travel			
Subscriptions			
Dues			
Contingency			
Organization Committee			
Design Committee			
E.V. Committee			
Promotion Committee			
Other:			
Other:			
TOTAL	\$		

F. Describe what actions, if any, the community will take to address downtown revitalization if your community *is not* selected as a NMS Designated Community.

G. Include any other information regarding your communities Master Plan, Historic District, Business Improvement District, Redevelopment Areas, or any other downtown efforts.

7. Acknowledgements and Signatures

By submitting this application, we, the undersigned, agree to the following:

- A. The community of _____ wishes to be considered for a Nevada Main Street Designated Community. We agree to the following conditions prior to consideration of our application.
1. To establish a public-private partnership and commitment between the Main Street Steering Committee, the municipality, and the Nevada Main Street Program to develop and implement a community-driven economic development program of downtown revitalization based on the National Trust for Historic Preservation's trademarked Main Street Four-Point Approach™.
 2. To identify and establish a defined Main Street district and boundaries based on an historic or traditional business district in which the local Main Street organization will focus its efforts and activities for its first two years.
 3. To establish a Main Street America Organization whose primary purpose is to operate and implement the Main Street Project locally. The organization will be governed by a board of directors that represents a broad base of public and private interests, including directors from both the downtown and the broader community. The organization will include standing committees which correspond to Main Street's Four Points (Organization, Design, Promotion, and Economic Positioning).
 4. To provide or pledge municipal funding for the Main Street America organization. In communities under 10,000 in population, the municipality agrees to provide a minimum of \$25,000 annually for at least three years of the local Main Street organization's operation. In communities between 10,000 and 50,000 in population, the municipality agrees to provide a minimum of \$30,000 annually for at least three years of the Main Street Project's operation. In communities over 50,000 in population, the municipality agrees to provide a minimum of \$50,000 annually for at least three years of the local Main Street Project's operation. While a minimum of three years is required, the municipality understands that Main Street programs are not projects, rather programs that should continue for decades and will need ongoing financial support as an economic development organization, working on behalf of the municipality. ***A resolution of support indicating this municipal commitment should be enclosed with the application.***
 5. To match the municipal contribution annually with an equal amount of private contributions raised by the board of directors of the Main Street corporation.
 6. To hire, within three months of designation, a paid part-time (30 hours paid per week) or full-time (40 hours paid per week) Main Street manager/executive director, and to include Nevada Main Street personnel in the process of staff selection by, at minimum, reviewing resumes and participating in candidate interviews.
 7. To provide funding for staff and volunteers to attend regular training workshops.

8. To provide office space in the downtown, with appropriate office equipment and supplies, in which the Main Street organization will be operated.
9. To work with NMS personnel to establish an annual operational budget, a fund-raising plan, and an annual action plan that outlines the Main Street organization's projects in each of the program's first two years.

B. We further acknowledge that:

1. The "Start Up" designation for an approved program is for two years. During that period Nevada Main Street will provide the community with Start-Up Program services, provided our community meets the requirements of the program. At the end of the two-year Start-Up period, NMS, pending available funding, will continue to provide the local Main Street organization with technical assistance and resources, provided it meets NMS program criteria at the time.
2. Nevada Main Street does not provide grants to the local Main Street organization and no cash is awarded to NMS Designated Community for operational costs. All operating funds must be raised locally.
3. The submission of this application does not guarantee acceptance of the community as a NMS Designated program.
4. "Main Street America" and its variations are trademarks of the National Trust for Historic Preservation and the community will not use the Main Street America name or trademark, unless it is designated as an official Nevada Main Street Designated Community.
5. If the local Main Street organization fails to meet NMS standards of performance and terms outlined in the required Memorandum of Understanding among the Main Street organization, the municipality, and the Governor's Office of Economic Development: NMS may, at its discretion, place the local organization on probationary status, suspend delivery of services and other resources to the local Main Street organization, and/or end the local Main Street organization's affiliation with NMS.

C. Signatures

Local Main Street Project Steering Committee Chair:

Signature
Telephone:

Print Name
Email:

Date

City Mayor or City Manager:

Signature
Telephone:

Print Name
Email:

Date

NMS Designated Community Application Checklist

- Develop Main Street Steering Committee to investigate the Main Street Four-Point Approach™, the Nevada Main Street Program, and local public and private support for starting a Main Street program locally.
- Designate a primary point of contact for the application process.
- Submit a letter of intent to NMS regarding the community's intent to apply for designation as an Designated Community. *(See sample on page 21.)*
- Complete the application form in its entirety. NMS recommends working on the application as a group or dividing up sections and having various public and private volunteers collaborate on completing the application.
- Proofread the application and revise as needed.
- Print one copy of the final version of the application.
- Obtain necessary signatures on the original version of the application.
- Include a municipal resolution of support for funding the local Main Street organization.
- Submit the application to Nevada Main Street according to the submission requirements outlined on Page 6 of the Application Packet.

NMMS Designated Community Application Sample Letter of Intent

Note that letters of intent must be signed by the Steering Committee Chair and the city's mayor or city manager and delivered to Nevada Main Street.

[DATE]

Jean Barrette, Assistant Director
Nevada Main Street
Nevada Governor's Office of Economic Development
808 West Nye Lane
Carson City, Nevada 89703

Dear Ms. Barrette:

The community of [NAME OF COMMUNITY] wishes to inform you that we intend to submit an application to Nevada Main Street for designation as a 20__ Nevada Main Street Designated Community.

We understand that completed applications must be delivered to Nevada Main Street *no later than 5:00 p.m. PST, 45 days after the approval of this Letter of Intent.* We understand that submission of this application does not guarantee selection or designation of our community as a 20__ Nevada Main Street Designated Community.

The primary point of contact regarding our application will be [CONTACT NAME, TITLE, PHONE, and EMAIL]. S/he can be contacted with any questions regarding [NAME OF COMMUNITY]'s 20__ Nevada Main Street Designated Community application.

Sincerely,

[Name of Committee Chair] &/or [Name of Mayor] &/or [Name of City Manager]
[letter must be signed by MainStreet Steering Committee chair, Mayor, and/or City Manager]

Baseline Data	
Population	
County	
County Population	
City Operating Budget	
Number of Households	
Median Income	
Unemployment Rate	
Five Largest Employers	
Answer the following question just about the proposed Main Street District	
Number of Businesses	
List of Proposed District Businesses	
Proposed District Number of FTE Jobs	
Proposed District Number of PT Jobs.	
Number of Buildings in Proposed District	
Sq Ft Rent in District Estimated	
Number of Buildings with Vacant 1 st Floors in District	
Number of Upper Story Housing Units in the District	
Number of Single Family Residences in District	
Number of Multi Family Residences in District	
Number of Buildings with Upper Floor Vacancy in District	