



Nevada Main Street Network

Exploring Downtown Level Application

Nevada Main Street works with communities to develop comprehensive, incremental revitalization strategies based on a community's unique assets, character, and heritage. Services are based on the successful Main Street Approach developed by the National Main Street Center and include training and technical assistance. The goal is to build high quality, livable, and sustainable communities that will grow Nevada's economy while maintaining a sense of place.

An important objective of the Nevada Main Street program is to provide assistance to all communities in Nevada whether they are just beginning to explore options for their downtown or seeking national recognition as an accredited Main Street® town. To accomplish this, services are offered through a tiered system.

Exploring Downtown is for communities just starting a downtown revitalization effort and wish to learn more about using the Main Street Approach®. Interested communities may join at any time by completing a brief application form.

Communities at this level should have the following:

- A cohesive core of historic and/or older commercial and mixed-use buildings that represent the community's architectural heritage and may include compatible in-fill.
- A sufficient mass of businesses, buildings, and density to be effective.
- A compact and pedestrian-oriented district.

Communities participating at the Exploring Downtown level should:

- Provide a designated local contact.
- Consider forming a downtown revitalization organization.
- Send a representative to one Nevada Main Street training per year.
- Take time to learn about the Main Street Approach®. www.mainstreet.org

In exchange, the Nevada Main Street Program will provide:

- An invitation to and notification of all statewide Nevada Main Street workshops.
- The "Introduction to the Main Street Approach®" Community Presentation (as requested).
- Telephone consultations.
- The Nevada Main Street contact list.

Submission Instructions:

- Applications for the Nevada Main Street Exploring Downtown level may be submitted at any time. Nevada Main Street will respond within 14 days from the date of receipt of application.
- The answers to the questions are to help us serve your community effectively.
- All four questions must be answered and attachments provided.
- Answers to all questions must not exceed 2 pages (8½ x 11).

Send form to: Jean Barrette, Assistant Director, Nevada Main Street
808 W Nye Lane, Carson City, Nevada, 89703
Questions: 775-687-9919 or jbarrette@diversifynevada.com

Or

Jessica Sanders, Administrative Coordinator, Nevada Main Street
808 W Nye Lane, Carson City, Nevada, 89703
Question: 775-687-9920 or jnsanders@diversifynevada.com

Exploring Downtown Level Commitment Statement & Application:

_____ (community and/or organization) agrees to meet the requirements of Nevada Main Street as outlined and will be eligible to receive Exploring Downtown level services from Nevada Main Street if the requirements are met. We understand that our Exploring Downtown level membership within the Nevada Main Street network does not authorize us to use the Main Street® trademark name and further understand that the Main Street® name is a trademarked brand, owned by the National Main Street Center.

Signature of Designated Contact Person

Date

Question 1: Applicant Information (please print)

Name of designated contact person:
This person's title or affiliation:
Name of the Community:
Population:
Organization (if applicable):
Mailing address of the contact person:
City, state, zip code:
Phone number of the contact person:
Email address:

Question 2: Briefly describe the economic and physical characteristics of your downtown district. Please attach a map of the primary focus area of your downtown revitalization effort with a written description.

Question 3: Briefly describe any efforts to improve the downtown or historic commercial district over the past 5 years.

Question 4: Briefly describe what you hope to achieve by participating as an Exploring Downtown level community.