



2022 Application

Main Street Community

Due: Thursday, July 15, 2021

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:

Community Designation Criteria:

1. Commitment to comprehensive downtown revitalization
2. Historic preservation ethic (public and private sectors)
3. Evidence of potential public and private sector investment in the downtown district
4. Capacity of the organization to undertake a broad, long-term program
5. Financial commitment to implement a broad, long-term program

Evaluative metrics:

The five categories above will each be given a point value, with points totaling 100. Evaluators will determine points awarded based on the criteria and indicators listed under each category. Successful applicants must achieve an average (amongst committee members) of 75 points or more, with no one category receiving less than half of its total possible points, in order to be recommended for Main Street Community designation.

Points possible:

1. Commitment to comprehensive downtown revitalization	30
2. Historic preservation ethic (public and private sectors)	10
3. Evidence of potential public and private sector investment in the district	10
4. Capacity of the organization to undertake a comprehensive program	30
5. Financial commitment to implement a long-term program	20

Immediate disqualifiers:

- Does not have a nonprofit dedicated solely to downtown revitalization
- Does not meet the minimum level of staffing
- Does not represent a historic commercial district that is 50% 50 years of age or older

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

ORGANIZATIONAL INFORMATION

Applicant Organization: _____

Website: _____

Mailing Address: _____

City, State, Zip Code: _____

Board President: _____ Term Ends: _____

Email: _____ Phone: _____

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

PART I: COMMITMENT TO COMPREHENSIVE DOWNTOWN REVITALIZATION

This section provides a snapshot of your commitment to comprehensive downtown revitalization. Evidence of a high degree of interest in learning about the Main Street Approach, engagement with Washington Main Street, and a balance of activities in the Four Points Committees is needed.

Federal taxpayer identification number: _____

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

Date Incorporated: _____

Describe what steps your local organization and applicant group have taken to embrace and integrate the Main Street Approach into your organization's work, 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.

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

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.

Describe the major strengths and opportunities of your downtown.

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.

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:

- + *Attachment B*: Full organization work plans utilized to organize and accomplish goals in 2020 and 2021. Include committee names, purposes, specific activities, timeline, and committee members involved
- + *Attachment C*: Proposed full organization work plan for 2022. Include committee names, purposes, specific activities, timeline, and list of committee members

PART III: HISTORIC PRESERVATION ETHIC

In this section applicants demonstrate sufficient knowledge of their downtown historic district, provide defined boundaries that include at least 50% of the structures are 50 years of age or older, and evidence that the applicant and/or local government has significant interest in preservation-based economic development.

Describe what steps your local organization and applicant group have taken to embrace and integrate historic preservation into the organization's work, such as attending conferences, reading informational materials, engaging with the Department of Archaeology and Historic Preservation, etc.

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

Is your district listed in the National Register of Historic Places? Yes No

Are any individual buildings listed in the National Register of Historic Places? Yes No

If yes, please provide the name of the individual properties and what year they were added to the NRHP.

+ *Attachment D:* Minimum of ten current photographs that illustrate your downtown district; can include specific historic structures, downtown events, aerial/context images, etc.

+ *Attachment E:* 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.

PART IV: EVIDENCE OF INVESTMENT IN DOWNTOWN DISTRICT

Applicants need to provide evidence of public and private sector investment and show an understanding of existing district assets and economic conditions.

How has your organization worked to engage public and private sector partners in revitalization?

Indicate the level of understanding and support for the local downtown revitalization effort among the following entities. If any explanation is beneficial, please include that below - for example, if the City government is an Active Partner is it because they have supportive building codes or incentivize business?

	Active Partnership	Developing Partnership	Passive Partnership	None
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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 F*: Two letters of support from community stakeholder groups.

+ *Attachment G*: One letter of support from the local governing body.

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 *business types* in each of the following categories:

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

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

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

PART V: COMPREHENSIVE PROGRAM CAPACITY

This section is designed to prove minimum staffing requirements have been in place for at least 6 months prior to application, the organization has active volunteer board of directors, and is guided by an organizational framework that reflects a commitment to the Main Street Approach™.

Executive Director _____

Average hours worked per week: _____ Status (FTE): _____
 Current Salary: _____ Date Hired: _____
 Email: _____ Phone: _____

Did the Executive Director receive a formal written evaluation in the past year in which performance, expectations, and compensation were reviewed? Yes No

Excluding the Executive Director, please indicate the number of full-time or part-time staff (if any).
 Full-time: _____ Part-time: _____

How often does the board meet? Monthly Quarterly Other _____

Is a quorum regularly met? Yes No

Are board member expectations and term limits clearly established? Yes No

When were the Bylaws last reviewed or updated by the board? ____ / ____ / ____

Does your board membership reflect the diversity of your downtown stakeholders? Yes No

If not, how are you working to broaden your board membership?

A mission statement communicates the Main Street organization's sense of purpose and overall direction. A vision statement communicates the organization's long-term hopes and intentions for the commercial district. Both should inform and align with your organization's concrete goals and objectives as outlined in Criteria I and your organization's established 2020 and 2021 work plans and proposed 2020 work plan.

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

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

+ *Attachment H:* Executive Director job description

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

PART VI: SUSTAINABLE FINANCIAL COMMITMENTS

Applicants will demonstrate diverse sources and commitments necessary to implementing a long-term program.

What financial goals has your organization accomplished in order to ensure a secure operating budget?

What short and long-term financial goals does your organization yet hope to achieve?

Does your organization have 3-6 months of operating budget in reserve? Yes No

If not, how are you working to build up a budget reserve?

What percentage of your organization's current operating budget is derived from the following sources?

Membership	_____ %	Lodging Tax	_____ %
Event Income	_____ %	Fundraising	_____ %
Contracts*	_____ %	Grants	_____ %
Convention/Visitor Fund	_____ %	Other _____	_____ %

* Such as, contracts for services between a local government and your Main Street organization.

If more than 50% of operating budget is derived from a single source, please indicate how your organization plans to work toward a more balanced budget in the coming year:

- + *Attachment K*: Three letters of financial support from downtown business or property owners.
- + *Attachment L*: Organization's past year (2020) and current year (2021) real budget.
- + *Attachment M*: Organization's three year (2022-2024) 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, July 15, 2021

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 regarding your organization's tax status.
- B: Full organization work plans utilized to organize and accomplish goals in 2020 and 2021. Include committee names, purposes, specific activities, timeline, and committee members involved.
- C: Proposed full organization work plan for 2022. Include committee names, purposes, specific activities, timeline, and list of committee members.
- D: Minimum of ten current photographs that illustrate your downtown district; can include specific historic structures, downtown events, aerial/context images, etc.
- E: Map clearly outlining the district/program boundaries.
- F: Two letters of support from community stakeholder groups.
- G: One letter of support from the local governing body.
- H: Executive Director job description.
- I: 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.
- J: Organizational chart. Please include current list of board members, including officers, business affiliation or position in the community, email addresses, and term limits.
- K: Three letters of financial support from downtown business or property owners.
- L: Organization's past year (2020) and current year (2021) real budget.
- M: Organization's three year (2022-2024) 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