

FLORIDA MAIN STREET PROGRAM

APPLICATION

**Application Deadline: Tuesday, October 15, 2019 by 5:00 p.m. EST**

*Florida Main Street is a program of the Florida Department of State,*

*Division of Historical Resources, Bureau of Historic Preservation*

COMPLETED APPLICATIONS MUST BE **RECEIVED** IN THE FLORIDA MAIN STREET OFFICE BY THE DEADLINE OR **POSTMARKED** BY THE DEADLINE DATE AND TIME (DOCUMENTATION MUST BE PROVIDED)

FLORIDA MAIN STREET

R.A. GRAY BUILDING

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**APPLICATION GUIDELINES AND INSTRUCTIONS**

The statewide Florida Main Street Program is administered by the Florida Department of State, Division of Historical Resources, Bureau of Historic Preservation. Each year, the Florida Secretary of State designates Apprentice Main Street Programs to participate in the statewide program from the applications received. The maximum number of Apprentice Programs to be selected each year for participation in the program is indicated in the application solicitation announcement published in the Florida Administrative Register. Applications are evaluated on a competitive basis consistent with the provisions of [Chapter 1A-36, Florida Administrative Code](https://www.flrules.org/gateway/ChapterHome.asp?Chapter=1A-36).

**Pre-Application Assistance** is provided, upon request,to entities interested in making application for participation in the Florida Main Street Program. At a minimum, such assistance shall include meeting with community representatives, conducting a pre-application webinar annually, and responding to inquiries. Depending upon availability of resources, such assistance may also include an assessment visit to the proposed Local Program Area by the Program Coordinator.

**BACKGROUND**

The Florida Department of State, Division of Historical Resources initiated the Florida Main Street Program in 1985. The state coordinating program is based on the Main Street Four-Point Approach© that was developed by the National Main Street Center of the National Trust for Historic Preservation. Over 2,000 revitalization programs nationwide have adopted this preservation-based approach. While concentrating on revitalization of the community’s historic commercial center, these local volunteer-based programs enhance the economic vitality, quality of life, and civic pride of the whole community while countering sprawl and encouraging greater citizen participation in the decisions that are shaping their future.

**MAIN STREET AMERICA©**

Main Street America© is a program of the National Main Street Center, Inc., a subsidiary of the National Trust for Historic Preservation. To help communities achieve their economic goals, the National Main Street Center/Main Street America© has developed a comprehensive revitalization strategy that pairs thoughtful preservation of historic assets with sensible business practices. By blending common sense with sound planning, economic development, promotion and design - all tailored for local needs - the Main Street Four-Point Approach© has already produced dramatic results. The cumulative success of the Main Street Programs on the local level has earned Main Street the reputation as one of the most powerful economic revitalization tools in the nation.

A community or district may not call itself “Main Street,” nor may it employ a Main Street Executive Director without an application and official designation by the Florida Department of State, Division of Historical Resources under the National Main Street Center program.

**THE MAIN STREET FOUR-POINT APPROACH©**

**Design** involves improving the downtown’s image by enhancing its physical appearance - not just the appearance of buildings, but also that of streetlights, window displays, parking areas, signs, sidewalks, promotional materials and all other elements that convey a visual message about the downtown and what it has to offer.

**Organization** means building cooperation and consensus among all the groups that play roles in the downtown - bankers, civic groups, government, merchants and individual citizens - to ensure that the Main Street program benefits from a community-wide vision of the future.

**Promotion** involves marketing the downtown’s unique characteristics to shoppers, investors, new businesses, tourists and others. Effective promotion creates a positive image of downtown through retail promotional activity, special events and ongoing programs that build positive perceptions of the district.

**Economic Vitality** means strengthening the existing economic base of downtown while diversifying it. Economic Vitality activities include helping existing businesses expand, recruiting new businesses to provide a balanced mix, converting unused space into productive property and sharpening the competitiveness of downtown merchants. By strengthening the downtown’s economy, communities are able to support the ongoing use of historic commercial buildings, preserving unique community assets.

**THE PRINCIPLES OF MAIN STREET**

While the Main Street Four-Point Approach© provides the format for successful revitalization, implementation is based on eight principles that pertain to all areas of the revitalization effort:

1. **Comprehensive.** Downtown revitalization is a complex process and cannot be accomplished through a single project. For successful long-term revitalization, a comprehensive approach must be used.
2. **Incremental.** Small projects and simple activities lead to a more sophisticated understanding of the revitalization process and help to develop skills so that more complex problems can be addressed, and more ambitious projects undertaken.
3. **Grassroots.** Local leaders must have the desire and the will to make the project successful. The National Main Street Center and the state Main Street Program provide direction, ideas, and training, but continued and long-term success depends upon the involvement and commitment of the community.
4. **Public/private partnership.** Both the public and private sectors have a vital interest in the economic health and physical viability of the downtown. Each sector has a role to play, and each must understand the other’s strengths and limitations so that an effective partnership can be forged.
5. **Identifying and capitalizing on existing assets.** Business districts must capitalize on the assets that make them unique. Every district has unique qualities – like distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization process.
6. **Quality.** Quality must be emphasized in every aspect of revitalization of the Local Program Area. This applies equally to each element of the program, from storefront design to promotional campaigns and to educational programs.
7. **Change.** Changes in attitude and practice are necessary to improve current economic conditions. Public support for change will build as the Apprentice Program grows and becomes and Accredited Program.
8. **Implementation-oriented.** Activity creates confidence in the Apprentice Program and ever-greater levels of participation. Frequent, visible changes are a reminder that the revitalization effort is under way. Small projects pave the way for larger activities as the revitalization effort matures.

**NATIONAL MAIN STREET/MAIN STREET AMERICA© PERFORMANCE STANDARDS**

Upon formal Main Street designation there are two tiers: Apprentice and Accredited. The National Main Street “Performance Standards” are used for evaluation.

Apprentice Programs have committed to the comprehensive Main Street Approach but have not met the rigorous Performance Standards required to be Accredited.

Being an Accredited community is a “mark of distinction that signifies commitment to comprehensive revitalization and community engagement.” To be selected as Accredited the program must meet the following “Performance Standards:”

1. Broad-based public/private support for the commercial district revitalization process, with strong support from both the public and private sectors
2. Vision and mission statements relevant to community conditions and to the Local Organization’s organizational stage
3. Comprehensive Main Street work plan; active in all four-points
4. Historic preservation ethic
5. Active board of directors and committees, following the Four-Point Approach©
6. Adequate operating budget
7. Paid professional Executive Director. Communities with more than 5,000 population are required to hire a full-time Executive Director; communities with less than 5,000 population may employ a part-time Executive Director
8. On-going training for staff and volunteers. Attendance at all quarterly meetings, annual state conference and national conference are required
9. Reporting of key reinvestment statistics
10. Current member of the National Main Street network

**SERVICES TO NEWLY DESIGNATED APPRENTICE MAIN STREETS**

* **Reconnaissance Visit**. A one-day visit by the Program Coordinator to the community following designation to promote the Apprentice Program, train the board, and meet local stakeholders.
* **Resource Team Visit**. A three-day Resource Team Visit by an interdisciplinary team of experts in downtown revitalization issues will be provided to first-year communities. Resource Team Visits include an intensive series of meetings and workshops to assist the Apprentice Program in establishing a sound work plan that will address program needs in each of the areas of the Main Street Four-Point Approach©. Each Resource Team Visit will be concluded with a public meeting to present team findings and recommendations that will be documented by a written report.
* **Annual Assessment.** A one-day visit to the Local Program Area by the Program Coordinator to (a) assess the Apprentice Program progress toward annual and long-term goals, (b) assist with goal setting for the coming year, and (c) identify training and technical assistance needs for the coming year. Observations and recommendations will be included in a written report provided to the Apprentice Program.
* **Consultant Assistance.** On-site technical assistance will be provided by Florida Main Street staff, other state agencies, and professional consultants with expertise in a range of disciplines relating to historic preservation, organizational development and downtown revitalization.
* **National Main Street “Designated” Membership**. During the first year following designation, Florida Main Street will pay the Apprentice Program’s membership in the National Main Street network.
* **Florida Main Street Start-up Grant.** Within the first three-years following designation, each Apprentice Program will be eligible to apply for a competitive one-time start-up grant from the Division of Historical Resources Small Matching Grant Program to assist initial development, projects and planning. All Apprentice Program activities assisted through this grant shall be in accordance with the Main Street Approach© and in accordance with provisions of Chapter 1A-36, F.A.C. Florida Main Street Program; and Chapter 1A- 39 F.A.C., Historic Preservation Grants Program.

**BENEFITS TO ALL APPRENTICE PROGRAMS**

* **Program Coordinator and staff** who are responsible for conducting the statewide Florida Main Street Program and delivery of related training and technical assistance services.
* **Statewide Main Street 101 Training** that includes the Main Street Four-Point Approach© and historic preservation training for all Executive Directors, board members and volunteers.
* **Florida Main Street Quarterly Meetings** that rotate among regions of the state. Each quarter Executive Directors, board members and others gather for a one to two-day meeting that may include single or multiple topic workshops, presentations, and tours or demonstrations by the host community, and may include presentations or training by a consultant with specialized expertise.
* **Florida Main Street Annual Conference** is a multi-day conference that focuses on current downtown revitalization and preservation issues, and includes plenary sessions, educational sessions, and networking opportunities. Presenters include regional and national professionals.
* **Technical Assistance and on-site visits** to monitor the Apprentice Program and assist with work plan and board development. On-site visits shall be consistent with available resources.
* **Promotion of the Local Program Areas** and events on Florida Main Street social media pages and website.
* **Grant opportunities** through National Main Street and other organizations.
* **Secretary of State’s Florida Main Street Awards Program** that Apprentice and Accredited Programs are eligible to annually submit and be recognized for outstanding achievement at the Secretary of State’s Florida Main Street Awards Banquet.
* **National Main Street Accreditation** toprograms that meet the National Main Street Performance Standards. To be designated as Accredited “signifies commitment to comprehensive revitalization, community engagement, and rigorous outcome measurement.” Accredited Main Street Program designation includes a press release from National Main Street, a certificate, and the use of the Accredited branding logo.
* **Program of the Month** is an honor bestowed upon an Accredited Program by the Secretary of State. Designation includes a statewide press release, a certificate and social media coverage.
* **Networking and peer assistance points** for Small Cities Community Development Block Grant (CDBG) and Florida Communities Trust application scoring.

**During the first three years following Main Street designation, Apprentice Programs are required to attend all 101 Training sessions, quarterly meetings and the Florida Main Street Annual Conference.**

**HELPFUL HINTS FOR APPLICATION COMPLETION**

**MAKE SURE THE APPLICATION IS COMPLETE**

1. Follow the application format. Keep responses brief and in the order indicated.
2. Proposed Local Program Area should be the small, well-defined traditional commercial core of your community. Select the area that has the strongest concentration of historic commercial buildings. Avoid the temptation to include peripheral areas with scattered buildings, residential neighborhoods and vacant land.
3. Applicant must demonstrate a commitment to actively participate in the Florida Main Street Program for a minimum of three years and the intent should be to continue after the initial period.
4. Offer a competitive salary to attract a qualified professional Executive Director. Offer job security by providing stable program funding. Do not expect the Executive Director to raise funds that are used for sustaining the Apprentice Program.
5. Provide a generous travel budget. The Executive Director is required to attend Florida Main Street training sessions, quarterly meetings and the Annual Florida Main Street Conference. Other members of the Apprentice Program board and volunteers are also encouraged to attend these meetings.
6. Population and demographic data is available from the U.S. Census Bureau ([www.census.gov](http://www.census.gov)).
7. Unemployment data is available through the Agency for Workforce Innovation ([www.labormarketinfo.com](http://www.labormarketinfo.com)).
8. The tax base information requested in the application is available from your county’s tax assessor. The appraised value is the value assigned to the property before any exemptions. The assessed value of property is the value upon which property taxes are based, usually after all exemptions have been taken.
9. Each applicant will have time to present digital photographs and additional material during the public meeting at which applications are considered.

**SUPPLEMENTAL MATERIALS TO BE SUBMITTED**

A. The original signed application and all attachments must be submitted in a three-ring binder. Include with the original set seven (7) copies of the completed application and appendices

1. Twenty-five (25) color high resolution **digital** photographs of the proposed Local Program Area on a flash drive. Each photo shall be labeled with the name of the city and a number. The number shall key the photo to a description sheet giving the address of the building, the direction from which the slide was taken (North, South, etc.). The photos shall also be keyed to a map of the proposed Local Program Area. DO NOT put images in a PowerPoint format. Please use JPG format only.
2. Each copy of the application form must be accompanied by the required attachments as indicated below. Tabs should be included in the binder to indicate Attachments A through J.

### Florida Main Street Program

### Application

The statewide Florida Main Street Program is administered by the Florida Department of State, Division of Historical Resources, Bureau of Historic Preservation. Each year, the Florida Secretary of State selects Apprentice Main Street programs to participate in the statewide program from the applications received. The maximum number of Apprentice Programs to be selected this year for participation in the program is indicated in the application solicitation announcement published in the Florida Administrative Weekly. Applications are evaluated on a competitive basis consistent with the provisions of Chapter 1A-36, Florida Administrative Code.

**APPLICANT**

City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

County:

This application prepared by:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Applicant Organization:

Address:

City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Zip: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Daytime Telephone:

E-mail Address:

I certify that I am a duly authorized representative of the applicant and that, to the best of my knowledge, the information presented in this application is accurate. I further certify that it is the intent of the applicant to (a) execute the Florida Main Street Agreement, (b) apply for a Main Street start-up grant from the Historical Resources Small Matching Grant Program, (c) participate in the Florida Main Street Program for a minimum of three years, and (d) report key reinvestment statistics on a quarterly basis. Furthermore, I acknowledge that selection of applicants for participation in the Florida Main Street Program is made on a competitive basis, and neither the submission of this application nor acceptance of this application by the Bureau of Historic Preservation in any way constitutes any manner of commitment by the Bureau to select the applicant for participation in the Florida Main Street Program or to provide funding or technical assistance to the applicant.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Date

**s. 837.06, Florida Statutes, False official statements** -- Whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his or her official duty shall be guilty of a misdemeanor of the second degree, punishable as provided in s. 775.082 or s. 775.083, Florida Statutes.

**I. CATEGORY APPLYING UNDER**

* Rural City (less than 5,000 in population)
* Mid-sized City (5,000 - 50,000 in population)
* Large City (more than 50,000 in population)
* Urban District (traditional neighborhood commercial district within a city with population more than 50,000)
* County-wide or Regional Programs (with one or more traditional commercial

districts)

**II. HISTORICAL OVERVIEW**

1. Provide a brief historical overview of your community dating back to incorporation or settlement, historical highlights and unique characteristics.
2. Describe the characteristics that make the proposed Local Program Area a compact, cohesive, pedestrian-oriented and recognizable mixed-use district with distinct cultural and historic features and/or architectural character.
3. Does your city have the following: Yes No In Progress

National Register District \_\_\_\_ \_\_\_\_ \_\_\_\_

National Register Properties \_\_\_\_ \_\_\_\_ \_\_\_\_

National Historic Landmark \_\_\_\_ \_\_\_\_ \_\_\_\_

Local historic designation program \_\_\_\_ \_\_\_\_ \_\_\_\_

Historic preservation ordinance \_\_\_\_ \_\_\_\_ \_\_\_\_

Design Review board/process \_\_\_\_ \_\_\_\_ \_\_\_\_

Certified Local Government \_\_\_\_ \_\_\_\_ \_\_\_\_

Historic preservation initiatives \_\_\_\_ \_\_\_\_ \_\_\_\_

1. If yes on any of the above items, please individually name the historic properties and the districts within the proposed Local Program Area (use a separate sheet, if necessary).
2. Of the existing building stock in the proposed Local Program Area, what is the approximate year of construction? *Estimate by percentage.*

Pre-1990: \_\_\_\_\_% 1941 – 1960: \_\_\_\_\_%

1901 – 1920: \_\_\_\_\_% 1961 – 1970: \_\_\_\_\_%

1921 – 1940: \_\_\_\_\_% 1971-Present: \_\_\_\_\_%

1. Have any buildings in the proposed Local Program Area been demolished in the past five years? □ Yes □ No If yes, how many and what were the reasons for the demolition of the building(s)?
2. Are properties in the proposed Local Program Area subject to the provisions of a local historic preservation ordinance? □ Yes □ No If yes, briefly describe the key provisions of the ordinance.

**III. COMMUNITY PROFILE**

1. City Population: 2010 census \_\_\_\_\_ Current estimate\_\_\_\_\_\_ Seasonal population peak \_\_\_\_
2. County Population: 2010 census\_\_\_\_\_ Current estimate\_\_\_\_\_\_ Seasonal population peak \_\_\_\_
3. Ethnic breakdown of city’s population (percentage should total 100%):

Caucasian \_\_\_\_\_\_\_\_% African American \_\_\_\_\_\_\_%

Hispanic \_\_\_\_\_\_\_\_\_ % Native American \_\_\_\_\_\_\_%

Asian \_\_\_\_\_\_\_\_\_\_\_% Other \_\_\_\_\_\_\_%

1. Local unemployment rate as compiled by the Florida Department of Economic Opportunity (DEO):
2. Is tourism a major industry in your community? □Yes □No If yes, please describe.
3. Median Household Income:

City: 2010 census \_\_\_\_\_Current estimate\_\_\_\_\_\_

County: 2010 census\_\_\_\_\_ Current estimate\_\_\_\_\_\_

1. List the five largest employers in your community:

Business name Type of Business Number of Employees\_\_\_\_\_

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Number of industrial parks:
2. Summarize the current development, demographic and economic trends in your community, including median age.
3. Are there other community-wide economic development groups (i.e., a private economic development foundation or partnership group, a chamber of commerce economic development team, regional planning council, special municipal task force, etc.) □ Yes □ No If Yes, please provide brief list of goals/objectives.
4. Other Community Organizations/Associations (if applicable):

**Community Redevelopment Agency**

Date established: \_\_\_\_\_\_\_\_\_ Make-up of board:

Is the proposed Local Program Area in the CRA plan? □ Yes □ No

Within the past five years, what have been the major activities and accomplishments?

Budget expenditures (previous five years)?

**Chamber of Commerce**

Organization Name:

Number of staff:

Number of members:

Source of funding:

Describe the chamber’s primary area of focus:

Chamber activities specifically pertaining to downtown/district:

What type of support will this organization provide Main Street:

**Merchants Association**

Organization Name:

Number of staff:

Number of members:

Source of funding:

Describe the chamber’s primary area of focus:

Chamber activities specifically pertaining to downtown/district:

What type of support will this organization provide Main Street:

**Local Historic Preservation Organization**

Organization Name:

Number of staff:

Number of members:

Source of funding:

Describe the chamber’s primary area of focus:

Chamber activities specifically pertaining to downtown/district:

What type of support will this organization provide Main Street:

**Other Community/Downtown Association/Downtown Development Authority**

Organization Name:

Number of staff:

Number of members:

Source of funding:

Describe the chamber’s primary area of focus:

Chamber activities specifically pertaining to downtown/district:

What type of support will this organization provide Main Street:

**IV.** **CITY GOVERNMENT**

1. Please check if your city has any of the following:

□ A comprehensive plan as defined under Chapter 163, *Florida Statutes*?

□ A historic preservation element in that plan

□ A downtown revitalization element in that plan?

□ Community Redevelopment Agency (CRA)

□ A historic preservation element in the CRA plan

□ A downtown revitalization element in the CRA plan

□ Zoning ordinance

□ Sign ordinance

□ Design review ordinance

□ Minimum maintenance ordinance

□ Planning and zoning commission

□ Public housing authority

□ Building inspector

□ Staff person responsible solely for downtown revitalization? How many hours per week? What is the source of funding?

1. Does the city have a downtown master/vision plan?  □Yes □No If yes, what date was it approved. What efforts has the city made to implement the plan?
2. Please note projects undertaken in the past five years to address streets, sidewalks, drainage, utilities or other infrastructure in the proposed Local Program Area.
3. Has the city received grants or transfers of funds from other governmental units, (i.e., Community Development Block Grant) in the past three years? □Yes □No If yes, how have they been used? Have any of these activities occurred in the proposed Local Program Area? □Yes □No

If yes, briefly describe how used.

1. Are there un-obligated Community Development Block Grant or other funds that could be used for redevelopment in the proposed Local Program Area? □Yes □No If yes, please describe.
2. Has your community been a designated Rural Area of Critical Economic Concern? □Yes □No
3. Has your city participated in any other federal, state or local economic development programs (i.e., Small Business Administration (SBA) programs, Department of Economic Opportunity, etc.)?

□Yes □No

If yes, describe the program activities and indicate if the proposed Local Program Area is included in any of these activities.

1. City Financial Data

|  |  |  |
| --- | --- | --- |
|  | **Last Fiscal Year** | **Current Fiscal Year** |
| Total City expenditures (all funds) | $ | $ |
| Total city revenues (all funds) | $ | $ |
| General Fund | $ | $ |
| 1. Revenues | $ | $ |
| 1. Expenditures | $ | $ |
| Revenue Funds (water, sewer, etc.) | $ | $ |
| 1. Revenues | $ | $ |
| 1. Expenditures | $ | $ |
| Outstanding Debt: | $ | $ |
| Ad valorem property tax rate (per $100) | $ | $ |
| Assessed valuation | $ | $ |
| Tax Increment Funds (CRA) | $ | $ |
| Total City expenditures (all funds) | $ | $ |

1. Is there an active Capital Improvement Program/Plan? □Yes □No If yes, please describe the primary projects
2. Are any of the Capital Improvement projects in the proposed Local Program Area? □Yes □No If yes, please describe
3. What is the number of and dollar volume of building permits issued by the city in the last year? Number \_\_\_\_\_\_\_\_\_\_\_\_\_ Dollar Value $\_\_\_\_\_\_\_\_\_\_\_\_
4. How many financial institutions are in the city? Have any indicated a willingness to support the proposed Apprentice Program? □Yes □No If yes, please describe.

**V. THE LOCAL PROGRAM AREA**

1. How many blocks are in the proposed Local Program Area?
2. What percentage of the buildings in the proposed Local Program Area are:
   1. Absentee ownership \_\_\_\_\_\_%
   2. Local ownership \_\_\_\_\_\_%
   3. Public ownership \_\_\_\_\_\_%
3. Note the number of buildings in the following condition:
   1. Excellent condition (well maintained) \_\_\_\_\_\_
   2. Good condition (maintained) \_\_\_\_\_\_
   3. Fair condition (in need of repairs) \_\_\_\_\_\_
   4. Poor condition (in need of renovation) \_\_\_\_\_\_
4. In the proposed Local Program Area, indicate the number of the following:

Businesses \_\_\_\_\_\_ Employers & employees \_\_\_\_\_\_\_\_

Buildings \_\_\_\_\_\_ Storefronts \_\_\_\_\_\_\_\_

1. What is the appraised value of real property within the proposed Local Program Area? (includes property-tax exempt sites)
2. What is the appraised value of real property within the city?
3. What is the assessed tax base of the proposed Local Program Area?
4. What is the assessed tax base of the city?
5. What is the current city millage rate?
6. Note the number of buildings in the proposed Local Program Area in the following categories:

Financial institutions \_\_\_\_\_\_

Restaurants \_\_\_\_\_\_

Department/variety \_\_\_\_\_\_

Grocery \_\_\_\_\_\_

Bars/Lounges \_\_\_\_\_\_

Furniture/furnishings \_\_\_\_\_\_

Auto oriented \_\_\_\_\_\_

Drug Store \_\_\_\_\_\_

Hotel/Motel \_\_\_\_\_\_

Theatres \_\_\_\_\_\_

Antiques \_\_\_\_\_\_

Churches \_\_\_\_\_\_

Warehouses \_\_\_\_\_\_

Residential/apartments \_\_\_\_\_\_

Other service businesses \_\_\_\_\_\_

Other retail \_\_\_\_\_\_

Educational facilities \_\_\_\_\_\_

Professional Offices \_\_\_\_\_\_

Government offices \_\_\_\_\_\_

1. What are the current rents per square foot for commercial space in the proposed Local Program Area?
   1. Average: $\_\_\_\_\_ per square foot/year
   2. Lowest: $\_\_\_\_\_ per square foot/year
   3. Highest: $\_\_\_\_\_ per square foot/year
2. Estimate the percentage of first floor vacancies in the proposed Local Program Area:
3. Estimate the percentage of upper floor vacancies in the proposed Local Program Area:
4. Describe trends in the proposed Local Program Area relating to the economic environment, such as business openings and closings in the past five years.
5. Number of vacant lots in the proposed Local Program Area.
6. Total number of parking spaces (both public and private) in the proposed Local Program Area:
7. Number and location of parks and/or recreation parks in the proposed Local Program Area:
8. What is the average daily traffic count at the 100% corner (main intersection) in the proposed Local Program Area?

**VI. THE LOCAL ORGANIZATION**

1. Name of organization or agency to administer the Apprentice Program:

Date established: \_\_\_\_\_\_\_ Size of current membership: \_\_\_\_\_\_\_\_

1. Attach a copy of the by-laws and Articles of Incorporation
2. Federal Employer Identification (FEID) Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Taxing Status (i.e., 501(c)(3), etc.): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Has a Main Street Executive Director been hired? □Yes □No If yes, date started?

□ Full-time (required for Communities with a population more than 5,000)

□ Part-time (Exception: Communities with a population less than 5,000 may employ a part-time Executive Director

1. Executive Director’s name: (Attach his/her resume)
2. To whom will the Main Street Executive Director report? What is their title?
3. Why would your city be a successful Main Street community; what are the potential benefits; and the expected impact on the city?
4. To be successful, a Main Street program requires wide community buy-in and support. (a) How have you informed community groups and citizens about the Main Street Program? Explain efforts and responses. (b) Have there been community meetings, visits from other Main Street organizations, field trips to other Main Street communities, education etc. Please include in this section any newspaper articles or supplemental material that support your response. (c) How will the Main Street program continue to generate public awareness and involvement?
5. Who is involved in completing this application and promoting public awareness of the Main Street program? Please list those involved and describe their role in the community.
6. What are the greatest challenges currently facing the proposed Local Program Area?
7. What are the greatest opportunities in the proposed Local Program Area?
8. List the five most important goals for your Local Organization in creating an Apprentice Program.
9. How did you arrive at these goals?
10. List specific activities and projects undertaken in the proposed Local Program Area during the past two years by the private sector, which demonstrate interest and support for revitalization of the proposed Local Program Area. Give a brief description of the scope of these activities, projects or programs and potential impact.
11. Describe sources of funding for necessary operating expenses, program support, additional expenses warranted to sustain the proposed Main Street organization and relevant projects.
12. Describe long-term public and private funding strategies, including anticipated grants, contracts for services, fund raising events, membership dues, etc.

###### Other than funding, describe how the public and private sectors will be involved in the Main Street organization?

**REQUIRED ATTACHMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |

**ATTACHMENT A**

*This section should include the following in the order indicated*

1. Google Earth™ or Google™ Maps, outlining the proposed Local Program Area, within the context of downtown, in a scale sufficient to identify streets and cohesiveness.
2. Twenty-five (25) high resolution digital photographs on a flash drive. DO NOT put images in a PowerPoint format. (Refer to “Materials to be Submitted” on page VIII for detailed requirements).
3. Proposed Local Program Area street map that is keyed to the 25 digital photographs.
4. Copy of 25 photographs and keyed description sheet.

**ATTACHMENT B**

*This section should contain the following in the order indicated*

* 1. By-laws for applicant organization.
  2. Articles of incorporation for applicant organization or agency (unless a local government).

**ATTACHMENT C**

*This section should contain the following in the order indicated*

1. Specific letters and resolutions of partnership commitment from key community organizations, and institutions.
2. General letters of support from merchants, organizations, institutions, citizens, elected officials, etc. Form letters are discouraged, but petitions may be used.

**ATTACHMENT D**

*This section should contain the following in the order indicated*

1. Related press clippings.
2. Miscellaneous supporting materials.

**ATTACHMENT E**

*Use the provided Attachment E to create separate budget summaries for each of the first three years of the Apprentice program. Fill in the year (1,2 or 3) and the organization’s corresponding fiscal year dates. Attach one completed form for each year as:*

1. Year 1 Budget Summary (use provided Attachment E)
2. Year 2 Budget Summary (use provided Attachment E)
3. Year 3 Budget Summary (use provided Attachment E)

**ATTACHMENT F**

1. Verification for funding from the public and private sectors for the first three years of the Apprentice Program.
2. List of all in-kind services donated to the Apprentice Program (Include letters from individuals and organizations describing what is donated and its fair market value and duration for each in-kind service).

**ATTACHMENT G**

1. Attach the provided **Attachment G – Funding Certification** to the Application, certifying the availability of full funding for the first three (3) years for the Apprentice Program.

The attachment must be complete and signed by the duly authorized individual.

**ATTACHMENT H**

*This section should include the following in the order indicated*

1. Attach the provided **Attachment H – Certification of Intent to Hire an Executive Director**.

The attachment must be complete and signed by the duly authorized individual.

1. Also attach a copy of the job description, performance evaluation standards and procedures, amount of salary, amount and description of benefits and contract as applicable).

**ATTACHMENT I**

1. *Attachment I is a copy an official Resolution Authorizing Participation in the Florida Main Street Program from the Local Government. A sample Resolution is provided. Please submit a copy of the actual resolution passed by the local government with all signatures.*

**ATTACHMENT J**

1. *Attachment J is a summary sheet of the information included in this application.*

**NOTE: Application materials submitted become property of Florida Main Street and will not be returned.**

**ATTACHMENT E – Budget Summary**

**YEAR #\_\_\_\_\_ BUDGET SUMMARY xx.xx.xxxx to xx.xx.xxxx (use organization’s fiscal year dates)**

|  |  |
| --- | --- |
| **REVENUE** |  |
| City Government | $ |
| CRA Trust Fund | $ |
| County Government | $ |
| Private/Memberships | $ |
| Grants | $ |
| Promotions/Special Events | $ |
| Other Revenue | $ |
| **TOTAL INCOME** | **$** |
|  |  |
| **EXPENSES** |  |
| Executive Director Salary1 | $ |
| Executive Director FICA | $ |
| Executive Director other benefits | $ |
| Staff Salary | $ |
| Staff FICA | $ |
| Staff other benefits | $ |
| Office operations (computer, printer, supplies, postage, etc.) | $ |
| Rent | $ |
| Utilities | $ |
| Telephone/Internet | $ |
| Memberships2 | $ |
| Insurance (special events and Directors and Officers liability) | $ |
| Professional Development/Travel (Executive Director is required to attend trainings, quarterly meetings and Florida Main Street Conference) | $ |
| Annual Board Retreat3 |  |
| Design/Incentive Grants4 | $ |
| Promotion/Special Events | $ |
| Marketing/Website |  |
| Economic Vitality |  |
| **TOTAL EXPENSES** | **$** |
|  |  |
| **NET** | **$** |

1 In 2018, the average salary for a full-time Florida Main Street Executive Director was $44,426. A part-time Executive Director was $18,571.

2 National Main Street annual membership is required. (Florida Main Street pays the newly designated Main Street’s first year membership in the National Main Street Network).

3 Board retreats should be an annual expense to accommodate a facilitator in developing a work plan.

4 Design Grants, such as façade or sign improvement grants are extremely important to Apprentice Programs because they help spur projects and create visibility and awareness of the Apprentice Program.

**ATTACHMENT G - Funding Certification**

As the duly authorized representative of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name of organization/government), I hereby certify that on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (date) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name of organization/government) has $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in-hand and $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ pledged for year one of the Apprentice program’s participation in the Florida Main Street Program and that these funds are allocated for this purpose. I further certify that this organization/government has $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in-hand and $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ pledged for three years for the Apprentice Program’s participation in the Florida Main Street Program, as indicated in the Budget Summaries included in this application.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of duly authorized representative Date

Printed name and title of duly authorized representative

**s. 837.06, Florida Statutes, False official statements** -- Whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his or her official duty shall be guilty of a misdemeanor of the second degree, punishable as provided in s. 775.082 or s. 775.083, Florida Statutes.

**ATTACHMENT H - Certification of Intent to Hire an Executive Director**

As the duly authorized representative of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name of organization/government), I hereby certify that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name of organization/government) agrees to employ a professional Main Street Executive Director for a period of at least three years following execution of a formal Florida Main Street Agreement between the Division of Historical Resources and our agency/organization for participation in the Florida Main Street Program.

NOTE: Communities with more than 5,000 population are required to hire a full-time Executive Director; communities with less than 5,000 population may employ a part-time Executive Director.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of duly authorized representative Date

Printed name and title of duly authorized representative

***Attachment I is a Resolution Authorizing Participation in the Florida Main Street Program from the Local Government. The following is a Sample Municipal Resolution. Please submit a copy of the actual resolution passed.***

**SAMPLE – ATTACHMENT I**

A Resolution Authorizing Participation in the

Florida Main Street Program

WHEREAS, the Florida Main Street Program (Program) has been created to assist Florida communities in developing public-private efforts to revitalize their Local Program Areas, and

WHEREAS, the Secretary of State will select a specific number of communities to participate in the Program in the upcoming year based on Department resources.

NOW THEREFORE BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that the City hereby endorses submission by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of an application to participate in the Program with the specific goal of revitalization within the context of the Main Street Approach.

BE IT FURTHER RESOLVED that the City agrees to financially support this Apprentice Program for at least the first three years and participate in its activities.

APPROVED AND ADOPTED THIS \_\_\_\_\_\_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, 20 .

Commissioner, Mayor Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vote: \_\_\_\_\_\_

Commissioner Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vote: \_\_\_\_\_\_

Commissioner Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vote: \_\_\_\_\_\_

Commissioner Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vote: \_\_\_\_\_\_

Commissioner Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Vote: \_\_\_\_\_\_

Attest: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City Clerk: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Approved as to legal form: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, City Attorney

**ATTACHMENT J – Application Summary Sheet**

**Community** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Category** \_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| **Community Profile** | |
| 1. City Population |  |
| 2. Median Household Income | $ |
| 1. Median Age |  |
| 1. Unemployment Rate |  |
| 1. % of Families Below Poverty Level | % |
| 1. Sales Tax Receipts for City | $ |
| 1. Community Redevelopment Agency | Yes/No |
| 1. Date CRA Established |  |
| 1. Annual Budget Expenditures of CRA | $ |
| 1. Other Downtown Association | Yes/No |
| 1. Local Preservation Organization | Yes/No |
| 1. Local Preservation Ordinance | Yes/No |
| 1. Seasonal Population Peak |  |
| **Local Organization** | |
| 1. Tax Status |  |
| 1. Annual Executive Director Salary | $ |
| 1. Annual Executive Director Benefits | $ |
| 1. Annual Travel Budget |  |
| **Local Program Area** | |
| 1. Number of Blocks |  |
| 1. Number of Buildings |  |
| 1. Total Square Footage | sq.ft. |
| 1. 1st Floor Vacancy | sq.ft. |
| 1. % Local Ownership | % |
| 1. % Absentee Ownership | % |
| 1. % Public Ownership | % |
| **Age of Buildings (%)** | |
| 1. Pre-1900 | % |
| 1. 1901-1920 | % |
| 1. 1921-1940 | % |
| 1. 1941-1960 | % |
| 1. 1961-1970 | % |
| 1. 1971-Present | % |
| **Use of Buildings (%)** | |
| 1. Owner Occupied | % |
| 1. Renter Occupied | % |
| 1. Vacant | % |