

Delaware

2008 DELAWARE MAIN STREET PROGRAM APPLICATION



The mission of the Delaware Main Street Program is to provide Delaware's historic commercial districts with the tools to promote economic stability in business and workforce, and to retain and enhance the downtown's unique sense of place.

Success of the Main Street Program is realized through a grassroots commitment to using a comprehensive strategy based on historic preservation. The four elements that combine to create this well-balanced program are:

- Organization - establishing consensus and cooperation by building partnerships that will foster the emergence of effective management and advocacy of the historic commercial district.
- Promotion - creating a positive image of the historic commercial district to attract customers and investors and to rekindle community pride.
- Design - preserving historic resources and enhancing the visual quality of the historic commercial district by being attentive to all elements of the physical environment.
- Economic Restructuring - strengthening the existing economic assets of the historic commercial district while diversifying its economic base, and developing methods to finance needed improvements.

Application Materials

For consideration, the applicant should forward to the Delaware Economic Development Office (DEDO) the following information:

1. Submit one (1) original signed application form with all requested attachments, plus three (3) copies of the application form with all requested attachments. All questions must be answered. All copies must be securely bound.
2. The original signed application must include the original letters of support. Copies of all resolutions and letters of support for the Main Street Program from organizations, institutions, business owners, and citizens must be attached to each copy of the application submitted. Letters of support should not be form letters or good luck letters. Letter writers should be specific about how they personally plan to participate in the revitalization effort (i.e. volunteering their time, contributing financially, improving their business or building, etc.). Finally, key each letter of support to identify the writer as 1) government, 2) business/property owner inside program area, 3) business/industry outside program area, or 4) local citizen/community group.
3. Submit eight (8) color images of significant downtown/historic commercial district buildings and overall streetscape views with the original application and each copy. Color photocopies and digital prints are acceptable if they are “photo quality”.
4. Submit one set of up to forty (40) but not less than twenty (20) color slides or digital images of the Main Street Program area’s buildings and streetscapes in a slide carousel or on a CD as a PowerPoint presentation. Each image must be labeled with the name of the community and a number. The number must key a image description sheet giving the address of the building, the direction from which the slide was taken (north, etc.) and a brief explanation of why this slide was included. The slides must also be keyed to a map of the proposed Main Street Program area. Sequence the images like a walking tour so that members of the review committee can maintain their bearings.

Application Deadlines

Please answer all questions on the application as completely as possible. If you need additional information or clarifications, call the DEDO/Delaware Main Street program at 302-739-4271.

Letters of intent and completed applications should be sent to:

Delaware Main Street/DEDO
99 Kings Highway
Dover, DE 19901

General Comments:

- Include a table of contents.
- Avoid expensive bindings and printing (please avoid 3-ring binders).
- Be to the point and avoid exhaustive and convoluted narratives.
- Use only the space provided unless requested to attach additional information.
- If a computer generated application form is utilized, the layout of the form must be identical to the hard copy as provided by the Delaware Main Street program/DEDO. (A digital version of the application can be made available on request).
- Do not use smaller than 10-point type size.
- Present an honest picture of the municipality's/neighborhood's strengths and weaknesses.
- Use specific data and documentation wherever possible.
- Use tab sheets to divide the application into five sections: Application, Attachments (with each Attachment clearly numbered), Resolutions and Letters of Support, Color Prints, and Slides. (Place the slide/image description sheet and map behind the Slides/Images tab.)
- Place attachments in the order they are requested.

NOTES:

municipality/neighborhood – when paired, “municipality” applies to traditional Main Street applicants and “neighborhood” applies to urban Main Street applicants.

downtown/historic commercial district – when paired, “downtown” applies to traditional Main Street applicants and “historic commercial district” applies to urban Main Street applicants.

A Certified Local Government (CLG) is any city, village, county, or town that has been certified by Delaware’s State Historic Preservation Officer (SHPO) and the Department of the Interior as meeting the following basic criteria:

1. Enforces appropriate local ordinance for the designation and protection of historic properties.
2. Has established a qualified historic preservation commission by local ordinance.
3. Maintains a system for the survey and inventory of local historic properties.
4. Provides for public participation in the local historic preservation program.

12. Is there a marked seasonal population fluctuation in your municipality/neighborhood due to tourism, winter residency, education facility, etc.? If so, explain why and estimate the change in population.

13. Name the federal, state, county, and municipal government entities in the proposed program area.

SAMPLE

Criterion One:

Need - The need for the Main Street Program in the municipality/neighborhood and its expected impact on the municipality/neighborhood.

14. A community often has a variety of organizations and individuals involved in promoting, marketing and revitalizing the business areas, including the organization submitting this application.

Identify, below, each of the organizations, government entities, paid staff, and individuals that have been involved in promoting, marketing, economic development and revitalizing of the business areas, and describe their recent efforts (last 3 years). Finally, rate them from 0 (no impact) to 10 (large positive impact). Be sure to list specific examples of both positive and adverse impacts resulting from their recent efforts.

<u>Organization/Government Entity/ Paid Staff/Individuals</u>	<u>Description of Activity</u>	<u>Impact Rating</u>
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SAMPLE

Previous section continued here:

Organization/Government Entity/
Paid Staff/Individuals

Description of Activity

Impact Rating

15. What is the population of your downtown's/historic commercial district's trade area?

(Attach a map outlining that trade area as attachment 1)

16. What is the average daily traffic count at the center of your downtown/historic commercial district along its primary street?

17. Has the downtown/historic commercial district been bypassed or are there plans for a bypass?

18. Briefly describe the other most prominent commercial districts in your trade area including any covered regional malls, strip shopping centers, and major discount stores. Be sure to discuss the strengths and weaknesses of your downtown's/historic commercial district's existing businesses and business mix in relation to those competing shopping areas.

19. Describe trends in your downtown/historic commercial district and community relating to business openings and closings in the last 10 years. Be specific.

SAMPLE

20. Describe the physical condition of your downtown/historic commercial district including the historic buildings and public spaces. Discuss the local capacity to properly maintain and improve the historic buildings and to handle downtown design issues.

21. Explain why the Main Street Approach and the assistance from the Delaware Economic Development Office is a good match for your community based on what you expect to achieve and the challenges faced in your downtown/historic commercial district.

SAMPLE

Criterion Two:

Organizational Capability - The capability of the applicant to successfully implement the Main Street Program.

22. List the names of the individuals who filled out the application, the section(s) they worked on, and the businesses and/or organizations they represent.

23. Why do you think your organization would be a successful Main Street Program?

SAMPLE

24. How have you informed other community groups and citizens about the Delaware Main Street Program and your application? Explain your public relations efforts and the community's response.

25. If selected to participate in the Delaware Main Street program, how will you continue to communicate to those community groups and citizens the fresh activity, progress, and excitement associated with implementing the Main Street Four Point Approach? What methods will be used to share the knowledge gained from your involvement with the Delaware Main Street Program with other communities?

26. Attach an organizational chart of the applicant organization named in question 5, page 4, as **attachment 2**.
27. Describe how this organizational structure is consistent with Main Street's Four Point Approach and the need for the organization to focus efforts within the designated Main Street program area.

28. List the names of the people who are on the independent Main Street Program Board of Directors and the businesses and/or organizations they represent.

29. Briefly explain the role of the Main Street Program board, committees, and volunteers.

30. What will be the role of your local Main Street Program Manager? Be specific. To whom will the local Main Street Manager be accountable? Will the manager be full time or part time?

SAMPLE

31. List the five most important goals of your Main Street Program.

32. How did you arrive at these goals?

33. Briefly describe past volunteer efforts in your municipality/neighborhood that illustrate your community's volunteer ethic.

SAMPLE

Criterion Three:

Public Sector Commitment - The level of public sector interest in and commitment to a local Main Street Program.

34. Attach a resolution of support from your municipal government as attachment 3.

35. How will the public sector participate in the local Main Street Program if your municipality/neighborhood is selected?

36. What are your municipality's/neighborhood's goals regarding downtown/historic commercial district development? Discuss previous efforts, successful or unsuccessful. Include as **Attachment 4** a copy of the section of your municipality's comprehensive plan that pertains to your downtown/historic commercial district (if your municipality has a comprehensive plan).

Criterion Four:

Private Sector Commitment – The level of private sector interest in and commitment to a local Main Street Program.

37. How will the private sector participate in the Main Street Program if your municipality/neighborhood is selected? Discuss anticipated participation by downtown/historic commercial district businesses, property owners, local industry leaders, local citizens, community organizations, and other key groups that will be involved.

SAMPLE

38. List specific activities and projects undertaken in the Main Street Program area during the past two years by the private sector which demonstrate interest and support for revitalization of the Main Street Program Area. Give a brief description of the scope of these activities, projects, or programs and summarize the applicability to, and the potential impact of, these activities, projects, and programs on a local Main Street Program, rating them from 1 (small impact) to 10 (large impact).

(Efforts such as the creation of a Business Improvement District, the development of financial assistance programs, conducting a retreat, private investment to improve businesses or buildings or other similar activities that demonstrate commitment to the revitalization effort, should be briefly described. The number of persons, businesses, or organizations involved and dollar amounts expended are important details.)

SAMPLE

Criterion Five:

Financial Capacity - The financial capability to employ a full-time manager (at least half-time if the population of the municipality/neighborhood is 5,000 or less), fund a local Main Street Program, and support business-area projects. A variety of funding sources should be utilized. A *minimum* budget of \$60,000 annually (including in-kind donations) is expected for communities hiring a full-time manager and a *minimum* budget of \$40,000 annually is expected for communities hiring a half-time manager.

39. Complete detailed income and expenditure sheets for at least the first three years of the program and a plan for long-term sustainable revenue. **Note:** *Providing financials for only three years should in no way be interpreted to mean Main Street is a three-year “project”. Your Delaware Main Street **Program** application is a commitment to start-up an organization whose mission is to manage the downtown in perpetuity. Be sure to make this clear to your donors as you solicit pledges.*
40. Include as **attachment 5** a list of pledges for years one, two, and three. Copies of actual signed pledge letters must be included in the application, with dollar amounts indicated. Indicate which pledges are in-kind donations on this pledge list and clearly describe the in-kind donation and how it will offset legitimate Main Street expenses. Also, key each pledge to identify donor as 1) government, 2) business/property owner inside program area, 3) business/industry outside program area, or 4) local citizen/community group.
41. Complete the following chart by providing the percentage each group is pledging each year.

	2008	2009	2019	<i>FUTURE PROJECTION</i>
Local and County Government				
Contributions from Inside Program Area <i>Downtown/Historic Commercial District Businesses and Property Owners or Business Improvement District</i>				
Contributions from Outside Program Area <i>Businesses/Industries Outside the Downtown/Historic Commercial District, Local Citizens/Community Groups, Grants or Endowments, Other Fundraisers</i>				

2008 BUDGET

INCOME:

<u>SOURCE</u>	<u>AMOUNT IN-HAND</u>	<u>AMOUNT PLEDGED</u>	<u>TOTAL VALUE *</u>
City Government			
Cash	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
Room Tax	_____	_____	_____
County Government			
Cash	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
Contributions from Inside Program Area			
Cash (letters of pledge are required Attachment 5)	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
B.I.D. Assessments **	_____	_____	_____
Contributions from Outside Program Area			
Cash	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
Grants or Endowments	_____	_____	_____
Other Fundraisers	_____	_____	_____
TOTAL INCOME ***	_____	_____	_____

* TOTAL VALUE column should equal the total of the IN-HAND and PLEDGED columns.

** If a B.I.D. (Business Improvement District) has been established, attach a copy of the current B.I.D. operating plan that indicates level of financial support for the Main Street Program as **attachment 6**. The local Common Council must adopt a B.I.D. operating plan for the B.I.D. Assessment to be considered pledged income.

*** TOTAL INCOME should equal TOTAL EXPENDITURES from following page.

2008 BUDGET

EXPENDITURES:

AMOUNT

Manager Salary	_____
Manager Benefits	_____
Additional Staff Salary	_____
Additional Staff Benefits	_____
Travel	_____
Professional Development	_____
Rent	_____
Utilities	_____
Telephone	_____
Office Supplies	_____
Postage	_____
Insurance and Bonding	_____
Accounting/Legal Fees	_____
Equipment *	_____
Dues, Subscriptions	_____
Printing/Photocopying	_____
Photographic Supplies	_____
Advertising/Promotion	_____
Business Assistance **	_____
Design Assistance	_____
Contingency	_____
Other (Specify)	_____
TOTAL EXPENDITURES ***	_____

* Include computer equipment and answering machine. Purchase or donation of these items is important.

** Funds used to assist businesses with facade grants, workshops, consultants, etc.

*** TOTAL EXPENDITURES should equal TOTAL INCOME from previous page.

**** Indicate which items (if any) will be supplied by in-kind donations.

2009 BUDGET

INCOME:

<u>SOURCE</u>	<u>AMOUNT IN-HAND</u>	<u>AMOUNT PLEDGED</u>	<u>TOTAL VALUE *</u>
City Government			
Cash	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
Room Tax	_____	_____	_____
County Government			
Cash	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
Contributions from Inside Program Area			
Cash (letters of pledge are required Attachment 5)	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
B.I.D. Assessments	_____	_____	_____
Contributions from Outside Program Area			
Cash	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
Grants or Endowments	_____	_____	_____
Other Fundraisers	_____	_____	_____
TOTAL INCOME **	_____	_____	_____

* TOTAL VALUE column should equal the total of the IN-HAND and PLEDGED columns.

** TOTAL INCOME should equal TOTAL EXPENDITURES from following page.

2009 BUDGET

EXPENDITURES:

AMOUNT

Manager Salary	_____
Manager Benefits	_____
Additional Staff Salary	_____
Additional Staff Benefits	_____
Travel	_____
Professional Development	_____
Rent	_____
Utilities	_____
Telephone	_____
Office Supplies	_____
Postage	_____
Insurance and Bonding	_____
Accounting/Legal Fees	_____
Equipment *	_____
Dues, Subscriptions	_____
Printing/Photocopying	_____
Photographic Supplies	_____
Advertising/Promotion	_____
Business Assistance **	_____
Design Assistance	_____
Contingency	_____
Other (Specify)	_____
TOTAL EXPENDITURES ***	_____

* Include computer equipment and answering machine. Purchase or donation of these items is important.

** Funds used to assist businesses with facade grants, workshops, consultants, etc.

*** TOTAL EXPENDITURES should equal TOTAL INCOME from previous page.

**** Indicate which items (if any) will be supplied by in-kind donations.

2010 BUDGET

INCOME:

<u>SOURCE</u>	<u>AMOUNT IN-HAND</u>	<u>AMOUNT PLEDGED</u>	<u>TOTAL VALUE *</u>
City Government			
Cash	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
Room Tax	_____	_____	_____
County Government			
Cash	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
Contributions from Inside Program Area			
Cash (letters of pledge are required Attachment 5)	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
B.I.D. Assessments	_____	_____	_____
Contributions from Outside Program Area			
Cash	_____	_____	_____
In-Kind (detail in pledge list)	_____	_____	_____
Grants or Endowments	_____	_____	_____
Other Fundraisers	_____	_____	_____
TOTAL INCOME **	_____	_____	_____

* TOTAL VALUE column should equal the total of the IN-HAND and PLEDGED columns.

** TOTAL INCOME should equal TOTAL EXPENDITURES from following page.

2010 BUDGET

EXPENDITURES:

AMOUNT

Manager Salary	_____
Manager Benefits	_____
Additional Staff Salary	_____
Additional Staff Benefits	_____
Travel	_____
Professional Development	_____
Rent	_____
Utilities	_____
Telephone	_____
Office Supplies	_____
Postage	_____
Insurance and Bonding	_____
Accounting/Legal Fees	_____
Equipment *	_____
Dues, Subscriptions	_____
Printing/Photocopying	_____
Photographic Supplies	_____
Advertising/Promotion	_____
Business Assistance **	_____
Design Assistance	_____
Contingency	_____
Other (Specify)	_____
TOTAL EXPENDITURES ***	_____

* Include computer equipment and answering machine. Purchase or donation of these items is important.

** Funds used to assist businesses with facade grants, workshops, consultants, etc.

*** TOTAL EXPENDITURES should equal TOTAL INCOME from previous page.

**** Indicate which items (if any) will be supplied by in-kind donations.

PLAN FOR LONG-TERM SUSTAINABLE REVENUE

INCOME NARRATIVE: (describe your vision for future funding. Be as detailed and defensible as possible)

SOURCE

City Government

Cash _____

In-Kind _____

Room Tax _____

County Government

Cash _____

In-Kind _____

Contributions from Inside Program Area

Cash _____

In-Kind _____

B.I.D. Assessments _____

Contributions from Outside Program Area

Cash _____

In-Kind _____

Grants or Endowments _____

Other Fundraisers _____

TOTAL INCOME _____

42. Describe your organization’s system to track and collect pledges and manage financial records.

Criterion Six:

Physical Capacity – The cohesiveness, distinctiveness, and variety of business activity conducted in the proposed Main Street Program area.

43. Attach a map clearly outlining the program area as **attachment 7**. Also, indicate on this map the boundaries of any Business Improvement District (B.I.D.) or Tax Increment Financing (T.I.F.) districts within or adjacent to the program area.

44. Size of proposed Main Street Program area is _____ blocks.

45. Attach a map or maps showing the business mix and retail mix in each block of the Main Street Program area. (**Attachment 8**)

46. What number, amount of square footage and percentage of total square footage is devoted to each of the following in the proposed program area:

	Number	Sq. Ft.	% Sq. Ft.
department stores	_____	_____	_____
variety or discount stores	_____	_____	_____
grocery stores	_____	_____	_____
restaurants	_____	_____	_____
taverns	_____	_____	_____
furniture/furnishing stores	_____	_____	_____
auto oriented businesses	_____	_____	_____
drug stores	_____	_____	_____
specialty shops	_____	_____	_____
other retail stores	_____	_____	_____
hotels	_____	_____	_____
theaters	_____	_____	_____
financial institutions	_____	_____	_____
other service businesses	_____	_____	_____
government offices	_____	_____	_____
schools	_____	_____	_____
warehouses	_____	_____	_____
apartment units	_____	_____	_____
other residences	_____	_____	_____
manufacturing industries	_____	_____	_____

Questions 47 - 56 deal with the proposed Main Street Program area.

47. Number of businesses _____

48. Number of FTE (Full Time Employment) jobs _____

49. Number of buildings _____

50. Number of storefronts _____

51. What is the average rent per square foot per year for these storefronts? _____
(Typical rents per square foot can range from \$2/sq. ft. to \$20/ sq. ft.)

52. How many first floor storefronts are vacant?

By number _____

By square footage _____

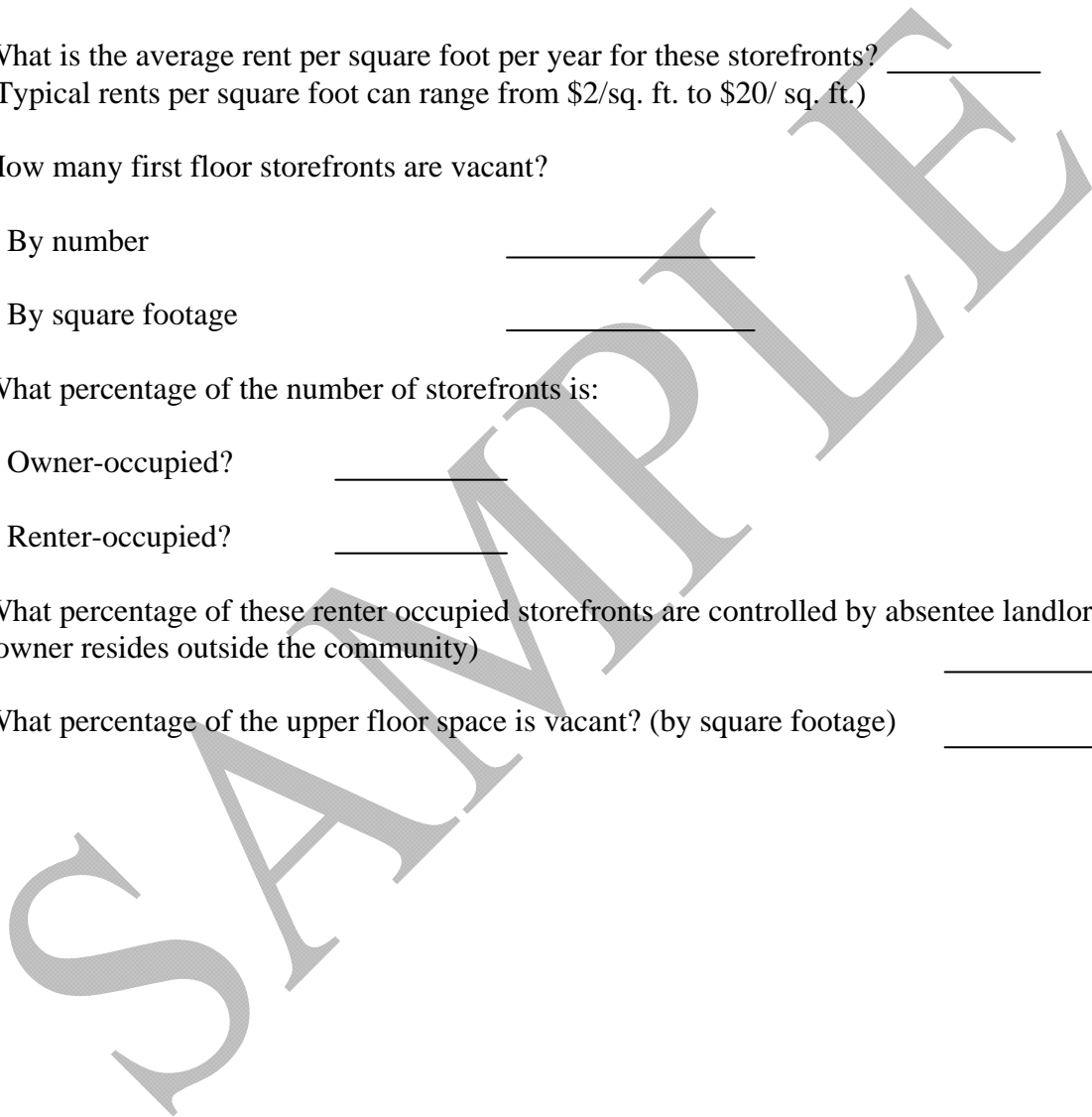
53. What percentage of the number of storefronts is:

Owner-occupied? _____

Renter-occupied? _____

54. What percentage of these renter occupied storefronts are controlled by absentee landlords
(owner resides outside the community) _____

55. What percentage of the upper floor space is vacant? (by square footage) _____



56. Discuss the characteristics that make the Main Street Program area a cohesive and recognizable district with distinctive features or architectural character. If your program area is more than 25 blocks, justify your choice of an overlarge district.

SAMPLE

Criterion Seven:

Historic Identity - The historic significance of the proposed Main Street Program area and the interest in and commitment to historic preservation.

57. List all historic properties and districts within the Main Street Program area listed on the State or National Register of Historic Places. Also, list all historic properties or districts within the Main Street Program area that have been evaluated as potentially eligible by a historical or architectural survey or inventory.

58. Does the municipality have locally designated historic properties or districts within the Main Street Program area? If so, please describe.

59. Does your municipality have the following?

	Yes	No	In
Progress			
Landmarks or Historic Preservation Commission	_____	_____	_____
Landmarks or Historic Preservation Ordinance	_____	_____	_____
Downtown/Historic Commercial District Sign Ordinance	_____	_____	_____
Design review board	_____	_____	_____
Certified Local Government status	_____	_____	_____

60. What is the approximate age of the existing building stock in the Main Street Program area?

Pre 1860	_____	%	1920-1939	_____	%
1860-1879	_____	%			
1880-1899	_____	%	1940-1954	_____	%
1900-1919	_____	%	Post 1954	_____	%

61. Give dates and titles of any historical or architectural survey or inventory that has been conducted in the Main Street Program area to identify and evaluate potential historic properties. Provide the name of the organization, firm, or individual who conducted the survey.
62. Discuss the cultural preservation and interpretation projects that have taken place throughout your municipality/neighborhood during the past five years. Cultural resources provide evidence about important historical trends/events and reflect people's everyday lives/significant accomplishments. Preservation projects could include the preservation of cultural identities, cultural sites, cultural objects, or forms of traditional cultural expression such as music, language or art. Interpretation projects could include living history performances or ethnic festivals.
63. Discuss the historic preservation projects that have taken place throughout your municipality/neighborhood during the past five years. Preservation projects could include the restoration or rehabilitation of historic buildings, landmarks, or landscapes to accommodate the original use or an adaptive reuse. Projects may also include the creation of Historic Preservation tools such as a Landmarks/Historic Preservation Commission or Ordinance.

64. Discuss the cultural preservation and interpretation projects your community and/or organization plan to undertake in the next 24 months within the Main Street Program area.

65. Discuss the historic preservation projects your community and/or organization plan to undertake in the next 24 months within the Main Street Program area.

66. Describe all downtown/historic commercial district demolition projects that have occurred in the last 10 years. For what reasons were the buildings demolished? Were the buildings damaged or deteriorated beyond the point that they could have been rehabilitated and who made this determination? Are there future plans for downtown/historic commercial district demolition? Why?

This application submitted the _____ day of _____, 2008.

Name and signature of Chief Elected or Administrative Municipal Official

Name and signature of Applicant Organization Contact Person

SAMPLE

INTENT TO APPLY
(Due by September 30, 2008)

The Community of _____
intends to apply for the Delaware Main Street Program. Deadline for the completed application
is November 14, 2008.

Anticipated date of submitting completed application to the DEDO:

Chief Elected or Administrative Official _____

Address _____

Community, Zip Code _____

Phone Number _____

Fax Number _____

Signature _____

Date _____

Applicant Organization Contact Person _____

Address _____

Community, Zip Code _____

Phone Number _____

Fax Number _____

Signature _____

Date _____

Include with this letter an 8 1/2" x 11" map of the proposed Main Street Program area

- ❖ Only one application will be accepted for any given historic commercial district. If two applications are submitted with overlapping districts, the two applicants will be asked to negotiate who will submit a final application on behalf of the district.