

Wyoming Main Street Application – Certified or Affiliate Levels

(Letter of intent is due October 2, 2017)

(Application is due December 1, 2017)

Submitted by:

(Community)

(Date)



Wyoming Main Street
Wyoming Rural Development Council
Wyoming Business Council
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www.wyomingmainstreet.org



Wyoming Main Street Application
Section A, Support & Funding

COMMUNITY _____ ZIP CODE _____

PRIMARY CONTACT email _____ FAX _____

1. List of Application Preparers

This application was prepared by and with the cooperation of: *(list primary contact first)*

| Name | Title/Affiliation | Mailing Address | Daytime Telephone | Signature |
|------|-------------------|-----------------|-------------------|-----------|
| 1. | | | | |
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| 20. | | | | |

COMMUNITY _____

2. Certification of Co-Applicants

The following represents a joint application for participation in the Main Street Program.

I hereby certify that the city of _____

submits, approves and endorses the submission of this application and that the facts and data contained therein are true and accurate.

(Signature of Mayor)

(Date)

I hereby certify that _____
(Name of non-profit organization OR applicant)

submits, approves, and endorses the submission of this application and that the facts and data contained therein are true and accurate.

(Signature of President)

(Date)

COMMUNITY _____

3. Proposed Budgets

| | PROPOSED, YEAR 1 | PROPOSED, YEAR 2 | PROPOSED, YEAR 3 |
|--------------------------------------|---------------------|---------------------|---------------------|
| EXPENDITURES | | | |
| Director Salary | _____ | _____ | _____ |
| Director Benefits | _____ | _____ | _____ |
| Support Staff Salary | _____ | _____ | _____ |
| Support Staff Benefits | _____ | _____ | _____ |
| Staff/Volunteer Training Costs | _____ | _____ | _____ |
| Staff/Volunteer Travel Expenses | _____ | _____ | _____ |
| Program Advertising/Public Relations | _____ | _____ | _____ |
| Rent | _____ | _____ | _____ |
| Utilities | _____ | _____ | _____ |
| Telephone | _____ | _____ | _____ |
| Insurance | _____ | _____ | _____ |
| Office Supplies | _____ | _____ | _____ |
| Office Equipment | _____ | _____ | _____ |
| Postage | _____ | _____ | _____ |
| Printing/Photocopying | _____ | _____ | _____ |
| Photographic Supplies | _____ | _____ | _____ |
| Professional Services/Fees | _____ | _____ | _____ |
| Contingency | _____ | _____ | _____ |
| Promotion Committee | _____ | _____ | _____ |
| Organization Committee | _____ | _____ | _____ |
| Design Committee | _____ | _____ | _____ |
| Business Improvement Committee | _____ | _____ | _____ |
| Other | _____ | _____ | _____ |
| Other | _____ | _____ | _____ |

TOTAL EXPENDITURES*

SOURCES OF INCOME, SERVICES AND DONATIONS

| SOURCE** | AMOUNT IN HAND YEAR 1 | AMOUNT PLEDGED YEAR 1 | AMOUNT PLEDGED YEAR 2 | AMOUNT PLEDGED YEAR 3 |
|-----------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Private Contributions | _____ | _____ | _____ | _____ |
| City Government | _____ | _____ | _____ | _____ |
| In-Kind Contributions | _____ | _____ | _____ | _____ |
| Grants | _____ | _____ | _____ | _____ |
| Other _____ | _____ | _____ | _____ | _____ |
| Other _____ | _____ | _____ | _____ | _____ |

TOTAL INCOME*

*Expenditures should not exceed income.

**All sources of income, cash and in-kind, must be documented.

COMMUNITY _____

4. Certification of Funding

We hereby certify that on this date of _____

the _____ have \$ _____ in-hand
(name of co-applicants)

and \$ _____ pledged for funding Year One of the local Main Street Program
and that these funds are allocated exclusively for the Main Street Program.

We further certify that our community has \$ _____ in hand
and \$ _____ pledged for Years Two and Three of the local Main Street
Program.

5. Evidence of Funding

Following this page, insert written documentation of all Main Street funding sources, either public or private and cash or in-kind donations.

6. Evidence of Support

Insert written evidence of support for your Main Street program following documentation of funding.
(Include resolutions of support here from individual citizens, businesses and industries.)

Wyoming Main Street Application
Section B, Historic Buildings, Data and Activities

COMMUNITY _____

1. **Does the community have a National Register District?** _____ y _____ n
Does it include the downtown area? _____ y _____ n

2. **Does the community have an historic district ordinance?** _____ y _____ n
Does it include the downtown area? _____ y _____ n

3. **Does the community have a locally-designated historic district?** _____ y _____ n
Does it include the downtown area? _____ y _____ n

4. **Does the community have an historic preservation organization?** _____ y _____ n
**List this organization's purpose and involvement, if any, in projects completed within the Central Business District during the last three years.

5. **Is your organization a member of the National Main Street Network?** _____ y _____ n
Please list your membership number. _____

6. **List historically significant buildings in Downtown and indicate those currently listed on the National Register of Historic Places.**
Why are they historically significant? (Please list with street address.)

- ~~7. Describe the general condition of the historic buildings in the Central Business District.~~

COMMUNITY _____

Please limit your answers to the space provided.

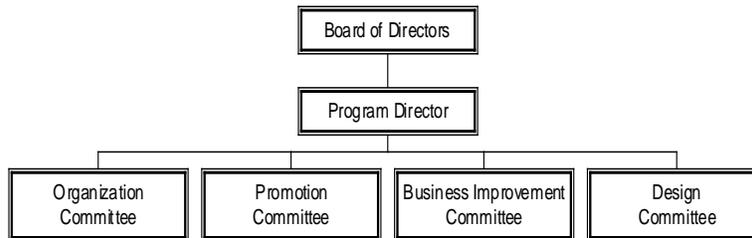
- 1. What (short- and long-term) goals does your community expect to achieve through participation in the Main Street program?**

COMMUNITY _____

2. Explain the proposed structure of your local Main Street organization.

Include to whom the program director will directly report. List the primary responsibilities of individual board members and the board as a whole in running the Main Street Program. Will your Main Street organization be a part of an existing nonprofit organization or will it be a separate nonprofit corporation? Describe how your Main Street program will cooperate with other economic/community development organizations in the community. (Include a proposed organizational diagram.)

Sample Organizational Chart



3. Define the geographic boundaries of the area considered to be downtown – number of blocks:

4. Define area to be utilized for Main Street projects:

COMMUNITY _____

- 5. Summarize the current development and economic trends in your community.**
How do these developments affect the Central Business District?
Contact your local Economic Development Professional and the Wyoming Business Council's Regional Director for assistance.

COMMUNITY_____

6. What specific problems that currently exist in the downtown area are the top priority of your community's leadership?

7. Relate any other information not covered elsewhere in this application that you believe should be considered in the evaluation of this application.

For example, retail leakage, sales tax receipt trends, new construction in downtown, recent private building rehabilitation in the project area, etc.

Wyoming Main Street Application
Section D, Community Profile and Demographics

COMMUNITY _____

17. List the total number of businesses in Main Street downtown project area in each of the following categories:

| | |
|---|--|
| Accommodations (hotel, motel, B&B, lodge) | Construction (architect, engineer, contractor) |
| Cultural (theater, museum, historic site) | Educational (schools, classes, distance learning) |
| Entertainment (theater, arcade, amusement) | Finance (banks, insurance, real estate, loans) |
| Furniture/appliance (Interior/exterior, commercial cleaning, electronic, computers) | Government |
| Grocery/drug stores (including beverage) | Health care (hospital, doctors, nursing homes) |
| Home improvement (hardware, building supply) | Motor vehicle (auto, boat, rec, parts/service) |
| Non-profit | Other: |
| Recreations (parks, sports, camping, viewing) | Restaurants/drinking |
| Retail – non store (catalog, internet) | Retail outlets (department, variety, specialty, Discount) |
| Service Business (accounting, legal, marketing, maintenance, repair) | Service Consumer (dry cleaners, landscaping, salon, barber, spa, home maintenance, repair) |
| Undetermined | |

Wyoming Main Street Application
Section D, Community Profile and Demographics

COMMUNITY _____

18. Number of government buildings in downtown by the following categories:

_____ a. schools _____ b. city _____ c. county
 _____ d. state _____ e. federal _____ f. other

19. List the commercial financial institutions (banks, title, financial services) in the community and indicate which are physically located downtown

20. In what types of projects in the downtown are these financial institutions investing?

| | BANK 1 | BANK 2 | BANK 3 | BANK 4 |
|---------------------------|---------------|---------------|---------------|---------------|
| Commercial Loans | _____ | _____ | _____ | _____ |
| Real Estate Loans | _____ | _____ | _____ | _____ |
| Event Sponsorships | _____ | _____ | _____ | _____ |
| Seminars/Training | _____ | _____ | _____ | _____ |
| Community Projects | _____ | _____ | _____ | _____ |
| Others? List: | | | | |

Wyoming Main Street Application
Section D, Community Profile and Demographics

COMMUNITY _____

21. Describe the housing in your Downtown.

Single family dwellings _____ # _____ # occupied

Apartments

First floor store front apartments _____ # of units _____ # occupied

First floor back of building apartments _____ # of units _____ # occupied

Upper floors _____ # of units _____ # occupied

22. What is the general condition of the housing in the Downtown?

23. Describe the cultural, recreational, and tourism resources in your community and how many are in downtown.

24. Describe the ethnic and religious diversity in your community and how these individuals/families and businesses are involved in your community.

Wyoming Main Street Application
Section D, Community Profile and Demographics

COMMUNITY _____

Does your city government have:

25. An adopted comprehensive city plan? y _____ n _____ date adopted _____
26. A building code ordinance? Y _____ n _____ date adopted _____
27. A sign control ordinance? y _____ n _____ date adopted _____
28. A public housing agency? y _____ n _____ date adopted _____
29. A housing code ordinance? y _____ n _____ date adopted _____
30. A zoning ordinance? y _____ n _____ date adopted _____
31. A design review ordinance? y _____ n _____ date adopted _____
32. An urban revitalization area? y _____ n _____ date adopted _____

33. The amount of the outstanding bonded indebtedness of the city. \$ _____

34. A local option tax? y _____ n _____
What is the specified use? _____

35. A hotel/motel tax? y _____ n _____
What is the specified use? _____

36. A _____ full-time _____ part-time mayor?

37. A _____ full-time _____ part-time city manager/administrator?

38. Community Development staff? y _____ n _____

39. Planning staff? y _____ n _____

40. A Self-Supported Municipal Improvement District?
y _____ n _____ What is the specified use? _____

What are the boundaries? _____

41. A mill levy?
y _____ n _____ What is the specified use? _____

42. Has a market study of the trade area been completed? y _____ n _____

Date completed _____

COMMUNITY _____

Please limit answers to space provided.

1. Please list all economic and community development organizations in the community and explain their roles, functions and number of full-time equivalent staff.

2. In regard to DOWNTOWN, indicate which tasks are addressed by local development organizations.

| | Chamber of Commerce | Economic Development | Convention & Visitors | Existing Downtown Association | Other |
|-------------------------------|---------------------|----------------------|-----------------------|-------------------------------|-------|
| Special Events / Festivals | | | | | |
| Retail Activities Downtown | | | | | |
| Business Recruitment | | | | | |
| Business Retention Activities | | | | | |
| Business Training/ Seminars | | | | | |
| Design Assistance | | | | | |
| Real Estate Development | | | | | |
| Downtown Housing | | | | | |

COMMUNITY_____

- 1. Describe the Wyoming Main Street sponsored downtown revitalization conferences, workshops, or seminars that representatives from your local organization and/or your city officials or staff have attended in the past three years. Be specific.**

- 2. Describe other economic development conferences, workshops, or seminars that representatives from your local organization and/or your city officials or staff have attended in the past three years. Also, identify who attended.**

- 3. Describe any historic preservation conferences, workshop, or seminars that representatives from your local organization and/or city officials or staff have attended in the last three years. Also identify who attended.**

- 4. Describe any planning conferences, workshop, or seminars that representatives from your local organization and/or city officials or staff have attended in the last three years. Also, identify who attended.**

COMMUNITY_____

5. Please remove this page and insert in lieu thereof the following documents:

- a. A letter from the city and the private, nonprofit organization locally designated to serve as the governing policy board for the Main Street program showing their intent to hire a salaried Main Street program director.
- b. A copy of the articles of incorporation and the bylaws (if available) of the private, nonprofit organization designated to serve as the local policy board that will govern the Main Street Program in your community.
- c. A city street map that clearly and precisely outlines the proposed Main Street downtown project area.
- d. Five-to-ten digital color photographs that visually relate the essence of and the variety of properties included in the downtown, especially streetscape views showing building types, styles, and uses. Please put the buildings' addresses on the photos.
- f. A map, which designates the existing land use in the downtown and immediately adjacent to that area. Indicate location of buildings and provide a key that labels which buildings are commercial, office, public, or residential in use and which buildings are renter-occupied, owner-occupied, or vacant and rank their general condition as good, fair, or poor. Also show the boundaries of any local, state, or nationally designated historic districts within the downtown and adjacent areas.
- g. If a market study of the trade area was completed within the past five years, please include one copy.
- h. One set (5 to 10) of digital historic photos relevant to the designated downtown area.

Wyoming Main Street Application
CHECKLIST

Your original application form and each photocopy should contain:

- _____ A letter from the city and the private, nonprofit organization locally designated to serve as the governing policy board for the Main Street program and staff indicating their intent to hire a Main Street program director.
- _____ A copy of the resolution of support passed by the City Council.
- _____ A copy of the resolution of support adopted by the Chamber of Commerce, downtown merchant's organization, and/or economic development group.
- _____ Letters of support from local businesses, organizations, institutions, industry, and private citizens.
- _____ A copy of the proposed budget for the local Main Street program's first three years and verification of funding for at least three years.
- _____ Articles of Incorporation and bylaws of the private nonprofit corporation locally designated to serve as the governing policy board for the Main Street program and program manager.
- _____ A city street map that outlines the downtown area indicating the proposed project area – also please mark any National Register districts that include downtown and any Tax Increment Financing (TIF) or Tax Abatement areas downtown.
- _____ A map which shows existing land uses for the downtown and land immediately adjacent to the project area.
- _____ A letter of participation from the Chamber of Commerce.
- _____ A copy of the community's annual promotional calendar or list of events.

In addition to the original application and thirteen (13) photocopies, include:

- _____ One set (5 to 10) of digital color photographs of the downtown. Photos should be current and be an accurate representation of the proposed project area.
- _____ One set (5 to 10) of digital historic photos relevant to the designated project area.



[Please place all information and attachments in the corresponding sections. Each section (the original and all photocopies) should be tabbed for easy reference