



MAIN STREET ARKANSAS

Arkansas Downtown Network 2010 Application

Application Deadline:
4:30 p.m., March 31, 2010

Main Street Arkansas
323 Center Street, 1500 Tower Building
Little Rock, Arkansas 72201
501-324-9880

www.mainstreetarkansas.org



MAIN STREET ARKANSAS

The Main Street Four-Point Approach™

The Main Street Four-Point Approach™ is a common-sense, community-driven approach to revitalizing downtowns and traditional neighborhood community commercial districts. Initiated in 1980 by the National Trust for Historic Preservation, Main Street provides a framework for communities to address the full range of issues and challenges facing their traditional commercial districts. This four-point framework involves local work in the following areas:

- **Organization** – creation of a well-run, sustainable non-profit organization that operates the Main Street program locally;
- **Promotion** – promoting and marketing the Main Street district through special events and festivals, business promotions, and overall image development;
- **Design** – improvement of the downtown's physical environment through historic preservation, building renovation, façade improvements, public spaces, amenities and infrastructure; and
- **Economic Restructuring** – economic development of the Main Street district, including identification of existing and potential market opportunities, business retention, business recruitment, creation or assembly of financial assistance tools and property development.

To implement Main Street, communities create a non-profit organization specifically for this purpose. The organization must involve both public and private sectors, including downtown interests and representatives from throughout the community. Local government must support downtown revitalization and the Main Street Approach both philosophically and financially. The private sector must also embrace the Main Street Approach and give its ideas, time expertise and resources to make a downtown revitalization program successful.

The local non-profit Main Street organization is governed by a board of directors, supported by paid, professional staff and involves a variety of volunteers who implement projects and activities through committees that correspond to each of Main Street's Four Points.

The National Trust Main Street Center oversees all Main Street organizations in the country and provides a variety of resources to support downtown revitalization in the United States. More information on the Main Street Four-Point Approach™ is available online at www.mainstreet.org



MAIN STREET ARKANSAS

The Arkansas Downtown Network

The mission of Main Street Arkansas is to be the leading resource for communities seeking to revitalize their historic downtown commercial districts and to provide technical assistance and expertise to designated Main Street Arkansas communities through the implementation of the National Trust's Main Street Center's comprehensive Four-Point Approach™. Main Street Arkansas is a preservation-based economic development program housed in the Arkansas Historic Preservation Program, an agency of the Department of Arkansas Heritage.

The Arkansas Downtown Network (ADN) is a program that works beyond the Main Street Arkansas network to serve a broader base of Arkansas communities. We created the program to offer resources and education to communities who are not able or ready to commit to the level of certified Main Street towns. Main Street Arkansas will work with ADN communities in much the same way they serve certified Main Street communities. Simply, Main Street Arkansas will provide fewer services to ADN communities and will require less from those communities.

Application Process

All applications are due in the Main Street Arkansas office by March 31, 2010.

All applicants must be prepared to present their applications before a panel in Little Rock in late April or early May 2010.

All applications for participation in ADN must include resolutions from the local governing body and/or prospective board of directors. The resolution must guarantee that the local board or organization will join ADN for a minimum of three years, with a sustaining operating budget as outlined in the application.

All questions in the application must be answered, using the space provided unless otherwise indicated. Information in the completed application will be used to provide the most accurate, applicable assistance to each ADN community. Incomplete and late applications will not be considered.

Please submit an original application with two (2) copies and a CD of color photos. Please enclose up to 25 digital photos of your downtown. Each photo should have a brief caption. Please include photos that show both strengths and weaknesses of the downtown. Applicants are strongly encouraged to place the completed application, and copies, in a folder or small three-ring binder. Each application (original and copies) should be securely bound or attached by staple or binder clip.

Please note that Main Street Arkansas is available to assist communities with completing the application. For questions or assistance, please contact Greg Phillips, Assistant Director at 501.324.9887 or greg@arkansasheritage.org



MAIN STREET ARKANSAS

2010 Arkansas Downtown Network Application

1. Applicant Profile

Like the Main Street Four-Point Approach™, this application is best completed with the input of a variety of people, rather than just one or two individuals. Communities are strongly encouraged to assemble a diverse Main Street Steering Committee of *at least* nine people to complete this application; higher levels of participation are recommended.

A. List the names of at least nine (9) participants in your Main Street Steering Committee, and describe what role, if any, those individuals had in helping to complete this application. For example: John Smith; First National Bank; john@fnb.com; 123-4567; Discussed goals and completed questions 4 and 9.

	Name	Affiliation	e-mail	phone	Role in Application
1					
2					
3					
4					
5					
6					
7					
8					
9					

B. Describe what role these individuals will have in the Main Street organization if your community is selected for designation as an Arkansas Downtown Network community.

2. Downtown Profile

The Main Street Four-Point Approach™ works best in a compact traditional or historic commercial district, such as a downtown, courthouse square, or neighborhood business district. Applicants must define a proposed Main Street district in which the local Main Street organization will focus its efforts and activities.

A. Briefly, trace the development of your community. Include basic historical background such as how and when the town began and the original foundations for the economy. Discuss significant changes in the community over the years and the factors that have brought about prosperity and/or decline and trends currently affecting the downtown.

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

C. What architectural features characterize your downtown? Discuss prominent buildings and any other physical features that characterize your downtown.

D. List the strengths of your downtown.

E. List the weaknesses of your downtown.

3. Goals for the ADN Program

This section is designed to identify your community's short-term and long-term goals for your downtown, as well as the immediate actions that your ADN organization will take if selected.

A. List the five most important *long-term* downtown revitalization goals that you hope to achieve through the ADN.

B. List the five most important downtown revitalization goals that you hope to accomplish in the next *two years* through the ADN program.

C. List your organization's proposed first five activities if selected as an Arkansas Downtown Network community.

4. Understanding of the Main Street Four-Point Approach™

This section is intended to identify what your community has done to learn about the Main Street program and what you feel are the benefits of working with Main Street Arkansas.

A. Describe what steps, if any, your community and applicant group have taken to learn about the Main Street Four-Point Approach™, such as attending conferences, reading informational materials, holding community meetings, etc.

B. Describe what steps, if any, your application group has taken to educate the broader community about the Main Street Four-Point Approach™, such as newspaper articles, community meetings, etc.

C. List what you think are the benefits of working with Main Street Arkansas and what you think being a part of the Arkansas Downtown Network will provide to your organization and to the community's downtown revitalization effort.

5. Support for the Local ADN Organization

In order to create a successful Arkansas Downtown Network organization, your community will need to involve a variety of individuals and organizations – not just city government and downtown business and property owners.

A. Describe the level of understanding and support for a local ADN program among the following entities. If any group is not aware or involved with your effort at this time, please indicate that as well.

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 the community:

Schools in/near the community:

Other institutions in/near the community (*e.g. hospitals, foundations, etc.*)

6. Readiness to Implement the Main Street Four-Point Approach™

This section of the application is designed to identify how your community intends to structure your ADN organization, who will be responsible for what, when you think you can complete certain organizational benchmarks and where you will get money to run your ADN organization.

Main Street Arkansas is not a grant program. Communities in the ADN program must secure funds for the following minimum yearly budget.

Travel and Education for Program Liaison, Board Members and/or volunteers	\$3,000
Local mini-grant program	\$1, 000
Annual payment to Main Street Arkansas	\$ 500
Annual National Trust Main Street Center dues	<u>\$ 200</u>
TOTAL	\$4,700

We strongly encourage you to raise additional funds for operating capital so that your program can implement downtown revitalization projects and provide financial incentives to downtown property and business owners.

A. Describe the intended organization structure for your proposed ADN organization. Include an organizational chart.

D. Describe what actions, if any, the community will take to address downtown revitalization if your community is not selected as a 2010 ADN Program.

E. Include any other information in support of your application that is not related in previous sections of this application.

Signature of person(s) completing the application

If selected to become a member of the Arkansas Downtown Network, the community is expected to complete a minimum collective 100 documented volunteer hours to revitalizing their downtown during the course of each year.