

MISSOURI MAIN STREET CONNECTION PEOPLE ENERGIZING PLACES APPLICATION

Missouri Main Street Connection, Inc. (MMSC) is the licensing partner and Main Street Coordinating Program for the State of Missouri with the National Main Street Center. This licensing and coordinating partner agreement identifies Missouri Main Street Connection, Inc. as having the sole discretion to determine whether a community may claim to be part of the Missouri Main Street Program which designates communities through a selection process and determines their status within the Missouri tier system, whether it be Aspiring, Affiliate, Associate, or Accredited.

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This grant application contains 11 pages. PLEASE READ THE ENTIRE DOCUMENT BEFORE APPLYING!

*If you have not received all of them, please contact: Missouri Main Street Connection, Inc.
Keith Winge at 816-522-4362 or e-mail: kwinge@momainstreet.org*

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An Overview: The Main Street Approach® to Historic Commercial District Revitalization

Main Streets are not just collections of old buildings, but the hearts of communities, distinct places, and the roots of our nation. Ignored, abandoned, and otherwise unprotected, they disappear. And with that, so do the souls of the communities – and people. In an age of indistinguishable strip centers and homogenous culture, our historic downtown districts are more important and compelling than ever.

A comprehensive, multifaceted strategy – the Main Street Four-Point Approach® - offers a blueprint for bringing downtowns back to life. The Main Street Approach® applies a historic preservation-based, *volunteer-driven* economic development strategy to grassroots organizations, which yields impressive results in communities of all sizes and in all places. Downtowns in small communities and urban commercial districts have used this cost-effective approach to attract new investment to their districts while reusing the existing building stock and amenities.

This philosophy is not new to you since you already have a Main Street organization underway. The question is how to be more effective and how to connect the community - the people - to the place, your downtown. The Main Street Approach® advocates a return to community self-reliance and the redevelopment of Main Street program areas based on their traditional assets: personal service, local ownership, a unique physical environment and a sense of community. It is an incremental, long-term, total community effort differing in philosophy and effect from capital intensive, quick-fix projects. It is not driven by political goals or agendas, but by the vision and labor of ordinary people who *become extraordinary* – those who are willing to take responsibility for their own present circumstances and the future of their communities.

The Main Street Approach® incorporates activities in four distinctive areas, which sometimes overlap; they combine to build a positive, identifiable image for the revitalization program area.

ORGANIZATION: The Main Street Approach® to revitalization is a total community effort. Groups and individuals typically involved in Main Street programs include business people, merchants, property owners, local government, financial institutions, industry, clergy, schools, utilities, residents and civic groups. Building the organization's capacity with enough people, funds and local enthusiasm to implement the program is critical to revitalization success.

PROMOTION: Revitalization programs market the district and community through a series of focused, targeted activities such as special events and festivals, which highlight the local culture, art, music, dance and traditions that give each community its unique identity.

DESIGN: The physical appearance of a historic commercial district sets it apart from any other. A physically attractive district appeals to shoppers, residents, visitors and potential investors. The Main Street design philosophy is based on the historic preservation ethic and strives to improve the appearance of all physical things in the revitalization program area, including buildings, signs, public art and window displays. Design also includes streets, sidewalks, parks and other public infrastructure.

ECONOMIC VITALITY: The revitalization program is based on the success of existing businesses, and strives to make them better while recruiting new investors to the district who will complement the current business mix. Economic Restructuring analyzes regional and local market forces that impact the district, in order to develop long-term solutions and prepare the district to thrive.

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General Selection Criteria

The following general criteria will be used to evaluate all Missouri Main Street Connection (MMSC) applications.

- A strong commitment from **local government** and **various private sector organizations** to support the local revitalization program for **a minimum of two years**.
- An adequate local budget and/or evidence of a fundraising commitment to finance the local revitalization program for **a minimum of two years**.
- A commitment by the community to hire **paid staff**. For communities under 5,000 in population, the director must be paid for a minimum of 25 hours per week. For communities over 5,000 in population, the director must be paid for a minimum of 40 hours per week. Salaries should be comparable to other economic development professionals in the area. The Missouri Main Street Connection Board of Directors may grant exemptions for special circumstances following a written request by the program. *No third-party contracts for management services will be accepted.*
- The community must **demonstrate the need for community revitalization**.
- The community must demonstrate the **possibility of change** in the district as a result of participating in the Missouri Main Street Program.
- The community must have **a definable commercial area** with historic architectural resources.
- Evidence of **a local historic preservation ethic** and activity, and the existence of architecturally significant buildings in the revitalization program area currently listed on or may be eligible for the National Register of Historic Places.
- Current **community demographics**, such as the mix of businesses, housing, size and location of the proposed revitalization program district, as related to the entire community.
- The community must commit to supporting **a public-benefit, not-for-profit corporation** designed to serve as the governing body for the local revitalization program, with the commitment to maintain a volunteer board and working committees.
- A commitment by board members, committees, staff and municipal government **to attend training sessions** and workshops conducted by MMSC.
- A commitment by board members, committees, staff and municipal government **to collect and submit quarterly economic data and board minutes to MMSC**.
- A **financial commitment** of \$9,600, payable to Missouri Main Street Connection, Inc. for services provided during a two-year period, beginning when the contract for services is signed by all parties. Total services for the two-year program is valued at \$38,425.

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Instructions for Completion of the Application

PROCESS

On an annual basis, Missouri Main Street Connection (MMSC) accepts applications from communities to participate in the Missouri Main Street Program.

- Applicants are invited to apply for the People Energizing Places Grant by MMSC staff, board of directors or appointed representatives. The applications will be accepted and reviewed once per calendar year.
- The complete written application must be submitted by 5pm on the last business day of the month in February, April, June, August, or October.
- On receipt, all applications will be distributed to the members of the Selection Committee.
- The Selection Committee will review and discuss the merits of each application and make their decision. The selection committee may call upon the applicants to submit additional information or ask for explanations on any portion of the application and the support materials.
- The successful applicants will be notified within 30 days after the application due date. **All program fees are due upon signing of the contract by representatives of the local revitalization program and the city's Mayor within 30 days of the grant notification.** Plans will be finalized for a formal announcement of the grant within two weeks after all the signatures are in place on the contract.
- MMSC reserves the right to reject all applications in any given year, and postpone selections until the following year.*

APPLICATION SUBMISSION

Place required signatures in the appropriate locations, and use the checklist at the back of this document to be sure all the necessary support materials are attached. The support materials must be included with each copy of the application.

Assemble the original materials into a 1 1/2 inch three-ring binder with tabbed sections and a table of contents. **Make two (2) additional copies** of the original application and all attachments and assemble them in the exact format as the original, including tabbed sections and table of contents, in three-ring binders.

UPS or FEDEX is recommended for shipping to:

Missouri Main Street Connection
Attn: PEP Application Selection Committee
3044 Shepard of the Hills Expressway, Suite 214
Branson, MO 65616

If you have any questions about this application, contact: Keith Winge, Community Development Coordinator at 816-522-4362 or e-mail: kwinge@momainstreet.org

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Application Form

Organization Name: _____

Organization Address: _____

Organization website: _____

County: _____ MO House District: _____ MO Senate District: _____

US Congressional District: _____

Primary Contact Person for this organization:

Name: _____ Title: _____

Address: _____ City _____ Zip: _____

Phone: _____ - _____ - _____ E-mail: _____

Type of organization:

_____ 501(c)3

_____ 501(c)6

_____ Other (list _____)

Year organization formed: _____

Number of board members: _____

Are you a current member of Missouri Main Street Connection? Yes or No

Are you a current member of National Main Street Center? Yes or No

Board President Contact Information (if not the primary contact)

Name: _____ Title: _____

Address: _____ City _____ Zip: _____

Phone: _____ - _____ - _____ E-mail: _____

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*The Missouri Main Street People Energizing Places Grant is not a traditional grant or loan program, but rather a self-help process which is locally initiated, guided and implemented. Participation will require a commitment of time and human resources from the local revitalization program, as outlined in the following items. Please fill in the blanks as indicated and mark the boxes with your answers. **The following items are needed as attachments to the application:***

TAB A - Organizational Support and Capacity

- A. Application form (page 5)**
- B. Resolution of the Main Street organization (sample on pages 9-10).**
- C. Copy of Articles of Incorporation.**
- D. Copy of 501(c)3 or 501(c)6 designation.**
- E. Copies of the last six months of board of director meeting minutes.**

TAB B - Community Commitment.

- A. Letter of Support from the Mayor.**
- B. If municipality is providing any funding for this matching grant, a copy of the resolution.**
- C. Letters of Support from the community (minimum of five).**
- D. List of board of directors, committee chairs and key stakeholders in the organization and community. Include name, occupation, position in the organization, e-mail and phone number.**

TAB C - *The Missouri Main Street program does not offer financial grants to the participating downtown revitalization communities in Missouri, nor to the People Energizing Places participants. As noted in application document, extensive technical assistance and training will be provided by MMSC as its share of the Matching Grant and contracted downtown revitalization consultants may be brought in to assist with training and paid for by MMSC.*

The local revitalization organization or the local sponsor must provide funds to cover certain expenses, as outlined below.

A. Program Funding. As a revitalization program participant, the community will be making a long-term commitment towards establishing and funding a revitalization organization with a paid professional staff. ***Please do not apply for this grant program if your organization and city government are not willing to make at least a two-year commitment to sustaining the organization and conducting a local campaign to fund your program as a public-private partnership.***

Please attach the current year budget, and the projected budgets for the next two years. Please be sure to indicate your fiscal year.

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Identification of Payers for the 25% cost share.

Select A, B or C below. Check only ONE of the boxes:

- A. If your revitalization organization will be paying all of \$9,600 cost share for this grant, please check this box and provide name of the organization _____
- B. If the city or some other organization will be paying all of the \$9,600 cost share for this grant, please check this box and provide name of the city _____
- C. If the city and some other organization will be splitting the \$9,600 cost share for this grant (FOR EXAMPLE: the city is paying \$4,800 and your revitalization group is paying \$4,800) please check this box and provide *name of the city* _____ **and name of the organization** _____.

B. Workshops and Conferences.

1. Your board and volunteers must commit to attend at least two **off-site** training workshops and conferences. Your organization or the individuals attending will be required to cover the costs associated with registration fees, travel, meals and lodging for the persons from your community attending these off-site events. Regional board training meetings are optional, and you will be excused from the registration fee, but you will be responsible for the travel, meals and lodging for those meetings.
2. Your local sponsoring organization will be responsible for all meeting arrangements scheduled within your community, and to cover the costs associated with:
 - rental of meeting room facilities for the workshops and cost of refreshments for participants
 - any costs you choose to undertake for advertising or promoting the workshops locally.

Please attach a workshop and training commitment letter signed by the entire board of directors. Guidelines and further information for the commitment letter are on page 11.

3. As part of the grant component provided by the Missouri Main Street Program, speaker's fees, travel and lodging costs, and educational materials used during each on-site workshop are free-of-charge to your organization and the workshop participants.

TAB D - Answer the following questions on a separate sheet of paper and include under TAB D. It is important to answer these questions as a board of directors or the executive team.

- A. Describe your organization's history in 300 words or less.
- B. What are three projects or initiatives the organization has done in its history? Describe each briefly.
- C. Is the program growing, stagnant or declining? Explain why?
- D. What Main Street or historic preservation training has any member of the organization attended in the last two years?
- E. Are you currently compliant with your by-laws? If not, what is not in compliance?
- F. Why should you be chosen to participate in the People Energizing Places Grant?

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Attachment Checklist

Make sure all the required forms and attachments are included with your application. Please indicate with a check mark each item you are submitting. If an item is *not* applicable to your organization, write *n/a* on the line. Please file your application documents in this order within the binders you submit to MMSC.

TAB A

- Application (page 5)
- Resolution of the Main Street organization (sample on page 9)
- Copy of the organization's Articles of Incorporation
- Copy of 501(c)3 or 501(c)6 designation
- Copies of the last six months of board of director meeting minutes

TAB B

- Letter of support from the Mayor
- Copy of city's resolution if funding is being provided
- Letters of support from the community (minimum 5 letters)
- List of board of directors, committee chairs and key stakeholders

TAB C

- Current year budget and projected budget for next two years
- Copy of page 7 with Program Funding options completed
- Workshop and training commitment letter signed by entire board of directors (sample on page 11)

TAB D

- Attach answers to the questions on page 7 (maximum of 3 pages, single spaced, one-sided.)

Reference page 4 for submission instructions.

Resolution of the Revitalization Organization

We the undersigned have Resolved, by majority vote of the Board of Directors of _____, to make a commitment during the two-year grant period as (the revitalization organization's name) described in the People Energizing Places (PEP) Grant application.

We want to further develop our downtown revitalization efforts through the training and guidance provided by Missouri Main Street Connection through the People Energizing Places Grant.

We understand that our organization must actively participate through the grant by attending on-site training and consultations. This includes board members, committee/team chairs and volunteers.

We have agreed to meet the attendance requirements for each of the *on-site service visits* provided in our community by MMSC as described in the PEP application.

We understand that the PEP grant program is a two-year commitment of focused energy to help develop specialized skills to build a more effective and efficient revitalization program.

We believe that local government support, volunteer support, and financial support exist in our community to support a successful revitalization effort.

We, as the organization's representatives, commit to enlisting volunteers and raising the funds necessary for sustaining the revitalization effort.

We have agreed to meet to attend at least two off-site training workshops and conferences each year as outlined in the PEP application for the two-year period of this grant.

1. _____
(print full name) (position) (signature)

address: _____ city _____ zip _____

phone: _____ (phone # required for at least two of the signers)

2. _____
(print full name) (position) (signature)

address: _____ city _____ zip _____

phone: _____ (phone # required for at least two of the signers)

3. _____
(print full name) (position) (signature)

address: _____ city _____ zip _____

4. _____
(print full name) (position) (signature)

address: _____ city _____ zip _____

By signing this Resolution, we understand that Missouri Main Street Connection does not offer financial grants to the designated Affiliate communities. If the complete application is approved and signed, extensive on-site technical assistance and training will be provided from Missouri Main Street Connection as its 75% cost share of the grant. It is also understood that the city or a local revitalization organization will provide the 25% cost share of the grant if the application is approved.

See next page →

Resolution of the Revitalization Organization

Signatures of two city officials are required as an endorsement of the Revitalization Organization's Resolution:

1. _____, Mayor _____
(print full name) (signature)

address: _____ city _____ zip _____

phone: _____ e-mail: _____

2. _____, City Council Member _____
(print full name) (signature)

address: _____ city _____ zip _____

phone: _____ e-mail: _____

___ Yes or ___ No The municipality is providing funding for this grant.

By endorsing the Revitalization Organization's Resolution, we understand that Missouri Main Street Connection does not offer financial grants to the designated communities. If the complete application is approved and signed, extensive on-site technical assistance and training will be provided from Missouri Main Street Connection as their 75% cost share of the grant. It is also understood that the city or a local revitalization organization will provide the 25% cost share of the grant if the application is approved.

A copy of this Resolution and the Endorsement with signatures on both pages must accompany the People Energizing Places Grant application.

Commitment of the Board of Directors and members to education and training in the Main Street Approach® to Revitalization.

The education and training of downtown/neighborhood leaders is critical to the success of the local revitalization planning and implementation process. Please read carefully the components below that indicate your community's commitment to the education, training and benchmarks necessary for development. The following are **minimum** time commitments for the local revitalization staff/director, board, officers and committee members during the two-year grant period.

- Adopts budgets, develops work plans and sets benchmarks within the first six months.
- Staff orientation anytime staff turnover occurs, if applicable.
- Orientation for new board members and officers of the organization. (Generally this is achieved by their attendance at the Basic Training workshops during the state conference.)
- **Yearly attendance at two or more officially recognized Main Street workshops/conferences conducted annually off-site** from your community. The four officially recognized sessions:
 1. A regional Missouri Main Street workshop in the spring, which includes a variety of special topics, determined in advance by the needs of the local revitalization programs.
 2. National Main Street Conference – conducted in different states each year, generally in the spring. The sessions provide new programs and mature programs with many opportunities for expanding their knowledge and networking with other revitalization program members.
 3. Missouri's Annual Premier Revitalization Conference, "Get Plugged in...Downtown," is a slightly downsized version of the National Conference and generally held in July.
 4. A regional Missouri Main Street workshop in the fall, generally scheduled in November.
- **Attendance is mandatory for your organization's leadership team at all of the training sessions conducted on-site in your community during the two-year grant period**, as described in the Program Services. At least 70% of your leadership team (board of directors and committee chairs/team leaders) must be in attendance.
- Please describe your leadership/volunteers' willingness to attend the training sessions (both off-site and on-site) described in this section. **(Tab C)** Please do not apply unless a broad-based segment of the community is willing to make the required time commitment. Every effort will be made to keep registration costs for the off-site training workshops to a minimum. Please note it is the responsibility of the local program or the individuals attending to cover their travel, lodging and meal costs during the off-site workshops.