



A program of the **MAINE DEVELOPMENT FOUNDATION**  
[mdf.org](http://mdf.org)

## **MAIN STREET MAINE 2012 APPLICATION FORM**

**Application Deadline:  
5:00 p.m.  
Friday, March 30, 2012**

***Open to all  
Maine Downtown Network Communities***

**Submit to:**  
Roxanne Eflin, Senior Program Director  
Maine Downtown Center  
295 Water Street, Suite 5, Augusta, Maine 04330  
[reflin@mdf.org](mailto:reflin@mdf.org) | 207.626.3117 | [www.mdf.org](http://www.mdf.org)

Please submit **ONE original application** with appendices with **ONE digital document** (Word or PDF), including high-resolution JPEG images

### **Important Dates\***

Deadline for Application	Friday, March 30, 2012, 4:00 p.m.
Selection Committee visits community	April 2012
Announce New Main Street Maine Community during the Downtown Conference	May 18, 2012
Begin work with New Community:	June 2012 and on!

*\*Dates are subject to change at the discretion of the Maine Downtown Center.*

**IMPORTANT:** All applications for participation in the Main Street Maine Program (MSM) must include resolutions from the local governing body and development organizations, as well as the applicant organization which guarantees that a local Main Street program manager will be employed at all times for the duration of a local program's participation in the MSM, with an appropriate operating budget (as described within this application).

All questions in the application must be answered, using the space provided, unless otherwise indicated. All materials submitted for application to the Main Street program become the property of the Maine Development Foundation/Downtown Center's Main Street Maine program.

Applicants are encouraged to include letters of support from the community, organizations, businesses, elected officials, property owners, citizens, etc. Letters should indicate their understanding of what being selected as a Main Street community would mean to your community, or/and the sharing of their reflections and commitment to support Main Street efforts. Please limit these to a maximum of 50 letters of support to be included in the same binder as the application. No form letters should be included.

**All letters of support should be addressed to and attached to the application  
(not mailed directly to):**

**Roxanne Eflin  
Senior Program Director  
Maine Development Foundation/Maine Downtown Center  
295 Water Street, Suite 5  
Augusta, ME 04330**

**For more information:  
reflin@mdf.org | 207.626.3117 | 207.229.9465 (mobile) | www.mdf.org**

Name of Municipality and County:

Chief Administrator:

Chief Elected Official (Name and Title):

Application Contact Person (Name and Title):

Address:

Phone:                      Fax:                      Email:

Municipal Population:    1990 \_\_\_\_\_ 2000 \_\_\_\_\_ 2010 \_\_\_\_\_

County Population:      1990 \_\_\_\_\_ 2000 \_\_\_\_\_ 2010 \_\_\_\_\_

Name of Downtown Organization:

How long has this organization existed?

Have papers been filed for an EIN? \_\_\_\_\_ 501c3 nonprofit status? \_\_\_\_\_

Municipal 2009 budget      \$ \_\_\_\_\_ Municipal 2010 budget    \$ \_\_\_\_\_

Municipal 2011 budget      \$ \_\_\_\_\_

**LOCAL ASSURANCES AND AUTHORIZATION**

**As the representative of the local governing body, I hereby certify that the information in the Application is accurate and correct.**

Chief Elected Official (Name and Title):

Address:

Phone:                      Fax:                      Email

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**As the representative of the local development organization, I hereby certify that the information in the Application is accurate and correct.**

Downtown Organization Representative:

Title:

Address:

Phone:                      Fax:                      Email

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**As the preparer for this Application, I hereby certify that the information in this Application is accurate and correct.**

Name and Title:

Address:

Phone:                      Fax:                      Email

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**Section I - Community Characteristics - Resource and Asset Identification**

**The degree to which the municipality has collected relevant information about economic activity in the municipality and surrounding area.**

1. Briefly, trace the development of your community. Include basic historical background such as how and when the city/village 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. *Please use the space provided.*

COMMUNITY WIDE INFORMATION

2, Number of households:

Average household size:

2000 \_\_\_\_\_

2000 \_\_\_\_\_

2010 \_\_\_\_\_

2010 \_\_\_\_\_

Median Income:

2000 \_\_\_\_\_ 2010 \_\_\_\_\_

3. List the community's major assets, including any special characteristics. Please use the space provided.

4. List the community's major liabilities. Please use the space provided.

TARGET AREA INFORMATION

5. List the proposed Main Street Program target area's major assets, including any special characteristics. ***Please use the space provided.***

6. List the proposed Main Street Program target area's major liabilities and needs. ***Please limit comments to the space provided.***

7. Name the five largest employers in your community (within your municipal, city/village boundaries). Include the number of people they employ. Private and/or public sector employers. Please use the space provided.

8. List other employers of note that have a significant impact on your Downtown. ***Please use the space provided.***

9. Does your municipality have the following?	YES	NO
Business Improvement District (BID)	_____	_____
Tax Increment Finance District (TIF)	_____	_____
Economic Development Plan	_____	_____
Comprehensive Plan (Date:_____)	_____	_____
Downtown Master Plan or Overlay District	_____	_____
Other:		

10. Have you participated in or received funding from any state community/economic development, tourism, environmental transportation, etc. programs in the last three years? (See guidelines)

	Dated _____
	Dated _____
	Dated _____
	Dated _____

Comments:

11. Is there a seasonal population fluctuation in your community due to tourism, seasonal residency, educational facilities, etc.? If so explain why, estimate the change in population and its effect on the community and Main Street target area. ***Please use the space provided.***

12. What is the population of your community's primary trade area? \_\_\_\_\_. (Trade area is defined as the population base that regularly uses your Downtown for basic retail/service business).

Attach a map outlining your community's primary trade area as "Trade Area - Attachment #1. Cite the source used for this map. (Map may be no larger than 8 1/2" x 11" or 11" x 17" folded to 8 1/2" x 11". Map to be labeled and inserted behind Tab #1 in the bound application). *The map may be hand drawn.*

13. Briefly, describe the other prominent business districts in your area including any regional malls, strip shopping centers, and major discount stores. List their distance from your Downtown. ***Please use the space provided.***

14. Names of financial institutions located in your community. ***Please use the space provided.***

15. In developing the Main Street Program, it became obvious that collaboration among all revitalization groups in a community would be critical to success. Please list the organizations involved in promoting, marketing, and revitalizing the business areas in your municipality. List all paid staff persons in the municipality who are involved with economic development such as municipal staff, Chamber of Commerce Director, etc. What other area economic development resources are available to your community? Describe their involvement/support of your downtown revitalization efforts. How has your Application Committee involved and been involved with these other entities? ***Please use the space provided.***

**Section II – Downtown Characteristics**

Please include a map clearly outlining the Main Street Program target area as “Program Area - Attachment #2”. Also indicate on this map the boundaries of any Business Improvement District (BID) or Tax Increment Financing (TIF) District within or adjacent to the program area. *(Map may be no larger than 8 1/2" x 11" or 11" x 17" folded to 8 1/2" x 11". Map to be labeled and inserted behind Tab #1 in the bound application. The map may be hand drawn).*

16. Discuss the characteristics that make the Main Street Program target area a cohesive and recognizable district with distinctive features, architectural character, and include green space areas. ***Please use the space provided.***

17. Size of proposed Main Street Program target area? \_\_\_\_\_ # of blocks

18. Number of businesses \_\_\_\_\_

19. Name federal, state, county and municipal government agencies in the proposed community target area? ***Please use the space provided.***

Attach a map showing the ground floor vacancies with your proposed Main Street district. (“Ground Floor Vacancies - Attachment #3, behind Tab #1)

20 . Does your downtown have separate zoning ordinances?  Yes  No If so, how is your program area zoned?

21 . Number of property sales in Main Street Program target area:

2007 \_\_\_\_\_ 2008 \_\_\_\_\_ 2008 \_\_\_\_\_ 2009 \_\_\_\_\_ 2010 \_\_\_\_\_ 2011 \_\_\_\_\_

22. Equalized assessed value of property in the proposed Main Street Program target area:

\$ \_\_\_\_\_

Equalized assessed value of property, not taxed (ex. government, religious, non-profit) in the Main Street Program target area: \$ \_\_\_\_\_

**Section III - Historical Identity**

23. The historic significance of the proposed program target area and the interest in and commitment to historic preservation. Please discuss and distinguish any publicly supported or privately developed historic preservation projects that have taken place throughout your community since 1990. *Please use the space provided.*

24. Give dates and titles of any historical or architectural survey or inventory that has been conducted in the Main Street Program target area to identify and evaluate potential historic properties. Provide the name of the organization, firm, or individual who conducted the survey. *Please use the space provided.*

25. Identify any historic district(s) in the downtown area listed on the State or National Register of Historic Places. Also, list properties within the area that are listed individually on the National Register. ***Please use the space provided.***

26. Does the downtown have a locally designated historic district in the proposed Main Street Program target area? If so, please describe. ***Please use the space provided.***

27. Does your community have the following?	YES	NO
Historic District Commission	_____	_____
Sign ordinance	_____	_____
Design Guidelines/Review Board	_____	_____
Certified Local Government (CLG)	_____	_____
Downtown Master Plan	_____	_____

28. Has your community been actively enforcing your ordinances that created the above entities?

29. Please discuss any historic preservation projects your community and/or organization plans to undertake in the next 24 months within the Main Street Program target area. ***Please use the space provided.***

**Section IV - Program Goals - Need**

30. Why does your community need a Main Street Program? List immediate and future challenges facing your community. *Please use the space provided.*

31. What does your community expect to achieve by participating in the Main Street Program? Identify the community's major goals for the first five years of your program. Be specific and identify the outcome or results expected. *Please use the space provided.*

32. Do current zoning ordinances allow downtown housing and/or business development or restrict any housing development? *Please use the space provided.*

33. What housing activities have taken place in the program target area in the last 10 years, such as new housing development, conversion of unused or upper story space in historic buildings, rehabilitations, etc. ***Please use the space provided.***

34. What are your community's goals/objectives/plans/attitudes to address downtown housing? Also discuss if there have been residential conversions or rehabilitations over the last ten years. ***Please use the space provided.***

35. What are your community's goals/objectives/plans/attitudes to address housing throughout the community (elderly, single-family, and affordable/workforce)? ***Please use the space provided.***

36. What are your community's goals or efforts regarding downtown commercial development? Discuss previous initiatives, successful or unsuccessful. Discuss how this relates to any local development that may be proposed outside your Main Street Program target area. ***Please use the space provided.***

37. Where are your Post Office and Village/City Hall? If they are in your downtown, have there been any discussions about relocation? Do you see relocation of the court house and other local community services, etc., as an issue for your downtown? ***Please use the space provided.***

**Section V - Readiness to Participate – Organization**

38. Why do you think your downtown would be a successful Main Street Community, using the National Main Street Four-Point Approach model? ***Please use the space provided.***

✓ Attach an organizational chart of the Main Street Program organization named in question 12 as “Organization Chart - Attachment #8”, behind Tab #4.

39. Describe how this organization was formed. Is it incorporated? Please provide documentation and include a copy of the incorporation papers, by-laws, and IRS tax status determination letter, if in place, as “Organization Document - Attachment #4”, behind Tab #2. ***Please use the space provided.***

40. Please list the members on the Board of Directors, Main Street/Downtown Committee or Task Force and the businesses and/or organizations that they represent. ***Please use the space provided.***

41. List the individuals who filled out the application, the section(s) they worked on, and the businesses and/or organizations they represent. ***Please use the space provided.***

42. What will be the role of your local Main Street Program Manager? Be specific. To whom will the local Main Street Executive Director/Program Manager be accountable? Attach a copy of the Executive Director/Program Manager job description. (Attach as “Job Description – Attachment #5” behind Tab #2) ***Please use the space provided.***

43. How have you informed other community groups and citizens about the Main Street Program? Explain efforts and response. ***Please use the space provided.***

44. How will you continue to generate public awareness of your involvement in the Main Street Program? What efforts will you take to involve/update groups within the community? ***Please use the space provided.***

45. List the names of volunteers or staff who have attended any Main Street training sessions or conferences in state or at a national level. ***Please use the space provided.***

**Willingness to Share Information** - The local Main Street Organization's commitment and ability to share the knowledge gained through the program with other communities is a requirement for communities selected for the Main Street Program.

46. What methods will be used to share and collect knowledge gained from the Main Street Program with other communities? ***Please use the space provided.***

**Section VI - Support and Funding -Public/Private Sector Commitment**

47. How will your local government (the public sector) participate in the local Main Street Program if your municipality is selected? ***Please use the space provided.***

48. Attach a resolution of support from your municipal government as “Municipal Support - Attachment #6”, behind Tab #3.

49. How will the private sector participate in the Main Street Program if your community is selected? Discuss anticipated participation by downtown businesses, local industry leaders, local citizens, and community organizations. *(Solicit letters of support for this application from each of these groups)*  
***Please use the space provided.***

50. List specific activities and projects undertaken in the Main Street Program area during the past two years by the public/private sector that demonstrate interest and support for revitalization of the Main Street Program Area. Include any public relations campaigns established to highlight the importance of downtown. Give a brief description of the scope of these activities, projects, or programs and summarize the ability 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, beautification projects 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.)* **Please use the space provided.**

51. List specific activities and projects in progress or planned in the Main Street Program area for the next two years by the public/private sector that 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 ability 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 development of financial assistance programs, conducting a retreat, beautification projects 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 budgeted are important details.)* **Please use the space provided.**

**Financial Capacity** - The financial capability to employ a full-time manager (40 hours per week minimum with a population 5,000 and above) or part-time manager (at least 25 hours per week with a population under 5,000), fund local Main Street Program projects, maintain a dedicated office space (not necessarily a separate office), and possess a new computer system with internet service are essential components of an effective program. A variety of funding sources should be utilized. A minimum budget of \$40,000 annually is expected for a small community (under 5,000) and \$50,000 annually for a medium size community (over 5,000), (exclusive of any in-kind donations except for donated office space). Including monies for part-time administrative help is advised.

52. Complete the following income and expense sheets for each of the first three years of the program.

53. Include behind Tab #4 a list of pledges for years one, two, and three. Actual signed letters should be included in the application, behind the overall list of pledges. Indicate which pledges are in-kind donations on this pledge list, and include actual letters of in-kind support. Please be sure that pledge letters indicate, via a checked box or other means that investors understand “this program is an ongoing effort beyond three years and they may/will be asked to pledge again.”

**THREE-YEAR BUDGET  
SOURCES OF INCOME AND DONATIONS**

**(NOTE: The Main Street program is an ongoing program and NOT limited to three-years)**

	1 <sup>st</sup> Year	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	3 <sup>rd</sup> Year
	Projected	Amount	Projected	Amount	Projected	Amount
SOURCE	Income	Pledged	Income	Pledged	Income	Pledged
<b>Local Government</b>						
Cash	\$	\$	\$	\$	\$	\$
In-Kind	\$	\$	\$	\$	\$	\$
<b>Downtown Businesses &amp; Property Owners</b>						
Cash	\$	\$	\$	\$	\$	\$
In-Kind	\$	\$	\$	\$	\$	\$
<b>Local Citizens</b>						
Cash	\$	\$	\$	\$	\$	\$
In-Kind	\$	\$	\$	\$	\$	\$
<b>Businesses Outside of the Downtown</b>						
Cash	\$	\$	\$	\$	\$	\$
In-Kind	\$	\$	\$	\$	\$	\$
<b>Grants Be Specific</b>						
	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$
<b>Other Be Specific</b>						
	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$
<b>*Total</b>	\$	\$	\$	\$	\$	\$

\*Actual Pledge Letters should be included in the application, behind a listing of all pledges.

\*Total should equal all In-Kind and Cash columns.



71. Complete the following by providing the percentage each group is pledging each year.

	2008	2009	2010
Local Government			
Downtown Businesses and Property Owners			
Local Citizens			
Businesses Outside of the Downtown			
Other			

**This section is provided for you to answer any question that require more space can be completed *in the space below*. Please label questions with their corresponding numbers.**