

# MAIN STREET™ MAINE PROGRAM

## 2009 APPLICATION



**Deadline: 4pm • Friday, January 30, 2009**

Please submit **ONE original application** with appendices and **ONE digital document** (Word or PDF), including high-resolution JPEG images, preferably in Microsoft PowerPoint.

### Important Dates\*

Mandatory Application Workshops:	Bangor: Friday, October 17
	Brunswick: Monday, October 20
Deadline for Applications:	Friday, January 30, 2009
Selection Committee review and scoring of applications:	February 1 - February 15, 2009
Selection Committee meets to choose finalists:	During week of February 23, 2009
Visit Finalist Communities:	Week of March 16
Announce New Community:	Week of March 30
Begin work with New Community:	End of April 2009

\*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 Downtown Center's Main Street™ 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 city, or/and the sharing of their reflections and commitment to support Main Street™ efforts. Please limit these to a maximum of 20 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 (but attached to the application, not mailed directly to):**

**Kristen Cady**  
**Director, Maine Downtown Center**  
**295 Water Street, Suite 5 | Augusta, ME 04330**

For more information visit [www.mdf.org/downtown](http://www.mdf.org/downtown) | [www.mainstreet.org](http://www.mainstreet.org) | or contact interim program director, Roxanne Eflin at 512-4906 | [reflin@mdf.org](mailto:reflin@mdf.org).

# A. Basic Information

## Section 1. The Applicant and Assurances

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

1. Name: \_\_\_\_\_
2. Title: \_\_\_\_\_
3. Organization: \_\_\_\_\_
4. Address: \_\_\_\_\_
5. Phone: (\_\_\_\_)\_\_\_\_\_ Fax: (\_\_\_\_)\_\_\_\_\_ Email: \_\_\_\_\_
6. Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

7. Chief Elected Official \_\_\_\_\_
8. Title: \_\_\_\_\_
9. Address: \_\_\_\_\_
10. Phone: (\_\_\_\_)\_\_\_\_\_ Fax: (\_\_\_\_)\_\_\_\_\_ Email: \_\_\_\_\_
11. Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**As the representative of the downtown organization, \_\_\_\_\_** I  
hereby certify that the information in the Application is accurate and correct.

12. Name: \_\_\_\_\_
13. Title: \_\_\_\_\_
14. Address: \_\_\_\_\_
15. Phone: (\_\_\_\_)\_\_\_\_\_ Fax: (\_\_\_\_)\_\_\_\_\_ Email: \_\_\_\_\_
16. Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Section 2. Municipal Information**

17. Name of Municipality: \_\_\_\_\_

18. Chief Administrator: Name \_\_\_\_\_ Title \_\_\_\_\_

19. Chief Elected Official: Name \_\_\_\_\_ Title \_\_\_\_\_

20. Municipal Representative: \_\_\_\_\_

21. Contact Person: \_\_\_\_\_

22. Title: \_\_\_\_\_

23. Address: \_\_\_\_\_

\_\_\_\_\_

24. Phone: (\_\_\_\_)\_\_\_\_\_ Fax: (\_\_\_\_)\_\_\_\_\_ Email: \_\_\_\_\_

25. Municipal Population: 1980 \_\_\_\_\_ 1990 \_\_\_\_\_ 2000 \_\_\_\_\_ 2005 \_\_\_\_\_

26. Name of County: \_\_\_\_\_

27. Total Municipal 2005 budget: \$ \_\_\_\_\_

28. Municipal 2005 budget, excluding schools: \$ \_\_\_\_\_

### **Section 3. Community Characteristics**

29. 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 town or city center.

30. List the community's major assets, including any special characteristics. Emphasize characteristics in the downtown area.

31. List the community's major liabilities. Emphasize characteristics in the downtown area.

32. Number of households in the municipality

1980 \_\_\_\_\_ 1990 \_\_\_\_\_ 2000 \_\_\_\_\_

33. Average household size:

1980 \_\_\_\_\_ 1990 \_\_\_\_\_ 2000 \_\_\_\_\_

34. Median Income:

1980 \_\_\_\_\_ 1990 \_\_\_\_\_ 2000 \_\_\_\_\_

35. What is the size of your local labor force?

36. What is the local unemployment rate?

37. Is there a marked 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 the Main Street™ target area.

38. Name the five largest employers in your community. Include the number of people they employ. (Private and/or public sector employers)

39A. Name the financial institutions located in your community:

39B. List other employers of note that have a significant impact on your downtown.

40. Briefly, describe the prominent commercial districts in your community other than the downtown area defined in the next section. Include any covered regional malls, strip shopping centers, and major discount stores; and the distance from your downtown.

## **Section 4. Downtown Characteristics**

41A. Please attach a map or maps that show the following (GIS map not required, hand drawn is acceptable):

- A clear outline of the downtown area that will be the focus of your Main Street™ Maine program. This is called the Main Street™ Maine Program Area. (You may want to refer to the Application Guidelines for the state's definition of a downtown.)
- Zoning in the downtown area
- Special districts such as:
  - Special Assessment District
  - Tax Increment Financing District
  - Historic District

You may submit as many maps as necessary to show the above. Two or more of the above may be shown on a single map, if clear.

Maps may be no larger than 11"x 17" and should photocopy well. Maps should be clearly labeled and should be included as **Appendix A**.

41B. What is the size of your proposed Main Street™ Program Area? \_\_\_\_\_# of blocks

42. Please include a minimum of 10 photographs of various aspects of your Main Street™ Maine Program Area. Collectively, the photographs should give the Selection Committee a good representation of your Main Street™ Maine Program Area. Photos should be submitted electronically on a CDROM, preferably JPEG format. The disk should be included as **Appendix B**.

43. Discuss the characteristics that make the Area a cohesive and recognizable district with distinctive features or architectural character (include green space areas).

The following questions in this part pertain to the Main Street™ Maine Program Area defined on the map:

44. Number of businesses:

45. Number of FTE jobs (full time equivalent):

46. Number of PTE jobs (part-time equivalents):

47. Number of commercial buildings (include mixed use but not wholly residential):

48. What is the estimated average rent per square foot for these buildings? \_\_\_\_\_

49. How many buildings have vacant first floors? Second floors? Third floors?

A. First floor	By number	_____	By square footage	_____
B. First floor	By number	_____	By square footage	_____
C. First floor	By number	_____	By square footage	_____

50. What percent of first floor buildings are vacant? \_\_\_\_\_

51. What percentage of the number of buildings are:  
Owner occupied? \_\_\_\_\_ Renter occupied? \_\_\_\_\_

52. What percentage of these renter-occupied buildings are controlled by absentee (not local) landlords? \_\_\_\_\_

53. What percentage of the upper floor space is vacant? \_\_\_\_\_

54. Number of Single Family units (include apartments and condominiums): \_\_\_\_\_

55. What is the approximate age of the existing building stock in the Main Street Program Area:

Pre-1800	_____%	1901-1925	_____%
1800-1850	_____%	1926-1950	_____%
1851-1900	_____%	1951-1975	_____%
		Post 1975	_____%

56. Does the Main Street™ Maine Program Area have any historic district(s) that are locally certified and/or listed in the National Register of Historic Places? If yes, please identify such districts on map in **Appendix A - Maps**.

57. Are there any properties within that area that are locally land marked or listed individually on the National Historic Register? If yes, please list these properties in **Appendix C – Historic Properties**.

58. What number and amount of square footage is devoted to each of the following:

Business/Service Type	Number	Square Footage
Accounting/Tax/Insurance		
Antiques/Collectibles		
Apparel/Clothing		
Auto Oriented Businesses		
Book Stores		
Child Care		
Churches/Synagogues		
Civic		
Dry Cleaners/Laundry		
Education		
Financial Institutions		
Florist		
Furniture/Appliances		
General Stores		
Gift/Card		
Government		
Grocery		
Hair Styling		
Hardware		
Hotel/Motel		
Jewelry		
Law Offices		
Library/Research		
Liquor Stores		
Manufacturing		
Medical Offices		
Music Store		
Newspaper/Radio/TV		
Non-Profit Organizations		
Office/Miscellaneous		
Pharmacy/Drug Store		
Real Estate		
Recreation		
Restaurants/Taverns/Catering		
Senior/Community Center		
Shoe Shop/Repair		
Sporting Goods		
Storage/Warehouse		
Theater/Movie Rental		
Vacant		
Other (describe)		

59. Please tell us how much public open space (i.e. parks, town common) exists and who maintains them?

60. Square footage: \_\_\_\_\_

61. Please tell us about transportation systems in your downtown (mention major roads, public transportation, and how pedestrian and bike traffic is accommodated). How do people move in and out of your downtown? Discuss daily or seasonal changes in traffic. Have there been any recent transportation enhancements? Or are any planned?

62. How many parking spaces are in your downtown area:

On-Street: \_\_\_\_\_

Off-Street: \_\_\_\_\_

63. Name federal, state, county, and municipal government agencies in the Main Street Maine Program Area:

64. Does your Main Street™ Maine Program Area have zoning ordinances?  
If yes, please show how the downtown is zoned on a map in **Appendix A - Maps**

65. Estimated number of property sales in the Downtown area, 2006 and 2007:  
2006 \_\_\_\_\_ 2007 \_\_\_\_\_

66. Equalized assessed value of property in the Downtown area: \$ \_\_\_\_\_

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

## **B. Funding Commitment to Sustain a Local Program**

In this part, please demonstrate your financial capability to employ a downtown manager, fund a local Main Street™ Maine program, maintain a dedicated office space (not necessarily a separate office, although preferred. If not separate it should not be in the city/town office), possess a computer with internet access, and support downtown area projects. Although you need to show funding for three years, it's important to realize this is an **ONGOING PROGRAM, with funding needed BEYOND three years.**

For a municipality with a population of over 5,000, the downtown manager should be full-time. For a municipality with a population of under 5,000, the downtown manager should be on the job at least 25 hours per week, however full-time is highly recommended.

68. Include in **Appendix D – Financial Pledges** - a list of pledges for years one, two, and three. The list should identify specific sources and amounts and should note if the pledges are cash or in-kind (See sample format in guidelines). Actual signed letters and / or resolutions should be included behind the overall list of pledges, in the same order as listed. Do not list here letters of support or resolutions that make no financial or in-kind pledge.

69. Complete the following income form sheets for each of the first three years of the program. Total projected income should match projected expenditures for each year (Question 96). Total amount pledged should match total pledged in Appendix D – Financial Pledges.

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

	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 Income	Amount Pledged	Projected Income	Amount Pledged	Projected Income	Amount Pledged
<b>SOURCE</b>						
<b>A. Municipal Government</b>						
Cash	\$	\$	\$	\$	\$	\$
In-Kind	\$	\$	\$	\$	\$	\$
<b>B. Downtown Businesses &amp; Property Owners or BID*</b>						
Cash	\$	\$	\$	\$	\$	\$
In-Kind	\$	\$	\$	\$	\$	\$
<b>C. Local Citizens</b>						
Cash	\$	\$	\$	\$	\$	\$
In-Kind	\$	\$	\$	\$	\$	\$
<b>D. Businesses Outside of the Downtown area</b>						
Cash	\$	\$	\$	\$	\$	\$
In-Kind	\$	\$	\$	\$	\$	\$
<b>E. Other, Including Grants (Be Specific)</b>						
	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$	\$
<b>*Total</b>	\$	\$	\$	\$	\$	\$

\*BID = Business Improvement District, typically characterized by a special tax assessment.

## C. Broad-Based Public and Private Sector Support

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

	Year 1	Year 2	Year 3
A. Municipal Government			
B. Downtown Businesses and Property Owners or BID			
C. Local Citizens			
D. Businesses Outside of the Downtown area			
E. Other			

71. As **Appendix E – Letters and Resolutions of Support** - include letters of support (without financial or in-kind support) from individuals, businesses and organizations; and also any resolutions of support from municipalities or community organizations.

72. How will your local government (the public sector) participate in the Main Street™ Maine program if your community is selected?

73. How will the private sector participate in the Main Street™ Maine program if your community is selected? Discuss anticipated participation by downtown businesses, local industry leaders, local citizens, and community organizations.

74. How have you informed other community groups and citizens about the Main Street™ Program? Explain efforts and response. Please note if your community has taken part of the Maine Downtown Center's "Getting Started Program" and what activities you have accomplished under that program.

75. If selected, how will you continue to generate broad-based public awareness of your involvement in the Main Street™ Program?

## **D. Foundation for Downtown Revitalization**

76. List the members of the Board of Directors of the applying organization, Main Street™ Maine Committee or Task Force, and the businesses and/or organizations represented by this application. Please include titles and organizations.

77. List the individuals who filled out the application, the section(s) they worked on and the businesses and/or organizations represented.

78. List the names of individuals, or note on above lists, who have participated in conferences or training programs conducted by the Maine Downtown Center and/or the National Main Street™ Center of the National Trust for Historic Preservation.

79. List specific activities and projects previously undertaken in the downtown area during the past two years by the private sector that demonstrate interest and support for revitalization of the area.

80. Please describe the organization that will administer your Main Street™ Maine Program. If it is an existing organization, and if so, how long has it existed?

81. Describe how was this organization was formed. Please note if it is incorporated?

82. If the organization that will administer your Main Street™ program already exists, please include as **Appendix F – Organization Documents** - a copy of the incorporation papers, By-Laws, and IRS tax status determination letter, if you have one.

83. If it is yet to be formed, please describe its proposed organizational structure.

84. 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 and/or downtown development such as municipal staff, Chamber of Commerce staff, etc.

85. What other area economic development resources are available to your community? Describe their involvement/support of your downtown revitalization efforts. In preparing this application, how have you involved and been involved with these other entities?

86. Does your community have an approved Comprehensive Plan? (Circle One) YES NO

If yes: When was the plan approved by your municipality? \_\_\_\_\_

When was the plan found by the State Planning Office to be consistent with state law? \_\_\_\_\_

87. Does your Downtown have the following?

	YES	NO
Downtown Tax Increment Finance District (TIF)	_____	_____
Downtown Special Assessment District	_____	_____
Downtown Revitalization Plan	_____	_____
Historic Preservation District	_____	_____
Historic District Commission	_____	_____
Heritage Commission	_____	_____
Sign ordinance	_____	_____
Parking Ordinance	_____	_____
Design Guidelines/Review Board	_____	_____
Certified Local Government (CLG)	_____	_____

88. What housing activities have taken place in the Main Street™ Maine Program Area in the last 10 years, such as new housing development, conversion of unused or upper story space in historic buildings, rehabilitation's, etc.

89. Give dates and titles of any historical or architectural survey or inventory that has been conducted in the Main Street™ Maine Program Area to identify and evaluate potential historic properties. Provide the name of the organization, firm, or individual who conducted the surveys. You may include summaries of any such surveys or inventories in **Appendix C – Historic Properties**

90. Please discuss any publicly supported or privately developed historic preservation projects that have taken place throughout your community since 1990.

91. Please list any other existing institutions or recent activities (not already mentioned) that demonstrate a good foundation for successfully launching your Main Street™ Maine program.

## **E. Work Plan for Downtown Revitalization**

92. What is your vision and what are your goals for your Main Street™ Maine Program Area? If you have a formally adopted vision and goals, please cite the document from which the statement comes and the date it was formalized.

If you have specific goals for housing, or commercial development, or for specific areas within the downtown, please list those goals also.

93. What will be your measures of success? What specific data sets will you track over time to assess the impact of your program? Apart from looking at quantitative data, how else will you assess impact?

94. Work Plan: List specific activities and projects planned for the Main Street™ Maine Program Area for the next three years. Give a brief description of the scope of these activities, projects or programs. The number of persons, businesses, or organizations involved and dollar amounts budgeted are important details.

95. What will be the role of your local Downtown Manager? Be specific. To whom will the Downtown Manager be accountable? Will the Downtown Manager be full-time or part time?

In addition to answering this question, please attach as **Appendix G - Downtown Manager Commitment**, a letter of commitment to hire a downtown manager for three years.



## **F. Likelihood That Demonstrable Change Will Occur By Becoming a Main Street™ Maine Community**

97. Why does your community need a Main Street™ Maine program? List immediate and future challenges faced in your downtown.

98. Why do you think your community will be a successful Main Street™ Maine community?

99. What changes will occur in your community as a result of your instituting a Main Street™ Maine program? Perhaps refer to the measures referenced in Question 93.