

# OKLAHOMA MAIN STREET PROGRAM APPLICATION

## Application Identification

(Please check one)

- Small Town Population Less than 5,000 or
- Mid-Size Town Population 5,000 - 50,000
- Urban Population over 50,000

City	_____	Date	_____
City Manager	_____	Phone	_____
Contact Person	_____	Phone	_____
Title	_____		
Address	_____		
	_____		
Email	_____		

### Local Assurance and Authorization

As the representative of the city of \_\_\_\_\_, I hereby certify that the information in this Application is accurate. I also authorize this application to be submitted to the Oklahoma Department of Commerce for consideration in the Oklahoma Main Street Program.

Name	_____	Title	_____
Signature	_____	Date	_____

**Note:** The official applicant to the program is limited to city government. However, the city applicant must indicate a commitment to having a private, non-profit partner to develop policy and implement the program.

### Private, Non-profit Partner (proposed or existing organization)

Contact Person	_____
Occupation	_____
Address	_____
Phone (day)	_____
Email	_____

## Goals and Objectives

1. What does your community expect to achieve by participating in the Main Street program and why do you think your community would be a successful Main Street community?

## Development

1. Summarize the development history and economic trends for your town or city.

2. Discuss the historic central business district's major assets, including special characteristics.

3. Discuss the historic central business district's major problems.

## Revitalization Efforts

1. Describe past or present efforts by the **public and private sector** aimed at revitalizing the historic central business district. **Note:** If the community was a previous Main Street organization designated by the Oklahoma Department of Commerce and subsequently ceased being such, please explain why the organization ceased operations and what's different today.

## Main Street

1. List the projects, programs and/or activities the local Main Street steering group would like to see accomplished in the first year.

2. Describe the role of the Main Street Board of Directors.



3. Describe the role of the Main Street program director.





3. Provide a proposed budget\* for the first three years of the program based on the following suggestions. Remember to include a dollar amount for any in-kind donations.

**Important: Total expenses on budget must match total funding (pages 10 and 11).**

		<u>Year 1</u>		<u>Year 2</u>		<u>Year 3</u>	
		<u>Cash(\$)</u>	<u>\$ Value In-Kind</u>	<u>Cash(\$)</u>	<u>\$ Value In-Kind</u>	<u>Cash(\$)</u>	<u>\$ Value In-Kind</u>
<b>Personnel:</b>	Base Salary		N/A		N/A		N/A
	Taxes		N/A		N/A		N/A
	Insurance (Medical/Life)		N/A		N/A		N/A
<b>Office Expenses:</b>	Rent						
	Utilities						
	Equipment						
	Office Supplies						
	Telephone/Internet						
	Insurance						
	Car Allowance						
	Contingency						
	Secretarial Services						
<b>Professional Development:</b>	Conference Registration						
	Travel						
<b>Other Expenses:</b>	Printing & Publications						
	Promotion & advertising						
	Postage						
	Accounting						
<b>Committee Expenses:</b>	Executive Committee						
	Fundraising/ Membership						
	Promotion						
	Design						
	Economic Restructuring						
<b>Total Expenses:</b>							

\*The average local operating cash budget for mid-size and urban Main Street programs is \$70,000/year and \$40,000 for small towns. The program budget shall address at least the following: salary and benefits for the full-time (at least 40 hours per week) / part-time (at least 30 hours per week) Main Street Director and allowance for office rent, telephone, utilities, office supplies, secretarial services, promotions, car allowance and travel.

The salary range for full-time Main Street Directors in Oklahoma is \$20,000 and \$60,000 depending on the size of the community and the cost of living. The salary range for part-time Main Street Directors in Oklahoma is \$15,000 to \$30,000. The travel budget should allow the Director to travel to Director Training and Meetings, plus travel to at least one in-state and one out-of-state professional conference annually. See Sample C of the Instructions.

4. Have you informed?
  - a. Other community groups, organizations, and citizens about the Main Street program?

What is their response?

- b. Downtown merchants?  
What are their responses?

- c. Downtown property owners?  
What are their responses?

- d. City government?  
What is their response?

5. How have you generated public awareness of and involvement in Main Street?  
What methods will be used to continue to generate public awareness and involvement in Main Street?



## Oklahoma Main Street Program Survey

**Community Profile:**

*Census Data for items 1-4 available from Oklahoma Department of Commerce, (800) 879-6552 ext 5121.*

1. City Population                                    1990 \_\_\_\_\_ 2000 \_\_\_\_\_ 2010 \_\_\_\_\_ current \_\_\_\_\_
2. County Population                                1990 \_\_\_\_\_ 2000 \_\_\_\_\_ 2010 \_\_\_\_\_ current \_\_\_\_\_
3. County Unemployment Rate                    1990 \_\_\_\_\_ 2000 \_\_\_\_\_ 2010 \_\_\_\_\_ current \_\_\_\_\_
4. County Median Household Income 1990 \_\_\_\_\_ 2000 \_\_\_\_\_ 2010 \_\_\_\_\_ current \_\_\_\_\_
5. How many blocks are in the Main Street program area? \_\_\_\_\_
6. How many buildings are in the Main Street program area? \_\_\_\_\_
7. How many businesses are in the Main Street program area? \_\_\_\_\_
8. How many full time employees are in the Main Street program area? \_\_\_\_\_
9. What percentage of the buildings in the Main Street program area are:
  - Single Story \_\_\_\_\_ Multiple Story \_\_\_\_\_
  - Estimate the vacancy rate for: Single Story \_\_\_\_\_ Multiple Story \_\_\_\_\_
  - First floor \_\_\_\_\_ Upper floors \_\_\_\_\_
10. Estimate the current average rent per square foot for commercial space in the Main Street program area. (Estimate on first floor usage only.) \_\_\_\_\_
11. What is the highest rent per square foot currently being paid for commercial space in the Main Street program area? First floor \_\_\_\_\_ Upper floors \_\_\_\_\_
12. How many metered parking spaces are in the Main Street program area? \_\_\_\_\_  
(include on-and off-street parking)
13. How many unmetered parking spaces are in the Main Street program area? \_\_\_\_\_  
(include on-and off-street parking)
14. For the designated Main Street area, about what percentage of the buildings are devoted to:

Retail Shopping	%	Housing	%
Retail Services <sup>1</sup>	%	Restaurant/Entertainment	%
Wholesale	%	Government Offices	%
Warehousing	%	Light Manufacturing	%
Finance/Banking	%	Professional Services <sup>2</sup>	%
Education	%	Vacant Space	%
Parks	%		

<sup>1</sup>Retail Services examples: carpet cleaning, shoe repair, computer repair, etc.  
<sup>2</sup>Professional Services include medical, legal and accounting activities.

15. How many of the following types of retail business are located in the Main Street program area?
 

_____ Antiques	_____ Hardware Stores
_____ Apparel:	_____ Home furnishings
_____ -Men's & Boys	_____ Household appliance stores
_____ -Women's	_____ Jewelry Stores
_____ -Children's	_____ Shoe Stores
_____ Auto Supply	_____ Used Merchandise Stores
_____ Department Stores	_____ Variety Stores
_____ Florists	_____ Other
_____ Food markets	_____ Other
_____ Gift, Novelty & Souvenir Shops	_____ Other



16. How many outlying shopping centers are in your area? \_\_\_\_\_  
 If so, how far are they from the historic business district? \_\_\_\_\_  
 Is there a nearby regional mall? \_\_\_\_\_

17. List the five largest employers in the community.

Employer Name	Type of Business	Number of Employees	Located Downtown?
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

18. What types of regional transportation facilities are located in your community?

(Please include names)

Commercial airport: \_\_\_\_\_

Airlines: \_\_\_\_\_

Landing strips: \_\_\_\_\_

Passenger railroads: \_\_\_\_\_

Freight railroads: \_\_\_\_\_

Bus service: \_\_\_\_\_

Taxi service: \_\_\_\_\_

19. Does the city have an industrial park?

If so, how large \_\_\_\_\_ Percent Occupied? \_\_\_\_\_

20. Does the city have an active industrial authority? \_\_\_\_\_

21. How many financial institutions are in the city? \_\_\_\_\_ Total Assets: \_\_\_\_\_

22. How many financial institutions are in the historic business district? \_\_\_\_\_

Have they made a commitment to invest in the historic business district? \_\_\_\_\_

What is their commitment? \_\_\_\_\_

23. What has been the city's revenue from sales tax?

2013 \_\_\_\_\_ 2014 \_\_\_\_\_ 2015 \_\_\_\_\_ 2016 \_\_\_\_\_ 2017 \_\_\_\_\_

24. Is tourism a major industry in your community? Yes \_\_\_ No \_\_\_

Are there major resorts or attractions nearby? Yes \_\_\_ No \_\_\_

If so, identify: \_\_\_\_\_

25. What is the nearest MSA?

How many miles away is it?

(Note: MSA stands for Metropolitan Statistical Area)

26. What federal, state, county and local government agencies are located in or adjacent to your Main Street program area?

_____	_____
_____	_____
_____	_____

27. What newspapers, radio stations and television stations service the area?

_____	_____
_____	_____
_____	_____

## State Government Profile:

1. List your state legislators:

Senator(s)	Home Address	Capitol Address	Capitol Telephone	District	D or R

Representative(s)	Home Address	Capitol Address	Capitol Telephone	District	D or R

2. List your U.S. senators and representatives:

Senators	Okla. Address	Capitol Address	Capitol Telephone	District	D or R
				N/A	
				N/A	

Congressmen	Okla. Address	Capitol Address	Capitol Telephone	District	D or R

## City Government Profile:

1. Does your community have a:
  - a. Planning and zoning commission? \_\_\_\_\_  
Full-time city planner? \_\_\_\_\_
  - b. Community development  
or redevelopment commission? \_\_\_\_\_
  - c. Public housing agency? \_\_\_\_\_
  - d. Building inspector? \_\_\_\_\_
  - e. Building code? \_\_\_\_\_
  - f. Housing code? \_\_\_\_\_
  - g. Comprehensive plan? \_\_\_\_\_
  - h. Zoning ordinance? \_\_\_\_\_
  - i. Sign control ordinance? \_\_\_\_\_
  - j. Historic district ordinance? \_\_\_\_\_
  
2. Does the city have a Historic Business District plan? \_\_\_\_\_  
Date approved \_\_\_\_\_  
Has the city made any efforts to implement the plan? \_\_\_\_\_  
Describe these efforts:
  
3. Has the city received grants or transfers of funds relating to downtown revitalization from other governmental units in the past three years?
  
4. If so, what? How have they been used?
  
5. Does the city have any bonds or other available funds that could be used for Main Street program redevelopment?



## Historic Central Business District Profile:

Economic revitalization of the downtown area sometimes involves the upgrade or installation of new utilities. We would like to know the current condition and/or capacity of the facilities within your historic central business district.

1. What percentage of downtown buildings have the following:

Water connections	_____	%
Sewer connections	_____	%
Natural gas availability	_____	%
Electric power availability	_____	%

2. What is the current condition of the city streets and drainage in the historic central business districts?

3. What is the current condition of sidewalks in the historic central business district?

4. Community Facilities (provide number):

Public buildings	_____
Parks	_____
Recreational facilities	_____

## Built Environment:

1. What is the approximate age of the building stock in the historic central business district area?

Pre-1900	_____	%	1920-1940	_____	%
1900-1920	_____	%	1940-1967	_____	%
			Post 1967	_____	%

a. Predominant architectural style of buildings in the historic central business district:  
(Please call the Oklahoma Main Street Office or State Historic Preservation Office for guidance if needed.)

b. Discuss the characteristics that make the Main Street program area a cohesive and recognizable district having clearly defined boundaries and architectural character.

c. For the buildings in your downtown area, what percentage would you consider to be:

Excellent \_\_\_\_\_ Good \_\_\_\_\_ Fair \_\_\_\_\_ Poor \_\_\_\_\_

2. Is the program area within a National Register District? \_\_\_\_\_

3. Are there other National Register Districts in the community?

4. Are there properties in the Main Street program area that are individually listed on the National Register of Historic Places?

How many? \_\_\_\_\_

5. Has the State Historic Preservation Office issued an opinion that other districts and/or individual properties are eligible for the National Register of Historic Places? \_\_\_\_\_

If so, how many districts and how many individual properties? ((Please call SHPO, if needed @405-522-4484)



## Existing Community Organizations:

Do you currently have any of the following active organizations in your community?

Organizations:

- Community Redevelopment Agency
- Downtown Development Authority
- Chamber of Commerce
- Merchants and/or Professional Associations
- Other Downtown Associations
- Local Historic Preservation Society
- Local Business Incubator Program

(Attach additional sheets if necessary.)

If so, briefly describe activities and accomplishments of each.