

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

Email

Address

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

Day phone

Email

Address

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

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

3. 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.*

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

2. **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>	
	Cash(\$)	\$ Value In-Kind	Cash(\$)	\$ Value In-Kind	Cash(\$)	\$ Value In-Kind
Personnel:						
Base Salary		N/A		N/A		N/A
Taxes		N/A		N/A		N/A
Insurance (Medical/Life)		N/A		N/A		N/A
Office Expenses:						
Rent						
Utilities						
Equipment						
Office Supplies						
Telephone/ Internet						
Insurance						
Car Allowance						
Contingency						
Secretarial Services						
Professional Development:						
Conference Registration						
Travel						
Other Expenses:						
Printing & Publications						
Promotion & advertising						
Postage						

Committee Expenses:						
Executive Committee						
Fundraising/ Membership						
Promotion						
Design						
Economic Vitality						
Total Expenses:						

*The average local operating cash budget for mid-size and urban Main Street programs is \$100,000/year and \$60,000 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 \$35,000 and \$70,000 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 \$40,000. 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?

Other community groups, organizations, and citizens about the Main Street program?

What is their response?

Historic central business district merchants?

What are their responses?

Historic central business district property owners?

What are their responses?

City government?

What is their response?

5. How have you generated public awareness of and involvement in Main Street?

Yes No

What methods will be used to continue to generate public awareness and involvement in Main Street?

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 ¹	%	Restaurant/Entertainment	%
Wholesale	%	Government Offices	%
Warehousing	%	Light Manufacturing	%
Finance/Banking	%	Professional Services ²	%
Education	%	Vacant Space	%
Parks	%		

¹Retail Services examples: carpet cleaning, shoe repair, computer repair, etc.
²Professional 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. Do you have outlying shopping centers are in your area? Yes No
 If so, how far are they from the historic business district?
 Is there a nearby regional mall? Yes No

17. List the five largest employers in the community.

Employer Name	Type of Business	# 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? Yes No
 If so, how large Percent Occupied? %

20. Does the city have an active industrial authority? Yes No

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? Yes No
 What is their commitment?

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

2015 2016 2017 2018 2019

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: *(Check all that apply)*

Planning and zoning commission

Full-time city planner

Community development or redevelopment commission

Public housing agency

Building inspector

Building code

Housing code

Comprehensive plan

Zoning ordinance

Sign control ordinance

Historic district ordinance

2. Does the city have a Historic Business District plan? Yes No
Date Approved:

3. Has the city made any efforts to implement the plan? Yes No
Describe these efforts:

4. Has the city received grants or transfers of funds relating to historic central district revitalization from other governmental unites in the past three years?

Yes No

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? Yes No

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	%	1940-1970	%
		Post 1970	%

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 historic commercial district area, what percentage would you consider to be:

Excellent	%	Good	%	Fair	%	Poor	%
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2. Is the program area within a National Register District? Yes No

3. Are there other National Register Districts in the community? Yes No

4. Are there properties in the Main Street program area that are individually listed on the National Register of Historic Places? Yes No 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? Yes No

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

6. List types of uses of historical buildings in the central business district.

7. Has there been a professionally conducted architectural/historic survey of your community? Yes No

If so, when?

Who sponsored the survey project (SHPO, City, etc.)?

Who conducted it?

Did the survey include your historic central business district? Yes No

Does this include the program area? Yes No

8. Within the last 5 years, have major landscaping projects have been implemented?
 Yes No

If so, list them and provide a general description of the landscaping project.

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.