



Designation Application

2020

Virginia Main Street® Program
Department of Housing and Community Development
600 East Main Street, Suite 300
Richmond, Virginia 23219
804-371-7093

**Applications must be submitted
By 11:59 p.m. on March 31, 2020**

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Submission Information

Please read the entire application before beginning. If you have questions on completing the application, please contact one of the following Virginia Main Street® staff members:

Program Manager Rebecca Rowe	804-371-7040	Rebecca.Rowe@dhcd.virginia.gov
Program Administrator Kyle Meyer	804-371-7078	Kyle.Meyer@dhcd.virginia.gov
Program Administrator Joy Rumley	276-274-3378	Joy.Rumley@dhcd.virginia.gov

Applications must be post marked by March 31, 2020. If applications are submitted electronically they must be received by 11:59 p.m. on March 31, 2020.

Upon receipt of a completed application for designation, communities not currently listed as a DHCD Community Affiliate through Virginia Main Street® will automatically achieve that status. A list of Frequently Asked Questions (FAQs) is available online.

Applicant Information & Authorization

Complete, sign and submit this page as
"Attachment A – Applicant Information & Authorization"
(Total: 2% of total score)

APPLICANT INFORMATION

Locality: _____ Date: _____
Chief Administrator: _____
Chief Elected Official: _____
Downtown Revitalization Representative (if one exists): _____
Designated Contact Person: _____ Phone: _____
Fax: _____ E-mail Address: _____
Title: _____
Address: _____

LOCAL ASSURANCES AND AUTHORIZATION

As the representative of the local governing body of _____

I hereby certify that the information in this application is accurate and correct.

Chief Government Administrator: _____

Title: _____

Signature: _____ Date: _____

As the representative of the downtown development organization, I hereby certify that the information in this application is accurate and correct.

Downtown Revitalization Representative: _____

Title: _____

Signature: _____ Date: _____

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

Name: _____

Affiliation and Title: _____

Address: _____

Phone: _____

Signature: _____ Date: _____

Evaluation Considerations

Applications are scored in their entirety; meaning that while the application is roughly organized in the same order as the following categories, appropriate evidence from the entire application may be used in determining any part of the total score of 1000 points.

The following four overarching priorities and their subsets will be the basis for determining the Virginia Main Street® designations. Please refer to this sheet often and make certain that your answers reflect these priorities to ensure that your application is scored most accurately.

Application Information & Authorization (Total: 2%)

Community Characteristics (Total: 10%)

How has your community developed over the years? What recent economic trends have impacted the area? This information is crucial to the development of your Main Street® program and the work plan that will drive your program's contribution to the greater community.

Proposed Main Street® District Assets (Total: 20%)

This section focuses on the distinctive character of your proposed Main Street® District. What economic assets presently exist in your proposed Main Street® District? What cohesiveness exists in the current business mix?

Historic and Cultural Characteristics (Total: 20%)

The Main Street® Design focuses on the rehabilitation of the traditional downtown neighborhood within the context of the historic built environment and cultural influences that make your downtown unique. "Historic significance" may be related to the contributions of locally-important business founders, local craftsmen or master builders, unique architectural features present in the District, or how the historic activity of the District influenced the community and/or its region.

The Local Main Street® Program (Total: 48%)

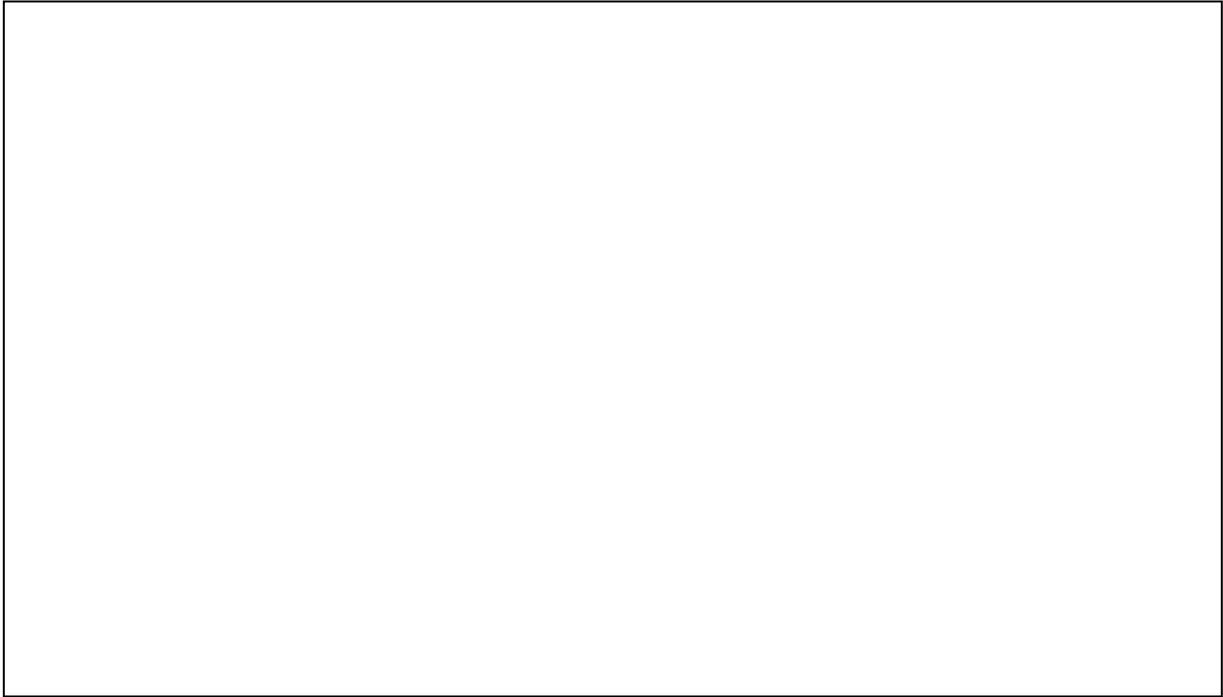
The success of your Main Street® program will be dependent on your organization's level of preparedness to identify, plan, and implement programs and services for the program's defined area of responsibility. This includes collaborating with community partners to recruit the human, financial, and physical resources of the community to affect comprehensive, cohesive advocacy for the proposed Main Street® District. "Preparedness" includes, but is not limited to: developing an organizational structure with volunteer Board of Directors representative of the Main Street® District, as well as various community partners; ensuring that all administrative volunteers and paid staff are trained in the Main Street Approach®; creating a diversified fund development plan; and developing a work plan that demonstrates balance between the Four Points of the Main Street Approach®, ie: Organization, Design, Economic Restructuring, and Promotion.

COMMUNITY CHARACTERISTICS

How has your community developed over the years? What recent economic trends have impacted the area? This information is crucial to the development of your Main Street® program and the work plan that will drive your program's contribution to the greater community and surrounding region. (Total: 10% of score)

1. What is your community's story? How did it develop? Include basic historical background such as how and when the town/city began and the original foundations for the economy. What significant changes over the years have impacted the community's economic health? What factors have brought about prosperity and/or decline? What trends are currently affecting the downtown?

2. List the community's major assets, including any special characteristics. ***Please limit comments to the space provided.***



3. List the community's major liabilities. ***Please limit comments to the space provided.***



4. What area employers of note have an impact on Downtown? What kind of impact? (i.e., “after 5” shoppers/diners; commuters leaving the area; day-use visitors, etc.)

5. Is your market impacted by seasonal fluctuations due to area attractions, student populations, or other factors? If so, estimate the change in population and its effect on the community and Main Street® target area.

(Ex. The community college is located ½ mile from downtown. It has an enrollment of 1,500 commuters during regular sessions, but only 300 between June and August. Many of the students come into town during lunch to eat at our restaurants, so them being gone in the summer is hard on our restaurants.)

6. 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.

7. To achieve success with your Main Street® program, it is vital for all revitalization groups in your community to collaborate. What other area economic development resources are available to your community? Please list the organizations involved in promoting, marketing, and revitalizing the commercial areas in your municipality. Include whether their staff members are paid or volunteer and the organization's support of Downtown. If applicable, include how the organization(s) have been involved with this application process as well as how they will continue to be engaged and partnered.

(Example: The XYZ Chamber of Commerce provides business networking opportunities, as well as workshops on small business software, best practices, and marketing. They have a paid Executive Director and Administrative Assistant. The Chamber's Executive Director is a member of our steering committee and has assisted with some of the business information for this application.)

8. Which financial institutions are located in your community? Place a * beside those located in the proposed Main Street® District.

Community Demographic Information

Submit as "Q9 Attachment B - Demographic Information"

9. Community Wide Information:

Number of households:

1990 _____

2000 _____

2010 _____

Average household size:

1990 _____

2000 _____

2010 _____

Median Income:

1990 _____

2000 _____

2010 _____

What is the size of your community's labor force? (Cite source and date.)

Source: _____

Date: _____

What is your community's unemployment rate? (Cite source and date)

Source: _____

Date: _____

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

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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).

Community Economic Tools

10. Submit as “Q10 Attachment C – Community Economic Tools”

Indicate below which programs/services are currently in place in your community:

Check all that apply:

- Special Assessment District (SAD)
- Tax Increment Finance District (TIF)
- Economic Development Plan
- City/Town/County Planner
- City/Town/County Economic Development Staff
- Economic Development Organization/Association
- Arts Council/Association
- Chamber of Commerce
- Merchant Association
- Community-wide Master Plan Dated [Click here to enter text.](#)
- Downtown Master Plan or Overlay District Dated [Click here to enter text.](#)

Have you participated in any of the following programs?

- DHCD Enterprise Zone Dated _____
- DHCD Industrial Revitalization Fund Dated _____
- DHCD Community Business Launch Dated _____
- DHCD Community Development Block Grant (CDBG) Dated _____
- VDOT Transportation Enhancement Project Dated _____

Other (please list below)

Primary Trade Area Map

11. Submit as “Q11 Attachment D – Primary Trade Area Map”

Attach a map outlining your community's primary trade area as **“Trade Area - Attachment D”**. Cite the source used for this map. Map output must be 8.5 X 11” or 8.5 X 14”. Map may be copied and pasted below or may replace this page if labeled **“Trade Area – Attachment D”**.

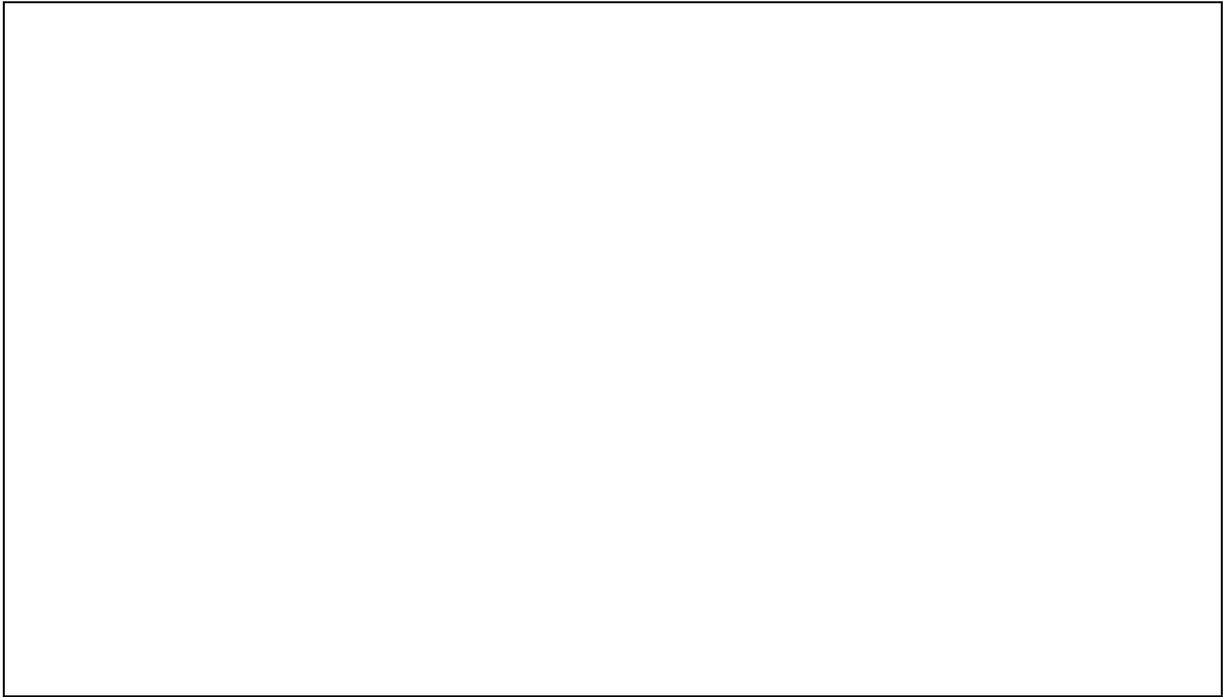
PROPOSED MAIN STREET[®] DISTRICT CHARACTERISTICS

This section focuses on the distinctive character of your proposed Main Street[®] District. What economic assets presently exist in your proposed Main Street[®] District? What cohesiveness exists in the current business mix? (Total: 20% of score)

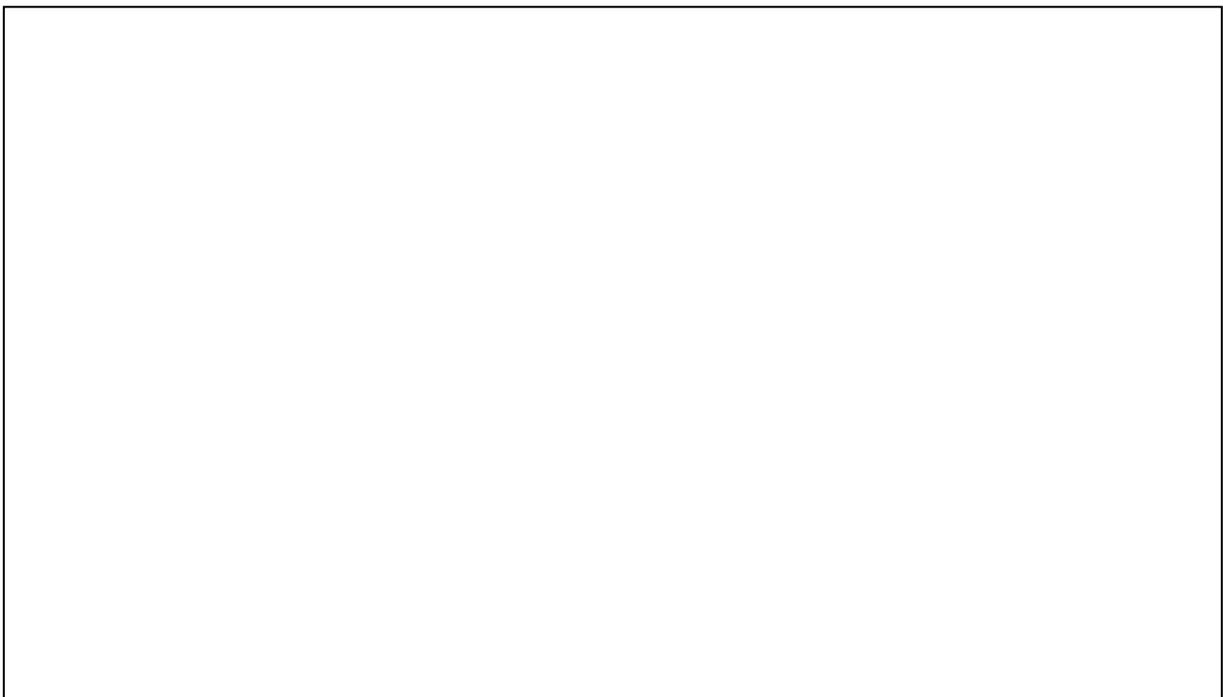
12. What physical characteristics make the proposed Main Street[®] District a cohesive and recognizable district with distinctive features, architectural character, and include green space areas?



13. List the proposed Main Street® District's major assets, including any special characteristics. ***Please limit comments to the space provided.***



14. List the proposed Main Street® District's major liabilities and needs. ***Please limit comments to the space provided.***

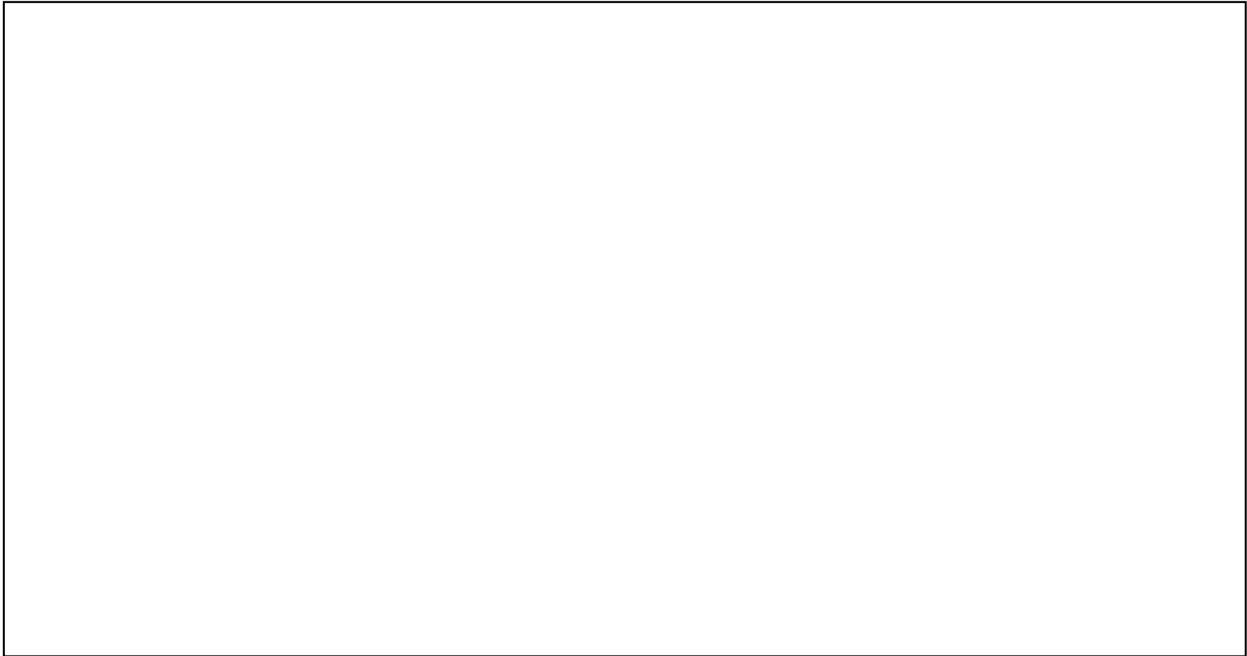


15. What federal, state, county and municipal government agencies are located in the proposed program target area?

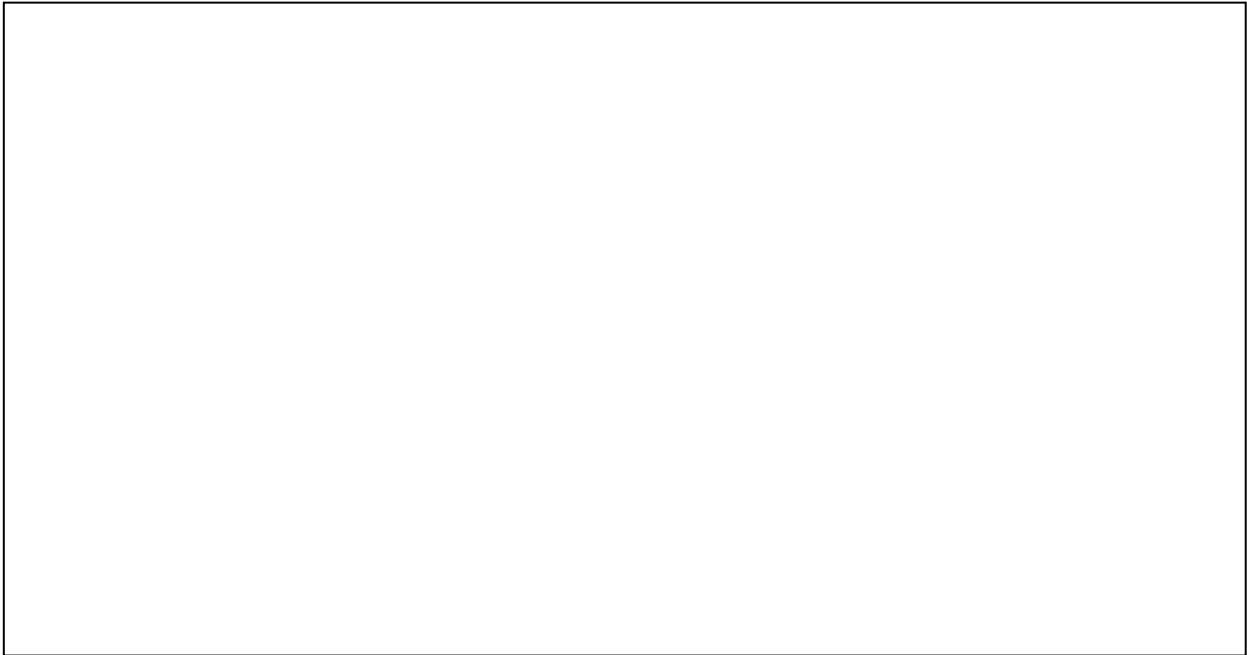
16. What is the zoning of your proposed Main Street® District?

17. How is downtown housing managed in your zoning ordinance? Is it allowed your district? If so, is it allowed “by right” or through a special use process?

18. 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?



19. 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.



20. What public buildings (i.e., Post Office, Municipal Government, and Courthouse) are located in the proposed Main Street® District? If they are in your downtown, have there been any discussions about relocation? Do you see relocation of the public buildings and services, etc., as an issue for your downtown?

(Example. The Post Office is located in our Downtown area. There has been discussion about moving it two miles from Downtown into an abandoned strip shopping center. This will be an inconvenience for our downtown merchants, but it doesn't bring many shoppers into our Downtown.)

Proposed Main Street[®] Program Area Map

21. Submit as “Q21 Attachment E – Proposed Main Street[®] Program Area Map”

Please attach a map clearly outlining the Proposed Main Street[®] District as **“Q21 Attachment E -Proposed Main Street[®] Program Area Map”**.

Indicate on this map any overlay districts within or adjacent to the program area (*examples: Enterprise Zone; Downtown Development Authority district; Tourism Zone; etc.*). Map output must be 8.5 X 11” or 8.5 X 14”. Map may be copied and pasted to this page to submit.

Proposed Main Street[®] District Data

22. Submit as "Q22 Attachment F – Proposed Main Street[®] District Data"

Size of proposed Main Street[®] District? _____ # of blocks

Number of businesses _____

Number of Full Time jobs _____ Source: _____

Number of Part Time Jobs _____ Source: _____

Number of commercial buildings _____ Source: _____

Estimated average rent per square foot for commercial buildings? \$ _____

How many buildings have vacant first floors? _____

How many buildings are: Owner occupied? _____ Tenant occupied? _____

Number of leased buildings owned by absentee landlords? _____

Number of single-family units (houses or dedicated upper floors)? _____

Number of multi-family buildings exclusively designated as apartment buildings, condos. Total

Units _____ Vacant residential properties? _____

Number of upper floor housing units above commercial space? _____

Number of buildings with vacant upper floors? _____

How many vacant upper floors are suitable for housing, office, or other development?

Please name or describe public open space (i.e. parks, town common) exists in the program target area.

a) _____ square feet (approximately)

b) _____ square feet (approximately)

c) _____ square feet (approximately)

d) _____ square feet (approximately)

Number of property sales in Proposed Main Street[®] District: 2017, 2018, & 2019:

2017 _____ 2018 _____ 2019 _____

Most recent assessed value of property in the proposed Main Street[®] District:

Taxable \$ _____ Non-taxable \$ _____

District Business Types and Locations

23. Submit as “Q23 Attachment G – District Business Types and Locations”

For the following, indicate the number of each business type and their downtown location:

Business/Service Type	Number	Storefront	Upper Floor
Accounting/Tax			
Antiques/Collectibles			
Apparel/Clothing			
Auto Oriented Businesses			
Book Stores			
Child Care			
Churches/Synagogues/Mosques/Other Religious Buildings			
Civic			
Dry Cleaners/Laundry			
Education			
Financial Institutions			
Florist			
Furniture/Appliances			
General Stores			
Gift/Card			
Government			
Grocery			
Hair Styling			
Hardware			
Hotel/Motel			
Insurance			
Jewelry			
Law Offices			
Library/Research			

Business/Service Type	Number	Storefront	Upper Floor
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 (Please Identify):			
Other (Please Identify):			
Other (Please Identify) :			
Other (Please Identify):			
Other (Please Identify):			

Proposed Main Street[®] Business Mix Map

24. Submit as “Q24 Attachment H – Business Mix Map”

Attach maps labeled “**Q24 Attachment H - Business Mix Map**”. Use one map for street level with additional maps for second floor, third floor, etc. Color codes the business mix as follows:

Retail -	Green
Restaurant -	Red
Professional Offices -	Purple
Services -	Brown
Government Offices -	Blue
Parking -	Gray
Public Restrooms -	Yellow
Available Space -	Pink

Historic Characteristics

The Main Street® Design focuses on the rehabilitation of the traditional downtown neighborhood within the context of the historic built environment and cultural influences that make your downtown unique. “Historic significance” may be related to the contributions of locally-important business founders, local craftsmen or master builders, unique architectural features present in the District, or how the historic activity of the District influenced the community and/or its region. (Total: 20% of score)

25. Please identify and briefly describe any historic preservation projects that have taken place within the proposed Main Street® District since 1995. Please include whether the properties are publicly or privately owned.

Example: 1997: 106 Main Streets – façade rehabilitation. 1950s aluminum slipcover removed, wood windows and cast iron storefront restored. Privately owned retail with second floor residential.

26. When was the most recent Historic Resources Survey conducted for the proposed Main Street® District? Please indicate the name of the organization that prepared the survey.

27. List by State or National Register number and designation year any historic district(s) in the downtown area listed on the State or National Register of Historic Places. Include individually-listed properties within the area. Identify any non-contributing properties that have achieved eligibility (i.e., are now 50 years of age or older) since the State or National Register District was nominated. For assistance, visit www.dhr.virginia.gov or visit the Database/Research page on www.nps.gov/nr.

28. Does the downtown have a locally designated historic district in the proposed Main Street® District? If so, please use the district's narrative to describe below. If the historic district is within a State or National Register District, please indicate whether any boundary variations exist.

29. Please discuss any historic preservation projects your community and/or organization plans to undertake in the next three (3) years within the Proposed Main Street® District.

Historical and Cultural Data

30. Submit as “Q30 Attachment I – Historical and Cultural Data”

What is the approximate age of the existing building stock in the Main Street® Program target area?

Pre-1800 _____%	1901-1925 _____%	1976 – 2000 _____%
1800-1850 _____%	1926-1950 _____%	Post 2000 _____%
1851-1900 _____%	1951-1975 _____%	

Does your community have and utilize any of the following:

	YES	NO
Vacant/derelict buildings ordinance	<input type="checkbox"/>	<input type="checkbox"/>
Zoned Historic District	<input type="checkbox"/>	<input type="checkbox"/>
Historic District Commission	<input type="checkbox"/>	<input type="checkbox"/>
Heritage Commission	<input type="checkbox"/>	<input type="checkbox"/>
Sign ordinance	<input type="checkbox"/>	<input type="checkbox"/>
Design Guidelines/Review Board	<input type="checkbox"/>	<input type="checkbox"/>
Certified Local Government (CLG)	<input type="checkbox"/>	<input type="checkbox"/>
Downtown Master Plan	<input type="checkbox"/>	<input type="checkbox"/>

THE LOCAL MAIN STREET[®] PROGRAM

The success of your Main Street[®] program will be dependent on your organization's level of preparedness to identify, plan, and implement programs and services for the program's defined area of responsibility. This includes collaborating with community partners to recruit the human, financial, and physical resources of the community to affect comprehensive, cohesive advocacy for the proposed Main Street[®] District.

"Preparedness" includes, but is not limited to: developing an organizational structure with volunteer Board of Directors representative of the Main Street[®] District, as well as various community partners; ensuring that all administrative volunteers and paid staff are trained in the Main Street Four Point Approach[®]; creating a diversified fund development plan; and developing a work plan that demonstrates balance among the four Standing Committees of Organization, Design, Economic Restructuring, and Promotion. (Total: 48% of score)

31. What is the name of your Downtown advocacy organization?

32. What is the organizational structure of your organization (i.e., Independent non-profit; Department of local government; Subsidiary of another community organization)? Does your program have an independent Board of Directors dedicated to the Main Street[®] program?

33. Why does your community need a Main Street[®] Program? List immediate and future challenges facing your community.

34. What does your program expect to achieve by participating in the Main Street® Program? Identify the community's major goals for the first three years of your program. Be specific and identify the outcome or results expected.

35. The National Main Street Approach® is a balanced methodology designed to address four categories of downtown revitalization. Describe how you believe your organization will be successful in implementing the Four Points and Transformation Strategies.

36. What will your community or organization do if not designated as a Virginia Main Street® Community?

Organizational Documents

37. Submit as “Q37 Attachment J – Organizational Documents”

Attach copies of the following organizational documents:

- Articles of Incorporation
- Current By-laws
- Internal Revenue Service tax status determination letter (If not available, please attach IRS acknowledgement of receipt of application letter)
- Mission Statement
- Vision Statement
- Organizational goals for the current year

Organizational Leadership

38. Submit as “Q38 Attachment K – Organizational Leadership”

Attach copies of the following:

- Roster of the Board of Directors. For each person, indicate the following:
 - Position within the Board
 - Community organization represented
 - Year current term of service ends
 - Mini-bio to include their skills, education, planned contribution to the program
 - Number of years on the Board
- Organizational structure chart
 - Standing Committees with Chair of each indicated
 - Committee members
 - Board liaison(s)
- Roster of the Advisory Board, if applicable. Include:
 - Name
 - Community organization represented

Executive Director/Program Manager

39. What will be the role of your local Main Street® Executive Director/Program Manager?
Be specific.

40. **Submit as “Q40 Attachment L – Executive Director/Program Manager”**

Attach a copy of the Executive Director/Program Manager job description as
“Q40 Attachment L – Executive Director/Program Manager”.

Communicating Your Main Street[®] Message

41. What methods are you using to inform the greater community about the Main Street[®] program's efforts? What response have you received?

42. If selected, how will you continue to engage your community and stakeholders? What efforts will you take to involve/update groups within the community, to recruit volunteers, and keep the public and stakeholders informed as to your Main Street program?

SUPPORT AND FUNDING

PUBLIC/PRIVATE SECTOR COMMITMENT

*Determining what public/private sector interest and commitment exists
For a local Main Street® Program.*

43. How will your local government (the public sector) participate in the local Main Street® Program if your locality is selected? Include any public relations campaigns established to highlight the importance of downtown, allocations to downtown projects or organizations, and any other relevant examples of the locality's commitment to Downtown.

44. What forms of support for a local Main Street® program are being generated within the proposed district (property owners, residents, business owners), as well as throughout the community-at-large? This support may be in the form of event or program volunteers, Board/Committee members, consultants, and other forms of human resources.

45. Over the next two years, what projects or activities demonstrating interest and support for revitalization of the Main Street® program area are being planned? Give a brief description of the scope of these activities, projects, or programs and identify their sponsoring organization. What impact for the Downtown neighborhood is anticipated from these activities, projects or programs? How do you envision their impact on the Main Street® program? Include anticipated production cost, number of attendees, and organization/business involvement.
(Examples: Main Street® -sponsored community event with retail promotion component; SBDC–facilitated computer software workshops for entrepreneur support; extended hours campaign; commercial district tour of second floor homes; etc.)



Local Government Support

46. What support for the Main Street® program is being pledged by your municipal and/or county governments? Though the efforts to realize downtown revitalization are ongoing, for the purposes of this application, a three-year pledge of support is requested from your local government(s). Attach a resolution of support from your local government(s) indicating financial and in-kind support for the Main Street® program. Discuss the municipality's commitment to sustaining the work of the Main Street® program. Label this attachment: **"Q46 Attachment M - Local Government Support"**

Financial Capacity

Virginia Main Street® programs should expect to have sufficient budgets to support their activities:

- Small community programs: \$60,000+ annually (population less than 5,000 people)
- Midsize community programs: \$80,000+ annually (populations between 5,000 - 50,000)
- Large community programs: \$125,000+ annually (community or neighborhood population greater than 50,000 people)

Adequate staffing needed to support the work of the organization should come from the inclusion of a full-time (40 hours per week minimum for populations of 5,000 and above) Executive Director/Program Manager or part-time manager (at least 25 hours per week with a population under 5,000) and compensation should be sufficient to hire industry professionals. Include monies for at least part-time administrative help. The budget should be sufficient to allow paid staff to focus on implementing a work plan that emphasizes meaningful impacts on the economic health of the district and is not overly reliant on events for fundraising.

The budget will also need to address adequate funding for Main Street® Program projects, the maintenance of a dedicated office space (not necessarily a separate office), and acquisition of a new computer system with internet service. These are essential components for an effective program.

Virginia Main Street® recommends local programs to work toward a diversification of funding sources. A combination of public-private organizational donations, event and organizational sponsorships, fee-based services and programs, revenue generation, and product sales can result in no more than 20-25% of the total budget being generated from each category.

The Virginia Main Street® Program expects that the Main Street® Program Board of Directors will spearhead and maintain an ongoing fundraising effort on behalf of the organization and that a business plan focusing on long term sustainability is in place.

47. Complete the following income and expense sheets for each of the first three years of the program. Submit as “Q47 Attachment N – Three-Year Budget”

THREE-YEAR BUDGET – Sources of Income

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

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

1) Applicant may substitute spreadsheet for this table as long as it contains categories, column labels, and totals as shown.

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

3) Total should equal all In-Kind and Cash columns.

**THREE-YEAR BUDGET
EXPENDITURES (USES)**

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

	1 st Year Amount	2 nd Year Amount	3 rd Year Amount
Executive Director’s Salary			
Executive Director Benefits			
Additional Staff Salary			
Additional Staff Benefits			
Travel			
Professional Development			
Rent			
Utilities			
Telephone			
Office Supplies			
Postage			
Insurance/Bonding			
Accounting/Legal Fees			
Equipment ¹			
Dues/Subscriptions			
Printing/Photocopying			
Photographic Supplies			
Promotion Committee			
Economic Restructuring Committee ²			
Design Committee			
Organization Committee			
Continued next page			

¹ Include computer equip., mobile phone & internet service. Purchase/donation of these items is important.

² Funds used to assist businesses with façade grants, workshops, consultants, etc.

	1 st Year Amount	2 nd Year Amount	3 rd Year Amount
App. for 501(c) (3) Tax Status (1 yr.)			
Contingency			
Reserve Fund			
Other (Specify)			
TOTAL ³			
TOTAL IN-KIND*			
TOTAL CASH			

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

	FY2021	FY2022	FY2023
Local Government			
Downtown Businesses and Property Owners			
Local Citizens			
Businesses Outside of the downtown			
Other			

³Total expenditures should equal Total from previous page.

Indicate in-kind donations in the space below:

Example: XYZ Webmasters Website development and management through FY 2025 Value: \$2500/year

End of Application
