



# California Main Street



## 2011 CERTIFIED COMMUNITY APPLICATION REQUIREMENTS

California Main Street’s application requirements are designed to identify communities that will work effectively to revitalize their downtown and/or neighborhood commercial district. A desire to provide the greatest social, community and economic returns consistent with long-standing Main Street “guiding principles” and practices guide California Main Street’s policies and criteria.

On behalf of its downtown or neighborhood commercial district, any California community may apply to the California State Department of Parks and Recreation/ Office of Historic Preservation to receive designation as a *Certified California Main Street Community*. A local government may collaborate with a community organization such as a downtown business association, revitalization organization, chamber of commerce, 501(c)(3) or 501(c)(6) non-profit corporation to jointly complete the application process and submit an application fee.

### CERTIFICATION PROCESS

**Step 1: Pre-Qualifying Meeting** – To ensure the future success of the community’s Main Street program and complete understanding of the Main Street Approach to Revitalization®, the community shall host a pre-qualifying meeting with California Main Street and/or an assigned consultant prior to the submission of the application and *Main Street Board Member Manual* so that the organization fully understands the certification process. This requirement may be waived, depending on the organization’s board and staff involvement with Main Street training in the past two years and a previous site visit to the community by Main Street staff, board members and/or a qualified Main Street consultant. **Fee - \$750, plus travel and lodging expenses for resource person/team.**

**Step 2: Certification Process** – Five copies of the application, cover letter, letters of recommendation, certification application and the *Main Street Board Member Manual* shall be given to California Main Street along with a \$500 non-refundable application fee. These copies shall be distributed to a panel of five Main Street experts, including the resource person/team who will do the certification onsite visit.

The panel will hold a conference call within 30 days of receipt of the above-mentioned materials and fully discuss the application; given a preliminary grade/points for the completeness of the application; and send any questions they may have back to applicant community for clarification. The application community will have 30 days to submit answers to those questions.

After the community answers any questions, the panel will meet again to go over the answers, then will schedule an onsite visit to the community.

**Step 3: On-site Visit** – The resource person/team shall hold meetings in the community with the following people:

- Mayor and/or city manager to make sure they understand the program and its requirements, and address any special areas of concern
- Executive Director/Board president – Understanding of program, reporting methods and the importance of network meeting attendance
- Committee chairs – Understanding of committees and workplan structure
- Board of Directors only – Importance of their time commitment, their roles/volunteer hours, and the executive director role
- Tour of Area – special noting of historic buildings, vacancy rates, cleanliness, signage, parking and any other issues

**On-Site Visit Fee - \$1,000, plus travel and lodging expenses for resource person/team.**

**ALL APPLICATIONS SHALL INCLUDE THE FOLLOWING:**

1. **Cover letter** (2 page maximum) from applicant.
2. **Three letters of recommendation**—one from the city manager and two from community organizations describing applicant’s capacity to lead the Main Street organization for this community. If the applicant is an existing organization instead of a newly created Main Street organization (i.e., chamber of commerce or downtown association), one letter must be from said organization and address how the Main Street program will be organized to operate independently within the parent organization.
3. **California Main Street Program Certification Application** including commitment of funding submitted by local city government or county for non-incorporated areas.
4. **Five (5) copies of a *Main Street Board Member Manual***, which should be organized by the ‘four-points’ of the Main Street approach and submitted in binders. Please indicate if any required information is missing and provide an explanation. The purpose of the *Manual* is to provide your board members with a document that will serve as a reference guide to the Main Street program. The information contained in the *Manual* should provide any Main Street board member with detailed information to assist them in making informed decisions regarding your program.
5. **Non-Refundable Application Fee of \$500 payable to California Main Street submitted with items 1- 4.**
6. **Community must be a member of the California Main Street Alliance.**
7. **All items shall be sent to:**  
**Milford Wayne Donaldson, FAIA, LEED AP**  
State Historic Preservation Officer  
Office of Historic Preservation  
Department of Parks and Recreation  
State of California  
1725 23rd Street, Suite 100  
Sacramento, CA 95816

## CONTENTS OF MAIN STREET BOARD MEMBER MANUAL

	<u>Pages</u>	<u>Pts</u>
<b>Title Page</b>	1	
<b>Acknowledgments Page</b>	1	
<b>Organization</b>		<b>40</b>
History of area	2	
Reason for seeking certification as a <i>California Main Street Community</i>	1	
Legal status of organization and capacity to lead the local Main Street program, including a description of any existing BID/PBID and how a diversified Main Street Board will be incorporated into the existing organizational structure.	2-3	
List of board members (actual or proposed) & brief profiles of each (2-3 sentences each)	actual	
Board Member roles and responsibilities	1	
List of Four-Point committee members and volunteers	actual	
Executive Director job description (and resume if already hired)	actual	
Vision statement and mission statement	1	
Copy of full work plan or proposed activities for first year	actual	
Current or proposed budget for the Main Street program including an explanation of how BID/PBID fees can be targeted toward Main Street programs	actual	
Summary of income and expenses for past 3 years ( <i>if available</i> )	actual	
Copy of bylaws of organization or operating rules	actual	
Copy of Internal Revenue Service letter granting non-profit status ( <i>if available</i> )	actual	
<b>Design</b>	actual	<b>20</b>
Map of proposed “Main Street district” with the following marked: historic buildings, public spaces, first floor commercial space, second floor uses, district anchors, location and dates of recent façade renovations; location and cost of construction and public improvement projects in the district and source of funds for the past three years. List total number of businesses and total number of commercial buildings in district.		
<b>Promotion</b>	actual	<b>15</b>
Twelve-month calendar of promotional activities (proposed or actual)		
Copies of past three newsletters ( <i>if available</i> )		
Downtown merchant directory ( <i>if available</i> )		
<b>Economic Restructuring</b>	actual	<b>25</b>
Map with competitive commercial area outlined (prefer 1 mile radius, not greater than 5)		
Summary of trade area (Main Street district) demographics (ethnic composition, unemployment rate, median household income, median home price)		
Table of sales tax revenues for your city (past 3 years)		
Table of ten largest employers in the district with approximate number of employees		
<b>Economically Distressed Community (<i>optional</i>)</b>	2-3	<b>10</b>
One goal of the program is to address downtown commercial revitalization needs in rural and urban communities that are economically distressed throughout California. Describe why receiving the Main Street designation will positively affect areas that suffer economic distress, such as: high unemployment and underemployment; low income, persistent and concentrated poverty, or negative economic changes due to restructuring or relocation of industry or closure of military installations.		



# California Main Street Program Certification Application

## Contact Information

<b>Proposed Main Street Project Name</b>	
City Name	
Local Government Manager	
Street Address, City, Zip	
Phone	
E-Mail	
Fax	
<b>Main Street Contact Person</b>	
Title	
Street Address, City, Zip	
Phone	
E-Mail	
Fax	
Web site address	

## Three-Year Funding Commitment

Source of Funds	Year 1 – 2011	Year 2 – 2012	Year 3 - 2013
Local Gov't General Funds			
Other Funds			
Total Funds			
Membership Fees			
Donations (In-kind)			
Special Events			
Corporate Sponsorships			
Other (Grants, Projects)			
<b>TOTAL</b>			

## Agreement and Signature

By submitting this application, we affirm that the facts set forth in the Three-Year Funding Commitment are true and complete and we are duly authorized to sign.

Agency:  
Name:  
Signature:

Organization:  
Name:  
Signature:

Title:  
Date:

Title:  
Date: