DESIGNATED | MAIN STREET APPLICATION

DUE: JANUARY 15, 2027

The Designated Main Street level is a mark of distinction that reflects a commitment and dedicated efforts to building, growing, and sustaining successful historic downtown or traditional commercial neighborhood improvement efforts by leveraging partnerships and engaging community.

Qualifying as a Designated Main Street

- ❑ Have an identifiable Main Street District in a traditional downtown or neighborhood commercial district.
- ❑ Operate an independent nonprofit with appropriate staffing
- ❑ Complete annual activities supporting the Main Street Four-Point Approach™

Applicant organizations agree to the following maintenance objectives:

❑ Maintain a comprehensive revitalization strategy that follows the Four-Point Approach™
❑ Focus on a pedestrian-oriented traditional commercial core defined by boundary map
❑ Operate an independent nonprofit which holds an office in the designated district
❑ Have an active volunteer board of directors and comparably paid full-time executive director (part-time for populations less than 3,500)
❑ Develop an adequate long-term funding strategy
❑ Include Oregon Main Street staff in executive director hiring processes
❑ Attend all required conferences and trainings (Oregon Main Street Network, Oregon Main Street Conference, New ED Orientation, occasional workshops on request)
❑ Send all board members to Oregon Main Street virtual Board Member Institute and at least one volunteer board member to the Oregon Main Street Conference
❑ Maintain a historic preservation ethic
❑ Maintain membership in the National Main Street Network
❑ Use Main Street America™ brand appropriately and follow brand standards
❑ Adopt a statement of commitment to being an inclusive organization that welcomes all

Application Instructions

- Type directly into the application form unless an attachment is requested.
- For questions requiring narratives a maximum length is set, do not exceed this length.
- Applications and attachments should be in a common format such as PDFs, JPGs, TIFs, PNGs, .docx (word), .xlsx (excel), etc.
- Name all attachment files according to the attachment number and basic description. (e.g. Attachment 1 – City Council Resolution)

- Where possible, place the appropriate attachment number in the top righthand corner within each attachment document in addition to appropriate file names.
- Do not include items that have not been specifically requested.
- Do not fax or mail your application.

Strong Applications

Strong applications will be evaluated for their ability to do the following:

▪ Illustrate strong commitment from local government and private sector organizations in supporting revitalization efforts following the Main Street Approach®
▪ Highlight historically significant and unique buildings in the district and exhibit community historic preservation ethic
▪ Demonstrate the need for district revitalization/preservation and how the district will benefit from Oregon Main Street technical assistance
▪ Demonstrate the readiness and willingness of the community and organization to proceed with revitalization, commit time and resources, and explore new ventures
▪ Employ or plan to employ an executive director at a minimum of 20 hours per week based on population size minimum standards
▪ Display a past record of community development efforts and broad community support
▪ Express likelihood of impactful change for commercial district as a result of participation
▪ Present an honest picture of your community and organization, featuring strengths and weaknesses, using data and prior documentation where possible
▪ Follow application instructions
▪ Use clear and concise language, avoiding excessive narrative

We recommend applicants proactively collect letters of support along with your city council resolution as soon as you decide to apply.

Application Submission

Completed Main Street applications must be received by January 15, 2027.

Please upload a zip file of the of the completed application with attachments at: Designated Main Street Application Uploads

Instructions for creating a zip file and uploading to the OMS shared drive can be found at the How to Join link on our website. For assistance or questions regarding application submission, please contact Cam Amabile at 971-720-8998 or cam.amabile@oprd.oregon.gov.

All other questions about this application may be directed to Ami Keiffer at 503.551.3705 or ami.keiffer@oprd.oregon.gov.

OREGON MAIN STREET
DESIGNATED MAIN STREET APPLICATION

GENERAL INFORMATION:

City or Town:	County:
City population:	County population:
State Legislative District - House:	Congressional District – House:
State Legislative District – Senate:	Congressional District – Senate:
Size of proposed downtown district in square blocks:	

Organizational Contact Information:

Applicant Name & Position		**Organization**	
Executive Director Name		**Organization Address**	
Daytime Phone		**Organization Website**	
Email Address		**Organization Tax Identification Number**	
Fax Number		**Organizational IRS Status (501c3, 501c6)**	
		Organizational Incorporation Date	

SECTION A: DOWNTOWN DISTRICT INFORMATION

Completing the following sections features multiple attachment series. Please provide the requested information to indicate your community's readiness to meet designation requirements. Number all attachments accordingly in the file name (e.g. Attachment 1 – District Boundary Map).

Attachment: Boundary Map

Attachment #	Attachment Description	
1	A boundary map of your proposed downtown district	☐

Please answer the following questions about your proposed downtown.

1. Provide a brief overview about your downtown or neighborhood commercial district. Include information about the early history of the district, economic forces at work in the area, key turning points in the district's decline (and rebirth), and where it is today.

2. Please describe the characteristics that you feel make the district a cohesive and recognizable district with distinct features or architectural character.

SECTION B: STATISTICS

Designated Main Street Communities track key statistics on a regular basis. Having baseline information about your district during the early stages of the revitalization process will help your organization tell its story and show impact over time.

Fill in the tables below with the appropriate information about your downtown district.

Structures in District	
Approximate number of buildings in district	
% of buildings owned by absentee owners	
% of first floor vacancies	
Number of partially residential buildings	
Number of fully residential buildings	

Parking in District	
On-street public parking spaces	
Off-street public parking spaces	
Off-street private parking spaces	
Total parking spaces	

Number of Businesses by Category in District			
Retail		Professional	
Restaurant		Government/Nonprofit	
Service		Industrial	
Religious		Other	
Total Number of Businesses in District:			

To what extent has the district been negatively affected by the following:

	Greatly	Somewhat	Very Little	Distance from District
Local strip shopping center	☐	☐	☐	
Local discount center	☐	☐	☐	
Other downtowns in region	☐	☐	☐	
Regional mall/discount centers	☐	☐	☐	

Please provide information on the five largest employers in the city or market area:

Employer Name	Business Type	# of Employees	In district?
			☐
			☐
			☐
			☐
			☐

Check the box if your municipality has any of the following.

Economic Improvement District	☐	Economic Development Plan	☐
Certified Local Government	☐	Community-wide Master Plan	☐
Downtown Master Plan/Overlay District	☐	Market Analysis Study or Report	☐

3. Describe the physical boundaries for your proposed Main Street district and why you have selected those boundaries.

SECTION C: EVIDENCE OF COMMUNITY SUPPORT

Completing the following sections features multiple attachment series. Please provide the requested information to indicate your community's readiness to meet designation requirements. Number all attachments accordingly in the file name (e.g. Attachment 2 – Commitment Letter from Mayor).

Attachment Series: Broad-Based Community Support

Attachment #	Attachment Description	
2	A letter of commitment and support from the community mayor	☐
3	A city council resolution endorsing capacity-building purposes of the revitalization efforts, pledging cooperation in the process, and when possible, commiting to public sector funding	☐
4	A maximum of 15 letters of commitment from community stakeholders (businesses, citizens, financial institutions, public officials, etc.) expressing readiness to be actively involved and contribute financially to downtown revitalization efforts. **No form letters will be accepted.**	☐
5	At least one letter of support and intent to integrate from the local Chamber of Commerce, merchant group, Economic Development council, historic preservation group, etc.	☐

4. Please describe any major revitalization efforts previously undertaken by the public and/or private sector within or adjacent to the district. Be as thorough as possible. Include dates, summary of projects, and description of outcomes.

SECTION D: ORGANIZATIONAL MAIN STREET® PLANNING

Attachment Series: Comprehensive Main Street® Planning

Attachment #	Attachment Description	
6	A current organizational work plan including: dates it was developed, names of developers, frequency of updates, and status of board of director approval	☐
7	If applicable, a copy of the pertinent sections of community economic development or long-range plans including your downtown district; including development dates & authors	☐

5. Write your organization's mission and vision statement. Indicate when it was developed and by whom. If you don't have a mission and/or vision statement leave the appropriate space(s) blank.

Mission	
Vision	

6. How do you believe the community and your organization will benefit from being selected as a Designated Downtown?

SECTION E: HISTORIC PRESERVATION

Attachment Series: Historic Preservation

Attachment #	Attachment Description	
8	If applicable, a copy of any local preservation or design ordinances or regulations in place affecting the district	☐
9	Up to 30 images of your district in JPG or TIF format illustrating both strengths and weaknesses in the district. *Disclaimer: Images will become property of OMS/OPRD for future use.*	☐

HISTORIC PLACES RECORD

Please note any locally or nationally recognized historic buildings, structures, commercial/residential districts, corridors, cemeteries, trails, etc. that are within your downtown district.

Historically Significant Places in the Downtown District	National Register Designation	Local Historical Designation	Designation Date
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	

Please describe the state of existing structures and construction in your district:

General Condition of Buildings in District	
Number of Buildings Demolished in Last 5 Years	
Primary Reasons for Demolition	

7. List and describe the purpose of any active preservation groups in your community.

8. What other cultural or special features are in the district that you feel are important to consider when reviewing your application?

SECTION F: ORGANIZATIONAL READINESS

Attachment Series: Evidence of Organizational Readiness

Attachment #	Attachment Description	
10	Your downtown organization's Articles of Incorporation & Bylaws	☐
11	A list of officers and board members with term limits and description of their affiliation/position in the community	☐
12	A list of organizational committees including membership and committee purpose	☐
13	Additional letters showing financial commitment from government organizations, businesses, industries, properties not previously included	☐
14	Organization's past year (2021) and current year (2022) real budget	☐
15	If applicable, an organizational membership brochure and record of current membership statistics including indications of in-district members and out-of-district members	☐
16	A copy of the executive director's job description	☐

Projected Revenue

Please indicate the approximate percent of projected revenue from the following sources:

SOURCE	% of Budget From This Source
Local government	%
Downtown business and property owners	%
Events	%
Lodging Tax	%
Fundraising	%
Grants	%
Donor Campaign	%
Contract for Services	%
List other sources:	%
Total Projected Revenue	$

9. If more than 50% of your operating budget is derived from a single source, please indicate how your organization plans to work toward a more balanced budget in the coming year.

10. Experience has shown that it is critical to provide a dedicated individual to assist with the development of the downtown program when enrolled at the Designated Downtown level. This requirement can be met by having a part- or full-time staff person dependent upon population size. This individual will be the primary contact for the state Oregon Main Street Coordinator. Please describe how your community will meet this requirement.

11. How does your board membership reflect the diversity of your community and represent downtown stakeholders?

12. Please describe your board development plan. This may include how you identify gaps in skills or perspectives, your nomination process, new member orientation, and leadership succession strategies.

13. Tell us what volunteerism looks like in your organization. This should include your committees, but could also include specific event or project volunteer opportunities.

14. Fill in the table below to detail your organization's strategies for volunteer program management in the following areas.

Recruitment	
Orientation	

Continued Training & Development	
Recognition & Celebration	
Engaging Volunteers as Organizational Cheerleaders	
Training Volunteers in the Main Street Approach™	

15. If you have already joined the National Main Street Network, please indicate your membership number and expiration date.

Organizational Responsibility

The state program requires that brief quarterly reports be submitted. Information requested in the report includes statistics on jobs, businesses, building renovation and construction costs, public improvement projects, etc. Submission of this application indicates your agreement to the quarterly reporting requirements and that you will adhere to deadlines for submitting these reports.

Please check the appropriate box to indicate organizational agreement to this responsibility.

Yes, we agree. ☐ No, we do not agree to this. ☐

SECTION G: COMMITMENT TO ONGOING TRAINING

Continuing education and training of the program manager and downtown leaders is critical a requirement of the local Main Street® program. Every effort is made to keep costs for state sponsored training sessions at a minimum. It is the responsibility of the local program to cover registration fees, travel, lodging, and meals. Please check the spaces below as an indication of your commitment to the education and training component of the state program.

☐	Required basic training for board and committee members within 3 months of acceptance at the Designated Main Street level.
☐	Quarterly Main Street Network meetings. Attendance required for your manager and encouraged for board members. These are at various locations throughout the state.
☐	Oregon Main Street Conference (biannual two to three-day statewide conference in even years). At a minimum you will be required to send your manager and at least one board member.
☐	The biannual fall Oregon Main Street workshop in odd years. When offered, you will be required to send your manager and at least one other person representative at the board or committee level depending on the workshop topic.
☐	The National Main Street Conference, Main Street America's annual three-day conference, held in various locations throughout the country. Attendance is not required, but encouraged.
☐	On-site training sessions held in your community including day-long board retreats and committee action planning sessions. High attendance is required of your manager, board, and committee members.

16. If you have sent representatives to an Oregon Main Street or National Main Street sponsored workshop or conference in the last two years please list the workshop title, date(s), and who attended.

Name of Workshop or Conference and Date(s)	Name of Participant

17. Is there any additional information that you feel we should know about? For example, major issues affecting the downtown or neighborhood commercial district, your community, or your organization.