**Information on and Application to the Downtown Association Community Program**

The North Carolina Main Street & Rural Planning Center promotes downtown revitalization based on economic development within the context of historic preservation, a concept developed by the National Trust for Historic Preservation and implemented by the National Main Street Center through their Main Street America program. It has proven successful in more than 1600 smaller communities across the country. The NC Main Street & Rural Planning Center’s program assists communities under 50,000 in population to recognize and preserve their historic fabric, and using local resources, build on their unique characteristics to create vibrant central business districts that meets today’s needs. The NC Main Street & Rural Planning Center works directly with 90 active, designated Main Street. Small Town Main Street and 4 Downtown Associate Community (DAC) programs across the state and hundreds more North Carolina towns and cities that rely on the Center for downtown resources and information.

In 2015, NC Main Street & Rural Planning Center created an initiative, the Downtown Associate Community program, to provide communities interested in downtown revitalization with the tools to build a sustainable organizational foundation that will strengthen their downtown revitalization efforts. Based on the Main Street model, communities that successfully complete the program **may have** an opportunity to move up to Main Street designation.

The National Main Street Center’s Four-Point Approach® to downtown revitalization is integrated to create a comprehensive, well balanced program:

* Organization
* Promotion
* Design
* Economic Vitality

This four-point approach is anchored by eight guiding principles:

|  |  |
| --- | --- |
| * Comprehensive
 | * Incremental
 |
| * Self-Help
 | * Partnerships
 |
| * Capitalizing on existing assets
 | * Quality
 |
| * Change
 | * Implementation
 |

Since the program began in 1980, NC Main Street and Small Town Main Street communities have experienced the following in their downtown districts:

* $2.75 billion in public/private investment
* Net gain of over 23,472 full and part-time jobs
* 6.095 building renovations
* 5,883 businesses net gain

National, Main Street® communities have had more than $74.73 billion in reinvestment, 138,303 new businesses and 276,790 buildings rehabilitated since 1980.

**Benefits and Requirements of the Downtown Associate Community Program**

**Benefits of the Program.**

* Partnership with the NC Main Street & Rural Planning Center:
* North Carolina cities are selected through a competitive process to participate in the DAC program therefore;
* Selected communities become partners with the North Carolina Department of Commerce, Rural Economic Development Division, and the NC Main Street & Rural Planning Center in a long-term economic development effort that has a proven positive impact on investment and job creation.
* Downtown Associate Community programs (DAC) are limited in number and therefore receive focused and personal attention from the Center’s staff.
* Investment: The State of North Carolina invests approximately $50,000 in on-site visits, training and technical assistance within the first three years of participation in a local DAC program. After the initial start-up phase, the community may be eligible to move up to the Main Street program for continued assistance.
* Training:
* Selected communities are eligible to attend and participate in the NC Main Street Conference, Main Street Basic Training, Board and Committee Training, Main Street Orientation, Main Street Managers’ Meetings and Bi-Annual Regional Meetings.
* Technical Assistance:
* The North Carolina Main Street and Rural Planning Center’s staff guides selected communities through:
	+ Identifying community assets
	+ Identifying economic drivers
	+ Stakeholder and Partner identification
	+ Strength, Weaknesses, Opportunities and Threats
	+ A Vision Forum leading to creating an organizational structure to implement a downtown vision, downtown economic implementation strategies and downtown implementation plans.
	+ Volunteer development
	+ Provides guidance and support to communities on ways to find and develop financial resources
* Extensive experience: The NC Main Street & Rural Planning Center has extensive experience in organizational development and nonprofit management, architecture, historic preservation, planning, building rehabilitation, investment tax credits, incentive programs, marketing, image and special event development. Also in communications and a range of other pertinent areas.
* Staff is among the nation’s leading authorities on downtown development.
* The NC Main Street & Rural Planning Center’s staff conducts an annual program assessment including collecting of statistical data for review and analysis.
* Network:
* Participating DAC programs can take advantage of and participate in a special network of Main Street cities statewide from which they learn best practices, techniques and strategies for downtown development and share and receive information through our Main Street listserv.

**Requirements of the Program:**

The designee of the Downtown Associate Community (DAC) program is the local city or town government. The Chief elected official is notified of this selection. A town or city government determines who will administer the Downtown Associate Community program at the local level and communicates that information to the NC Main Street & Rural Planning Center.

The following outlines the requirements that all applicants must understand before completing this application.

1. The applicant must be an incorporated North Carolina municipality with an identifiable, traditional downtown business district. This typically means a central business district with contiguous buildings and a mix of retail and service businesses.
2. A certified population of less than 50,000 as reported by the NC Office of State Budget and Management: <https://ncosbm.s3.amazonaws.com/s3fs-public/demog/muniestbymuni_2015.html>
3. If selected, the applicant must sign an annual agreement with the NC Main Street & Rural Planning Center, for a period of up to three years, outlining the following requirements and/or agreements for partnership in the Downtown Associate Community (DAC) program with the Center.
	1. Participate in all services provided by the NC Main Street & Rural Planning Center when staff is in town.
	2. Designate a DAC program coordinator (paid or volunteer) dedicated to the downtown for a minimum of 20 hours/week who will coordinate and facilitate the work of the program.
	3. The DAC program must be designated as either a department of the local municipal government or obtain a 501(c) non-profit status.
	4. Establish strong broad-based support for the commercial district revitalization process from both the public and private sectors.
	5. Establish and maintain an active Board of Directors or an Advisory Board (if a city/town designated program) and Committees using the Main Street Four-Point Approach®.
	6. Establish an annual work plan/planning process for downtown.
	7. Adopt and exhibit a historic preservation ethic and design management program.
	8. Demonstrate an established vision for downtown and a mission that defines the role of the organization that will manage the downtown initiative.
	9. DAC program coordinator must attend training including, but not limited to: Main Street Basic Training, Main Street Manager’s Meeting, annual NC Main Street Conference, bi-annual regional meetings.
	10. Fund the DAC program through both public and private partnerships at a level allowing for full operation of the program, based on the adopted work plan.
	11. Submit **on time** annual statistical data, budget and salary information and program assessment reports as requested by the Center.
	12. Maintain an annual membership with the National Main Street Center at the Standard Level. IF community moves up to Main Street designation the level goes up to Designated Level.
	13. Reimbursement of the NC Main Street & Rural Planning Center’s travel expenses at the IRS rate plus meals at the state per diem rate.
	14. **Must meet the requirements** of the Main Street program by the end of year three to move up to Main Street® designation. Participating communities operating a DAC program that **may** move more quickly through the strategic planning process will be considered for full Main Street designation in less than three years.
	15. Until a DAC community is officially designated as a Main Street® community they are prohibited from using the Main Street logo or calling themselves a Main Street® community. Being designated comes with specific rights and privileges that are not granted to DAC programs.
	16. DAC programs are not eligible to nominate projects for NC Main Street or Small Town Main Street awards and are not eligible to nominate Main Street Champions until they move up to full NC Main Street designation nor can DAC programs apply for Main Street Solutions Fund grants unless they meet the definition of a micropolitan (10,000-50,000 in population), per legislative language for the Main Street Solutions Fund. In addition, DAC programs are not eligible for Downtown Redevelopment Funds.
4. An applicant’s community selection to the Downtown Associate Community program is predicated upon:
	1. An understanding and a basic acceptance of the Main Street® philosophy*, “economic development within the context of historic preservation.”*
	2. A commitment from city/town officials and staff to a long-term and incremental revitalization program and the willingness to implement the Main Street Four-Point Approach®: organization, promotion, design and economic vitality.
	3. Demonstration that the community could move to Main Street® designation and meet the requirements within three years of selection into the Downtown Associate program.
	4. Interest and commitment from private and public sectors both financially and organizationally.
	5. Evidence of past and present economic development efforts particularly the downtown district.
	6. Indications of private or public reinvestment in downtown within the last five years or intent to do so within the near future.
	7. The need for and value of the Downtown Associate Community Program to your community.
	8. Presence of both intact historical and architectural resources and of cultural resource features or special qualities within the downtown district particularly. These would include, but not be limited to: architecturally significant buildings, homes, historical sites, culturally or historically significant events that had an impact on your community and are so noted with monuments, markers or sites dedicated to these events within your community.
	9. The City Council signing the Resolution to Participate in the Downtown Associate Community program and commit up to $5,000 to the program if selected.

**North Carolina Downtown Associate Community Program**

**Application Instructions & Guidelines**

The following is the official Downtown Association Community program application administered by the NC Main Street & Rural Planning Center. It has four sections: **I. Checklist, II. Certification, III. General Data, IV. Organization, Funding & Short Answers**. Each section **must** be completed and returned in one packet. Also note that we ask for several attachments. Be **sure to include** those as well. The ***checklist*** will serve as your guide to completing the application and **must be returned with the application**.

**This form is a fillable form.** You may key in your answers in the gray areas. Begin typing the answer next to or underneath the question. **Do not answer them on a separate page.**

Digital images **must be submitted on a jump drive** and **must include a description in script form. Do not label the photographs**. Images should primarily include a sampling of the downtown district’s buildings both private and public including any of architectural significance. You may include photographs of downtown parks, pocket parks, alleyways, parking lots, streetscapes, gateway signage into the downtown district. Homes that surround the downtown district especially if there is a neighboring National Historic Register District. Before and after photographs of any rehabilitation project. If there are historic markers/monuments within your community, you may include photographs of those and note. **Please take high quality photographs; not all our staff and possibly none of our staff has visited your community therefore your photos are of significance. Maximum photographs to be included is 20. All images become the property of the NC Main Street & Rural Planning Center.**

**The NC Main Street & Rural Planning Center must receive completed applications by Friday, May 10, 2019 by 5:00 p.m.**

**Submit applications to: Naomi Riley,** Coordinator, Downtown Services

**Mailing Address: Delivery Address for FedEx, UPS, Etc.:**

Rural Economic Development Division Rural Economic Development Division

North Carolina Department of Commerce North Carolina Department of Commerce

4346 Mail Service Center 301 North Wilmington St.

Raleigh, NC 27699-4346 Raleigh, NC 27601

For questions regarding submissions please contact either Sherry Adams, sadams@nccomerce.com, 828-747-8218 or Chuck Halsall, chalsall@nccommerce.com, 252-214-532, Coordinators, Downtown Programming & Technical Assistance, NC Main Street & Rural Planning Center.

**For technical assistance on downloading information to jump drive you may contact Glen Locascio at** **glocascio@nccommerce.com****, 828-251-6200.**

**2018 North Carolina Downtown Associate Community Program Application**

1. **Application Checklist**

Check each of the items below to indicate that they are included in the application and return this list along with the rest of the application packet. Application packet must include:

[ ] 1. Complete application, **one original PLUS all attachments printed out** and in a hardcover three ring binder **with all the required attachments** as specified.

[ ]  2. Complete application including **ALL** requested attachments on **ONE jump drive including digital images as requested (see #7).**

[ ]  3. **Maximum 20 high quality digital images** on a jump drive, with a **script as directed in the guidelines on previous page**, that capture the character of the downtown commercial district highlighting key features. **Do not label the photographs directly.**

[ ]  4. The city council resolution expressing commitment to the community’s participation in the Downtown Associate Community program.

[ ]  5. If applicable, the city council resolution designating the entity that will administer the Downtown Associate Community program if the city/town is selected to participate **AND** if the designated entity is a non-profit **a copy of their non-profit status**, including **their IRS tax exemption status**, **bylaws** and **articles of incorporation OR** if the designated entity is a **city council appointed downtown committee or commission** a **copy of a document outlining this commission’s duties and responsibilities** and their **names**.

[ ]  6. Budget attachment outlining the financial commitment to the Downtown Associate Community program.

[ ]  7. City map attachment denoting the downtown district and if applicable delineating the boundaries of any National Historic Register District(s) (NHRD) and locally designated historic districts (if applicable) that exist downtown or adjacent to downtown such as a neighborhood historic district or a textile/manufacturing area that is adjacent to downtown. Also denote the Municipal Service District (MSD) on the map if applicable.

 **\*The application is a fillable word document. Enter your answers within the shaded areas.**

\*APPLICATION PACKET FORMAT: Submit one printed **original application form** with all the **required attachments in a hard cover, three-ring binder** with the **community’s name on the outside**. Include a copy of the application form, attachments and all photos on a jump drive. Please note: all applications including the jump drive will become property of the NC Main Street & Rural Planning Center.

1. **North Carolina Downtown Associate Community Program Application Certification**

|  |  |
| --- | --- |
| Attended a Downtown association information session Yes [ ]  No [ ]  **If NO STOP!** A representative MUST have attended an information session to apply. | Which information session did you attend: Salisbury, March 12 [ ] Statesville, April 9 [ ] Tarboro, April 11 [ ] Name of person who attended:       |
| City/Town: Click or tap here to enter text. | County: Click or tap here to enter text. |
| Mailing Address (city/town): Click or tap here to enter text.  |
| Name of Person completing this application: Click or tap here to enter text.  |
| Title of Person completing application: Click or tap here to enter text.  |
| Telephone Number: Click or tap here to enter text. | Email: Click or tap here to enter text. |
| Address: Click or tap here to enter text. |
| Is this person the primary contact for DAC Program: Yes [ ]  No [ ]  | If **NO,** Name of Primary Contact for the DAC Program if selected: Click or tap here to enter text. |
| 1. Telephone Number: Click or tap here to enter text.
 | 1. Email: Click or tap here to enter text.
 |

**Chief Elected Official Certification**

I hereby certify that the City/Town of Click or tap here to enter text. endorses the submission of this application and agrees to participate in the development of the local Downtown Associate Community program. In addition, the City/Town of Click or tap here to enter text. has designated the following agency/organization/volunteer/city staff member as the point of contact for the Downtown Association Community program.

Designee’s Name: Click or tap here to enter text.

Organization OR City Department Name: Click or tap here to enter text.

Official’s Name: Click or tap here to enter text.

Official’s Title: Click or tap here to enter text.

Official’s Address: Click or tap here to enter text.

 X:

(Signature of Official) (Date of Signature)

1. **General Data**
2. In what county is your city/town located? Click or tap here to enter text.
3. What NC Department of Commerce Economic Development Tier does the community’s county fall under: [ ]  Tier 1 [ ]  Tier 2 [ ]  Tier 3 You may find this information at <https://www.nccommerce.com/research-publications/incentive-reports/county-tier-designations>
4. Population Trends <https://www.osbm.nc.gov/facts-figures>

|  |  |  |
| --- | --- | --- |
| Population in Year | For City | For County |
| Current population | Click or tap here to enter text. | Click or tap here to enter text. |
| 2010 | Click or tap here to enter text. | Click or tap here to enter text. |
| 2000 | Click or tap here to enter text. | Click or tap here to enter text. |

1. What are your most recent county unemployment rates? \_\_
2. What is the city tax rate? \_\_
3. What is the county tax rate? \_\_
4. Does your downtown have a municipal service district (MSD)? [ ]  Yes [ ]  No

If **yes** to above question:

7.1 How long has the MSD been in place? \_\_

7.2 What is the tax rate per $100 valuation? \_\_

7.3 What is the annual amount generated from the MSD? \_\_

1. **Please submit/attach a city/town map** denoting the downtown district and if applicable delineating the boundaries of any National Historic Register District(s) (NHRD) or locally designated historic districts that exist downtown or adjacent to downtown such as a neighborhood historic district or a textile/manufacturing area that is adjacent to downtown and the MSD (if applicable.)
2. Size, general condition and inventory of downtown district:

|  |  |
| --- | --- |
| How many blocks are in your downtown commercial district?  |  Click or tap here to enter text.  |
| How many businesses are in your downtown commercial district?  | Click or tap here to enter text. |
| Total Number of downtown buildings:  | Click or tap here to enter text. |
| Average Age of downtown buildings: | Click or tap here to enter text. |
| Would you describe the current average condition of downtown buildings as: Excellent, Good, Fair or Poor | Click or tap here to enter text. |
| Would you describe the downtown infrastructure as: Excellent, Good, Fair or Poor: (this includes lighting, sidewalks, water drainage, curbing, etc.) | Click or tap here to enter text. |
| Total number of downtown retail businesses: | Click or tap here to enter text. |
| Total number of downtown restaurants: | Click or tap here to enter text. |
| Total number of downtown service related business i.e. laundry, salons, spas, accounting, legal, financial institutions: | Click or tap here to enter text. |
| Total number of downtown public buildings such as county, city, state, federal could include library, post office, etc. | Click or tap here to enter text. |
| Is City/Town Hall located downtown? | Click or tap here to enter text. |
| Percentage of occupied buildings: | Click or tap here to enter text. |
| Percentage of underutilized buildings i.e. used as storage, only 1st floor occupied, etc. | Click or tap here to enter text. |
| Total number of upper floor residential in downtown commercial district: | Click or tap here to enter text. |
| Total number of in-fill (new construction) projects within last 10 years: | Click or tap here to enter text. |
| Indicate whether your downtown district is on the National Register of Historic Places OR in the process of being listed OR on the Study List |  Click or tap here to enter text.  |

1. Briefly describe any major physical changes within the downtown district over the last five years such as: decline in maintenance of downtown buildings, demolition of buildings including historically significant and explain the circumstances denoting whether the building was privately or publicly owned. If there’s been any infill construction, upper floor housing development, green space improvements or decline, infrastructure improvements or decline, etc. (300 words maximum)

 Click or tap here to enter text.

1. Does the City/Town organizational structure include any of the following:

|  |  |  |
| --- | --- | --- |
| Staff/Commission | Yes/No check box | Full/Part Time/NA/Other  |
| Town or City Manager/Administrator | Yes [ ]  No [ ]  |        |
| Town/City Clerk | Yes [ ]  No [ ]  |       |
| Planning Staff | Yes [ ]  No [ ]  |       |
| Economic Development Director | Yes [ ]  No [ ]  |       |
| Downtown/Community Development Coordinator | Yes [ ]  No [ ]  |       |
| Building Inspector | Yes [ ]  No [ ]  |       |
| Code Enforcement Officer | Yes [ ]  No [ ]  |       |
| Planning Board or Commission | Yes [ ]  No [ ]   |       |
| Appearance Commission | Yes [ ]  No [ ]  |       |
| Historic Properties Commission | Yes [ ]  No [ ]  |       |
| Zoning Board of Adjustment | Yes [ ]  No [ ]  |       |
| Other: Explain | Yes [ ]  No [ ]  |       |

1. Assets: Please respond in the boxes below.

|  |  |
| --- | --- |
| **Assets Located within the Downtown District** | **Yes/No** |
| City/County Offices |       |
| Courthouse (operating) |       |
| Law Enforcement Center/Substation |       |
| Jail: include even if not in operation |       |
| Post Office: include even if not in operation  |       |
| Religious Facilities |       |
| Public Schools |       |
| Charter Schools |       |
| College, University or Community/Technical College  |       |
| Visitor Center |        |
| Senior Center |       |
| Train Depot: functioning [ ]  OR re-purposed [ ]  |       |
| Active Rail Line |       |
| Multi-model/Municipal Transit |       |
| Library |       |
| Recreation Center |       |
| Access to River/Sound/Harbor |       |
| Recreational Waterways (Blueways) |       |
| Urban Trails/Greenways |       |
| Parks/Gardens including Community Gardens |       |
| Civic Center/Meeting Facility/Community Center |       |
| Arts Council |       |
| Performing Arts Gallery |       |
| Historic Theater |       |
| Movie Theater |       |
| Historic Hotel either functioning as or repurposed for different use |       |
| Historical Museum |       |
| Art Museum |       |
| Public Art |       |
| Historic Cemetery |       |
| Farmers Market |       |
| Grocery Store |       |
| Winery/Brewery/Distillery |       |
| Wireless Internet Access (WiFi) |       |
| Other: Click or tap here to enter text. |       |

|  |  |
| --- | --- |
| **Community Assets (outside of downtown.)**  | **Yes/No** |
| Hiking Trails/Bike Trails |  |
| Recreational Waterways (Blueways) |  |
| Historic Homes/Neighborhoods/Landmarks |  |
| Historical Markers |  |
| Historic Sites denoting events (Revolutionary war, Civil War, etc.) |  |
| Civic Center/Community Center |  |
| Recreation Center |  |
| Museum(s) |  |
| Winery/Brewery |  |
| Parks/Gardens |  |
| Library |  |
| University/Community College |  |
| Visitor Center |  |
| Other: Click or tap here to enter text.  |  |
| Other: Click or tap here to enter text. |  |
| Other: Click or tap here to enter text. |  |
| Other: Click or tap here to enter text. |  |

1. **Organizational, Funding & Short Answer Questions:**
2. The NC Main Street & Rural Planning Center requires that each community designate a Downtown Associate Community (DAC) Coordinator (paid or volunteer) dedicated to the work of the program for a minimum of 20 hours/week.
	1. Has a coordinator been selected? [ ] Yes [ ]  No
	2. If so please provide,
		1. Name:
		2. Email address:
		3. Telephone number:
		4. Mailing address:
		5. [ ]  Paid [ ] Volunteer Number of Hrs./per/week: \_\_
		6. Employing agency, if paid (name of city, non-profit, etc.): \_

* + 1. To whom does/will the coordinator report to and their name and contact information?
		2. If the proposed coordinator for the DAC program is currently a part-or full-time employee, name his/her position and describe his/her other job responsibilities and hours spent on each in addition to the DAC program coordinator, such as: town planner, tourism/chamber director etc.
1. The NC Main Street & Rural Planning Center **requires** the selected DAC community to **commit funding** for the program and **recommend $5,000** per year for up to three years. This funding will not only include expenses for the NC Main Street & Rural Planning Center to travel to your community, but **for your designated DAC coordinator** to attend regional meetings and Basic Training that is held quarterly. NC Main Street Conference (March). Travel expenses at the state per diem include mileage, lodging, meals and from time to time on a per needed basis. Typically, **two people will travel** **to facilitate quarterly meetings** and will often **require two rooms** for any overnight travel. One staff member is in Asheville and one staff member is in Greenville. One or two additional people **may be asked** to come and assist on an as needed basis and they could be in Raleigh or Asheville depending on your location. In addition, DAC programs should be considering the financial commitment if your DAC program moves up to designated NC Main Street status. Please tell us how operating costs will be covered such as through the city budget, a county budget, existing non-profit, etc. for the **next three years** 100 words or less:

 Click or tap here to enter text.

1. Briefly describe any existing or previous volunteer efforts for downtown revitalization. This could include efforts from a downtown revitalization or business association, Chamber of Commerce, merchant association, etc. Be clear as to whether this is an existing organization or previous and if previous explain why it no longer exists. (250 words or less)

Click or tap here to enter text.

1. Is there an existing vision statement for your downtown or community? Please include it below or put NA in box if not applicable:

Click or tap here to enter text.

1. List and briefly describe what you view as your top three economic drivers today. (e.g. tourism, education, arts & cultural development, military, etc.)

Click or tap here to enter text.

1. Share with us a program or project anywhere in the community including downtown that the has occurred within the last three years that the community has rallied around, garnering community support and demonstrating leadership and volunteerism from the citizens of your community. Indicate whether this was a privately lead or publicly lead effort. Include the number of volunteers, economic impact to the community (if applicable) and whether this was a one-time program/project or if it’s on-going. (300 words maximum)

 Click or tap here to enter text.

1. Describe an innovative (out of the box) project/program that has occurred either downtown or within the community at large within the last three to five years and include the participating partners and the economic impact (this should be something different from above, but if not leave blank): 300 words or less:

 Click or tap here to enter text.

1. Describe how your community will administer an economic development program within the context of historic preservation. (250 words or less)

 Click or tap here to enter text.

1. List and describe any current incentive programs, including façade grants, capital improvement grants, etc. that are currently in place. Describe each program including the source of funds, how much money is available, the match, what agency or organization administers the program200-word limit) Click or tap here to enter text.
2. Are funds or have funds in the past been dedicated toward downtown programs and projects outside of incentive grants or funding a special event? These can include, but not limited to: funding an organization’s efforts toward a downtown program or project such as downtown beautification, streetscape projects, public art installations. If YES, describe in 100-150 words or less. Include whether funds are current or past. If past explain why they no longer exist.

Click or tap here to enter text.

1. Does your town contribute monetarily, in-kind or both to special events such as a festival or on-going music series, holiday events, other promotional series, etc.? Or **contributed monetarily or in-kind to an organization** that organizes such events as described? If so outline the event(s), tell us if you are the **organizer or contribute to an organization** that does the event(s), the dollar amount if monetary and the dollar value of in-kind if applicable. Also, is this a budgeted item in your town budget or does your town budget for promotional events in general? (100-150 words or less)Click or tap here to enter text.
2. List and describe any current fundraising initiative taking place for specific downtown projects and/or programs on the part of either the town or an organization. Include how much money has been raised or the dollar amount goal. (200-word limit) Click or tap here to enter text.
3. Why do you believe your community will be a good fit for the Downtown Associate Community program and what do you anticipate will be your greatest benefit in participating? 350 words or less: Click or tap here to enter text.
4. In the table below outline what you think are your current Strengths, Weaknesses, Opportunities, Threats, (SWOT).

|  |  |
| --- | --- |
| **Helpful to achieving objective** | Harmful to achieving objective  |
| **Strengths****(Internal origin attributes of the organization)*** Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
 | **Weaknesses** **(Internal origin – attributes of the organization)*** Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
 |
| **Opportunities****(External origin-attributes of the environment)*** Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
 | **Threats****(External origin-attributes of the environment)*** Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
 |

1. In the table below, indicate the community organizations, entities (public/private sectors) you view as your partners and stakeholders in downtown who will assist you with your downtown development program as you move forward and where applicable on the table describe their existing involvement downtown.

|  |  |  |
| --- | --- | --- |
| **Check all Current Stakeholders that exist in your community** | **Check all Stakeholders that are Partners with any current downtown initiative** | **Describe ways current Stakeholders are Partnering with Downtown such as: monetarily, educationally, beautification, volunteers, donations, etc.** |
| **City/Town Govt.**Council [ ] Economic Development [ ] Planning City/County [ ] Public Works [ ] Recreation [ ]  Other: List  | **City/Town Govt.**Council [ ] Economic Development [ ] Planning [ ] Public Works [ ] Recreation [ ]  Other: List |  Click or tap here to enter text. |
| **County Govt.**Commissioners [ ] Library [ ] Ag. Ext. Agency [ ] Historical Groups [ ] Tax Assessor [ ] Health Dept. [ ] Library [ ]  Other: [ ]  | **County Govt.**Commissioners [ ] Library [ ] Ag. Ext. Agency [ ] Historical Groups [ ] Tax Assessor [ ] Health Dept. [ ] Library [ ]  Other: [ ]   |  Click or tap here to enter text.  |
| **Schools**Public [ ] Private [ ] College/University [ ] Technical [ ] Other [ ]  | **Schools**Public [ ] Private [ ] College/University [ ] Technical [ ] Other [ ]  |  Click or tap here to enter text.  |
| Visitors Bureau [ ]  | Visitors Bureau [ ]  |  Click or tap here to enter text.  |
| Realtors [ ]  | Realtors [ ]  |  Click or tap here to enter text.  |
| Civic Groups [ ]  | Civic Groups [ ]  |  Click or tap here to enter text.  |
| Chamber of Commerce [ ]  | Chamber of Commerce [ ]  |  Click or tap here to enter text.  |
| Financial Institutions [ ]  | Financial Institutions [ ]  |  Click or tap here to enter text.  |
| Downtown Business Owners [ ]  | Downtown Business Owners [ ]  | Click or tap here to enter text.  |
| Downtown Property Owners [ ]  | Downtown Property Owners [ ]  | Click or tap here to enter text.  |
| Local Industries [ ]  | Local Industries [ ]  |  Click or tap here to enter text.  |
| Arts Council [ ]  | Arts Council [ ]  |  Click or tap here to enter text.  |
| Churches/Religious Org. [ ]   | Churches/Religious Org. [ ]  |  Click or tap here to enter text.  |
| Hospital/Health Agencies [ ]  | Hospital/Health Agencies [ ]  |  Click or tap here to enter text.  |
| Neighborhood Associations [ ]  | Neighborhood Associations [ ]  |  Click or tap here to enter text.  |
| Citizens [ ]   | Citizens [ ]  |  Click or tap here to enter text.  |
| **List any Other Existing Stakeholders:** Click or tap here to enter text. | **List Other Stakeholders that are Partners with any current downtown initiative:** Click or tap here to enter text. | **Describe ways current Stakeholders Are Partnering with Downtown such as: monetarily, educationally, beautification, volunteers, donations, etc.:** Click or tap here to enter text. |

1. **Please complete the attached budget. This would be a budget for your Downtown Community program if selected.**