



**RENAISSANCE  
ON MAIN**  
*Rediscover Kentucky's Downtown*



# 2008 Kentucky Main Street / Renaissance on Main Guidelines



**RENAISSANCE ON MAIN ALLIANCE**  
Governor's Office for Local Development (GOLD)  
Kentucky Heritage Council  
Kentucky Housing Corporation  
Kentucky Transportation Cabinet  
Kentucky Department of Tourism  
Kentucky League of Cities  
Federal Home Loan Bank of Cincinnati



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## **I. OVERVIEW**

### **A. Background**

Declining downtowns have been a concern in Kentucky and the United States for the last 50 years. In 1979, the Kentucky Heritage Council initiated the Kentucky Main Street Program to target the preservation and adaptive reuse of historic buildings in Kentucky's downtowns. In the fall of 1996, a 26-member committee was appointed to study Kentucky's downtowns and submit recommendations on how to strengthen the state's assistance to cities with downtown revitalization. The result was Renaissance Kentucky – a program which represented an alliance of both state and non-state agencies and organizations focusing resources, funding and expertise on the issue.

In 2004, the Office of Renaissance Kentucky was realigned to the Governor's Office for Local Development (GOLD) as part of Governor Ernie Fletcher's streamlining of state government. GOLD administers numerous state and federal grant programs, therefore it was determined that the program would benefit from and align better with the mission of GOLD.

In February 2005, Governor Fletcher unveiled Renaissance on Main with new style and programmatic changes to enhance the already successful Renaissance Kentucky program. Although GOLD continues to administer the program, the Renaissance on Main Alliance plays a critical role in the implementation of this program. The Renaissance on Main Alliance is comprised of representatives from the following agencies:

- GOLD (Lead Agency)
- Kentucky Heritage Council's Main Street Program
- Kentucky Housing Corporation
- Kentucky Transportation Cabinet
- Kentucky Department of Tourism
- Kentucky League of Cities (KLC)
- Federal Home Loan Bank of Cincinnati

The Renaissance on Main Alliance acts as an advisory committee to the Renaissance program, while bringing together federal, state and local expertise and resources to address a host of issues that adversely impact the redevelopment and revitalization of downtown communities. Bringing together the above-listed entities assists the communities with leveraging available funding sources. The Renaissance program is not intended to replace existing state and federally funded programs, but is rather an enhancement.

The relationship between Renaissance on Main and Kentucky Main Street has developed since the inception of the program in 1996. The National Main Street Program informs local organizations with the Four-Point Approach™ to Downtown Revitalization. The Four Points are organization, design, promotion, and economic restructuring. Upon designation as a Renaissance on Main city, cities are also part of the Kentucky Main Street program, as the criteria required for the Renaissance on Main certification reflects the Main Street criteria. It is anticipated that the local Renaissance Committee and the Main Street Board are one in the same and that the principles and methods of Main Street philosophies are followed in everyday management of the local program.

## 2008 Kentucky Main Street / Renaissance on Main Guidelines

Beginning in 2006, the Renaissance on Main Alliance designated the Kentucky Heritage Council the task of certifying local Main Street programs for eligibility as participants in Renaissance on Main programs. The process outlined in these guidelines was effective beginning in January 2006 and is based on the national Main Street 4-point approach to downtown revitalization. This downtown revitalization approach has proved successful for over 25 years in Kentucky, and also nationally, and is a proven economic development program for downtowns that incorporates historic preservation as a key strategy.

### B. Purpose

The primary focus of the Kentucky Main Street program is sustainable economic development compatible with historic preservation through job creation in downtown communities. The purpose of the funding program through the Renaissance on Main program is to recognize and reward Kentucky cities that proactively take steps to revitalize and maintain safe, vibrant and economically sound development in downtown communities. While construction of new facilities can be an option, Renaissance on Main encourages the adaptive use of existing buildings with particular emphasis on the preservation of historic or unique facilities. Renaissance on Main funding is made available through the Commonwealth of Kentucky's General Assembly. The amount of funding available annually for the Renaissance on Main program is determined by the Kentucky General Assembly through the passage of Kentucky's biannual budget. The Renaissance on Main Funding Guidelines and Application are available from the Governor's Office for Local Development and on their website at <http://www.gold.ky.gov/grants/stategrants/renmain/>.

## II. PROGRAM REQUIREMENTS

### A. Designation Status

The Kentucky Main Street / Renaissance on Main Program has two designations, which are: **Candidate and Certified Programs**

#### i. Candidate

Candidate status is the entry designation into the program and the temporary status awarded to a program that may not qualify for certification due to changes in local administration. A program will remain a candidate until a program representative has completed the requirements for certification. A city can remain at candidate status for 24 months. If a city has not achieved certified status after a 24-month period, the city shall lose Kentucky Main Street / Renaissance on Main designation. Candidate cities are not eligible to apply for funding.

The currently designated Candidate cities must submit the annual Letter of Commitment postmarked no later than **January 31, 2008** in order to demonstrate their continued commitment to the local Main Street program. Communities interested in initiating a local Main Street program must complete the Initial Application due **June 30, 2008**.

#### ii. Certified

A Certified Kentucky Main Street Program has met all the basic requirements of the Kentucky Main Street/Renaissance on Main program. This certification is issued annually and will qualify the communities to apply for Renaissance on Main funds. The annual re-certification requirements, which document the January-December 2006 timeframe, must be postmarked no later than **January 31, 2008**.

### B. Staffing

All local Kentucky Main Street / Renaissance on Main programs must have a paid full or part-time Main Street manager on staff. Criteria for salaried positions are as follows for cities with a population of:

- 5,000 and under: Part-time salaried position
- 5,001 to 9,999: Full or part-time salaried position (determined by the city)
- 10,000 and above: Full-time salaried position

Shared positions are permitted, however the community must document a 20-hour weekly commitment for part-time required positions. Shared positions must provide detailed job descriptions noting weekly hour commitments and detailed job descriptions.

In the event the Main Street manager position is vacated during the calendar year, the local program shall make every attempt to fill the position within three (3) months. If unable to fill the position within those three (3) months, the program must be able to present documentation outlining the hiring strategy. Certified programs that do not fill a vacant Main Street manager position within six (6) months will lose their Certified

designation and become a Candidate program, making the city ineligible for funding. The city must reapply for Certification in the following year.

## **C. Training**

### **i. Requirements**

Candidate and certified programs must earn a minimum of three (3) trainings credits, during the calendar year, approved by the Kentucky Heritage Council annually. Approved training courses are posted online at the Kentucky Heritage Council's website, <http://heritage.ky.gov>

### **ii. Attendance Policy**

The Kentucky Main Street training credit is awarded to the local program, not to individuals. In order for a city to receive the required training credit, a representative (mayor, main street manager, Renaissance on Main board members or approved representative from the city) must attend trainings approved by the Kentucky Heritage Council.

### **iii. Credit Eligibility**

The Kentucky Heritage Council sets and approves all Main Street / Renaissance on Main eligible trainings. In order to receive credit for attending trainings, training attendees must sign the attendance sheets available at each training session and register their training credits annually with the Kentucky Heritage Council.

### **III. KENTUCKY CANDIDATE MAIN STREET PROGRAM**

**A. New Main Street Programs** - Cities interested in applying to the Kentucky Main Street Program and/or Renaissance on Main program must first complete the Main Street Application. Communities that meet the Kentucky Main Street criteria are invited to participate as a Candidate City. New cities are encouraged to demonstrate progress in the Main Street Four-Point Approach™: organization, economic restructuring, design and promotion. Applicants should demonstrate strong organizational support through broad public and private sector representation. Also, a financial (cash and in kind) commitment to support the local Main Street Program will weigh into the selection process. Candidate Cities have two years to achieve Certified Main Street Program status. Participation as a Candidate City does not guarantee selection as a Certified Kentucky Main Street program.

Candidate Cities may request one-on-one introductory assistance from the staff of Renaissance on Main and Kentucky Heritage Council. Assistance will outline components of the program, requirements in deadlines and answers to any questions a city may have upon entering the program. Introductory session appointments are made on a first come, first served basis. In addition, new programs are eligible to participate in annual Main Street trainings. Candidate cities are not eligible for funding. New Candidate programs will be designated annually during the month of August. New Candidate Cities may apply for certified status by the January 31 deadline following their acceptance into the program.

All incorporated cities within the Commonwealth of Kentucky are eligible to submit an application (see Appendix A). Unincorporated cities within the Commonwealth of Kentucky are only eligible for consideration if sponsored by county government. Cities wishing to initiate a local Kentucky Main Street program must submit an application postmarked no later than **June 30, 2008**.

**B. Current Candidate Programs (Year 2)** - Current Candidate Programs that want to renew this status for a second year must submit the annual Letter of Commitment and other required documentation of progress made in first year postmarked no later than **January 31, 2008**. This documentation should follow the same outline as noted in Appendix B and Appendix C for renewal of Candidate status. It is likely the program will not be able to respond to all requirements of Appendix B; however, it is required to respond to as many of these items as possible to reflect the local program's activity during the first year.

Local programs can remain in the program as a Candidate program for two years. After two years it is expected that the program should be able to attain full status as a Certified Kentucky Main Street program. Candidate programs are eligible for training and services, but are not eligible for designated Renaissance on Main funding.

**C. Temporary Candidate Status** – Previously Certified Kentucky Main Street programs that do not comply with all the reporting requirements will revert to Candidate status. This will likely reflect an extended vacancy of the local Main Street manager position but it may also reflect a lack of participation in the required training programs for the previous year. A Candidate program in this status may apply for Certification at the next Certification deadline.

After two years it is expected that the program should be able to regain full status as a Certified Kentucky Main Street program. Candidate programs are eligible for training and services, but are not eligible for designated Renaissance on Main funding.

#### **IV. KENTUCKY CERTIFIED MAIN STREET PROGRAM**

Kentucky's Certified Main Street programs must successfully complete the Initial Kentucky Main Street / Renaissance on Main Application and agree to be re-certified annually. Upon designation, cities are eligible to compete for funding opportunities.

Kentucky Certified Main Street programs must annually demonstrate reasonable improvement in meeting objectives in the Main Street Four-Point Approach™. The deadline for the required documentation for re-certification is **January 31, 2008**. Previously designated Candidate Cities seeking Certified Status may also submit documentation by **January 31, 2008**. Certification information documents the January-December 2007 timeframe.

Previously Certified Programs that are unable to comply with the requirements for Certification will be designated as Candidate Programs and will be able to reapply for Certification the following year. After two years in Candidate Status and unable to achieve Certification, programs will be required to re-apply as a new program.

## V. PROGRAM FUNDING ELIGIBILITY

### A. Eligible Grantee

Grants are available through the Renaissance on Main program to those cities established as “Certified” Kentucky Main Street Program during the current year of eligibility (2008). The Kentucky Heritage Council as a member of the Renaissance on Main Alliance is responsible for determining the city’s status.

### B. Eligible Project

Grant funds shall be used for capital projects that contribute to community and downtown revitalization projects in eligible cities. All streetscape design and façade activities must be accomplished in accordance with guidelines, rules and regulations, as published by the Kentucky Heritage Council and Kentucky Transportation Cabinet respectively. All plans must be reviewed and approved by Kentucky Heritage Council and GOLD. All work to historic buildings must be in accordance with Secretary of Interior *Standards for Rehabilitation* and be approved by the Kentucky Heritage Council and GOLD. A city may only submit one (1) grant application project per funding cycle. Please note that an application may only pertain to one (1) project or one (1) façade grant program, which may include multiple properties.

### C. Award of **Renaissance on Main** Grant Projects

All Renaissance on Main grants are subject to the final approval from the Office of the Governor following the recommendation of the Renaissance on Main Program Director and members of the Renaissance on Main Alliance. In order for a project to be funded, a determination must be made regarding project need, reasonability of costs and overall project effectiveness. Additionally, each application must be signed by the Mayor (or County Judge for unincorporated cities) as well as the Main Street / Renaissance on Main Board and Manager and must include a Letter of Support from the Main Street / Renaissance on Main Program, as well as support letters from the legislator(s) in their district. The Grant Agreement will specify that all funds are made available on a reimbursement basis and require submission of adequate support documentation in order to receive funds. Once a project is approved, the scope of work may only be amended under extreme circumstances as determined by GOLD on a case-by-case basis. The criteria for the approval of project requests and awards will include, but is not limited to:

- the number of jobs created or retained, directly or indirectly, as a result of the project;
- the degree to which stated community needs/priorities are supported;
- payroll revenues and state and local taxes generated from the employment created or preserved by the development project;
- the needs and the degree of the needs of the local units of government that will be affected by the development project;
- the amount and kind of assistance available from the government agencies;
- commitments of additional funding sources ;
- the amount of capital made available to the city by lenders and from the city’s own funds; and/or
- the economic feasibility of the project.

## **VII. ANNUAL LETTER OF COMMITMENT**

A Letter of Commitment is required for all Second Year Candidate and Certified Kentucky Main Street Programs at the beginning of every year. This Letter of Commitment must be signed by the Mayor of the City (or the County Judge if an unincorporated city), the Chair of the local Main Street Board, and the local Main Street Manager if one is in place. This Letter outlines the responsibilities and expectations for the local program to be considered an active participant in the Kentucky Main Street Program and in the Renaissance on Main Program.

**The text for this Letter of Commitment is included in Appendix C.**

The sample Letter of Commitment may require personalization to reflect how the local program operates. This is acceptable as long as all items in the sample Letter (Appendix C) are included and addressed and all parties have signed to indicate their agreement.

**Appendix A:  
Initial Kentucky Main Street Application (to become a Candidate City)**

Note: If you have nothing to report in a category where there has been no progress or no projects undertaken, please respond with that information and a brief explanation of obstacles identified. This application is intended to highlight areas that need your attention to ensure a comprehensive local effort. Don't leave any blank responses.

<b>Contact Information</b>	
Applicant (must be city or county government):	
Mayor (for incorporated city):	
Mailing Address:	
City / State / Zip:	
Phone:	
Fax:	
Email:	

County Judge Executive: (for unincorporated city)	
Application Prepared by:	
Address of Preparer:	
Designated Renaissance on Main Contact:	
Title:	

Agency (if other than city or county government):	
Mailing Address:	
City / State / Zip:	
Phone:	
Fax:	
Email:	
Main Street Manager (if not Renaissance on Main contact):	

<b>City Profile</b>	
County:	
Area Development District:	
City Population:	
County Population:	
Describe the overall economic condition of the city. Who are the major employers in the city?	
Describe types of businesses and number of employees.	
Provide a brief description of the city including historical highlights, unique	

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characteristics and geographic features.	
List the top five projects/initiatives for which your city would seek resources and attach further explanation of the public process used to identify those five top priorities of your city.	
Describe any cultural or recreational activities, historic or tourism assets or programs that will directly affect the downtown area (special festivals, arts events, museums, school events, etc.).	
Describe the strengths/assets of the downtown.	
Describe the weaknesses/challenges of the downtown.	
Describe current and/or previous downtown revitalization efforts.	
Describe your current downtown organizational structure (board, manager, membership).	

<b>Downtown Profile</b> (All questions pertain to designated Main Street area)	
1. How many blocks are included in the Main Street area?	
2. Number of commercial buildings in the Main Street area: Number of non-commercial buildings in the Main Street area: Total number of buildings in Main Street area:	
3. Note the number of buildings in the following conditions:	<input type="checkbox"/> Excellent condition (well maintained) <input type="checkbox"/> Good condition (maintained) <input type="checkbox"/> Fair condition (in need of repair) <input type="checkbox"/> Poor condition (in need of renovation)
4. List the number of buildings which are:	<input type="checkbox"/> Vacant only on the ground floor <input type="checkbox"/> First floor vacancy rate <input type="checkbox"/> Vacant only on the upper floor <input type="checkbox"/> Second floor vacancy rate <input type="checkbox"/> Completely vacant
5. What is the current average rent per square foot for commercial space in the downtown?	
6. What is the average assessed value of a traditional two-story brick structures in the downtown?	
7. Note the number of businesses in the downtown in these categories:	<input type="checkbox"/> Financial Institution <input type="checkbox"/> Bar/Lounge <input type="checkbox"/> Insurance Office <input type="checkbox"/> Furniture/Appliance

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	<input type="checkbox"/> Real Estate Office <input type="checkbox"/> Recreation/Cultural <input type="checkbox"/> Restaurant <input type="checkbox"/> Laundry/Cleaner <input type="checkbox"/> Department Store <input type="checkbox"/> Hardware Store <input type="checkbox"/> Grocery <input type="checkbox"/> Hairstyling (M&F) <input type="checkbox"/> Service Station <input type="checkbox"/> Gift/Card Shop <input type="checkbox"/> Clothing Store <input type="checkbox"/> Specialty Shop <input type="checkbox"/> Auto Dealership <input type="checkbox"/> Jeweler <input type="checkbox"/> Medical Office <input type="checkbox"/> Shoe/Shoe Repair <input type="checkbox"/> Law Office <input type="checkbox"/> Hotel/Motel <input type="checkbox"/> Newspaper/TV/Radio Station <input type="checkbox"/> Accounting/Tax Office <input type="checkbox"/> Pharmacy <input type="checkbox"/> Other:
<p>8. Note the number of government buildings in the downtown area:</p>	<input type="checkbox"/> Schools (primary, secondary, comm. college site) <input type="checkbox"/> Federal <input type="checkbox"/> State <input type="checkbox"/> Local <input type="checkbox"/> City <input type="checkbox"/> County (courthouse, county offices, etc.)
<p>9. List the number, location and size of any parks in the downtown.</p>	
<p>10. Estimate percentage of downtown buildings that are owner occupied.</p>	
<p>11. Estimate percentage of downtown buildings that have out-of-town owners.</p>	
<p>12. How many housing units are located in the downtown area? Describe stock:</p>	<input type="checkbox"/> Single-family owner occupied <input type="checkbox"/> Single-family tenant occupied <input type="checkbox"/> Rental upper story <input type="checkbox"/> Rental lower level

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Please indicate if the following items/organizations are currently in place in your city:

<b>Check Appropriate Response</b>	<b>Yes</b>	<b>No</b>	<b>Date Implemented</b>
Planning and Zoning (KRS 100)			
Code Enforcement Board			
City Manager or Planner			
Main Street Program			
Marketing Plan			
Impediment Plan			
Historic District Ordinance			
Sign Ordinance			
Full Time Mayor			
Local Public Housing Authority			
Design Review Board			
Certified Communities Partnership Program (Chamber of Commerce)			
Revitalization Plan			
Downtown Traffic Counts			
Parking Plan			
Streetscape Plan			
Neighborhood Stabilization Plan			



**Appendix B:  
Application for Kentucky Certified City Designation**

**Annual Reporting Requirements for 2008 Certification**

Local Kentucky Main Street Programs are certified annually. This certification is required for eligibility for designated Renaissance on Main funding and other funding opportunities developed for downtown revitalization efforts. To become certified for 2008 the following submissions must be postmarked no later than **January 31, 2008**:

**Note:** If the “**Information Required**” column says “**Update Only**” you only need to include information that has changed or is new since the 2007 Certification Application was submitted. If the “**Information Required**” column says “**Supply Info.**” then you must include information for the current year.

<b>Information Required</b>	<b>Contact Information</b>	
Update Only	Applicant (must be city or county government):	
Update Only	Mayor’s Name:	
Update Only	Mailing Address:	
Update Only	Phone:	
Update Only	Fax:	
Update Only	Email:	
Update Only	County Judge/Executive (for unincorporated city):	
Update Only	Application Prepared by:	
Update Only	Address of Preparer:	
Update Only	Designated Renaissance on Main Contact Person:	
Update Only	Title:	
Update Only	Renaissance on Main/Main Street Organization:	
Update Only	Mailing Address:	
Update Only	Phone:	
Update Only	Fax:	
Update Only	Email:	
Update Only	Main Street Manager (if not Renaissance on Main Contact):	

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<b>Organization</b>		
<b>Information Required</b>	<b>Included Y/N</b>	<b>Required Information</b>
Update Only		Contact Information (names and addresses) for manager, office, board chair and committee chairs. Include e-mail addresses.
Supply Info.		Signed Letter of Commitment to continue the program for 2008.
Supply Info.		Copy of Annual Budget for 2008.
Supply Info.		Copy of Board meeting minutes from 2007.
Supply Info.		Copy of 2008 Work Plan (outlining projects planned in all 4 areas: Organization, Design, Promotion and Economic Restructuring.
Supply Info.		Description of 2007 Fundraising efforts; including membership.
Supply Info.		Description of volunteer recruitment & recognition efforts completed in 2007.
Update Only		Provide copy of Main Street Manager job description. If the position is shared, provide detailed documentation that demonstrates Main Street roles and time commitments.
Supply Info.		Do you have non-profit status or are you within a government sector?
Supply Info.		Documentation of salary Part-Time or Full-Time Professional Manager paid in 2007. Include W2 form or similar proof of salary. You may mark out social security numbers or other sensitive personal information.
Supply Info.		Please list the annual contributions you receive from each of the following: City government, County government, Chamber of Commerce, Economic Development, Local Tourism Tax, City/County government, Dues, Contributions (in-kind and other).
Supply Info.		How many years experience has your current Executive Director have as a Main Street Manager.
Supply Info.		Please list all Manager benefits offered (comp time, overtime, paid vacation and number of weeks, paid health insurance, paid dental, paid retirement, 401K, none).

<b>Economic Restructuring</b>		
<b>Information Required</b>	<b>Included Y/N</b>	<b>Required Information</b>
Update Only		Status of Market Analysis
Supply Info.		Description of Business Retention, Expansion and Recruitment Efforts in 2007
Supply Info.		Description of any local Economic Restructuring Workshops and Training programs
	<b>Quantity</b>	<b>Submit 2007 reinvestment statistics for Renaissance on Main District:</b>
Supply Info.		Number of jobs created
Supply Info.		Number of jobs lost
Supply Info.		Number of total jobs
Supply Info.		Job total for year
Supply Info.		Number of new businesses opened
Supply Info.		Number of businesses closed
Supply Info.		Number of businesses expanded
Supply Info.		Business total for district
Supply Info.		Number of volunteer hours for your program

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<b>Design</b>		
<b>Information Required</b>	<b>Included Y/N</b>	<b>Required Information</b>
Update Only		Description of current Incentive Programs
Update Only		Description of current Educational and Public Awareness Programs
Update Only		Statement on status of local Design Guidelines and Historic District Ordinances
Update Only		Statement on status of local Building Inventory
Update Only		Submit a copy of the Renaissance on Main Area Map for the designated area
	<b>Quantity or Dollars</b>	Submit <b>2007 reinvestment statistics:</b>
Supply Info.		Number of major building rehabilitations
Supply Info.		Amount invested in major building rehabilitations
Supply Info.		Number of façade renovations
Supply Info.		Amount invested in façade renovations
Supply Info.		Number of minor building improvement projects (sign, paint, etc.)
Supply Info.		Number of new buildings constructed
Supply Info.		Amount invested in new building construction
Supply Info.		Number of public improvement projects
Supply Info.		Number of public improvement projects begun previous year and carried over
Supply Info.		Amount invested in 2006 in public improvement projects
Supply Info.		Average \$/sq.ft. rent in commercial district
Supply Info.		<b>Total reinvestment (\$)</b>
Supply Info.		Number of new housing units in downtown
Supply Info.		Number of historic rehabilitation tax credit projects

<b>Promotion</b>		
<b>Information Required</b>	<b>Included Y/N</b>	<b>Required Information</b>
Supply Info.		Description of Marketing and Image Building projects completed in 2007.
Supply Info.		List of Retail Promotions completed in 2007.
Supply Info.		List of Special Events and Festivals completed in 2007.
Update Only		Local Program brochures and logos.
Supply Info.		Sample newsletters or press releases from 2007.
Update Only		Status of your program's web site development efforts.

Please indicate if the following items/organizations are currently in place in your city:

<b>Information Required</b>	<b>Check Appropriate Response</b>	<b>Yes</b>	<b>No</b>	<b>Date Implemented</b>
Update Only	Planning and Zoning (KRS 100)			
Update Only	Code Enforcement Board			
Update Only	City Manager or Planner			
Update Only	Main Street Program			
Update Only	Marketing Plan			
Update Only	Impediment Plan			
Update Only	Historic District Ordinance			
Update Only	Sign Ordinance			

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Update Only	Full Time Mayor			
Update Only	Local Public Housing Authority			
Update Only	Design Review Board			
Update Only	Certified Communities Partnership Program (Chamber of Commerce)			
Update Only	Revitalization Plan			
Update Only	Downtown Traffic Counts			
Update Only	Parking Plan			
Update Only	Streetscape Plan			
Update Only	Neighborhood Stabilization Plan			

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I hereby certify that the information provided in this application for Kentucky Main Street designation to be true and accurate to the best of my knowledge and that all information contained herein has been thoroughly reviewed prior to signature. I understand that information provided herein is subject to verification by the Renaissance on Main Alliance at any stage of process and that failure to disclose pertinent information or to provide false information shall constitute disqualification from participation in the program. Further, I hereby agree to ensure full written disclosure in the event of a possible conflict of interest relating to any revitalization initiative in the downtown area.

_____ Signature of Mayor/County Judge/Executive	_____ Date
_____ Signature of Renaissance on Main/Committee Chair	_____ Date
_____ Signature of Main Street Manager	_____ Date

<p><b>SUBMIT TWO (2) COPIES* OF THE CERTIFICATION APPLICATION POSTMARKED NO LATER THAN JANUARY 31, 2008 TO THE ADDRESS AT THE RIGHT:</b></p>	<p><b>Kentucky Heritage Council Kentucky Main Street Program 300 Washington Street Frankfort, KY 40601</b></p>
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\*Because original signatures on the Letter of Commitment and on the Application itself are required, complete printed copies of all material are necessary. The documentation should be submitted as attachments to these forms. Please also submit printed copies of all supporting documentation. We do not require binders or folders. You are welcome to package this information in a format useful to you. You may also send an electronic version, but this is not required.

**Appendix C:  
Annual Letter of Commitment**

This Letter of Commitment is the formal and binding statement of the plans, expectations and responsibilities required for certification by the Kentucky Main Street Program and the Kentucky Renaissance on Main Program from \_\_\_\_\_(city) (hereinafter referred to as “CITY”), and \_\_\_\_\_ (local Main Street / Renaissance on Main Organization) (hereinafter referred to as the “ORGANIZATION”). This commitment is for **January 1, 2008** through **December 31, 2008**.

The CITY and the ORGANIZATION commit to participate in the Kentucky Main Street Program and agree to:

1. Employ a local Main Street manager who will be responsible for the day-to-day administration of the local Main Street organization in the community. In the event the program manager is vacated during the term of this agreement, we agree to make every attempt to fill the position within three months or less. The local Main Street manager shall serve as a liaison between the community and the local government and shall report to the local government at least quarterly.
2. Establish and/or maintain an organization focused on downtown revitalization that includes representation from both the public and private sectors. This board must meet on a regular basis and maintain meeting minutes denoting the organizational business. The Board is encouraged to establish working committees including, but not limited to the following committees: Design, Economic Restructuring, Promotion, and Organization..
3. Work together to provide an adequate budget with funds necessary for operating a local Main Street / Renaissance on Main program office, implementing an active plan of work, and ongoing training of the program manager on board.
4. Develop and implement a comprehensive approach to downtown revitalization using the Main Street Four-Point Approach™ and Eight Principles ascribed by the National Main Street Center, including development of annual written work plan for the local Main Street organization.
5. Provide data and statistics for monitoring the progress of the local Main Street program by submitting required reports in a timely manner using the format provided by the Kentucky Main Street Program and provide other information requested by the Kentucky Main Street Program and Renaissance on Main.
6. Provide for the local Main Street manager and board member attendance at local, state and national training opportunities. The local program must be represented at a minimum of three (3) trainings approved by the Kentucky Heritage Council during the January-December timeframe. The ORGANIZATION shall be responsible for travel costs and other expenses associated with these meetings.
7. Provide copies of materials relating downtown revitalization efforts to the Kentucky Main Street & Renaissance on Main program.
8. Demonstrate timely and professional administration of grant funds.
9. Have assessment review of certification application completed by KHC or peer by September 2008.

IN WITNESS WHEREOF, the parties have agreed to this commitment.

_____ Signature of Mayor or County Judge/Executive	_____ Date
_____ Signature of Renaissance on Main/Main Street Chair	_____ Date
_____ Signature of Renaissance on Main/Main Street Manager	_____ Date

**Appendix D:  
Sample Meeting Agenda and Minutes Form**

<b>Meeting Date:</b>	
<b>Time:</b>	
<b>Location:</b>	
<b>Chairperson:</b>	
<b>Attending:</b>	
<b>Absent:</b>	
<b>Top Issue:</b>	
<b>Item 1:</b>	
<b>Item 2:</b>	
<b>Item 3:</b>	
<b>Item 4:</b>	
<b>Notes:</b>	
<b>Summary/Notes for Board and Staff:</b>	<b>Next Meeting Scheduled for</b>
<b>Send to:</b>	<b>Date:</b>
	<b>Time:</b>
	<b>Location:</b>

**Appendix E:  
Sample Workplan**

<b>Organization</b>	
<ul style="list-style-type: none"> <li>Work to define Renaissance on Main/Main Street organization's mission and develop strong community relationships.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Recruit new members to serve on the board and committees.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Acquaint new board committee members with Renaissance on Main/Main Street organization's goals, activities, policies and procedures.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Recruit new volunteers to carry out activities. Assist volunteers in finding assignments that they enjoy and for which they are well-suited.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Create a promotional packet for Renaissance on Main/Main Street organization for the purpose of solicitation for membership and the creation of a volunteer network.</li> </ul>	
Timeline:	Budget:

<b>Promotions</b>	
<ul style="list-style-type: none"> <li>Develop more aggressive marketing strategies for downtown area.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Coordinate/Participate in special event projects scheduled for the year.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Work in conjunction with the Tourism Commission on projects outlined in the recently completed Tourism Development Plan.</li> </ul>	
Timeline:	Budget:

**Appendix E (continued):  
Sample Workplan**

<b>Economic Restructuring</b>	
<ul style="list-style-type: none"> <li>Continue to support and strengthen the businesses located in the downtown area and encourage more active involvement of downtown businesses in revitalization process.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Advocate and support the Downtown Business Association.</li> </ul>	
Timeline:	Budget:
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Provide assistance and information to current and prospective downtown businesses.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Develop more attractive incentives for property owners to improve building structures.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Develop strategy and incentives to increase upper-story occupancy.</li> </ul>	
Timeline:	Budget:

<b>Design</b>	
<ul style="list-style-type: none"> <li>Consider proposals received for Façade Improvement Grant Program.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Develop an annual Building Improvement Award to be distributed during the annual meeting.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Continue to review Low Interest Loan Pool Applications.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Develop Paint Partnership Program.</li> </ul>	
Timeline:	Budget:
<ul style="list-style-type: none"> <li>Develop Paint Partnership Program.</li> </ul>	
Timeline:	Budget:

**Appendix F:  
Building Inventory**

Inspection conducted by:	
Building name and address:	
Owner/contact name, address and phone:	

Building Photograph
Date Photo Taken:

Building Information	Square Feet	Use/Tenant	Rent
Basement			
Ground Floor			
Upper Floors -2			
-3			
-4			

Assessment Ratio	Size
Building	
Land	
Total	

General Information	
Year of Latest Property Tax Assessment:	
Resource Number (for National Register):	

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Map / Parcel:	
Zoning:	
Annual Taxes:	
Insurance Premium:	
For Sale:	
For Rent:	
Realtor / Contact:	
Date of Building Construction:	
Date of Building Alteration:	
Existing Use:	
Past Use:	
Proposed Use if Vacant:	

Construction Type:							
<input type="checkbox"/>	Brick Bearing Wall	<input type="checkbox"/>	Concrete Block	<input type="checkbox"/>	Brick Veneer	<input type="checkbox"/>	Wood Frame
<input type="checkbox"/>	Concrete Structure	<input type="checkbox"/>	Steel Structure	<input type="checkbox"/>	Stone	<input type="checkbox"/>	Other

Condition							
	Good	Fair	Poor		Good	Fair	Poor
Roof				Doors			
Gutters				Interior			
Ext. Walls				Plumbing			
Storefront				Heating			
Windows				Air Cond.			

Additional Notes:

Parking Information:			
<input type="checkbox"/>	Number of Parking Spaces	<input type="checkbox"/>	Owned
<input type="checkbox"/>	On Site	<input type="checkbox"/>	Leased
<input type="checkbox"/>	Off Site	<input type="checkbox"/>	Municipal

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Rear Entry (for receiving, shipping and customers)
<input type="checkbox"/>	<input type="checkbox"/>	Loading Dock

Additional Site Notes:

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	

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		Painted
		Interior Water Leaks
		Exterior Cracks
		Bowing / Leaning
		Sandblasted

Type of Air Conditioning				
Type of amperage service to building		110 volts	220 volts	110 & 220 volts

<b>General Comments on Building:</b>				

**Appendix G:  
Sample Budget**

Renaissance on Main/Main Street Budget (Small-Sized Community) January 1, 2008 – December 31, 2008 (or fiscal year)		
	(1) Cash	In-Kind
<b>Personnel</b>		
A. Part-time Manager: Salary and Benefits	\$20,000	
B. Clerical Staff:	\$10,000	
1) Salary/Wages Benefits		\$4,000
2) Salary/Wages Benefits		\$1,000      Town Secretary
<b>Operating</b>		
A. Space Costs		
1) Rent		\$3,000      Lou's Dept. Store
2) Utilities	\$300	
3) Telephone	\$1,200	
B. Equipment	\$2,800	
C. Consumable Supplies	\$300	
D. Printing/Copies/Postage	\$2,000	
E. Insurance – fire & Liability	\$250	
<b>Other</b>		
A. Travel	\$2,500	
B. Membership/Subscriptions	\$800	
<b>Program &amp; Activities</b>		
A. Organization		
1) Membership Drive	\$500	
B. Design		
1) Façade Loan Program	\$2,000	\$500      Knight Printing
C. Promotion		
1) Newsletter	\$1,000	\$500      Knight Printing
2) Special Events & Advertising	\$2,000	
D. Economic Restructuring		
1) Market Study	\$1,500	\$10,000      Chamber of Commerce
<b>Miscellaneous</b>		
A. Other-Decorations	\$200	\$200      Garden Club
<b>Subtotals</b>		
	\$45,350	\$18,700