

COUNCIL ACTION FORM

SUBJECT: REQUEST FOR SUPPORT FOR MAIN STREET IOWA PROGRAM

BACKGROUND:

In August, the City Council received the attached letter from the Main Street Cultural District requesting support for a joint application to the Main Street Iowa Program sponsored by the Iowa Department of Economic Development.

If the application is approved, the Main Street Cultural District will receive on-site training and technical assistance by outside experts as well as from local volunteers. Other benefits include the availability of loan monies, conferences for staff, and inclusion in state marketing materials.

ALTERNATIVES:

1. The City Council can pass a resolution in support of the Iowa Main Street Program Application and authorize the Mayor to sign, along with the Main Street Cultural District President, the application to the Iowa Department of Economic Development.
2. The City Council can deny the request by the Main Street Cultural District to submit a joint application to the Iowa Department of Economic Development for the Iowa Main Street Program.
3. The City Council can refer this item back to the City staff if it is determined that the application should be modified further before submitting it to the Department of Economic Development.

MANAGER'S RECOMMENDED ACTION:

A priority goal of the City Council for many years has been to revitalize the Downtown Business District. In order to accomplish this goal, it was apparent that leadership from a strong business organization in this commercial area was a necessity. Consequently, in 2004-05 the City Council made an upfront commitment of \$60,000 to help pay the administrative costs for the Main Street Cultural District for the first three years of its operation. This financial commitment by the Council was renewed in 2007-08 with an additional appropriation of \$75,000 to help cover the next three years of the District's operational costs.

In reviewing the original application materials, the staff was concerned with a few issues. First, it appears that the City is required to be a joint applicant with the Main Street Cultural District. There are a number of financial questions about the existing organization reflected in the application that the City is not in a position to verify. In addition, knowing the current financial commitment to the Cultural District ends during the first year of the proposed three-year program, the City cannot commit, at this time, to any future financial support.

Given these concerns, the Director of the Main Street Cultural District has worked to modify the application to make it more acceptable to the City. As you can see from page 4 of the attached application form, the Mayor will be certifying in the joint application that the City of Ames “submits, approves, and endorses the submission of this application.” It will be the President of the Main Street Cultural District who will be certifying that “the facts and data contained therein are true and accurate.” In addition, the application now clearly states on page 6 that the City’s three-year commitment totaling \$75,000 is good only through 2009-10, the first year of the proposed Main Street Program.

Given the improvements that were made to the application and the City Council’s stated goal of revitalizing the Downtown Business District, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby expressing support for the Iowa Main Street Program application and authorizing the Mayor to co-sign the application.

August 12, 2008

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Campbell and City Council,

First and foremost, thank you for the continued support you provide to the Main Street Cultural District (MSCD) each year. This support has allowed the MSCD to grow and thrive in a time when many of Iowa's downtowns are deteriorating. We look forward to many years of success and vitality and are now looking to apply to the Iowa Department of Economic Development's Main Street Iowa (MSI) program to give additional support and credibility to the program we have built.

As you may recall, the City of Ames and the Ames Main Street District applied for the Main Street Iowa program in 1996, a program whose mission is to improve the social and economic well being of Iowa's communities by assisting selected communities to capitalize on the unique identity, assets and character of their downtown area. We did not receive the affiliation due to the lack of a full-time director, city and community support, and readiness to be an MSI community. Now, 12 years later, we feel confident that we are prepared to enter in to this program with the support of the Ames community as well as the staffing of a full-time director, part-time events planner, and many excellent Iowa State University interns and volunteers.

There are many benefits to receiving the MSI affiliation. In the first three years of the program, the MSCD will receive approximately \$100,000 in State investments. These include 40 days of on-site training and technical assistance by staff and private consultants, and 30 days of training for local volunteers and staff. After three years, the State gives an on-going investment of \$10,000 per year in quarterly volunteer and director trainings, design assistance, yearly consultations and City specific technical assistance and support. Other benefits include, but are not limited to, scholarships and tuition money available to volunteers and staff for conferences, an MSI Loan Pool to use for upper floor redevelopment, in-fill construction, and rehabilitation, and inclusion in state marketing and public relations. The leadership of the MSCD believes this program will allow us to build stronger partnerships and give us new opportunities for continued success.

Requirements of the program include our local budget to be no less than \$50,000. We currently operate a \$96,650 budget. We must also have a full-time director and maintain an office, both of which we also currently have. Finally, we are required to establish a partnership with the City of Ames, in which the City contributes both financially and philosophically to support the program. Again, I believe we have successfully built this partnership, and so we now look to you to enter into a joint application with the MSCD to complete and submit a true and accurate Main Street Iowa program application.

We strongly urge you to support this program and enter into a joint application with the MSCD. The application workshops will begin in November and pending your agreement, we will begin to plan for a town meeting as well as visits to MSI communities similar to Ames. Please see the attached program application (Support & Funding, pg. 2) for a copy of joint agreement. Any questions can be directed to me at 515.232.6393 or temptationsames@aol.com. Thank you for again for your continued investment of the MSCD.

Sincerely,

Tim Coble, Acting President
Main Street Cultural District

Cc: Jeff Benson

Enclosure

Iowa Downtown Resource Center Main Street Iowa

APPLICATION

Ames, Iowa

COMMUNITY

DATE SUBMITTED

IOWA
life | changing®



MAIN STREET
I O W A



Community Development Division
Iowa Department of Economic Development
200 East Grand Avenue / Des Moines, Iowa 50309-1819
Phone: 515.242.4756 or 515.242.4857 / FAX: 515.242.4722
Website: <http://www.iowalifechanging.com> E-mail: jane.seaton@iowalifechanging.com

January 2009

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Selection Criteria

The following will be used to evaluate all Main Street applications.

1. A strong commitment from city government and various private sector organizations to support a local Main Street program for a minimum of three years.
2. An adequate local budget and evidence of funding commitment to finance the local Main Street program. IE. For communities under 5,000 in population the minimum budget requirement is \$25,000 per year and for communities over 5,000 the minimum budget is \$50,000 per year.
3. A commitment by the community to hire a paid local program director. The director must be paid for a minimum of 25 hours per week in cities with populations under 5,000 and 40 hours per week for cities over 5,000. Salaries should be comparable to other economic development professionals in the area.
4. Provision of office space for the organization, within the district, with functional equipment (*i.e. computer, printer, phone, fax, copier, file cabinets, etc.*).
5. The existence of a private nonprofit corporation that has been locally designated to serve as the governing body and policy board for the local program.
6. The community's true need for downtown and community revitalization.
7. The possibility of demonstrable change in the downtown as a result of participating in the Main Street program.
8. Past history of community revitalization efforts.
9. The community's familiarity with the concepts and principles of the Main Street Four Point Approach™.
10. The evidence of local historic preservation activity.
11. The existence of architecturally and historically significant buildings in the district that are currently listed on or may be eligible for the National Register of Historic Places.
12. The existence of a locally or nationally designated historic district within the identified project area.
13. Current community demographics, such as the mix of businesses, housing, size of district and location of district as related to the entire community.
14. A definable commercial area with historic & architectural resources that is compact and pedestrian oriented
15. Community designations (*i.e. Cultural & Entertainment District and/or Great Places*).

Main Street Iowa Application
Section A - Support & Funding
CITY
(100 Potential Points)

PRIMARY CONTACT email: director@mainstreetculturaldistrict.com FAX 515-232-9124

1. List of Application Preparers

This application was prepared by and with the cooperation of: **(list primary contact first)**

Name	Title/Affiliation	Mailing Address	Daytime Telephone	Signature
1. Jayne McGuire	Director	312 Main Street, Suite 201	515.232.3472	
2. Tim Coble	Board President	309 Main Street	515.232.6393	
3. Sonya Stoltze-Newstrom	Vice Pres.	511 Duff Street	515.233.3797	
4. Allyson Walter	Ames CVB	1601 Golden Aspen Drive	515.2331876	
5. Jane Houk	Board Treasurer	405 Main Street	515.232.8200	
6. Jeff Benson	City of Ames	515 Clark	515.239.5400	
7. Amanda Johnson	Board, Student			
8. Ruth Wiedemeier	Board, Arts & Culture	427 Douglas	515.232.5331	
9. Jeanne Allen	Board, Secretary	238 Main Street	515.233.3048	
10. Stacy Dreyer	Organization	405 5 th Street	515.232.5561	
11. Terry Stark	Organization	230 Main Street	515.232.0656	
12. John Doyle	Business Imp/Prop. Owner		515.232.1782	
13. Amber Kobler	Business Imp/Grad. Student		612.801.1257	
14. Renee Hansen	Promotion	1323 Northwestern Ave	515.232.7262	
15. Shannon Bardole	Promotions	315 Clark	515.232.2499	
16. Heather Courtney	Design	316 Main Street	515.232.0553	
17. Andrea Gronau	Design	424 Main Street	515.232.2714	
18. Kathy Svec	Historic Pres. Com.	ISU Memorial Union	515.294.2549	
19. Tony Thrush	Board, at large	304 Main	515.232.5373	
20. Judy Gilger	Community Rep.	236 Main Street	515.232.0678	

Name	Title/Affiliation	Mailing Address	Daytime Telephone	Signature
21. Jennifer Schill	MSCD Events	312 Main Street	515.233.3472	
22. Charlie Kuester	City of Ames	515 Clark	515.239.5400	
23. Kathy Svec	Historic Commission	ISU Memorial Union	515.294.2549	
24. Nancy	Ames Community Arts Center	312 Main Street	515.	
25. Kyla Kenkel	MSCD-intern	312 Main Street	515.233.3472	
26. Alyssa Gintant	MSCD-intern	312 Main Street	515.232.3472	
27. Ngaire West-Johnson	business owner	219 Main Street	515.233.5447	
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2. Certification of Co-Applicants

The following represents a joint application for participation in the Main Street Program.

I hereby certify that the City of _____

submits, approves and endorses the submission of this application.

(Signature of Mayor)

(Date)

I hereby certify that _____

(Name of Non-profit Organization)

submits, approves, and endorses the submission of this application and that the facts and data contained therein are true and accurate.

Signature of President
or
Steering Committee Chair

NOTE: The signatures on the original application must be notarized.

4. Certification of Funding

We hereby certify that on this date of February 28, 2009 the Main Street Cultural District has \$84,322 in-hand and \$83,986. pledged for funding year five (5) of the local Main Street Program and that these funds are allocated exclusively for the Main Street Program.

We further certify that our community has \$83,422 in hand and \$83,986 pledged for year six (6) of the local Main Street Program.*

**The City of Ames pledged \$60,000 (\$20,000 a year for 3 years) in fiscal year 2004-05 and \$75,000 (\$25,000 a year for 3 years) in fiscal year 2007-08. MSCD is currently in the second year of this commitment.*

5. Evidence of Funding

Following this page, insert written documentation of all Main Street funding sources, either public or private, and cash or in-kind contributions. Please include an alphabetized listing of the names and pledge amounts that corresponds with individual pledge forms and/or letters. Refer to the sample pledge amounts spreadsheet entitled "Main Street Investors – Pledges."

6. Evidence of Support

Insert written evidence of support for your Main Street program following the documentation of funding. Resolutions of support should be included here. In addition, statements from business and property owners in the project area should be included indicating their willingness to participate in the program.

INCOME STATEMENT
2009 Budget

REVENUES	2008 BUDGET	2009 BUDGET
301 Dues Income	\$42,200.00	\$51,508.00
302 Sponsorship Income	\$0.00	\$0.00
303 Fundraiser Income	\$0.00	\$0.00
304 City Support	\$25,000.00	\$25,000.00
305 City Beautification Grant	\$2,500.00	\$2,500.00
306 ACVB Grant	\$0.00	\$1,500.00
307 Standard Printing Grant	\$600.00	\$600.00
308 Marketing Income	\$0.00	\$0.00
310 Group Tours Income	\$250.00	\$700.00
333 Newsletter Income	\$0.00	\$0.00
Promotion Revenue	\$25,100.00	\$25,100.00
370 Interest Income	\$1,000.00	\$1,000.00
390 Miscellaneous Income	\$0.00	\$0.00
TOTAL REVENUES	\$96,650.00	\$107,908.00

PROGRAM EXPENSES

Design Expense		
401 Street Beautification Expense	\$3,250.00	\$3,250.00
402 Banners/Directional Signs Expense	\$2,000.00	\$2,000.00
410 Group Tours Expense	\$250.00	\$250.00
Total Design	\$5,500.00	\$5,500.00
Business Recruitment Expense		
411 Business/Improvement Committee	\$1,000.00	\$1,000.00
Total Business Recruitment Expense	\$1,000.00	\$1,000.00
Membership Expense		
421 Membership Expense	\$400.00	\$600.00
422 Resource Guide Expense	\$200.00	\$400.00
Total Membership Expense	\$600.00	\$1,000.00
Marketing Expense		
431 Membership Directory Expense	\$200.00	\$200.00
432 Marketing Expense	\$500.00	\$500.00
433 Newsletter Expense	\$0.00	\$0.00
434 Advertising	\$12,500.00	\$12,500.00
Total Marketing Expense	\$13,200.00	\$13,200.00

Promotion Expense		
441 Wild Women's Weekend Expense	\$0.00	
442 4th of July Parade Expense	\$0.00	
443 4th of July Festival Expense	\$7,500.00	\$7,500.00
444 Tune In to Main Street Expense	\$7,000.00	\$7,000.00
445 Open House/Holiday Expense	\$2,500.00	\$2,500.00
446 Festival of Trees Expense	\$0.00	\$0.00
447 Tree Lighting Expense	\$0.00	\$0.00
448 ArtWalk Expense	\$1,000.00	\$1,000.00
449 ISU Student Events Expense	\$0.00	\$0.00
450 Other Events Expense	\$0.00	\$0.00
451 MusicWalk	\$2,500.00	\$2,500.00
Total Promotion Expense	\$20,500.00	\$20,500.00
TOTAL PROGRAM EXPENSE	\$40,800.00	\$41,200.00

ADMINISTRATIVE EXPENSES

502 Administrative Fee	\$45,000.00	\$55,658.00
504 Gift Certificate Expense	\$100.00	\$400.00
516 Depreciation Expense	\$400.00	\$400.00
521 Dues & Subscriptions	\$800.00	\$800.00
526 Insurance	\$0.00	\$0.00
536 Miscellaneous Expense	\$100.00	\$200.00
537 Board Contingency	\$500.00	\$500.00
543 Postage	\$750.00	\$750.00
546 Rent	\$0.00	\$0.00
550 Equipment & Maintenance Expense	\$2,200.00	\$1,500.00
555 Internet Expense	\$750.00	\$750.00
556 Office Supplies	\$700.00	\$1,200.00
557 Printing	\$650.00	\$1,000.00
566 Telephone Expense	\$850.00	\$650.00
572 Conferences/Travel	\$1,000.00	\$2,000.00
576 Utilities Expense	\$900.00	\$900.00
Total Administrative Expense	\$54,700.00	\$66,708.00
Net Income / Loss	\$1,150.00	\$0.00