



**MAIN STREET AMERICA**  
Nationally recognized.  
Locally powered.™




# MAIN STREET NEW JERSEY

Application Workshop - January 2024

**Jackie Swihart**  
Program Officer, Main Street America

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## WELCOME AND INTRODUCTIONS

Name(s)

Title(s)


Community/Program

What brings you here?

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# WHO'S WHO?

**Gina Fischetti**  
 Dept of Community Affairs  
 Main Street New Jersey Coordinator



**Jackie Swihart**  
 Program Officer  
 Main Street America

**Joi Austin**  
 Sr. Program Officer  
 Main Street America



**Keith Henderson**  
 Dept of Community Affairs  
 Acting Director

**Pamela Weintraub**  
 Dept of Community Affairs  
 Principal Planner

**Melania Verzbickis**  
 Dept of Community Affairs  
 Assistant Planner

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# TODAY'S AGENDA

  
**Overview of Main Street**  
 History of MSA  
 The Approach  
 Designation Options

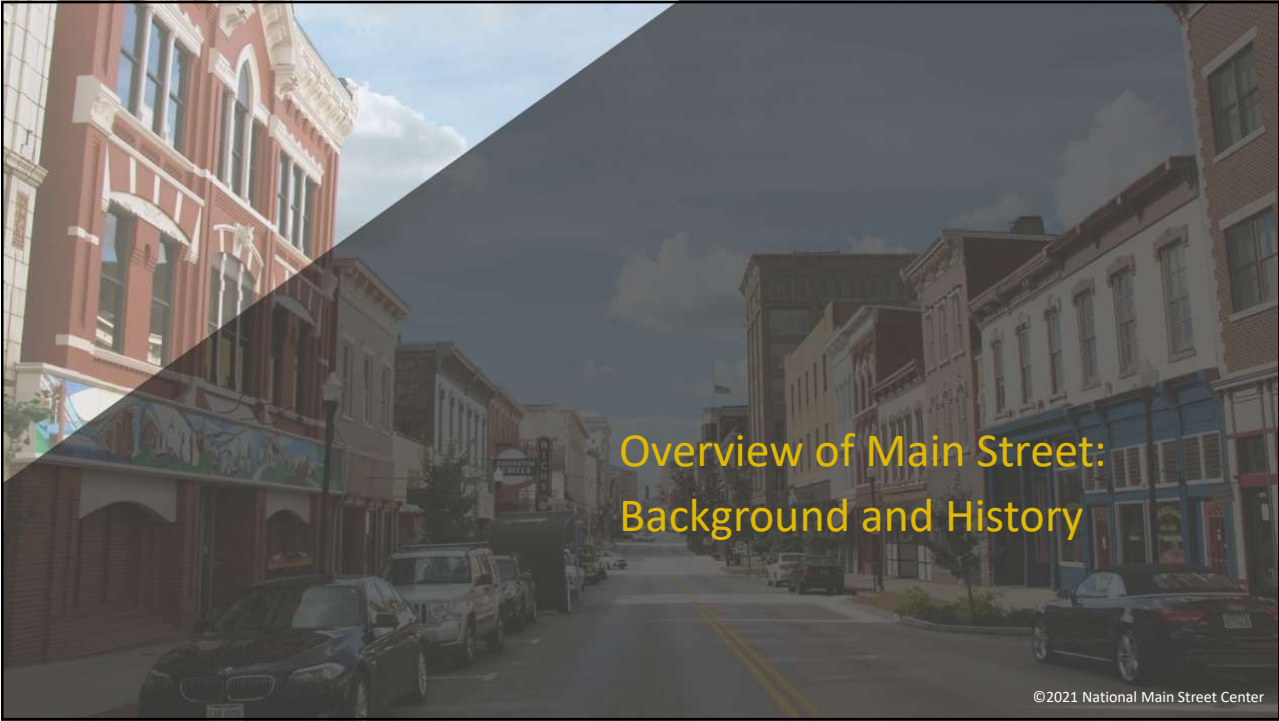
  
**Organizing for Main Street**  
 Vision  
 Volunteers  
 Funding

  
**5 Minute Break**

  
**Being a MSNJ Community**  
 Benefits  
 Applying  
 Requirement

  
**Q&A**

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DOWNTOWNS ARE IMPORTANT BECAUSE THEY ARE

- + Symbol of community character and prosperity
- + The heart of the community - providing people with social gathering spaces
- + It provides affordable homes for independent businesses - incubators
- + People are seeking out authentic and dynamic places to live. Places with a vibrant local economy and special sense of place.



# HISTORY OF MAIN STREET AMERICA

*Main Street was founded in 1980 as a program of the **National Trust for Historic Preservation**, when many communities had vacant/neglected historic buildings after businesses moved to strip centers and malls.*


MSA leads a collaborative movement with partners and grassroots leaders that advances shared prosperity, creates resilient economies, and improves quality of life through place-based economic development and community preservation in downtowns and neighborhood commercial districts across the country.




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# Our Epidemic of Loneliness and Isolation

2023



The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community



# CUMULATIVE REINVESTMENT IN AMERICA'S MAIN STREETS



These estimates are based on cumulative statistics gathered from 1980 through 2023, for all designated Main Street Programs nationwide.

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# Main Street



- **Organization** Main Street America
- **Methodology** used to revitalize older, traditional business districts
- **Network** that connects communities, coordinating programs, and downtown professionals
- **Brand** that is a registered trademark and seen as the premier downtown revitalization program
- **Advocate** to return to community self reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets

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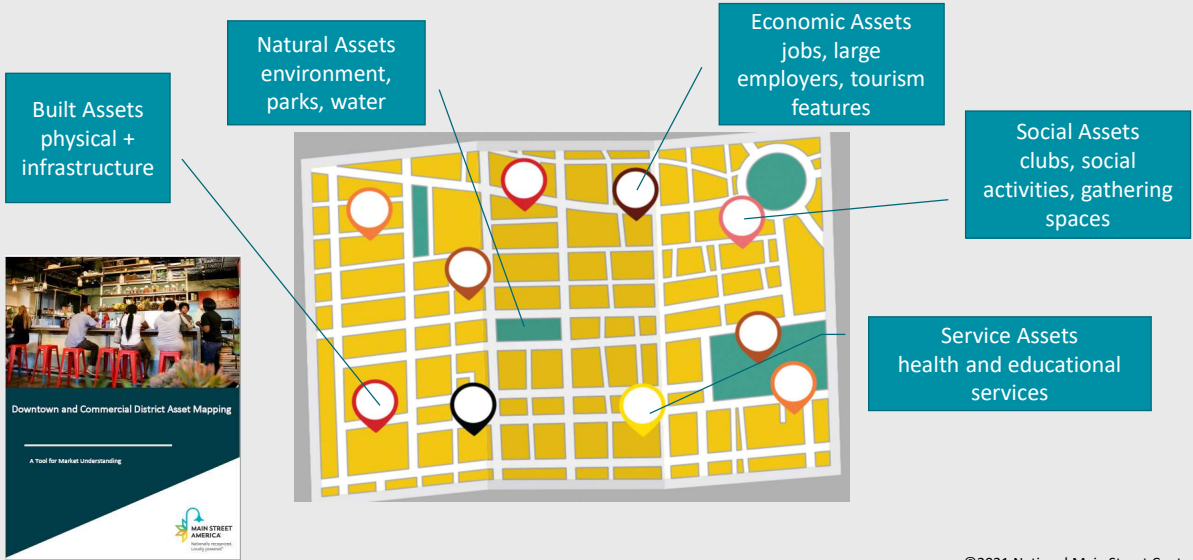
# GROUND RULES FOR MAIN STREET REVITALIZATION EFFORTS

- Main Street is **historic preservation**. Saving the places that make the community unique
- Main Street is **economic development** and doing work on behalf of the municipality.
- Main Street drives overall community improvement and is not just for the benefit of downtown businesses and property owners. **Main Street is NOT a merchant's association**
- Main Street is **community-driven** and will only be successful if local resources (funding and volunteers) are secured
- **Main Street is not a Project**, rather a long-term program that is needed to bring about lasting revitalization to downtown and neighborhood districts.



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# ASSET MAPPING: PUTTING COMMUNITY STRENGTHS ON A MAP



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## DEFINING A COMMUNITY-LED ORGANIZATIONAL STRUCTURE



**MAIN STREET AMERICA®**  
Nationally recognized. Locally powered.™

✓ *Locally powered through community-driven revitalization*



**LOCAL REVITALIZATION**

**COMMUNITY**

- Main Street Program
- Local governments (City, County)
- District stakeholders
- Local organizations
- Corporations
- Community members

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# MAIN STREET: A TWO-FOLD COMMITMENT

**SUSTAINABLE DISTRICT TRANSFORMATION**

**EFFECTIVE REVITALIZATION PROGRAM**

So how do we make it happen?

- Be Involved.**  
Two hours of volunteering can create a street lined with flowers.
- Be Invested.**  
A \$25.00 investment can provide a community event under the stars.
- Be Together.**  
Together we can enhance appearances, strengthen the downtown economy, and pave the way to an exciting future.

**Main Street Resource Center**

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# THE POWER OF MAIN STREET'S COLLABORATIVE MODEL FOR LOCAL REVITALIZATION

- ✓ *Locally powered through community-driven revitalization*
- ✓ *Supported by a collaborative model that guides, provides technical assistance, adds resources, and connects to a network & best practices in revitalization*



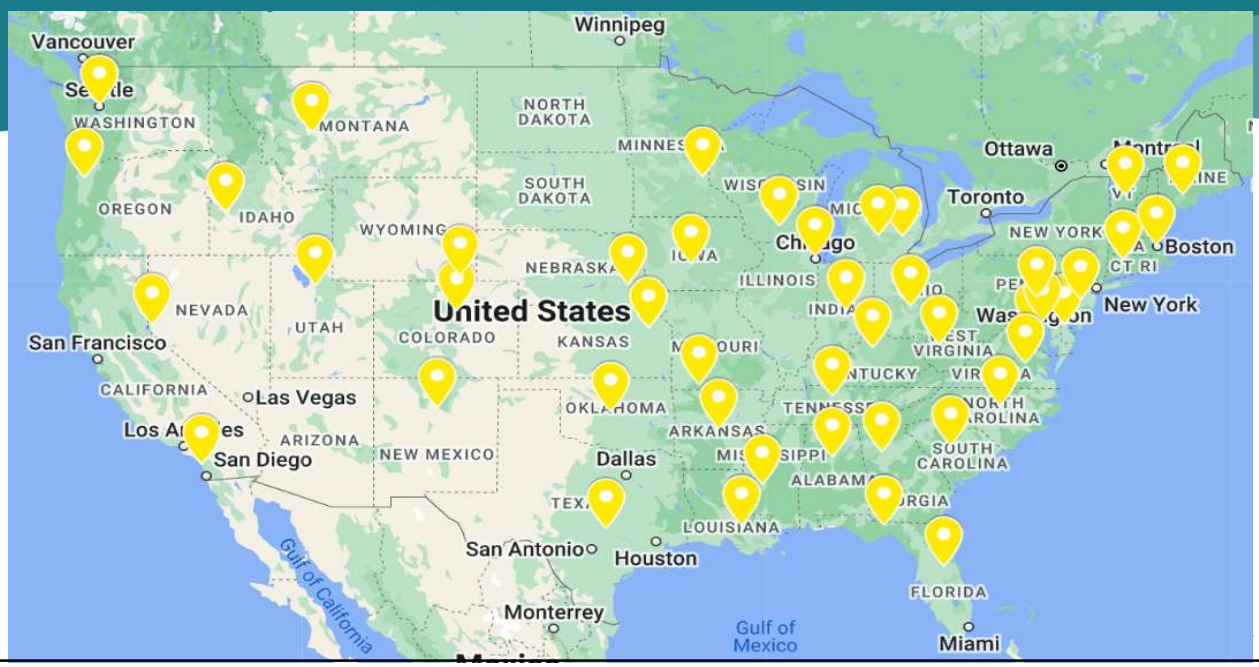
**Community & Local Main Street Program**

**Coordinating Partner**



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## COORDINATING PROGRAMS



## MAIN STREET NEW JERSEY



STATE OF NEW JERSEY  
DEPARTMENT OF COMMUNITY AFFAIRS

- + Main Street New Jersey is part of the **Office of Local Planning Services** (LPS) in the NJ Department of Community Affairs (NJDCOA).
- + MSNJ Program provides **on- and off-site technical assistance** and training in Downtown revitalization management.
- + MSNJ may offer **grant opportunities** to eligible designated MSNJ district organizations to assist with physical improvement projects and capacity building to the extent that funding is available.



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## WHAT IS MAIN STREET NEW JERSEY?

- + Main Street is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in **New Jersey**.
- + The Main Street New Jersey Program was **established in 1989** to encourage and support the revitalization of downtowns throughout the state.
- + The **DCA accepts applications** and designates selected communities to join the program.
- + These communities receive valuable **technical support and training** to assist in restoring their Main Streets as centers of community and economic activity.




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## THE POWER OF MAIN STREET'S COLLABORATIVE MODEL FOR LOCAL REVITALIZATION


- ✓ *Locally powered through community-driven revitalization*
- ✓ *Supported by a collaborative model that guides, provides technical assistance, adds resources, and connects to a network & best practices in revitalization*
- ✓ *Led by a national thought leader in revitalization, economic and community development, historic preservation, and nonprofit management*

**Community & Local Main Street Program**

**Coordinating Partner**



**Main Street America**



in Street Center



**Norma Ramirez de Miss**

Vice President of Field Services, Downtowns



**Dionne Baux**

Vice President of Field Services, Neighborhood Commercial Districts



**Gustavo Ustariz**

Program Officer



**Jackie Swihart**

Program Officer for Revitalization Services



**Kathy La Plante**

Senior Director of Coordinating Programs



**Joi Cuartero Austin**

Senior Program Officer, Economic Vitality



**Lisa Mullins Thompson**

Senior Program Officer for Revitalization Services

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**THE NATIONAL MAIN STREET CENTER** [www.mainstreet.org](http://www.mainstreet.org)

**National Main Street Center**  
a subsidiary of the National Trust for Historic Preservation

**MAIN STREET AMERICA**

**THE Point**

**2022 Semifinalists**

**Main Street Now Conference**  
The Main Street Now Conference is a one-of-a-kind event, providing attendees with an opportunity to convene and learn about the innovative methods and practices that make the Main Street Approach® one of the most powerful economic development tools in the nation.

**Inclusive Backing**  
Services that Back Us

**Together Again**

**DISASTER PREPAREDNESS**  
Resilience-related resources >

**MADE ON MAIN**  
Supporting innovative community transformation >

**PLACEMAKING**  
Activating downtowns through placemaking >

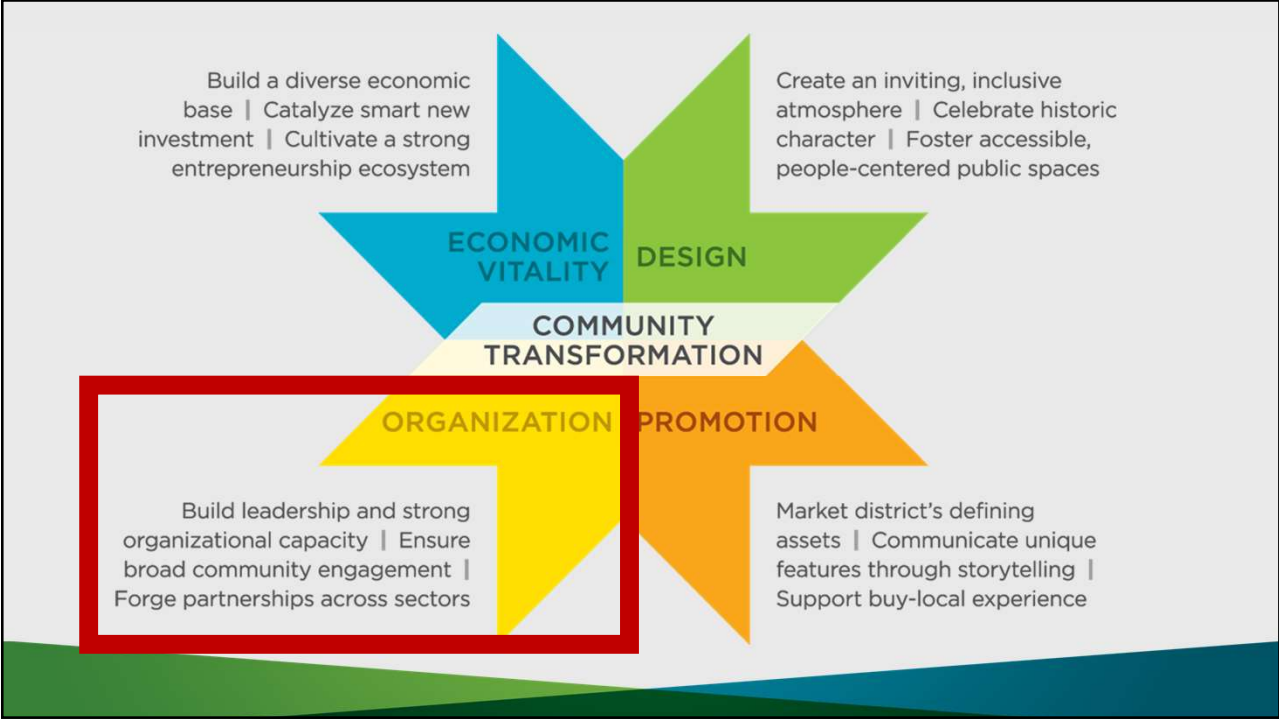
**ENTREPRENEURIAL ECOSYSTEMS**  
Leadership supporting innovative entrepreneurship >

**FACADE IMPROVEMENTS**  
Improving older and historic community assets >

**CROWDFUNDING**  
Building local fundraising capacity >

**GREEN REHABS**  
Saving money and energy >

**Main Street America Institute**  
The Main Street America Institute (MSAI) is our targeted professional development training program aimed to equip downtown and commercial district leaders with the tools they need to lead results-oriented and preservation-based community revitalization organizations.



## ORGANIZATION OBJECTIVES

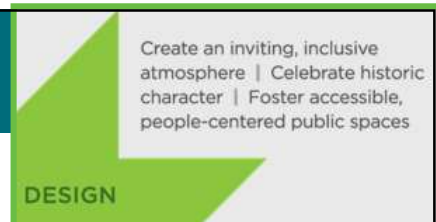


To establish a strong Main Street Program which involves a **growing number of participants**, representing the community's **diversity**, in the cooperative implementation and **funding** of the program.

1. To develop a fundraising program utilizing a wide-range of sources from **public and private sectors** and assures long-term continuation of the program
2. To establish an ongoing **outreach program** to increase volunteer participation and develop new leaders and broad community support
3. To develop strong **partnerships** with stakeholders who will actively support and participate in revitalization effort reaching a shared community vision.
4. To establish fiscal and organization **management policies**

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## DESIGN OBJECTIVES



To encourage, improve and maintain the **visual appearance** and enhance **third-spaces** of downtown, while protecting its **historic integrity**

1. To encourage **building and site improvements** within the context of **historic preservation** and compatibility
2. To improve storefront windows with appealing **visual merchandising**
3. To promote and celebrate preservation of **community assets**
4. To work cooperatively with the city to improve all **public spaces** and amenities

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## PROMOTION

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience

## PROMOTION OBJECTIVES

To promote downtown as a **unified business community center**.

1. To develop an annual **marketing plan**
2. To market a **positive image** of downtown on a **year-round** basis
3. To develop a well-coordinated program of **retail and business promotions**
4. To execute a program of **traffic-building** special events in downtown
5. To **market downtown** to visitors and tourists

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Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

## ECONOMIC VITALITY

## ECONOMIC VITALITY OBJECTIVES

Focuses on **capital**, incentives, and other economic and **financial tools** to assist new and existing **businesses**, catalyze property development, and create a supportive environment for **entrepreneurs** and innovators that drive local economies.

1. To support **local business owners** as they open, sustain, or pass on their business.
2. To develop and leverage an **economic ecosystem** that supports entrepreneurs.
3. To **connect business owners** to opportunities and resources.

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UNDERSTANDING NONPROFIT LIFECYCLES

# THE NONPROFIT LIFECYCLE

**IDEA** **START-UP** GROWTH MATURITY DECLINE TURNAROUND TERMINAL

GEORGIA CENTER for NONPROFITS

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## DESIGNATION OPTIONS

Affiliate until you go through the Accreditation Process



**MAIN STREET  
AMERICA**  
*Affiliate*




**MAIN STREET  
AMERICA**  
*Accredited*

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## WHY AFFILIATE DESIGNATION IS VALUABLE

- + **Supports programs** in the idea and start up phase
- + Connects programs to **best practices** within the state and country
- + **Illustrates commitment** to revitalization efforts within community
- + Creates **momentum** to recruit volunteers, fundraise, and build a solid foundation for long-term success



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# WHY ACCREDITATION IS VALUABLE

- + Recognizes programs that operate with the **highest standards**
- + Requirements **challenge programs** with fundraising, volunteer development, and overall sustainability
- + Challenges the board to organize and **grow**
- + Illustrates **accountability** and **credibility** to your partners, community, and volunteers
- + Eligibility to apply for the **Great American Main Street Award**



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## BASELINE REQUIREMENTS

As detailed within the tool, some indicators must be met to qualify for Accreditation. **The current Baseline**

- 1** A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
- 2** Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.
- 3** Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.
- 4** Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.
- 5** A dedicated budget for the district's revitalization programming and the Main Street program's operations.
- 6** Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.
- 7** Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).
- 8** Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.



### A MORE HOLISTIC SET OF MSA COMMUNITY ACCREDITATION STANDARDS

Broad-based Community Commitment to Revitalization	Inclusive Leadership and Organizational Capacity	Diverse Funding and Sustainable Program Operations	Strategy-Driven Programming	Preservation-Based Economic Development	Demonstrated Impact and Results
<ul style="list-style-type: none"> <li>I. Partnerships and collaborations</li> <li>II. District &amp; community outreach</li> <li>III. Communication &amp; public relations</li> </ul>	<ul style="list-style-type: none"> <li>I. Inclusive District and Community Engagement</li> <li>II. Diverse Board Leadership and Supporting Volunteer Base</li> <li>III. Professional Staff management</li> <li>IV. Organizational Cultural Values &amp; Best Practices</li> </ul>	<ul style="list-style-type: none"> <li>I. Public and Private Sector Funding Sources</li> <li>II. Fund-development and Fund-raising</li> <li>III. Budget and Work Plan Alignment</li> <li>IV. Financial Management Practices</li> </ul>	<ul style="list-style-type: none"> <li>I. Community-informed Vision for the District</li> <li>II. Market understanding of existing conditions and economic opportunities</li> <li>III. Transformation Strategy Identification</li> <li>IV. Strategy-based work planning and implementation across Four-Points</li> </ul>	<ul style="list-style-type: none"> <li>I. Preservation Ethics</li> <li>II. Education on historic and cultural assets</li> <li>III. Practices and Standards for People-focused Design</li> <li>IV. Promotion of local historic, heritage, and cultural assets</li> </ul>	<ul style="list-style-type: none"> <li>I. Building the case for Main Street</li> <li>II. Quantifying and Qualifying Outcomes</li> <li>III. Packaging the impact of programming and value of Main Street</li> <li>IV. Promoting progress and demonstrating results</li> </ul>

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### BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. **The current Baseline Requirements are:**

- 1 A Board of Directors formed by a representative base of the district stakeholders
- 3 Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.
- 4 Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.
- 5 A dedicated budget for the district's revitalization programming and the Main Street program's operations.
- 6 Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.
- 7 Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).
- 8 Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.



## MEETING THE CHALLENGE: RAISING THE BAR FOR BUILDING AN EFFECTIVE ORGANIZATION

1

### **Build an organizational culture that fosters and rewards engagement.**

- Volunteers' role (s) match their skills and background.
- Volunteer opportunities are clearly defined and outlined.
- Volunteers' time & contributions are recognized as much as financial support.

2

### **Build a sense of ownership that results in a culture of volunteering from everyone in the community.**

- To incorporate stakeholders of all sectors in the revitalization efforts they need to realize the success of the district is their success.

3

### **Build a program worth volunteering for – offer value.**

- Main Street offers a unifying opportunity to lead the vision and accomplish results.

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## WHEN DO PEOPLE “OWN” REVITALIZATION?

When **THEY** recognize the importance of having a **ROLE** in the process.

When **WE** recognize that everyone has a role in the process.

When they move into **ACTION**

- Beyond “passive” support to active engagement!

The language we use:

- Involve, not use volunteers
- Us, not me

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ESTABLISHING A VISION FOR DOWNTOWN THAT ENCOURAGES PARTICIPATION THROUGHOUT THE CITY

**Where You're Going...**

- Preferred future of the district
- Inspiring!
- Consensus, developed by a broad cross-section of the community
- Comprehensive and unique to your community
- Uses, significant improvements
- Specific, sensory language
- Alignment check for annual activities
- Many ideas generated for projects over many years

*Downtown Oswego has momentum. Building on a vibrant and walkable historic core, amenity-rich neighborhoods, small-town charm and waterfront beauty, downtown Oswego will sustain and create hundreds of jobs, support high-quality housing at all levels of affordability, and be an exciting four-season destination to shop, eat, visit, live, work and play. Our downtown will once again be the thriving core of our family-friendly community.*

# LOCAL ROLES IN MAIN STREET



Executive Director



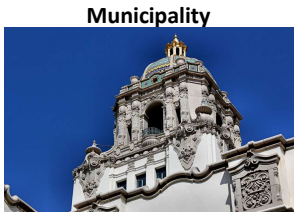
Board of Directors



Committees



Volunteers



Municipality

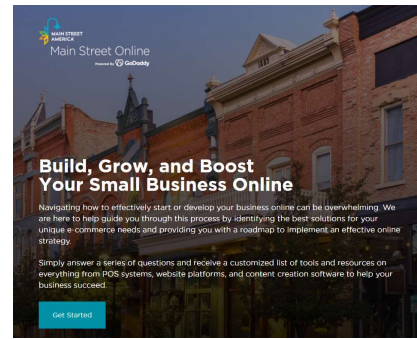


Business Owners

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# WORKING WITH BUSINESS OWNERS

- **Learn**
  - about their products and services, their needs, market reach
- **Educate**
  - share about market trends and opportunities
- **Advocate**
  - market presence (e-commerce)
  - partnerships that offer resources & support
- **Bring together**
  - Build collaborations, opportunities to work together



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## WORKING WITH PROPERTY OWNERS

➤ **Learn**

- about their vision for their property, space
- commitment & limitations about investment



➤ **Educate**

- about market trends and strategic opportunities for use of space and business recruitment
- perceived versus real value of their space

➤ **Advocate**

- maintenance, repairs, investment
- partnerships that offer resources & support

➤ **Bring together**

- build collaborations, work together



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## WORKING WITH ECONOMIC DEVELOPMENT PARTNERS

***“We must stop allowing absentee / neglectful property owners from holding our downtowns hostage...”*** (Don Rypkema, Place Economics)

**Addressing the absentee property owners challenge...**

- Vacancy tax
  - Actively marketing it
  - Building habitable
  - For sale for not more than 25% of the appraised value
- Transparency – no boarded windows
- Health Safe Codes enforced
- Fully insured



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# WORKING WITH PUBLIC SECTOR PARTNERS (CITY/COUNTY)

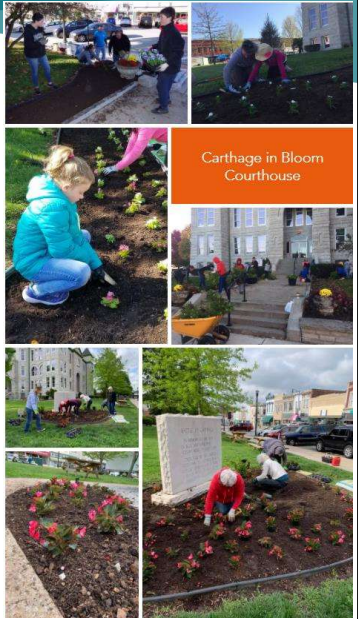
- To improve & maintain public space
- To assemble resources
- Educate and instill historic preservation ethics and best design practices
- Promote sense of pride, community spirit



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# WORKING WITH THE COMMUNITY

- To foster a strong sense of ownership and pride in the heart of their community
- Promote positive perceptions
- Foster support to "local", small businesses



SUCCESS WILL RELY ON HOW WELL YOU TELL YOUR STORY

- + Focus on
  - What you are doing **NOW** to help downtown (i.e., Business Resource Center, online assistance, small events, etc.)?
  - What are your **future plans** for businesses and your organization?
  - Communication methods (your **communication plan** is more important than ever)
  
- + How does your organization **add value** to the community?

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## VOLUNTEER FUNDAMENTALS

### 01

Successful volunteer development starts with a plan.

### 02

Successful volunteer strategies start with volunteer skillsets. Warm bodies are easier to get, don't let it tempt you!

### 03

Too often, you'd rather do it yourself.

### 04

Successful communities develop leaders.

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## BUILDING INCLUSIVE ORGANIZATIONS

- + Diversity
- + Equity
- + Inclusion

Your board and organization should be representative of the community's population.

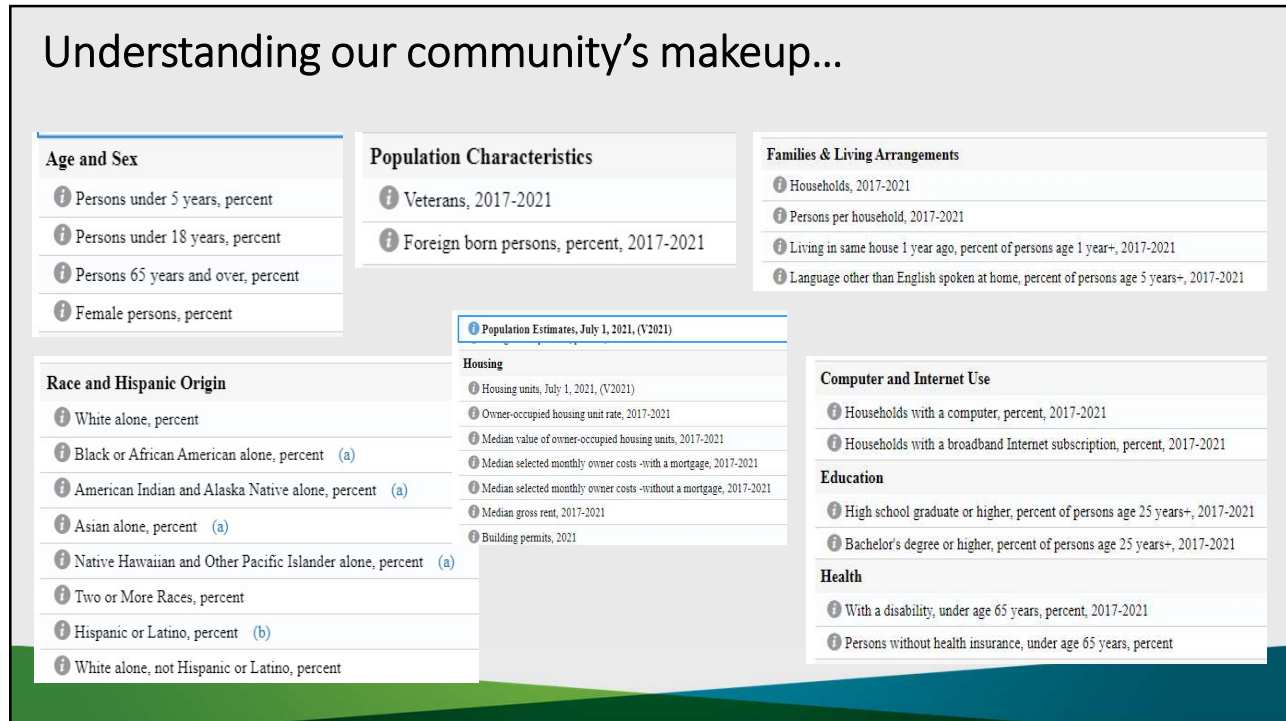
Determine what diversity means in your own community.



...be welcoming to all

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## Understanding our community's makeup...



## WHY WE DO WORK PLANS

- **Project management tool – 12-18 month “to-do” list**
  - Improves success rate of projects
  - Reduces confusion and conflict
- **Fundraising Tool**
  - Attracts donations for specific projects and gets support and buy in from a diverse set of stakeholders and partners
- **Volunteer management tool**
  - Motivates volunteers to achieve a goal
  - Spreads out the workload
  - Doesn't waste volunteer's time – manages their time
- **Evaluation Tool**
  - Provides benchmarks for success
- **Record-keeping tool**
- **Required for designation by MSNJ and MSA**



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**BUILDING A SOLID FUNDING STRUCTURE FOR REVITALIZATION**

- Diversified funding sources
- Adequate budget for operations and programming
- Budget & work plans – aligned
- Strategic fund-development plan / activities

**FUNDRAISING STRATEGY**

- What level of philanthropic support do we need to raise and for what purposes?
- What level of philanthropic support is feasible to raise?
- What activities and investments are necessary to reach that goal?

*Graphic courtesy of Main Street Iowa*

## “BUT WE’RE A NONPROFIT!”

Being a 501(c)(3) means that an organization has been approved by the Internal Revenue Service as a tax-exempt, charitable organization. "Charitable" is broadly defined as being established for purposes that are religious, **educational**, charitable, scientific, literary, testing for public safety, fostering of national or international amateur sports, or prevention of cruelty to animals and children.





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## IMPORTANT!

Nonprofit corporations, by definition, exist *not* to make money. Under state and federal tax laws, however, if a nonprofit corporation is organized and operated for a recognized nonprofit purpose and has secured the proper tax exemptions, **it can take in more money than it spends to conduct its activities.**

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## BALANCE OF FUNDING SOURCES

- 
**30-50% Public funding (government – city, county, state)**
- 
**20-30% Funding from business district (BIDS, business & property owners, residents, partners, corporations, utilities, etc.)**
- 
**30-40% Community funding (residents, industry, businesses outside of DT, civic organizations, foundations, etc.)**
- 
**5-15% Miscellaneous Earned Income (events & activities, festivals, etc., merchandise)**

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## TYPICAL FUNDING RESPONSIBILITIES

<div style="border: 1px solid #008080; background-color: #e0f2f1; padding: 5px; text-align: center; margin-bottom: 10px;"><b>Main Street Board of Directors</b></div>	<ul style="list-style-type: none"> <li>Fiscal responsibility for program’s financial management</li> <li>Establishes PRIORITIES driven by vision and mission and ensures alignment between work plan and budget</li> <li>Leads &amp;/or supports fund development (personal commitment, access to wealth)</li> </ul>
<div style="border: 1px solid #008080; background-color: #e0f2f1; padding: 5px; text-align: center; margin-bottom: 10px;"><b>Organization Committee</b></div>	<ul style="list-style-type: none"> <li>Develops and implements specific initiatives, events, and materials that foster funding for the Program.               <ul style="list-style-type: none"> <li>Partnership / Membership Campaigns</li> <li>Fundraising Events</li> </ul> </li> </ul>
<div style="border: 1px solid #008080; background-color: #e0f2f1; padding: 5px; text-align: center; margin-bottom: 10px;"><b>Other Committees</b></div>	<ul style="list-style-type: none"> <li>Develops and implements initiatives that foster funding for specific committee’s efforts</li> <li>Supporting fundraising activities of the organization</li> </ul>
<div style="border: 1px solid #008080; background-color: #e0f2f1; padding: 5px; text-align: center; margin-bottom: 10px;"><b>Main Street Staff</b></div>	<ul style="list-style-type: none"> <li>Provides essential leadership support to board and committees with regards to developing and managing resources</li> </ul>

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A graphic banner with a white background on the left and a teal background on the right. On the left, there are two logos: "MAIN STREET AMERICA" with a stylized leaf logo and the tagline "Nationally recognized. Locally powered.™", and "MSNJ Main Street NEW JERSEY" with a lamp icon. The right side features two photographs: a historic street scene with a sign for "DANA BUSHONG JEWELRY LEGIN WATCHES" and a bar interior with people sitting at the counter. The text "MAIN STREET NEW JERSEY 2024 APPLICATION WORKSHOP" is written in large white letters, with "How to Apply" in smaller white letters below it.

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## ACCREDITED MSNJ DMO/COMMUNITIES

Explore these communities' social media, learn about their programs

Municipalities  
Main Street Municipalities 2022

## SERVICES AVAILABLE TO MSNJ COMMUNITIES

Communities selected to participate in the MSNJ program receive ongoing, free technical assistance, including the following:

- In-depth volunteer and executive director training
- Advanced training on specific downtown issues, including marketing, business recruitment, volunteer management, and historic preservation
- Professional consultant visits to develop each community's strengths and plan for success
- Architectural design services for business and property owners
- Educational materials including manuals, webinars, and onsite training
- Links to local, state and national Main Street community networks

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## WHO CAN APPLY?

“Eligible organization” means a recognized 501(c)(3), (c)(4), or (c)(6) organization with the primary mission of revitalizing a commercial district with at least one representative of the municipal governing body or staff serving on the board of directors.

An applicant ... shall be an eligible organization that manages a defined downtown commercial district; a redevelopment agency that has been established by the municipal governing body pursuant to N.J.S.A. 40A:12A-11, or a district management corporation created to oversee an Improvement District

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## CRITERIA FOR BECOMING A MSNJ COMMUNITY

**Any municipality meeting the following basic requirements may apply:**

- + One identifiable downtown or main street
- + Historic buildings and character
- + Walkable scale and pedestrian-orientated district
- + Mixed-use predominates
- + Commitment to revitalization: financial, people, policy
- + Commitment to employ a full-time Executive Director, with an adequate program operating budget for a minimum of five years, if municipality has a population over 20,000



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## ADDITIONAL CRITERIA

+ To complete the application, the applicant must be an eligible organization, which means a **recognized 501 (c)(3), (c)(4) or (c)(6) organization with the primary mission of revitalizing a community district** and shall have municipal support codified by a resolution of the municipal governing body.

### Sample Letter and Resolutions

Samples of required resolutions and letters of support are included below. These samples are intended only as a guide. Adapt them to meet your own community's needs.

#### SAMPLE RESOLUTION (for a city or town)

A resolution authorizing participation in the Main Street New Jersey Program and designating a municipal official to represent the city/town on the local non-profit Main Street governing board of directors.

WHEREAS, the Main Street New Jersey Program has been established to assist cities and towns in developing a public/private effort to revitalize urban neighborhood and traditional central business district areas, and

WHEREAS, the Main Street New Jersey Program will accept new cities or towns to participate in its ongoing program and receive intensive technical assistance from the Main Street New Jersey Program,

WHEREAS, the City/Town of \_\_\_\_\_ desires to participate in the Main Street New Jersey Program,

NOW THEREFORE LET IT BE RESOLVED BY THE CITY COUNCIL/BOARD OF SELECTMEN OF THE CITY/TOWN OF \_\_\_\_\_

SECTION 1. That the City/Town of \_\_\_\_\_ endorses the submission of this application, and agrees to participate in the development and financial support of the local Main Street Program for the duration of its existence.

SECTION 2. Endorses the goal of economic development of the designated Main Street district within the context of the preservation and rehabilitation of its historic commercial buildings, recognizing that the Main Street Program is one of many economic and community development tools utilized by a locale and that it is location specific.

SECTION 3. That the City/Town of \_\_\_\_\_ endorses the hiring of a Main Street Executive Director or Program Manager.

SECTION 4. Recognizes that a commitment to commercial district revitalization is an ongoing process requiring long-term attention, community support and involvement, and a full public/private partnership that is expected to last indefinitely.

ADOPTED THIS \_\_\_\_\_ day of \_\_\_\_\_, 2021.

\_\_\_\_\_  
Mayor/Chair, Board of Selectmen/Municipal Administrative Officer

Attest

## QUESTIONS SO FAR?

+ Next.....Completing the Application



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# THE APPLICATION IS DIVIDED INTO 8 SECTIONS

<b>Section I: General Information</b>
<b>Section II: Vision and Mission Statements</b>
<b>Section III: Workplan</b>
<b>Section IV: Budget</b>
<b>Section V: Description of Municipal Advantage</b>
<b>Section VI: DMO's Readiness</b>
<b>Section VII: Description and Characteristics</b>
<b>Section VIII: Application Support Materials</b>



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# SECTION I (10 POINTS)

## I. General DMO Information

DMO Name:

Municipality:  County:

Mailing Address:  City/Town:  Zip Code:

### Primary Contact for the DMO

Name:  Title:

Telephone:  E-Mail:

Did the Primary Contact for the DMO complete this application?  Yes  No.

If no, please provide contact information for the person who completed the application below:

Name:  Position:

Mailing Address:  City/Town:  Zip Code:

Telephone:  E-Mail:

### DMO Eligibility Information/Documentation

Please provide documentation demonstrating that the DMO is a recognized 501(c)(3), (c)(4), or (c)(6) organization.

[Click Here to Upload Documents](#) and specify file name(s) in the box below:

Documentation demonstrating that DMO has municipal support which has been codified by a resolution of the governing body.

[Click Here to Upload Documents](#) and specify file name(s) in the box below:

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## SECTION II (10 POINTS)

### II. Vision and Mission Statements

In accordance with N.J.A.C. 5:103 et seq., please submit information or documentation for each item below:

1. Please provide a Vision Statement relevant to community conditions and to the proposed MSNJ district's organizational status. (1,000 characters maximum)

2. Please provide a Mission Statement relevant to community conditions and to the proposed MSNJ district's organizational status. (1,000 characters maximum)

## SAMPLES

### + Vision Statement – Madison, IN

*Madison's historic downtown district is economically vibrant, with shops, restaurants, and nightlife serving local residents as well as a large number of tourists and visitors. The downtown continues to build on its remarkable architectural heritage, and property owners take pride in restoring and maintaining their buildings. The first-floor vacancy rate is low, and upper stories provide a range of residential options. A robust calendar of events and activities supports a lively entertainment district, with an emphasis on arts and culture, especially the local live music scene. The beautiful, walkable downtown has a palpable sense of community and a friendly, positive vibe that makes everyone feel welcome. Many groups and organizations work together to ensure the vitality of Indiana's premier river town.*

### + Mission Statement: - South Orange, NJ

*The South Orange Village Center Alliance works in tandem with all other stakeholders to improve the downtown by implementing the Main Street Four-Point Approach, which includes Design, Promotion, Organization, and Economic Development.*

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## SECTION IV (75 POINTS)

**IV. Budget**

Please submit a budget, showing committed funding for three years. [Click Here to Upload Budget](#) and specify file name in the box below:

**Typically, cities under 5,000 in population would want a minimum \$50,000 operating budget. Cities of 5,000 to 20,000 a \$75,000 budget and cities over 20,000 at least a \$100,000 budget.**

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## SECTION V (25 POINTS)

**V. Description of Municipal and Advantages to Becoming an MSNJ District**

Please provide information that describes the character of the municipality and how the proposed MSNJ district will benefit from becoming a designated MSNJ district, including, but not limited to:

1. The history and current conditions of the community’s proposed MSNJ district being proposed for designation. (1,000 characters maximum)
  
2. Municipal demographics, economic base, and other economic indicators. Please provide a source/description reference (i.e. 2018 ACS 5-Year, FY21 Budget, etc.) for each entry.

Municipal Demographics and Economic Indicators		
	Indicators	Reference
Municipal Population		
County Population		
Municipal Operating Budget		
Number of Households		
Median Income		
Unemployment Rate	%	

## SECTION V (25 POINTS)

3. What elements of the submitted workplan does your program expect to achieve during the first five years of your participation in the Main Street Program? Please identify quantifiable outcomes or results that include specific provide timelines.  
Click Here to Upload Five-Year Outcome Narrative and specify file name in the box below:
4. Please identify existing and/or potential redevelopment plans within the proposed MSNJ district, and in the municipality, which would impact the proposed MSNJ district. (1,000 characters maximum)
5. Please identify existing municipal, State and Federal development programs, opportunities, and activities within the proposed MSNJ district and the municipality. (1,000 characters maximum)
6. Please identify opportunities provided by the local government and financial institutions to encourage economic reinvestment within the proposed district. (1,000 characters maximum)
7. Please identify other community organization activities, cultural and recreational events, and facilities that may contribute to revitalization of the proposed MSNJ district. (1,000 characters maximum)

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## SECTION VI (25 POINTS)

**VI. DMO’s Readiness for Effective Participation in the MSNJ Program**

Provide a narrative explaining your DMO’s readiness for effective participation in the MSNJ Program. The narrative must demonstrate:

1. Ability to begin participation in the MSNJ program immediately upon designation, as evidenced by organizational and financial readiness of the applicant to manage the proposed program. (1,000 characters maximum)
2. Please list the members on the Board of Directors, Main Street/Downtown Committee or Task Force, the position held (if any) and the businesses and/or organizations represented.

Board Member Name	Position (i.e. Chair, Vice Chair, Treasurer, etc.)	Representing
-------------------	--	--------------

3. Indication of broad-based support and understanding of the proposed program and its transformation strategies and objectives within business and residential communities and among elected and appointed municipal officials. How have you informed other community groups and citizens about the Main Street Program? Explain efforts and response. (1,000 characters maximum)
4. Please discuss consistency of the proposed MSNJ program goals with the “Main Street Approach®”. (1,000 characters maximum)
5. Job description, selection process, compensation, and means of evaluating performance of the executive director. (1,000 characters maximum)

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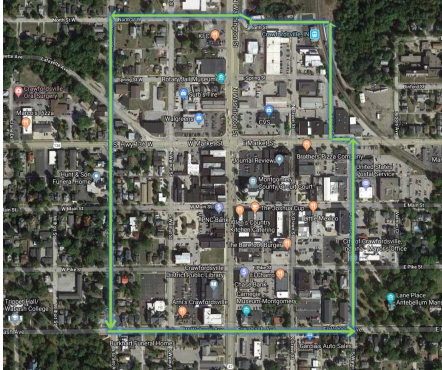


# SECTION VII (20 POINTS) CONTINUED

## VII. Description and Characteristics of the Proposed MSNJ District

Please provide information that describes the characteristics of the proposed MSNJ district, as follows:

- 1. Please submit a parcel-based map showing the boundaries of the proposed district. [Click Here to Upload Boundary Map](#) and specify file name in the box below:



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# SECTION VII (20 POINTS) CONTINUED

- 2. Information demonstrating a cohesive and well-defined traditional commercial district with a concentration of historic buildings and sites

Proposed MSNJ District Description and Baseline Data		
How many blocks are in your proposed MSNJ district?		
How many businesses are in your proposed MSNJ district?		
Total Number of buildings in the proposed MSNJ district:		
Approximate age distribution of the existing building stock in the proposed MSNJ district:		
___ % Pre -1800	___ % 1851-1900	___ % 1951-1975
___ % 1800-1850	___ % 1901-1925	___ % 1976-2000
	___ % 1926-1950	___ % Post 2000
Describe the current average condition of buildings in the proposed MSNJ district <input type="radio"/> Excellent <input type="radio"/> Good <input type="radio"/> Fair <input type="radio"/> Poor		
Describe the condition of infrastructure in the proposed MSNJ district (this includes lighting, sidewalks, water drainage, curbing, etc.) <input type="radio"/> Excellent <input type="radio"/> Good <input type="radio"/> Fair <input type="radio"/> Poor		
Total number of retail businesses in the proposed MSNJ district:		

## SECTION VII (20 POINTS) CONTINUED

Total number of restaurants in the proposed MSNJ district:		
Total number of service-related business (i.e. laundry, salons, spas, accounting, legal, financial institutions) in the proposed MSNJ district:		
Total number of public buildings such as county, city, state, federal (could include library, post office, etc.) in the proposed MSNJ district		
Number of FTE positions in the proposed MSNJ district?		
Number of PTE positions in the proposed MSNJ district?		
Is City/Town Hall located in the proposed MSNJ district?	<input type="radio"/> Yes <input type="radio"/> No	
Percentage of buildings in the proposed MSNJ district that are vacant:		%
Percentage of buildings in the proposed MSNJ district that are underutilized (i.e. used as storage, only 1 <sup>st</sup> floor occupied, etc.)		%
Percentage of buildings in the proposed MSNJ district by occupancy tenure		___% Owner Occupied
		___% Renter Occupied
		___% Mixed Occupancy
Percentage of buildings in the proposed MSNJ district by use		___% Residential
		___% Non-Residential
Percentage of upper floor space in the proposed MSNJ district that is vacant:		%
Number of buildings in the proposed MSNJ district that have first floor vacancies:		

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## SECTION VII (20 POINTS) CONTINUED

Total number of upper floor residential units in the proposed MSNJ district:		
Total number of in-fill (new construction) projects within the proposed MSNJ district during the past 10 years:		
Equalized assessed value of property in the proposed MSNJ district:		
Equalized assessed value of tax-exempt property (i.e. government, religious, non-profit) in the proposed MSNJ district:		
Indicate whether your proposed MSNJ district is on the National Register of Historic Places OR in the process of being listed OR on the Study List	<input type="radio"/> Registered <input type="radio"/> In Process <input type="radio"/> Being Studied	
Does your community have the following?		
Zoned Historic District	<input type="radio"/> Yes	<input type="radio"/> No
Historic District Commission	<input type="radio"/> Yes	<input type="radio"/> No
Heritage Commission	<input type="radio"/> Yes	<input type="radio"/> No
Sign ordinance	<input type="radio"/> Yes	<input type="radio"/> No
Design Guidelines/Review Board	<input type="radio"/> Yes	<input type="radio"/> No
Certified Local Government (CLG)	<input type="radio"/> Yes	<input type="radio"/> No
Downtown Master Plan	<input type="radio"/> Yes	<input type="radio"/> No

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# SECTION VII - TOP 5 LARGEST EMPLOYERS

Employer	Employees
1.	
2.	
3.	
4.	
5.	

Have these businesses been asked to be funders of the DMO/Main Street Program?

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# SECTION VII CONTINUED

3. Please describe the quantity and quality of housing in and around the proposed MSNJ district. (1,000 characters maximum)

4. Please describe the economic base and business mix of the proposed MSNJ district and surrounding areas. (1,000 characters maximum)

5. Please describe the results of any revitalization activities and investment by government and private entities in the proposed MSNJ district. (1,000 characters maximum)

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# SECTION VIII (10 POINTS)

**VIII. Information that supports the application, aerial photographs, maps, resolutions, and other information.**

Digital images must be numbered and have a corresponding description. Images should include a sampling of the private and public buildings including residences and mixed-use buildings, including any of architectural significance in the proposed MSNJ District. Also include photographs of: parks, pocket parks, alleyways, parking lots, streetscapes, gateway signage, etc. into the proposed MSNJ district; homes or residential areas surrounding the proposed MSNJ district, especially if there is a neighboring National Historic Register District; and 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 25.**

[Click Here to Upload Other Supporting Documents](#) and specify file name(s) in the box below:

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# SECTION VIII

**Certification:**

To the best of my knowledge and belief, the data in this application are true and correct. The Board of Directors of the applicant has duly authorized the document.

Name Title Date

Electronic Signature

**Submit Application**

**Note: If a required field has been left empty, you must right click on the electronic signature panel and "Clear Signature" to enable form completion.**

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## ELEMENTS OF A SUCCESSFUL APPLICATION

Successful applicants demonstrate commitment to the following principles:

- + Establishment of a **volunteer working board of directors**
- + Procurement of stable, long-term **local funding**
- + Development of public/private **partnerships**
- + Commitment to hire an **executive director**
- + Commitment to the four-point **Main Street Approach**
- + Establishment of a well-defined **commercial district**
- + Commitment to **historic preservation**
- + **Willingness** to work and succeed over time



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## ONCE SELECTED COMMUNITIES SIGN A LETTER OF AGREEMENT AND SUBLICENSING AGREEMENTS

- + Maintain 501 (c) status
- + Provide map of district (changes must be reviewed by MSNJ)
- + Dedicated funding to employ at FT ED (over 20,000) and operating expenses.
  - *Notify MSNJ within 48 hours of a change in position with the Executive Director. (6 months of vacancy, MSNJ will review the community's participation in the program)*
- + Have a sustainable funding plan in place
- + Maintain a volunteer board of directors (with one municipal member)
- + Create standards to protect historic resources
- + Annually create a work plan showing programming across the Four Points of Main Street showing volunteer and staff responsibilities and measurable outcomes.
- + Advocate for land use policies that encourage development or redevelopment of historic properties



Acknowledged and promote your MSNJ designation. All electronic and printed materials should include: "A Designated Main Street New Jersey District".

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## ONCE SELECTED COMMUNITIES SIGN A LETTER OF AGREEMENT AND SUBLICENSING AGREEMENTS

- + Demonstrate commitment to MSNJ services and trainings by providing lists of participants 2 weeks in advance for on-site visits. Arrange local logistics.
- + Submitting documentation annually on program operations (board minutes, financial statements, comprehensive work plans, committee minutes, promotional and PR examples, and other evidence that the program is meeting National Accreditation Standards.)
- + Submit reinvestment statistics
- + Provide updates of any changes on the Board of Directors
- + Regularly attend the Main Street Now Conference hosted by MSA
- + Remain in compliance with the requirements of the Main Street program as outlined in this LOA including state and local laws, partisan political involvement and/or lacking the capacity to carry out the purpose of the DMO
- + MSNJ reserves the right to suspend or de-designate programs if compliance issue are not resolved



Affiliate and Accredited Main Street Communities are granted sublicensing agreements and required to use the MSA logo

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## THE LOCAL MUNICIPALITY AGREES TO:

- + Appoint at least one representative of the municipal governing body or staff to serve on the DMO board of directors
- + Provide financial, in-kind, policy, and resource support to the designated Main Street DMO to support it in meeting the terms of this LOA

**Sample Letter and Resolutions**

Samples of required resolutions and letters of support are included below. These samples are intended only as a guide. Adapt them to meet your own community's needs.

**SAMPLE RESOLUTION (for a city or town)**

A resolution authorizing participation in the Main Street New Jersey Program and designating a municipal official to represent the city/town on the local non-profit Main Street governing board of directors.

WHEREAS, the Main Street New Jersey Program has been established to assist cities and towns in developing a public/private effort to revitalize urban neighborhood and traditional central business district areas, and

WHEREAS, the Main Street New Jersey Program will accept new cities or towns to participate in its ongoing program and receive intensive technical assistance from the Main Street New Jersey Program,

WHEREAS, the City/Town of \_\_\_\_\_ desires to participate in the Main Street New Jersey Program,

NOW THEREFORE LET IT BE RESOLVED BY THE CITY COUNCIL/BOARD OF SELECTMEN: OF THE CITY/TOWN OF \_\_\_\_\_

SECTION 1. That the City/Town of \_\_\_\_\_ endorses the submission of this application, and agrees to participate in the development and financial support of the local Main Street Program for the duration of its existence.

SECTION 2. Endorses the goal of economic development of the designated Main Street district within the context of the preservation and rehabilitation of its historic commercial buildings, recognizing that the Main Street Program is one of many economic and community development tools utilized by a locale and that it is location specific.

SECTION 3. That the City/Town of \_\_\_\_\_ endorses the hiring of a Main Street Executive Director or Program Manager.

SECTION 4. Recognizes that a commitment to commercial district revitalization is an ongoing process requiring long-term attention, community support and involvement, and a full public/private partnership that is expected to last indefinitely.

ADOPTED THIS \_\_\_\_\_ day of \_\_\_\_\_, 2021.

Mayor Chair, Board of Selectmen/Municipal Administrative Officer

Attest \_\_\_\_\_

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## DCA AGREES TO:

- + Provide technical assistance through its MSNJ program, training, specialty services, program support, professional development, and grant opportunities within the DCA’s budgetary capacity.
- + Facilitate communications and coordination between the Main Street DMO, MSNJ staff, the MSA, and any other technical service providers as needed.
- + Facilitate coordination and cooperation with other State and local entities that provide services to municipalities undertaking projects for the revitalization of designated district.

**APPROVED BY MUNICIPALITY:**  
 The Municipality acknowledges its support of the DMO as contained within this Agreement.

BY: \_\_\_\_\_ (Date)  
 (Mayor/City Manager)

\_\_\_\_\_  
 (Municipality)

**APPROVED BY DMO:**

BY: \_\_\_\_\_ (Date)  
 (Board President/Chair)

\_\_\_\_\_  
 (Name of DMO)

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## APPLICATION REVIEW

- + Reviewed by a MSNJ team and various state agencies and key partners
- + Applications scoring under 75 will not be considered.
- + Up to 5 cities, of any population, may be selected annually.



Main Street New Jersey  
 Community Selection Evaluation Criteria

SECTION TOTALS		
Section I: General Information	Possible Points = 10	
Section II: Vision and Mission Statements	Possible Points = 20	
Section III: Workplan	Possible Points = 25	
Section IV: Budget	Possible Points = 50	
Section V: Description of Municipal Advantage	Possible Points = 25	
Section VI: DMO's Readiness	Possible Points = 25	
Section VII: Description and Characteristics	Possible Points = 25	
Section VIII: Application Support Materials	Possible Points = 20	
Possible Total Points 200		

CUMULATIVE POINT TOTAL OF ALL SECTIONS \_\_\_\_\_

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## APPLICATION SUBMISSION PREPARE AND SUBMIT AS FOLLOWS

- + One (1) original application containing all the sections and support documentation
- + A three-ring binder is strongly advised
- + All pages must be numbered, and section separated by tabs
- + Signed by the Board Chair
- + One (1) electronic copy of the application (sections 1-8) and all forms
- + No faxes copies will be accepted
- + Hard copy mailed to:  
**101 S Broad Street, Trenton 08625**
- + Emailed to [MSNJMain@dca.nj.gov](mailto:MSNJMain@dca.nj.gov)

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## Q & A



**Contacts:**

Gina Fischetti: [Gina.Fischetti@dca.nj.gov](mailto:Gina.Fischetti@dca.nj.gov)

Melania Verzbickis: [melania.verzbickis@dca.nj.gov](mailto:melania.verzbickis@dca.nj.gov)

Pamela Weintraub: [Pamela.Weintraub@dca.nj.gov](mailto:Pamela.Weintraub@dca.nj.gov)

- + Applications Open  
**February 1, 2024**
- + Applications Close  
**March 15, 2024**
- + Designations made in April 2024

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