

Idaho Downtown Improvement Network Program Application



C.L. "Butch" Otter, Governor
Megan Ronk, Director

What is Main Street™?

Main Street is a community revitalization program focused on downtowns and historically significant business districts. The program was created by the National Trust for Historic Preservation and is currently managed through the auspices of the National Main Street Center (NMSC). Main Street's success hinges on its comprehensive four point approach which addresses the physical, social, economic and sustainability conditions impacting downtowns. Main Street efforts thrive and succeed when the public sector, business community and residents assume equal roles. Most of Main Street's activities are accomplished through the sweat of volunteers. Nationally, Main Street communities outperform their neighbors in the areas of employment growth, property values and entrepreneurship.

Idaho Downtown Improvement Network

The Idaho Downtown Improvement Network (IDIN) is a companion to the Idaho Main Street Program. IDIN is intended for those communities who want to tap into the tools and wisdom of the Main Street program but lack the organizational and financial capacity to meet the NMSC's national standards for designation and recognition.

Deadline

Applications for the Idaho Downtown Improvement Network may be submitted at any time.

The Idaho Downtown Improvement Network is not...

- **A Grant Program** – The Idaho Department of Commerce nor any of our partners have set aside grant funds for IDIN Communities. However, a case could be made that IDIN communities will have a competitive edge when competing for grants, sponsorships and other forms of financial support.
- **A Project** – IDIN is not something a community does for 12 or 24 months, declares success and moves on to something else. A successful downtown improvement effort requires an ongoing commitment.
- **A Quick Fix** – IDIN is not a program that magically fixes problems overnight. Sustainability is a key element of the Main Street program. To be sustainable progress is slow, steady and achieved over time.

Is the Idaho Downtown Improvement Network right for our community?

IDIN is geared for cities whose long term goal is to become a nationally recognized and designated Main Street community. It is expected that IDIN communities will go the extra mile towards improving their downtown areas. If accepted into the program, IDIN communities will need to commit to the following.

- **Create a Downtown Improvement Committee** – Initially this needs to be a committee of 5 to 7 dedicated volunteers. The committee should have balanced representation from local government, business and residents. Committees should also reflect the diversity of the community. A downtown with vibrant Hispanic owned businesses will not succeed if that segment of the population is not represented on the committee. Over time the committee should evolve with sub committees or teams organized around the Main Street™ four point approach and work towards becoming an incorporated non-profit organization.
- **National Main Street Center Membership** - While IDIN participants will not have the rights and privileges reserved for “designated” Main Street communities they will be required to obtain a “standard” membership with National Main Street Center (NMSC). NMSC membership will provide IDIN communities with access to handbooks, newsletters, webinars and other resources critical to a downtown revitalization effort.
- **The demonstrated support of local government and the greater business community** – Too often downtown improvement efforts fail because they do not engage the whole community. A factory located in an industrial park looking to retain quality workers profits from a downtown improvement effort as much as a downtown merchant. Local governments benefit from enhanced property values and residents gain more options for shopping, dining and entertainment. Sole reliance on government or the business community jeopardizes the sustainability of the improvement program.
- **Financial Commitment** – IDIN communities will be expected to have a minimum budget of \$2000. These funds are needed to cover costs of NMSC membership (\$250 annually), training and seed money for projects. Over time the expectation will be for IDIN participants to grow their budgets.

Contact Information

Submit questions, comments and applications to...

Jerry Miller

jerry.miller@commerce.idaho.gov

208-287-0780

Idaho Downtown Improvement Network Application

Submitted by

Sponsoring Organization
Chair

Date

Chief Elected Official

Date

1) Application Point of Contact	
Name	
Title	
Address	
City	
Zip Code	
Phone Number	
Email	

2) Application Sponsor – Insert N/A for those items that do not exist	
Organization Name	
Address	
City	
Zip Code	
Phone Number	
Fax Number	
Email Address	
Web Page	
Facebook Page	
Twitter Handle	
YouTube Channel	

3) Organizational Experience – 100 possible points. Enter N/A for those items that don't apply.	
Year Sponsoring Organization Founded?	
Is the Sponsoring Organization incorporated?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If incorporated list the year of incorporation	
Does the sponsoring organization have an IRS non-profit designation?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Check the type of designation	<input type="checkbox"/> 501(c)3 <input type="checkbox"/> 501(C)4 <input type="checkbox"/> 501(c)6
Is the sponsoring organization a dues paying member of the National Main Street Center?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Year the sponsoring organization joined the National Main Street Center?	

4) Funding – List cash sources only enter N/A for those items that do not apply - 100 possible Points

Source	Amount
Business Improvement District (BID)	
Membership Dues	
City funds (not including BID)	
Donations	
Fundraising Events	
Grants	
TOTAL	

5) Properties – 100 possible points. Enter DK if you do not know.

Type	Occupied	Vacant
Industrial		
Commercial		
Government		
Religious		
Lots (Undeveloped Parcels)		
TOTALS		
On or eligible for the National Historic Register		
Gem State Prospector Listings		
Housing Units		
Brownfield Sites		

8) Marketing Outlets -100 Possible Points – Enter DK if you don't know the answer.

Channel	Frequency or number of updates	Friends, Followers, Recipients
Web Page		
Facebook		
Twitter		
Newsletters		
YouTube		
Paid Television Ads		
Paid Radio Ads		
Paid Print Ads		
Billboards Ads		
Other		

9) Designations and Certifications (List any designations or certifications your community may hold. Some examples include Certified Local Government, Tree City etc.)- 100 Possible Points

Designation	Year Obtained

10) Designated Downtown Improvement Area – Define and describe your proposed downtown improvement area. Include in your description the number of blocks to be included and any unique features (e.g. rivers, railroads etc.) that may border, shape or influence the area. Attach a map showing the Downtown. – 75 Possible Points

11) Assets – Tell us about the strengths or assets that exist in your downtown? Assets might include parks, public facilities, historic buildings, tourist attractions, events or successful businesses. – 75 Possible Points.

**12) Weaknesses – Tell us about the issues or weaknesses affecting your downtown. –
75 Possible Points**

13) Goals – Describe some of the short term and long term goals your community expects to achieve through participation in the Idaho Downton Improvement Network? - 75 Possible Points.

14) Miscellaneous – Relate any other information not covered elsewhere in this application that you believe should be considered in the evaluation of this application – 100 Possible Points

15) Attach maps, resolutions and other supporting documentation.