

# MARK Project Regional Main Street Program

## Community Application Instructions

The Community Application for the Regional Main Street Program is designed to include the information for all the properties within the cluster that is applying. **Only ONE application per cluster** should be submitted.

This application is a fillable PDF file. Please type in your responses to each question or request for information and save the document as you go. You may find it easier to locate the fillable fields if the “Highlight Existing Fields” button is on. This will change each fillable field to a light blue color. When you have completed the entire application, you can print it out, have it signed by the cluster Contact Person, and then return it to the MARK Project with all your supplemental materials. **The application deadline is April 25, 2016** (see details below).

### Specific Instructions:

#### ***Page One:***

Give your cluster a name that will help us distinguish it from any other groups submitting for your community. It can be named after an important building in the cluster, the section of town, etc. Be clear about your cluster’s community. The correct response here will be either Andes, Arkville, Bovina Center, Fleischmanns, Grand Gorge, Halcottsville, Margaretville, Pine Hill or Roxbury.

Each cluster must have one person who is the Contact Person for the application. Include all the information for this individual in this section of page 1. Communications between the MARK Project and your cluster will be handled through this Contact Person.

List all the businesses you are planning to include in your cluster. We need the Business Owner’s name, email and phone number. Please list the physical address for each building in the cluster (for example, 785 Main Street – and note, we already know what community this is in, so all we need is the street address). Please don’t include the mailing address. As you type in the owner’s email address, it may look strange at first, since this field is designed to shrink your text to fit in the box. The longer the email address, the smaller the type will be.

#### ***Page Two:***

Please list the number of buildings that you are including in this cluster. If you know that your community is submitting more than one cluster application, please include that information here.

The Project Summary should be very brief. There is a clear example given, and that basic template should be used to give the summary of your project.

The Project Narrative should clearly describe what you are planning for your cluster, including the general scope of work for each building and the end result you are hoping for, if your cluster is funded. Be clear and detailed, but brief; there is a limit to the amount of text you can include.

#### ***Page Three:***

On this page, you will describe the current conditions of your community’s Main Street, as well as the impact you expect from the Main Street program. Both of these sections have character limits, so be brief but specific. To make your cluster application competitive in this program, it’s important that the panel

understand both current negative trends and the revitalization activities that are already underway. Remember that your Statement of Impact should include information on both the visual impact you expect and the economic impact that this program could have.

***Page Four:***

On this page, list the proposed renovation elements for each project. You don't have to list every individual thing you plan to work on, but overall general categories of work (windows, siding, signage, lighting, etc.) The estimates don't have to be firm, but should be educated guesses of what you think the proposed renovation will cost. The cost column is designed to calculate the sum of all the number included in the right-hand column. Be clear about the project elements; this section will help the panel visualize the work you're proposing for each building in your cluster, as well as how those renovations may work together to increase the impact of the improvements on your community.

***Page Five:***

On this page, the Contact Person needs to attest that all the businesses in your cluster have funds in place to cover the minimum 25% owner funds of the project total. Please check for each property and type the address of each building in the box to the right. This list should match with the list of properties on Page One.

There is a checklist of supplemental materials that should be included with the application form when it is submitted. Check off all the items you are including with your application. Photographs of each property and the way your cluster fits into the overall scheme of your community will be very important in the Panel's determinations. Sketches of proposed changes aren't required, but could help strengthen your application. You MUST include letters of commitment from all the business owners or property owners in your cluster, as well as letters of support from Town or Village officials and any businesses within the boundaries of your cluster that aren't participating. The Commitment letters need to state that the business owners want to participate in the program and have the necessary matching funds in place to meet their obligations under the program rules. The support letter should simply state that the undersigned knows about the plans of the cluster businesses for improvements and is in support of the cluster's application. You should submit a map of the cluster's project area. If you need help with this step, contact Katie Camillone at the MARK office, and she can create the map for you.

The attestation at the bottom of the page, should be filled out by the cluster Contact Person, and signed after the completed application has been printed. The signed application, along with its supplemental materials, should be either mailed or brought in to the MARK office **no later than 4 pm on April 25, 2016.**

***Mailing Address:*** MARK Project, PO Box 516, Arkville NY 12406

***Physical Address:*** MARK Project, 43355 State Highway 28, Arkville NY 12406 (Our offices are on the second floor of the Erpf House, the home of the Catskill Center, next door to the Fire Hall in Arkville.)

If neither of these options works for your cluster, you may scan and submit the entire application (application form and supplemental materials) as a single PDF file (JPEG's or other graphic formats will not be accepted). This file can be emailed to Kent Brown, at [kent@markproject.org](mailto:kent@markproject.org).

If you have any questions about this application, have your cluster Contact Person call the MARK Project office at (845) 586-3500.