

2010 Downtown Revitalization and Economic Assistance for Missouri

APPLICATION GUIDELINES



Reading and following these guidelines will assist interested communities in completing the required application in order to be considered for designation as a DREAM community. Please read thoroughly to assure that all of the information necessary to make a selection is adequately provided.

- Any Missouri community may apply.
- Only a limited number of communities will achieve the designation.

SECTION I

Complete each box of the Applicant Information Section using full names, complete addresses, and all contact information.

SECTION II

- Answer each of the narrative questions in detail.
- Additional attachments such as photographs or other materials may be provided in support of any narrative question.
- For each of the narrative questions you may provide the answers on separate paper, typed, with the question number and the name of your community noted on the top of each page.
- Answer each question completely.
- Do not skip any questions.
- Do not answer “not applicable.” If a question does not apply in whole or in part, explain why.

SECTION III

REQUIRED ATTACHMENTS:

- Complete copies of existing plans referenced in Question 7:
 - Please provide a complete copy of any existing plan or plans that the community considers relevant or related to the downtown. Clearly mark the sections or references to the downtown.
- A map clearly designating the downtown area proposed for redevelopment:
 - Provide a map or maps that will clearly indicate the proposed area. Mark the area by drawing clear boundary lines on the map or maps provided.
- Any maps that support land use, building surveys, or other information described in Question 1, if available:
 - Please attach any maps or relevant information that depicts the land use, structures or infrastructure within the downtown defined area.
 - The downtown area designated must be limited to the locally recognized central business district.

- A resolution from the city authorizing the application and required 20% local match, and describing local commitments in support of the DREAM Initiative:
 - Provide a formal ordinance or resolution, appropriately approved, that provides the authority to make the application, indicates the commitment of the local government to downtown redevelopment as a priority, and describes the local financial and other commitments that the local government will make. (Commitments from other local organizations toward the effort may also be provided in writing as approved by their respective authorities. Local matches for previously designated communities ranged from approximately \$37,500 to \$52,800 over a 3-year period.)
- Articles of incorporation, bylaws, and strategic or operating plans of the downtown organization:
 - Please include those documents relevant to the structure, makeup, and mission of the organization.
- Application Evaluation Certification:
 - The certification must be signed by the Chief Elected Official or legally authorized representative. The Certification describes the evaluation and selection process to be used and applicants must read, understand and agree to this process.

SIGNATURE

The signature must be the Chief Elected Official or legally authorized representative.

SUBMISSION OF APPLICATION

Please submit one (1) original and three (3) copies to the address located at the end of the application form.

APPLICATION DUE DATE

- All applications must be received in the office of the Missouri Development Finance Board, PO Box 567, 200 Madison Street, Suite 100, Jefferson City MO, 65102, no later than 5:00 p.m. on **Monday, August 2, 2010**.
- **No** applications postmarked on that date and received later will be accepted.
- Applications hand-delivered must receive a signed receipt from the receptionist in the MDFB office at 200 Madison Street, Suite 1000, Jefferson City, MO.

2010 Downtown Revitalization and Economic Assistance for Missouri APPLICATION



PLEASE READ THE GUIDELINES BEFORE COMPLETING THE APPLICATION.

SECTION I – APPLICANT INFORMATION	
CITY	COUNTY
MAYOR OR CHIEF ELECTED OFFICIAL	
ADDRESS	
PHONE NUMBER	E-MAIL
SENATE DISTRICT	REPRESENTATIVE DISTRICT
CONTACT PERSON	
ADDRESS	
PHONE NUMBER	E-MAIL
SECTION II – NARRATIVE QUESTIONS	
<p>1. Describe your downtown as it exists today. Include information regarding business mix (service, retail, etc), residential units, government buildings, vacancy rates, physical shape of structures, quality of public infrastructure, historic significance, other special features, and general use by the public (events, etc.).</p>	
<p>2. Describe your community's vision for your downtown. How was this vision derived (public participation)?</p>	
<p>3. What makes your downtown unique?</p>	
<p>4. What are the challenges facing successful redevelopment of your downtown?</p>	

5. Is there an existing organization(s) dedicated to the promotion and redevelopment of your downtown? If so, please describe the specific role, mission and the current level of activity of that organization.

6. List the groups/organizations in your community that could represent the desires of the community through their membership. (i.e.: Lions Club, Rotary, Historical Society, other Civic Organizations, etc.)

7. Demonstrate the community's interest in and commitment to a downtown revitalization effort, including how the boundaries of downtown were established.

8. Do you have a written redevelopment plan, land use plan, comprehensive plan, economic development plan or capital improvement plan that addresses the downtown? Please attach a copy. Also include any current market analysis studies if they exist.

9. List the public and private projects recently completed that are consistent with the plan.

10. Describe the financial and personnel investments your community will commit to a downtown revitalization effort.

11. What do you expect the DREAM Initiative to accomplish in your community?

SECTION III – REQUIRED ATTACHMENTS

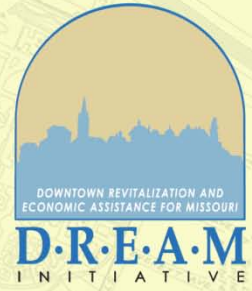
- Complete copies of existing plans referenced in Question 7.
- A map clearly designating the downtown area proposed for redevelopment.
- Any maps that support land use, building surveys, or other information described in Question 1 (if available).
- A resolution from the city authorizing the application and required 20% local match, and describing local commitments in support of the DREAM initiative.
- Articles of Incorporation, Bylaws and strategic or operating plans of the downtown organization.
- Application Evaluation Certification (signed).

SIGNATURE	DATE
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PLEASE SUBMIT THIS FORM AND ALL ATTACHMENTS TO:
 Missouri Development Finance Board
 PO Box 567, 200 Madison Street, Suite 1000
 Jefferson City, MO 65102



DREAM APPLICATION EVALUATION CERTIFICATION



The following describes the application evaluation and selection criteria. All applicants must read and certify that they understand and agree with this process.

1. The Downtown Revitalization and Economic Assistance for Missouri is an initiative. It is not a program nor are projects competing. The Initiative is a method of applying state government technical assistance and program assistance in a comprehensive manner by partnering with the local government on downtown revitalization efforts.
2. Applications are reviewed by staff/management of the Missouri Development Finance Board (MDFB), the Missouri Housing Development Commission (MHDC), and the Missouri Department of Economic Development (DED). The agencies may bring in partners and consultants for any or all parts of the application review. The agencies' staff and management represent the expertise of the state and apply that expertise and experience in the review, evaluation and assessment process. There is no point scoring system used for DREAM evaluations.
3. DREAM applications must be complete in order to receive an evaluation. Complete applications are ones in which:
 - a. All narrative questions have been answered.
 - b. All required Attachments are submitted including a signed Application Evaluation Certification.
 - c. The application is received by the deadline date with the required number of copies.
 - d. The application is signed by the CEO or chief elected official or other authorized representative.
 - e. The ordinance or resolution has been appropriately adopted and the community seal, clerk signature or relevant display of approval is attached.
4. All DREAM applications are evaluated for eligibility. Eligible applications are then evaluated using a consensus system of recommendation by the partner agencies in a manner that narrows the field of applicants that may move to successive rounds. No weighting is given to the applications during these separate review stages.
 - a. Round 1: Application eligibility is determined (See #3 above). All applications deemed eligible move to the next round.
 - b. Round 2: Applications are evaluated using population and demographic trends; definition of the downtown area; vision for downtown; local interest level; planned outcomes; and the assessment of the reviewers of the likelihood of success.
 - c. Round 3: Applications are evaluated on the current downtown; specific opportunities in downtown; weaknesses and/or barriers; efforts to promote downtown; community capacity; and, ability to attract private investment.
 - d. Final Round: Applications are evaluated on the ability to succeed; regional economic activity; need; and geographic distribution. The Missouri Department of Economic Development is responsible for the final determination of DREAM designated communities.
5. The evaluation criteria listed above is a mixture of objective and subjective measures. The subjectivity is mitigated using the experience and expertise of the staff and management of the participating agencies in reviewing applications.
6. Staffing and budget limitations require the agencies to limit the number of communities that may be designated DREAM communities in any one year.
7. All designated communities understand that there is a 20% cost share for the planning portion of the project. The cost share is spread out over 3 years, and paid to MDFB, to cover a portion of the planning contract. (Previously designated communities have paid approximately \$12,000-17,000 per year to receive up to \$250,000 worth of planning expertise and planning products.)

I have read, understand, and agree with the process defined to determine DREAM designated communities under this Initiative and am submitting the application for evaluation using the criteria specified above.

Mayor or Chief Elected Official or Legal Representative

Date