



CERI PLANNING DEMONSTRATION SITE **APPLICATION PACKET**

Association of Central Oklahoma Governments in Partnership
with the Oklahoma Main Street Center and the University of
Oklahoma's Institute for Quality Communities

2021

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CERI PLANNING DEMONSTRATION SITE APPLICATION FORM

COMMUNITY CATEGORY (PLEASE CHECK ONE)

- ☐ **Small Town:**
Population less than 5,000
- ☐ **Mid-Size City:**
Population 5,000 - 50,000
- ☐ **Large City/Urban:**
Population over 50,000

City/Town	Date
City Mgr./Adm.	Phone
Contact Person	Phone
Title	
Address	Email

NAME AND LOCATION OF PROPOSED PLANNING DEMONSTRATION SITE

Please read the Call for Applications Preamble and follow the instructions on the attached Application Checklist in order to submit a complete CERI Planning Demonstration Site Application.

LOCAL ASSURANCE AND AUTHORIZATION

As the representative of the city/town of _____, I hereby certify that the information in this Application is accurate. I also authorize this application to be submitted to the Association of Central Oklahoma Governments (ACOG), in consideration for ACOG's collaborative Community Economic Resiliency Initiative (CERI) with the Oklahoma Main Street Center (Oklahoma Department of Commerce) and the University of Oklahoma's Institute for Quality Communities (IQC).

Name of Authorizing Official

Title

Signature

Date

Subscribed and Affirmed before me this _____ **of** _____, **2021.**
(Day) (Month)

Notary Public

PLACE STAMP OR SEAL:

My Commission expires

Commission No.

Note: The official applicant to this initiative is limited to city government. However, if the city is applying for a Main Street Program, the city applicant must indicate a commitment to having a 501(c)(3) private, nonprofit partner to develop policy and implement the program.

501(c)(3) PRIVATE, NONPROFIT PARTNER (PROPOSED OR EXISTING ORGANIZATION)

Contact Person

Occupation

Address

Phone

Email Address

CERI PLANNING DEMONSTRATION SITE APPLICATION CHECKLIST

The planning demonstration site application submittal should be comprised of the sections below, clearly marked, and in the following order:

- ☐ **Complete CERI Planning Demonstration Site Application Form** (1 page maximum)
- ☐ **Planning Demonstration Site Area** maps and a narrative description of the proposed area. Ensure that all maps include a scale and north arrow. (11"x17" maximum size). Please verify that the planning demo site area (25% minimum) is located within the boundaries of a designated Encompass 2040 Plan Activity Center. The Plan map showing the location of Activity Centers can be [viewed here](#). (3 pages maximum: 2 maps and 1 narrative page)
- ☐ **Issue Statement** that includes the following sections (2 pages maximum):
 - Why should your Activity Center be selected as a planning demonstration (demo) site?
 - Is your proposed project a game-changer for your community? If so, please explain how the implementation of this initiative will transform the economic prosperity and quality life for your citizens.
 - Does your proposal, if fully implemented, have any regional significance?
 - If your Activity Center is an historic (50% of building inventory is 50 years or older) commercial business district (CBD) or town center, please address the following:
 - Explanation of major assets and problems.
 - What does your community expect to achieve by participating in the Main Street Program and why do you think your community would be a successful Main Street community?
 - Describe past or present efforts by the public and private sector aimed at revitalizing the historic CBD (if the community was a previous Main Street organization designated by ODOC and subsequently ceased being such, please explain why and what is different today).
 - If your community is currently an active participant in the Main Street Program, please describe the level of involvement and activities of the city leadership, local volunteer steering group, and the role of the Main Street program coordinator.
 - If your community is planning to pursue a Main Street Program membership as part of your CERI Application, please refer to the attached Oklahoma Main Street Community Forms that are required to be submitted with this Application packet.
 - What aspects of ACOG's Updated CEDS Goals (Refer to Call for Applications Preamble) are not being considered in your community's planning efforts and why?
 - Does your community have any planning efforts or projects that incorporate aspects of the Updated CEDS Goals?
- ☐ Detailed explanation of **Local Resources** dedicated to the process (1 page maximum). Including identification of the primary point of contact and support staff dedicated to a potential 12-month process.
- ☐ Discussion of **Local Commitment** or political will to implement recommended initiatives and strategies in support of the proposed planning demo site that reflects **ACOG's Updated CEDS Goals** (2 pages maximum). Required local commitment activities include the following:
 - Provide an adopted and signed resolution from the local government acknowledging long-term commitment to this endeavor. ([Refer to attached CERI Draft Resolution.](#))

- Provide a list of specific stakeholders (realtors, bankers, small or large business owners, large landowners, minority and faith-based community representatives, etc.) that are dedicated to be involved throughout the entire process, and will actively serve as members of a community steering/blue ribbon committee.
- Provide letters of support from local organizations, civic clubs, and businesses (place letters in the Appendices as described below).
- Provide a detailed description of anticipated methods to ensure comprehensive and inclusive (reflective) public involvement, especially to the underserved groups within the community.
- If pursuing a Main Street Program membership, provide a description of how you might use an existing or proposed 501(c)(3) private, nonprofit partner to develop policy and on-going implementation of the project components.



Provide the following substantive indicators that show **Local Capacity** to undertake the proposed planning demo site process and the ability to support and implement the desired outcomes (2 pages maximum).

- Describe a project or elements of a plan that your community has implemented including staffing, funding, development of regulations, community support, and formal actions by the governing body.
- Describe the community's financial investment history, including recent capital improvement projects, current bonding capacity, and other financial tools that have been utilized.
- Is the community willing and capable of providing a financial and/or in-kind match to enhance the project scope, if agreeable by all participating parties, in order to effectuate a more comprehensive outcome? (This is not a required component in order to qualify for consideration, but rather to provide a community the opportunity to leverage this service to address a larger project scope.)



Appendices may include relevant supporting documentation as necessary; e.g. photographs, letters of support, related study summaries, supporting comprehensive plan policies. (3 pages maximum)



Provide the following items to Matthew Weaver, CED Manager, ACOG, 4205 N Lincoln Blvd., Oklahoma City, OK 73105:

- One (1) signed unbound original and two (2) copies of the complete Application form with Checklist and Attachments
- One (1) all-inclusive PDF stored on a flash drive

CERI
DRAFT RESOLUTION

acog

DRAFT RESOLUTION

THE ASSOCIATION OF CENTRAL OKLAHOMA GOVERNMENTS COMMUNITY ECONOMIC RESILIENCY INITIATIVE PROGRAM

A RESOLUTION OF THE COUNCIL/BOARD OF THE CITY/TOWN OF _____,
OKLAHOMA, REQUESTING THAT THE ASSOCIATION OF CENTRAL OKLAHOMA GOVERNMENTS
(ACOG) CONSIDER THE SELECTION OF THE (project) _____,
AS A PROJECT CANDIDATE FOR THE CERi PLANNING DEMONSTRATION SITE PROGRAM

Be it remembered that on the (Day) _____ of (Month) _____, 2021
at a regular meeting of the City/Town Council/Board of the City/Town of _____,
the following resolution was presented, read and adopted:

WHEREAS, the CARES Act Recovery Assistance grant funds have been made available to ACOG,
through the EDA, to provide consultant planning services for municipalities in the ACOG region in
partnership with the Oklahoma Main Street Center (Oklahoma Department of Commerce) and the University of
Oklahoma Institute for Quality Communities (IQC); and

WHEREAS, The City/Town of _____ has selected a project planning proposal
described as follows: _____

_____ ; and

WHEREAS, the preliminary estimate of the planning project is \$ _____ ; and

WHEREAS, the City's/Town's financial and/or in-kind match funds in the amount of \$ _____
are committed by this action; and (This line is optional)

WHEREAS, the City/Town agrees to provide extensive community engagement to make the project
planning process a success (8 to 12 - month process) and provide ongoing community support to ensure
future project implementation and maintenance funding; and

WHEREAS, the City/Town agrees to provide a two-year commitment of a Main Street Program
Coordinator as part of its planning project; and (This line only applicable to Main Street Program eligible projects)

WHEREAS, the City/Town assures that no qualified person with a disability shall, solely by reasons of
their disability, be excluded from participation in, be denied the benefits of or otherwise be subjected to
discrimination under any program or activity administered by the City/Town; and

WHEREAS, the City/Town further understands that acceptance of this resolution by the Association of Central Oklahoma Governments (ACOG) is not a commitment of being selected as a CERI Planning Demonstration Site, but only registers the City's/Town's interest and commitment in participating in the program application process.

NOW, THEREFORE, BE IT RESOLVED:

That ACOG is hereby requested to consider the selection of this project as a candidate for CERI Planning Demonstration Site Program, and to submit the completed project application to the CERI Review Committee for assessment and to the ACOG Board for final consideration;

ADOPTED by the City/Town Council/Board of _____ and **SIGNED** by the Mayor
This (day) _____ of (month) _____, 2021.

ATTEST:

City/Town Clerk

Mayor

City/Town Attorney

OKLAHOMA MAIN STREET COMMUNITY
APPLICATION FORMS

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Funding/Public Awareness

1. What is the source, amount, and intended purpose of any **public sector** funds?
Are the commitments for 1 & 2 years? (mark * for cash or ** for in-kind support)

Revenue from *Public Sources*

Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Subtotal Cash	\$ _____	\$ _____	
Total	\$ _____	\$ _____	

2. What is the source, amount and intended purpose of any **private sector** funds?
Are the commitments for 1 and 2 years? (mark * for cash or ** for in-kind support)

Revenue from *Private Sources*

Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose
Source	Year 1 (\$)	Year 2 (\$)	Intended Purpose

Subtotal Cash \$ _____ \$ _____

Total \$ _____ \$ _____

(Attach additional sheets in same format if necessary.)

3. Provide a **proposed budget*** for the first two years of the program based on the following suggestions. Remember to include a dollar amount for any in-kind donations.

		Year 1	\$ Value	Year 2	\$ Value
		Cash(\$)	In-Kind	Cash(\$)	In-Kind
Personnel:	Base Salary	_____	N/A	_____	N/A
	Taxes	_____	N/A	_____	N/A
	Insurance (Medical/Life)	_____	N/A	_____	N/A
Office Expenses:	Rent	_____	_____	_____	_____
	Utilities	_____	_____	_____	_____
	Equipment	_____	_____	_____	_____
	Office Supplies Telephone/Internet	_____	_____	_____	_____
	Insurance	_____	_____	_____	_____
	Car Allowance	_____	_____	_____	_____
	Contingency Secretarial Services	_____	_____	_____	_____
Professional Development:	Travel	_____	_____	_____	_____
	Printing & Publications	_____	_____	_____	_____
Other Expenses:	Promotion & Advertising	_____	_____	_____	_____
	Postage	_____	_____	_____	_____
	Accounting	_____	_____	_____	_____
Committee Expenses:	Executive Committee	_____	_____	_____	_____
	Fundraising/Membership	_____	_____	_____	_____
	Promotion	_____	_____	_____	_____
	Design	_____	_____	_____	_____
	Economic Restructuring	_____	_____	_____	_____
Total Expenses:		_____	_____	_____	_____

*The average local operating cash budget for mid-size and urban Associated Main Street programs is \$35,000/year and \$20,000 for small towns. The program budget shall address at least the following: salary and benefits for the part-time (at least 20 hours per week) Main Street Director and allowance for office rent, telephone, utilities, office supplies, secretarial services, promotions, car allowance and travel.

The salary range for part-time Main Street Directors in Oklahoma is \$15,000 to \$30,000. The travel budget should allow the Director to travel to Director Training and Meetings, plus travel to at least the two in-state trainings annually.

State Government Profile:

1. List your Oklahoma State Legislators:

Senator	Home Address	Capitol Address	Capitol Telephone	District	D or R
Senator	Home Address	Capitol Address	Capitol Telephone	District	D or R
Representative	Home Address	Capitol Address	Capitol Telephone	District	D or R
Representative	Home Address	Capitol Address	Capitol Telephone	District	D or R

2. List your U.S. Senators and Congresspersons:

Senator	Home Address	Capitol Address	Capitol Telephone	N/A District	D or R
Senator	Home Address	Capitol Address	Capitol Telephone	N/A District	D or R
Congressperson	Home Address	Capitol Address	Capitol Telephone	District	D or R
Congressperson	Home Address	Capitol Address	Capitol Telephone	District	D or R

City Government Profile:

1. Does your community have a:

- | | | |
|---|------------------------------|-----------------------------|
| a. Planning and zoning commission? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Full-time city planner? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Community development or redevelopment commission? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Public housing agency? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Building inspector? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Building code? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. Housing code? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| g. Comprehensive plan? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| h. Zoning ordinance? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| i. Sign control ordinance? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| j. Historic district ordinance? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

2. Does the city have a Historic Business District plan?

☐ Yes ☐ No Date approved: _____

Has the city made any efforts to implement the plan?

☐ Yes ☐ No

Describe these efforts:

3. Has the city received grants or transfers of funds relating to downtown revitalization from other governmental units in the past three years?

4. If so, what? How have they been used?

5. Does the city have any bonds or other available funds that could be used for Main Street program redevelopment?

6. Provide a complete list of all city council persons/commissioners:

Name		Address
Day Telephone	Evening Telephone	Occupation

Name		Address
Day Telephone	Evening Telephone	Occupation

Name		Address
Day Telephone	Evening Telephone	Occupation

Name		Address
Day Telephone	Evening Telephone	Occupation

Name		Address
Day Telephone	Evening Telephone	Occupation

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Name		Address
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Day Telephone	Evening Telephone	Occupation

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Name		Address
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Day Telephone	Evening Telephone	Occupation

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Name		Address
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Day Telephone	Evening Telephone	Occupation

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Day Telephone	Evening Telephone	Occupation

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Name		Address
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Day Telephone	Evening Telephone	Occupation

<hr/>		<hr/>
Name		Address
<hr/>	<hr/>	<hr/>
Day Telephone	Evening Telephone	Occupation

Built Environment:

1. What is the approximate age of the building stock in the historic central business district area?

Pre-1900 _____ % 1920-1940 _____ %
1900-1920 _____ % 1940-1969 _____ %
Post 1969 _____ %

a. Predominant architectural style of buildings in the historic central business district:

(Please call the Oklahoma Main Street Office or State Historic Preservation Office for guidance, if needed.)

b. Discuss the characteristics that make the Associate Main Street program area a cohesive and recognizable district having clearly defined boundaries and architectural character.

c. For the buildings in your downtown area, what percentage would you consider to be:

☐ Excellent ☐ Good ☐ Fair ☐ Poor

Existing Community Organizations:

Do you currently have any of the following active organizations in your community?

Community Redevelopment Agency	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Downtown Development Authority	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Chamber of Commerce	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Merchants and/or Professional Associations	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Other Downtown Associations	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Local Historic Preservation Society	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Local Business Incubator Program	<input type="checkbox"/> Yes	<input type="checkbox"/> No

(Attach additional sheets if necessary.)

If so, briefly describe activities and accomplishments of each.