

New Jersey Department of Community Affairs

Main Street New Jersey & Improvement District Programs

Program Requirements/Guidelines

Main Street Improvement District Challenge Grant – FY 2013

Purpose of the Main Street Improvement District Challenge Grant

To provide challenge grants to designated local MSNJ non-profit organizations in partnership with their respective municipalities to aid with implementation costs including, but not limited to, legal and organizational planning necessary to implement an Improvement District. The program encourages partnerships between municipalities and their local Main Street programs and other private sector stakeholders to establish Improvement Districts (IDs) as an additional method for consistently financing downtown revitalization programs and their activities. If a resultant Improvement District ordinance results from this grant as intended, the local Main Street program will serve (by that ordinance) as the District Management Corporation (DMC).

Eligible Applicants for the Main Street Improvement District Challenge Grant

Eligible applicants must be DCA-designated local Main Street Programs in good standing and serve municipalities with a well-defined, mixed-use commercial area that provide district management to an area within their municipality not having an existing Improvement District. Specifically: in SAGE, the applicant's "Eligible Applicant Designation" in their profile must be listed as "District Management Corporation (Main Street)".

Eligible applicants must partner with their municipal governments and proof of this partnership through both municipal and Main Street program resolutions must be furnished to make a successful application.

Eligible Costs for the Main Street Improvement District Challenge Grant

The MSID Challenge Grants are intended to support professional planning activities, design, development, and most importantly, implementation of an Improvement District, the revenue from which will be invested in the existing local Main Street program as the assigned District Management Corporation. Both staff and consultant efforts are eligible expenses, singularly or in combination. Additionally, valid expenses include materials and marketing for the implementation of any aspect of the creation of the Improvement District and the assigning of the designated local Main Street program as the District Management Corporation.

Technical Assistance Meeting

The DCA requires 1 (one) technical assistance meeting as a component of the application review process. This meeting, depending on the questions or concerns regarding the application as submitted, may be conducted in Trenton or by teleconference.

Grant Range if Awarded

\$5,000-\$15,000

Grant Match Requirement

A local match of *non-MSIDC Challenge Grant* funding of \$5,000 cash or documented in-kind value is required. In-kind value may be personnel, either paid or volunteer, as well as tangible services or items germane to the grant implementation, but in all cases must be verified and documented. The cash or in-kind match may be from multiple public or private sources. Additional local match is welcome.

Maximum Percent of Advance Request

50%

Timeframe for Completion of Activities

Funds are to be expended within 24 months from the date of contract.

Application Evaluation

The highest priority for this grant is given to designated local Main Street New Jersey programs that, along with their municipal government, demonstrate and memorialize a synchronized vision for building longer-term financial sustainability and capacity into the existing local Main Street organization serving as the downtown management entity. Special consideration will be given to applications that verify a continuance of municipal and/or other governmental investment in the operations and programming of the local Main Street Organization in addition to any assessments derived from the Improvement District.

Both of the above considerations should be documented in a local municipal resolution stating said and a Main Street Board resolution supporting those agreements.

Additionally, evaluation of applications will consider the likelihood of the successful implementation of the creation of the Improvement District and the assigning of its management to the local Main Street organization. We recognize that both the scale of the Main Street District and the composition of the Main Street Board may change in the context of the implementation of this grant, but that ultimately the resultant scope and structure must enable the organization to meet or continue meeting the 10 National Main Street Accreditation Standards of Performance. Please refer to this [link](http://www.preservationnation.org/main-street/about-main-street/the-programs/performance-standards.html) — for a list of the 10 Standards of Performance. (<http://www.preservationnation.org/main-street/about-main-street/the-programs/performance-standards.html>)

Exceeding minimum match requirements will also be taken into consideration.

Applications will be evaluated for completeness and accuracy. Prior to submission please submit questions in writing to the Application Manager (Jef Buehler; jefb@dca.state.nj.us). Applications will not be accepted after the posted deadline on SAGE.