

RESOLUTION 2012-08

A resolution by the Mayor and Council of the Town of Ashland City to authorize the Cheatham County Chamber of Commerce to apply on their behalf for a grant with Tennessee Economic and Community Development known as Tennessee Downtown.

WHEREAS, the Town of Ashland City maintains a desire to revitalize their downtown and promote our commercial area and merchants to ensure economic growth and beautification of the Town's downtown area;

WHEREAS, Tennessee Downtowns has been created to guide communities through an 18-month process to develop direction for the revitalization of their downtown commercial area;

WHEREAS, the Tennessee Department of Economic and Community Development will be selecting communities to participate in the Tennessee Downtowns based on a competitive application.

BE IT FURTHER RESOLVED, the Mayor and Council of the Town of Ashland City hereby authorizes the Cheatham County Chamber of Commerce to submit an application on behalf of the Town of Ashland City to participate in Tennessee Downtowns, a program of Tennessee Economic and Community Development. It is further resolved that the Town of Ashland City endorses the submission of this application and participation if selected by the Tennessee Downtowns as well as endorses Cheatham County Chamber of Commerce as the non-profit organization that participates in Tennessee Downtowns if selected. The Town of Ashland City further endorses the steering committee as selected by the Town of Ashland City to participate in all required meetings for Tennessee Downtowns.

This resolution shall take effect from and after its passage the public welfare requiring it.

Adopted this 28<sup>th</sup> day of October, 2012

  
Rick Johnson, Mayor

  
Phyllis Schaeffer, City Recorder



## Tennessee Downtowns Program

For decades, a downtown was the social, cultural and financial lifeblood of community in America. Here in Tennessee, we're not ready to let downtown become a memory. That's why we have developed Tennessee Downtowns, designed to help communities fully understand what it takes to embark on a comprehensive revitalization effort for their downtown. Using the time tested National Main Street Center's "Main Street Four-Point Approach to Downtown Revitalization ©," this 18-month tier program will coach the selected downtowns and their steering committees through the steps of launching a downtown revitalization effort.

While the Tennessee Main Street Program has seen great success across the state of Tennessee, many communities just want to learn more about downtown revitalization before committing to become a certified Main Street program. Tennessee Downtowns is a basic introduction to downtown revitalization and may not be a good fit for communities that have already started a downtown revitalization program. Check out the Criteria to see if your community can qualify. Communities participating in the Tennessee Main Street Program are not eligible to apply.

Space in this program is limited and highly competitive, so tell your story well. Show us the need to revitalize your downtown, how you plan to implement your plan and why your community and its citizens want to 'roll up their sleeves' and get to work and make downtown a better place!

Tennessee communities with central business districts at least 50 years old are eligible to apply for a downtown revitalization package, which includes 18 months of training including a site visit, attendance at our regional workshops, webinars, ongoing technical assistance and an innovation project grant.

**Completed Applications must be received via mail by  
4:30PM CST on November 1, 2012.**

The selection of communities will take place through a competitive application process and communities will be chosen to receive a downtown revitalization package which includes technical assistance; full scholarships to our regional workshops; follow up; and a project grant opportunity for selected communities. This new program will give the selected community an eighteen month introduction into the organization and process of downtown revitalization and preservation.

Communities that participate in the Tennessee Downtowns program may wish to continue a self-initiated downtown revitalization effort at the end of the program or apply for certification in the Tennessee Main Street Program through the competitive application process. Communities will not automatically be accepted into the Main Street Program.

### Program Information

Communities selected to participate in Tennessee Downtowns will receive:

- **Getting Started Site Visit:** The selected communities will receive site visits during which an experienced team will assist the steering committee with the development of a downtown organization. A site visit team will consist of TNECD staff members and National Main Street Center consultants.

- **Regional Workshops and Series of Webinars focusing on Downtown Revitalization:** these workshops will examine all areas of downtown revitalization and community development. The National Trust for Historic Preservation's National Main Street Center and Tennessee Main Street Program will present the workshop and webinar series based on the "Main Street Four-Point Approach to Revitalization ®" and Main Street Guiding Principals, offering strategies and case studies that exemplify successful downtown revitalization practices. The workshops will be open to the volunteer steering committees of the newly selected Tennessee Downtowns communities and staff and committees of the certified Tennessee Main Street Program communities.
- **Technical Assistance:** Throughout the program, members of TNECD staff and Tennessee Main Street Program mentors will be assigned to each community participating in the Tennessee Downtowns process to work with the steering committee on developing a strategy for local revitalization effort. Monthly reinvestment statistics and progress reports will be expected from the community during this 18 month program.
- **Innovation Grant Project:** Each community will receive a reimbursable grant to complete an innovative project within their downtown district reflecting the four areas of downtown revitalization and Main Street principals. Grant projects will reference the "Main Street Four-Point Approach to Revitalization ®," and will be a tangible project in the area of design, promotion, economic restructuring/business development and/or organization.

#### **Criteria**

Communities must:

- Designate a project area: Concentrate all efforts in a traditional commercial district that is 50 years or older;
- Have a designated five-member volunteer steering committee dedicated to go through this process;
- Have a designated non-profit 501(c)(3) organization or city municipality that will host the steering committee for the program;
- Illustrate interest on the behalf of the citizens for the revitalization of downtown;
- Illustrate how the city/county municipality recognizes the importance of downtown as an asset to the community;
- Adopt a resolution by the city government to participate in the program (see example);
- Clearly demonstrate economic need for a downtown revitalization effort through economic factors such as a high vacancy rate in downtown, lack of businesses in the downtown, disinvestment in the project area either public or private; dilapidated buildings or aging infrastructure;
- Submit a complete application with a narrative and attached supporting materials including maps and a presentation.

#### **Tennessee Downtowns Application**

Selection to participate in **Tennessee Downtowns** is through a competitive process based on the successful completion of the following information. A completed application must be written in narrative form, emphasizing the community's commitment to downtown revitalization. A successful application will site examples of projects and organizational efforts put forth by the locals in the effort to address downtown issues. One master copy of the completed application must be submitted in a three-ring notebook with a PowerPoint presentation on CD included.

All applications will be reviewed by a team of economic and community development professionals. Announcements of selected communities will be made by email and telephone contact. A press release will be sent to the community.

The application should answer the question, ***“Why should your community be selected to participate in Tennessee Downtowns?”***

Include the following in order:

- Attachment 1: Steering Committee Information
- Attachment 2: Questions
- Attachment 3: Adopted Resolution
- PowerPoint presentation: 30 slides with photographs
- Map of proposed project area for Tennessee Downtowns, to include commercial district, waterways, transportation, parks and important landmarks.

**Completed Applications must be received via mail by  
4:30PM CST on November 1, 2012.**

State of Tennessee Department of Economic and Community Development  
Tennessee Main Street Program-Tennessee Downtowns  
Attention: Amy New  
312 Rosa L. Parks Ave, 10th floor  
Nashville, TN 37243  
Fax: 615-741-0607

#### **Contact Information**

Tennessee Downtowns Program  
Amy New  
[Amy.New@tn.gov](mailto:Amy.New@tn.gov)  
(615) 253-1948

Tennessee Main Street Program  
Kimberly Nyberg  
[Kimberly.Nyberg@tn.gov](mailto:Kimberly.Nyberg@tn.gov)  
(615) 532-3595

## Tennessee Downtowns Application: Attachment 1 - Contacts

### Steering Committee information

<b>Community:</b>			
<b>Sponsoring Non-Profit Organization:</b>			
<b>Non-Profit Designation</b>		<b>Federal ID#</b>	

### CONTACTS

<b>Name</b>			
<b>Address:</b>			
<b>Email:</b>		<b>Phone:</b>	

### List of Steering Committee:

(1)

<b>Name:</b>			
<b>Title/Affiliation:</b>			
<b>Address:</b>			
<b>Email:</b>		<b>Phone:</b>	
<b>Signature:</b>			

(2)

<b>Name:</b>			
<b>Title/Affiliation:</b>			
<b>Address:</b>			
<b>Email:</b>		<b>Phone:</b>	
<b>Signature:</b>			

**(3)**

<b>Name:</b>			
<b>Title/Affiliation:</b>			
<b>Address:</b>			
<b>Email:</b>		<b>Phone:</b>	
<b>Signature:</b>			

**(4)**

<b>Name:</b>			
<b>Title/Affiliation:</b>			
<b>Address:</b>			
<b>Email:</b>		<b>Phone:</b>	
<b>Signature:</b>			

**(5)**

<b>Name:</b>			
<b>Title/Affiliation:</b>			
<b>Address:</b>			
<b>Email:</b>		<b>Phone:</b>	
<b>Signature:</b>			

**(Back-up/Additional)**

<b>Name:</b>			
<b>Title/Affiliation:</b>			
<b>Address:</b>			
<b>Email:</b>		<b>Phone:</b>	
<b>Signature:</b>			

**Elected Officials:**

<b>City Mayor:</b>			
<b>Address:</b>			
<b>City/Zip:</b>		<b>Phone:</b>	
<b>Email:</b>			
<b>County Mayor:</b>			
<b>Address:</b>			
<b>City/Zip:</b>		<b>Phone:</b>	
<b>Email:</b>			

**Tennessee Downtowns Application: Attachment 2 - Questions**  
***All questions must be answered in narrative form***

**A1: Broad-base support for a downtown revitalization effort**

- Who will sponsor this program? Non-profit organization or city?
- Is there a current steering committee addressing downtown issues?
- If so, please explain in detail. Who makes up steering committee, and how long have they been meeting? What is the name and affiliation of each steering committee member and volunteer participant?
- Provide a copy of the city/county resolution endorsing participation in Tennessee Downtowns.
- List all community development, economic, industrial development, historic and tourism agencies in your community.

**B1: Description of proposed downtown project area**

- List building rehabilitations or improvements that have been made in your downtown in the past three years and whether these rehabilitations are public or private projects.
- Describe the proposed project area (how many blocks, how many buildings, general age of buildings, current uses).
- List a general condition of downtown lighting, sidewalks and street furniture.
- How many second- and third-story housing units are in the project area?
- List all municipal services in downtown (courthouse, water company, library, etc.).
- Is downtown listed in the National Register district? If so, list the boundaries.
- Do you have a local or countywide planning commission?
- Do you have a local historic district ordinance or overlay? If so, list the boundaries.
- Has your community participated in any studies that would identify historic and cultural resources?

**C1: Community Profile**

- Please provide a map of proposed downtown project area.
- What is the population of your town/city?
- What is the population of your county?
- How close is your downtown to a major roadway/interstate?
- Is Broadband/Internet access available in or near downtown?
- How far is the closest metropolitan area (in miles).

**D1: Planning Component**

- Do you have an active planning commission?
- Does your planning commission recognize CBD? C1 uses?
- Does your plan allow for mixed use development?
- Do you have a Community Facilities Plan that indicates public improvements required to maintain a healthy downtown?
- Do you have adopted design/signage guidelines for the district?



- Have you participated in the Courthouse Square Pilot Project? If so, please explain in detail.

### **E1: Cultural and Recreational Amenities**

- List existing promotions, events or festivals currently held in your community. Which events are held in downtown?
- Please explain the natural setting of your community (include water, parks, mountains, etc. in your community).
- List any attractions in your community. Describe whether they are within the county or in downtown.
- List any attractions in your county that draw visitors.
- How many hotel/motel/inn rooms do you currently have in your community? In your county?
- Do you have a Convention Visitors Bureau? Chamber of Commerce? Visitor Center?

### **F1: Documentation**

- 30 PowerPoint slides with photographs illustrating the downtown commercial district and community including street shots, historic buildings, streets and sidewalks, lighting, important buildings, green space, parks in proposed district, historic sites, tourist attractions, natural features, etc. Show a collection of the commercial district: the streetscape, conditions of buildings, sidewalks, alleys etc.

### **Baseline STATS/economic data:**

- How many commercial buildings are in your downtown?
- How many businesses are in your downtown?
- How many government buildings are in your downtown?
- Is this community the County Seat?
- What percentage of buildings is vacant in your commercial district? First floor-storefronts? Second-floor? Third-floor?
- Total second and third floor housing units?
- How many part and full-time employees work in your downtown?
- How many upper story housing units are in your downtown?
- What is the average rent per square foot?

### **Check all that apply:**

- Downtown is listed in the National Register of Historic Places.
- Downtown is a local historic district with a historic district overlay.
- You have a historic district commission with downtown historic guidelines.
- You have a certified local government.

**Tennessee Downtowns Application: Attachment 3, Sample Resolution**

A resolution authorizing

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to submit an application to participate in Tennessee Downtowns, a program of Tennessee Economic and Community Development.

Whereas Tennessee Downtowns has been created to guide communities through an 18-month process to develop direction for the revitalization of their downtown commercial area;

Whereas the Tennessee Department of Economic and Community Development will be selecting communities to participate in the Tennessee Downtowns based on a competitive application;

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF

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that the city:

Section 1. Endorses the submission of this application and participation if selected in the Tennessee Downtowns;

Section 2. Endorses the revitalization of the downtown commercial district;

Section 3. Endorses

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as the non-profit organization that participates in Tennessee Downtowns if selected.

Section 4. Endorses the steering committee participation in all required meetings for Tennessee Downtowns.

PASSED, APPROVED, AND ADOPTED THIS \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_

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MAYOR

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Date

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CITY CLERK

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Date

## Tennessee Downtowns Questions

### 1. How will communities be selected to participate in Tennessee Downtowns?

A team of professionals will review each application based on the information provided by that community. The team may be composed of professionals from business development, community development, planning, historic preservation, tourism and economic development.

### 2. Who should complete the application?

It is always best to have the steering committee work together as a team to complete the application. A strong application will address all the questions in narrative form and provide clear and honest answers. Maps and a PowerPoint presentation must also accompany the application.

### 3. What if our downtown is not historic?

This program follows the Main Street "Four-Point Approach for Downtown Revitalization ©," which works best in a traditional commercial district setting with commercial buildings at least 50 years old.

### 4. Can our community apply even if we have already started a downtown revitalization effort?

An established effort focused on downtown is always a first step. If your community has started a downtown revitalization effort and is in the basic and entry level stages of implementation, this program may be a good fit. However, if you have substantial downtown revitalization efforts in place, this program may be too basic for you. Communities participating in the Tennessee Main Street Program are not eligible to apply.

### 5. Do we need to have paid staff for participation in Tennessee Downtowns?

This program is designed to work with a dedicated five-member volunteer steering committee that should comprise a broad mix of individuals from the community. Tennessee Downtowns will focus on organizational development efforts boards, standing committees, volunteers and eventually staff. It is not a requirement or recommended that paid staff be on board at the outset to participate in Tennessee Downtowns.

### 6. How much does it cost to participate in Tennessee Downtowns?

There is no cost for a community to participate. However, each municipality will be required to adopt a resolution stating that the designated steering committee will participate in all mandatory meetings, workshops, webinars, conference calls and trainings during the 18 month program.

### 7. Will we automatically be accepted as a certified Tennessee Main Street Program community after completing the Tennessee Downtowns program?

Communities that participate in the Tennessee Downtowns program may wish to continue a self-initiated downtown revitalization effort at the end of the program or apply for certification in the Tennessee Main Street Program through the competitive application process. Communities will not automatically be accepted into the Main Street Program.

## General Information about Downtown Revitalization

Developed by the National Trust for Historic Preservation 30 years ago, the National Main Street Center encourages public-private partnerships to enhance community livability and job creation while maintaining the historic character of communities' traditional commercial districts. The Main Street Four-Point Approach is a community-driven, comprehensive methodology used to revitalize historic downtowns nationwide, addressing the variety of challenges that face traditional business districts in a common sense way. The Main Street Approach advocates a return to community self-reliance, local empowerment and the rebuilding of traditional commercial districts based on unique assets such as distinctive architecture, a pedestrian-friendly environment and local ownership.

A community's central business district often accounts for as much as 30 percent of its jobs and 40 percent of its tax base. It is a community's crossroads, a place in our hearts and minds that evoke strong emotions and helps define our identity.

What are the benefits to downtown revitalization?

- Revitalization protects the existing tax base. Private investment in banks, businesses and commercial property and public investment in streets, sidewalks and water and sewer lines are protected and enhanced.
- Revitalization provides an incubator for new business. A viable downtown offers opportunities and incentives for the new entrepreneurs such as lower rent and technical assistance.
- Revitalization helps attract industrial development. Downtown reflects the overall image a community projects to potential investors. An invigorated downtown makes a very positive statement about the whole community.
- Revitalization provides a point of focus and stability. A vibrant downtown gives the whole community and region a sense of pride and positive self-image. It also serves as an anchor that holds the community together and provides the stability necessary for economic growth. What are the Main Street four-points?

In recent years, many approaches to downtown revitalization, from urban renewal to paint-up, fix-up projects, have failed because they focused on just one or two problems, rather than dealing with the full spectrum of interrelated issues that affect traditional commercial districts. Main Street has been successful in thousands of communities across the country because of its comprehensive nature.

**Organization** means getting everyone working toward the same goal. The tough work of building consensus and cooperation among groups that have an important stake in the district can be eased by using the common-sense formula of a volunteer-driven program and an organizational structure of boards and committees.

**Promotion** means selling the image and promise of Main Street to all prospects. By marketing the district's unique characteristics to shoppers, investors, new businesses and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events and marketing campaigns carried out by local volunteers.

**Design** means getting Main Street into top physical shape. Capitalizing on its best assets – such as historic buildings and traditional downtown layout – is just part of the story. An inviting

atmosphere created through window displays, parking areas, signs, sidewalks, street lights and landscaping conveys a visual message about what Main Street is and what it has to offer.

**Economic restructuring** means finding a new purpose for Main Street's enterprises. By helping existing businesses expand and recruiting new ones to respond to today's market, Main Street programs help convert unused space into productive property and sharpen the competitiveness of business enterprises.

The Main Street approach has eight Guiding Principles that set it apart from other redevelopment strategies:

- **Comprehensive.** Downtown revitalization is a complex process and cannot be accomplished through a single project. For successful long-term revitalization, a comprehensive approach must be utilized.
- **Incremental.** Small projects and simple activities lead to a more sophisticated understanding of the revitalization process and help to develop skills so that more complex problems can be addressed and more ambitious projects can be undertaken.
- **Self-help.** Nobody else will save Main Street. Local leaders must have the desire and will to make the project successful. The National Main Street Center and Tennessee Main Street Program provide direction, ideas and training, but continued and long-term success depends upon the involvement and commitment of the community.
- **Public-private partnership.** The public and private sectors have a vital interest in the economic health and physical viability of the downtown. Each sector has a role to play and each must understand the other's strengths and limitations to forge an effective partnership.
- **Identifying and capitalizing on existing assets.** History is on our side. Business districts must capitalize on the assets that make them unique. Every district has unique qualities, such as the distinctive buildings and human scale, which give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization program.
- **Quality. Build to last.** Quality must be emphasized in every aspect of the revitalization program. This applies equally to each element of the program, from storefront design to promotional campaigns to educational programs.
- **Change. Skeptics turn into believers.** Almost no one believes Main Street can really turn around, at first. Changes in attitude and practice are slow and definite but necessary to improve current economic conditions. Public support for change will build as the program grows.
- **Implementation-oriented. Make a difference today.** Activity creates confidence in the program and even greater levels of participation. Frequent, visible changes are a reminder that the revitalization effort is under way—starting small and building on successes.