C

Gouveia, Susan

From: Lashway, Lisa
Sent: Tuesday, July 08, 2014 2:41 PM
To: Canning, Sean; Natafalusy, Catherine; Gouveia, Susan
Subject: FW: Main Street New Jersey Associate Community and Program Application
Attachments: 2014 MSNJ Associate Community and Program Application (2).doc

Lisa Lashway
Mt. Olive Twp. Clerk
973-691-0900 Ext. 7291
FAX 973-691-2080
PO Box 450
Budd Lake, NJ 07828

-----Original Message-----
From: egg@dca.state.nj.us [mailto:egg@dca.state.nj.us]
Sent: Tuesday, July 08, 2014 2:01 PM
To: Lashway, Lisa
Subject: Main Street New Jersey Associate Community and Program Application

Dear Municipal Clerk:

Main Street New Jersey (MSNJ), a program of the NJDCA, provides Associate Tier organizations a range of services and assistance to meet a variety of community commitment and readiness levels. It is for communities that see the value of using the Main Street Approach as applied in New Jersey in support of their downtown revitalization and management efforts.

MSNJ is currently accepting applications for municipalities and downtown revitalization and management organizations that wish to become an Associate Tier Community. Please complete that attached application and provide all necessary attachments. Please submit your digital copy of the completed application to jef.buehler@dca.state.nj.us. Completed applications must be received in digital form by 4 p.m. on July 31, 2014. For more information, call Jef Buehler at (609)633-9769.

THIS NOTICE HAS BEEN SENT TO THE FOLLOWING OFFICIALS: Municipal Clerks

Main Street New Jersey
Associate Tier Application - 2014

Main Street New Jersey, a program of the NJDCA, provides Associate Tier organizations a range of services and assistance to meet a variety of community commitment and readiness levels. It is for communities that see the value of using the Main Street Approach® as applied in New Jersey in support of their downtown revitalization and management efforts.

If selected for the Associate Tier, we agree to:

1) Send a representative to at least *one* Main Street New Jersey Downtown Revitalization & Management Institute training *per year*.
2) Take time to learn about the Main Street Approach®.
3) Submit a one-page brief annual ROI report (supplied by MSNJ) regarding your local organization and district activities.
4) Sign a Letter of Agreement (LOA), sample attached, with the NJ DCA confirming your participation with the MSNJ program. This LOA will be updated from time to time.

In exchange, MSNJ will provide:

1) Inter- and Intra –Department State-level Advocacy for issues in your "Main Street" District
2) Telephone and E-mail support
3) *Minimally* 1 Scholarship to *each* quarterly session of the Downtown Revitalization & Management Institute.
4) Other services or support as resources may permit.

Submission Instructions:

1) All five questions must be answered and attachments provided.
2) Answers to questions may not exceed 1 page, excluding photos.
3) Submit a digital copy of the completed application to jef.buehler@dca.state.nj.us . Completed application must be received in *digital* form by **4pm July 31, 2014.**

Associate Tier Commitment Statement:

_____ agrees to meet the requirements of MSNJ as outlined above and will be eligible to receive Associate Tier services from MSNJ as long as the requirements are met. We understand that Associate Tier relationship within the MSNJ program does not authorize us to use the Main Street trademark name unless approved by MSNJ and further understand that the Main Street name is a trademarked brand, owned by the National Main Street Center.

_____ Date_____
Signature of Designated Contact Person (Private Sector)

_____ Date_____
Signature of Designated Contact Person (Municipal Official)

Question 1. Applicant Information:

Primary Designated Contact Person: _____
Title or Affiliation: _____
Community: _____
Population: _____
Organization (if applicable): _____
Street Address: _____
City, State, Zip: _____
Phone Number: _____
E-Mail Address: _____

Question 2. Current Conditions.

Briefly describe the economic and physical characteristics of your downtown commercial district. Please include 10-20 photos with descriptions.

Question 3. Organizational Structure.

Briefly describe the structure of your organization (or how you intend to create it if none exists). If applicable, please attach a list of current board members, an organizational chart, and a copy of the organization's Articles of Incorporation or Bylaws. Municipal applicants may simply summarize their governing structure and note where the Main Street efforts fit in that structure.

Question 4. Past Revitalization Efforts.

Briefly describe the efforts made to improve the downtown or commercial district over the past 5 years.

Question 5. Future Plans for Downtown.

Briefly describe what you hope to achieve by participating as an Associate Tier Community or Program.