

Palmetto City Council
January 27, 2003 7:00 PM

Elected Officials Present:

Larry Bustle, Mayor
Shirley Bryant, Vice Mayor
Tamara Cornwell, Council Member
Charlie Grace, Council Member
Mary Lancaster, Council Member
Brian Williams, Council Member

Staff and others present:

Attorney Alan Prather
Mary Jean Forrester, Interim City Clerk
Chief Garry Lowe
Mike Hickey, Public Works Director
Diane Ponder, Administrative Assistant

Mayor Bustle called the meeting to order at 7:00 p.m.

Pastor John Liner, House to House Fellowship, gave the invocation followed by the Pledge of Allegiance to the United States Flag.

Mayor Bustle read a proclamation declaring January 27, 2003 as Bill Ormond Day.

Mayor Bustle read a proclamation declaring February 6 - 8, 2003 as Shriner's Children's Hospital Benefit Days.

Mr. Bob Gehring, president of the Palmetto Downtown Community Partnership, reviewed the creation, purpose and goals of the organization - beautification, revitalization and development of the downtown business core and historic district. Information provided to Council is attached hereto and made a part of these minutes.

PUBLIC COMMENT

Departing police officer Teri Nuwer thanked Council for the opportunity to serve the city for 12 years. She graded the Chief of Police and Captain with an A and asked for an opportunity to allow them to develop longevity in their respective positions.

1. AGENDA APPROVAL

MOTION: Ms. Bryant moved, Mr. Williams seconded and motion carried 5-0 to approve the January 6, 2003 agenda.

2. CONSENT AGENDA

Minutes: January 6 and January 13, 2003 City Council Meeting
December Check Register

MOTION: Ms. Bryant moved and Ms. Cornwell seconded to approve the Consent Agenda.

Mr. Grace made the following correction to the January 6, 2003 City Council minutes:

Jude Thomas Gallen should read "Judge Thomas Gallen" (page 1)

The January 20, 2003 4:00 meeting should read "the January 27, 2003 4:00 meeting" (page 7)

Motion carried 5-0.

3. INDUSTRIAL MEDICAL MANAGEMENT CONTRACT RENEWAL

Finance Director Jim Keranan stated the contract covered the requirements for protection against blood borne pathogens and requirements to meet guidelines for a drug-free workplace. The \$157.50 base monthly fee increased by \$7.50 per month, the first increase since 1999. Discussion ensued on the contract being automatically renewed on an annual basis. Attorney Prather explained the contract allowed for a 90 day cancellation notice by either party. Mr. Jay Mallard, partner of IMM, stated the city could terminate the contract after 90 days if not satisfied with the company's performance.

The portion of the contract pertaining to pricing was discussed. It was consensus of Council the contract should contain a clause for a 5% increase this January, thereafter utilize the CPI or a 5% increase, whichever is less, for additional increases.

MOTION: Mr. Williams moved, Ms. Bryant seconded and motion carried 5-0 to authorize Mayor Bustle to sign the agreement with Industrial Medical Management and to accept a 5% increase this January and go with the CPI or 5% increase, whichever is less, for additional increases between the city and Industrial Medical Management.

4. VICTIMS OF CRIME ASSISTANCE GRANT

Officer Lee Jones reviewed the Victims of Crime Assistance grant which, if awarded, will allow the city to hire a victim advocate. The police department proposes supplying the required ten percent in-kind match as a portion of a working supervisor's salary. Additionally, volunteers in the program are required and will further contribute to the in-kind match.

MOTION: Mr. Williams moved, Ms. Bryant seconded and motion carried 5-0 to authorize the police department to pursue the Victims of Crime Assistance grant.

5. BEHAVIORAL HEALTH MANAGEMENT SERVICES, INC. CONTRACT RENEWAL

Finance Director Jim Keranan explained this contract is the Employee Assistance Program for the city and is tied very closely to the Manatee Health Network, the city's insurance program.

Attorney Prather informed Council he had reviewed the contract and advised the indemnification portion of the contract was not acceptable. He recommended it should be tailored to the limits of the waiver of sovereign immunity under Section 768.28, Florida Statutes, before execution of the contract.

Attorney Prather also discussed his concern regarding the confidentiality portion of the contract. Unless the mentioned Exhibit A is exempted under Section 119 of the Florida

Statutes, the information is a public record. He suggested paragraph eight should be modified to the extent of any exemption granted under Section 119 of the Florida Statutes, otherwise the city would keep confidential such documents.

MOTION: Ms. Bryant moved, Mrs. Lancaster seconded and motion carried 5-0 to approve the renewal of the Behavioral Health Management Services, Inc. d/b/a Baycare Life Management agreement for a three year period ending December 2005 with the modifications to paragraph 6 and paragraph 8 as suggested by the attorney.

6. ZOLLER, NAJJAR & SHROYER, L.C. CONSULTING SERVICES EXTENSION

Mayor Bustle discussed the fact the smoothest way to secure consulting services for a planner was to extend the existing Zoller, Najjar & Shroyer contract. Attorney Prather agreed with the extension of the contract. Mayor Bustle asked for ratification of his action to extend the existing contract with Zoller, Najjar & Shroyer, L.C.

MOTION: Ms. Cornwell moved, Mr. Grace seconded and motion carried 4-0 to ratify Mayor Bustle's execution of the Zoller, Najjar & Shroyer, L.C. Consulting Services extension until such time the city's consulting engineer and planner positions are filled. Ms. Bryant was absent for the vote.

7. FDOT LOCAL AGENCY PROGRAM ADMINISTRATOR CERTIFICATION

Mr. Hickey discussed the FDOT Local Agency Program, established by state legislature, and how it pre-qualifies communities to independently construct DOT type projects. Funding for projects can be provided by FDOT and grants. Mr. Hickey requested Council approve Zoller, Najjar & Shroyer, L.C. complete the application on the city's behalf at a cost of approximately \$3,500. Mr. Keranan will research the budget to confirm funding before execution of the contract. Mr. Hickey also informed Council the contract will allow the city select the engineer for any projects.

Attorney Prather informed Council he had reviewed the contract and advised the indemnification portion of the contract was not acceptable. He recommended it should be tailored to the limits of the waiver of sovereign immunity under Section 768.28, Florida Statutes, before execution of the contract. Mr. Prather also advised Council the submittal package should sufficiently identify the engineering consultants.

MOTION: Ms. Cornwell moved, Mr. Grace seconded and motion carried 5-0 to authorize Mayor Bustle to execute the professional service agreement with Zoller, Najjar & Shroyer, L.C. for the FDOT Local Agency Program Administrator Certification application preparation subject to changes indicated by Mr. Prather and the budgeting question to be answered prior to final signature.

8. RESOLUTION NO. 03-01

A RESOLUTION AUTHORIZING EXECUTION OF A CONTRACT RENEWAL FOR HIGHWAY MAINTENANCE WITH THE STATE OF FLORIDA, DEPARTMENT OF TRANSPORTATION, AND PROVIDING AN EFFECTIVE DATE.

MOTION: Mr. Cornwell moved, Ms. Bryant seconded to adopt Resolution No. 03-01.

Discussion ensued on the roadways to be maintained by the city and the cost to the city. The agreement under discussion decreased the city's reimbursement and ties the city to the average maintenance cost in the State of Florida. Mayor Bustle was instructed to

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contact Ms. Jennifer Perry at FDOT, and copy appropriate agencies, stating the city's objection to the decrease in reimbursement.

Motion carried 4-1. Mr. Williams voted no.

9. DEPARTMENT HEAD'S COMMENTS

Chief Garry Lowe

Palmetto Police Department has joined MSO in the MDT trial of radio and computer equipment at no cost. The department will be working on a grant in March 2003 for the equipment.

Asked Council to attend the Citizen's Academy on Thursday.

Commented on the success of the recent Gung Ho training provided to city supervisors.

Mr. Hickey

Updated Council on the Tampa Bay Estuary meeting he attended. The issue primarily affecting the city is the amount of water that can be discharged into bays.

10. MAYOR'S REPORT

Advised Council the Supervisor of Elections has all the information needed and the survey of the city's boundaries will not be needed.

MOTION: Ms. Bryant moved, Mrs. Lancaster seconded and motion carried 5-0 to reject all bids regarding the survey of city boundaries.

Informed Council he has not received a response from Manatee School for the Arts regarding reimbursement for the school resource officer. Ms. Bryant stated misinformation is being circulated regarding the program. Mayor Bustle reviewed the School Board reimbursing 50% of the officers' salaries assigned to Lincoln Middle and Palmetto High, with no reimbursement for the officer assigned to Palmetto Elementary.

Discussing the Manatee School for the Arts conduit financing, staff was instructed to request financial information from the school.

Ms. Bryant requested more time in resolving the issue of the officer at Manatee School for the Arts before removal. Ms. Cornwell inquired if the Sheriff's Department supplied a school resource officer at any other charter school. Chief Lowe stated the presence of an officer would be necessary at the location. Mrs. Lancaster stated the school should reimburse the city at the same level as the School Board. Mr. Williams proposed giving the school until February 10, 2003 for an answer, after which the officer should be removed from the school. Mr. Grace agreed with Mr. Williams.

Mayor Bustle recommended adding Snead Island to the UDZ. Council concurred.

Mayor Bustle requested concurrence to sending letters to key officials regarding funding for first responders which was promised to state and local governments. Council concurred.

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Council concurred with the Mayor's recommendation in selecting the city's consulting engineer. Attorney Prather referred to his email to Mayor Bustle.

Mayor Bustle will respond to Mr. Metzler's letter advising him his attorney should speak with the city's attorney; the city has no responsibility in responding to a weather condition like New Year's Eve.

Asked Council to think about the visits to the mobile home parks. Discussion ensued on why visits were made to the parks. It was suggested the meetings could be better scheduled where Council Members could alternate attending. Mayor Bustle stated he would advise Council of calls coming in requesting Council's attendance but he would not solicit places to put in an appearance.

Mr. Grace

Commented on the success of the fair.

Encouraged everyone to attend the law enforcement academy.

Complimented Mrs. Jones for the Gung Ho seminar. Stated he felt not enough supervisors were in attendance.

Mr. Williams

Asked Chief Lowe to research the price of the fiber optic system hook-up with the Sheriff's Department.

Inquired about the employee injured on the job. Mayor Bustle advised he was released from the hospital but test results were forthcoming on his situation. Mayor Bustle also stated his doctor needs to advise the city if he is able to do his job.

Thanked Public Works and Mrs. Lukowiak for the city's fair booth.

Commented on removing the championship signs at the city's entrances because of the need for maintenance. Ms. Bryant stated she had spoken with some of the Boosters, hoping it would be their initiative to address the signs.

Ms. Cornwell

Suggested planting a tree in Memory Walk in honor of Bill Ormond.

Thanked Mrs. Jones and the police department for their updates.

Requested the mobile home parks be notified Council Members are available to attend their meetings.

Ms. Bryant

Advised Gary Schmeichel is resigning from the Historic Preservation Board. Mayor Bustle stated he is reviewing other resumes received from individuals interested in serving on the city's various boards.

Dr. Davenport has informed her a funding stream is once again available for employee training.

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Commented on the letter she received from Fire Chief Michael Johnson commending Mr. Williamson and Mr. Perry from Public Works for saving a very dangerous situation.

Inquired if Mayor Bustle had received the alert from the Auditor General concerning travel and documentation. Mayor Bustle replied the city had received the alert.

Inquired the status of Lake Rowlett, and the grant from SWFWMD for plantings. Mrs. Lukowiak stated all SWFWMD funding has been received; Carr Drain has been closed, Oakridge is open, Hidden Lake has \$100,000 due in mitigation money. Mrs. Lukowiak will confirm on Lake Rowlett and advise Council.

Mr. Williams commented on the appearance of Hidden Lake. JEA and Public Works are reviewing the mitigation. There is a FRDAP grant of \$200,000 for surrounding property.

Mrs. Lukowiak also discussed the new median standards the city is now working under. All the plantings have been removed and will be replaced with low maintenance plantings.

Mrs. Lancaster

Thanked Bob Gehring for his presentation.

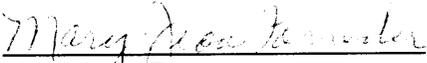
Commented on the MLK Banquet.

Thanked Chief Lowe for the department's response to 11th Street, Drive. Asked him to speak with Mr. Wallace as soon as possible and provide extra patrol this coming weekend if possible.

Asked for the amount that has been spent for consulting and training since the purchase of the new computer.

Meeting adjourned at 9:30 p.m.

Minutes approved: February 17, 2003


Mary Jean Forrester
Mary Jean Forrester
Interim City Clerk

Palmetto Downtown Community Partnership, Inc.

Officers

Robert P. Gehring, President
Carolyn R. Waygood, V.P./ Secretary
James Schimpf, Treasurer

Board of Directors

(12 member Board)

Robert P. Gehring
The Palmetto House, LLC

Carolyn R. Waygood
Waygood Marine Enterprises Inc.
EVOLVE Wellness Studio and Spa

James Schimpf
EVOLVE Wellness Studio and Spa

John Brockhoff
Computer Networking Technologies, Corp.

Jon Moore
LEED Inc.
(Leading Edge Environmental Design, Inc.)

Harry Van Der Noord
Regatta Pointe Marina

Alan Zirkelbach
Zirkelbach Construction, Inc.

Palmetto Downtown Community Partnership

PURPOSE

Palmetto Downtown Community Partnership, Inc. is organized to operate exclusively for charitable and educational purposes within the meaning of Sections 501(c)(3) of the Internal Revenue Code of 1986 (or corresponding provision of any future United States Internal Revenue law) and more specifically for the following purposes:

- (a) to develop a future vision and a plan for the revitalization and preservation of Palmetto's downtown district utilizing a "Main Street Village" concept;
- (b) to market, brand and promote the historic preservation, protection and use of Palmetto's traditional downtown area, including that area's commercial, civic and religious enterprises and residences;
- (c) to support and to undertake actions to promote elimination of the physical, economic and social deterioration of Palmetto's traditional downtown area and thereby promote Palmetto's historic preservation, contribute to its community betterment and beautification while lessening the burdens of Palmetto's government;
- (d) to disseminate information of and promote interest in the preservation, history, culture, architecture and public use of Palmetto's traditional downtown area;
- (e) to hold meetings, seminars and other activities for the instruction of members and the public in those activities such as building rehabilitation and design, economic restructuring and planning management that foster the preservation of Palmetto's traditional downtown area, and enhance the understanding and appreciation of its history, culture and architecture;

Palmetto Downtown Community Partnership

PURPOSE (cont)

- (f) to collaboratively aid, work with and participate in the activities of other organizations, individuals and public and private entities located within and outside Palmetto engaged in similar purposes;
- (g) to solicit and receive and administer funds for educational purposes and to that end to take and hold by bequest, devise, gift, grant, purchase, lease or otherwise, either absolutely or jointly with another person or corporation, any property, real, personal, tangible or intangible, or any undivided interest therein, without limitation as to amount of value; to sell, convey or otherwise dispose of any such property and to invest, reinvest or deal with the principal or the income thereof in such manner as, in the judgement of the Corporation's Directors, will best promote the purposes of the Corporation without limitation, except such limitation, if any as may be contained in the instrument under which such property is received, the Bylaws of the Corporation, or any laws applicable thereto.

Palmetto Downtown Community Partnership

Community Redevelopment Plan
Florida Urban Design Concept Recommendation
June 2002

The term that best describes what the citizens of Palmetto want to see their area become is a “**Florida Urban Village**”. This concept includes a pedestrian-oriented streetscape that provides a mix of uses in a traditional pre-automobile design.

Typical Features include:

- ✓ Main Street lined with stores and on street parking
- ✓ Public buildings in prominent places that serve as focal points
- ✓ Narrow streets, short blocks, and a grid street pattern
- ✓ Alleys in downtown areas
- ✓ Housing of different types and sizes in same blocks
- ✓ Small setbacks of buildings from the street
- ✓ Houses with porches, stoops, and walk in front
- ✓ Accessory apartments behind homes and residences above retail shops
- ✓ Well defined edge of town

Palmetto Downtown Community Partnership

Community Redevelopment Plan
Florida Urban Design Concept Recommendation
June 2002 (cont.)

Proposed Project #1:

**A strategy for establishing a pedestrian-friendly
downtown core, with neighborhood connections**

“An enhanced and identifiable downtown, with historic character, would contribute to a renewed sense of place and an improved image. Its amenities would attract businesses and residents to the area, and its redevelopment would enhance the range of services available to the surrounding neighborhoods. In this way, it would serve as a catalyst for improvement and redevelopment in the Enterprise Zone.”

Palmetto Downtown Community Partnership

Revitalization and Preservation Baseline Success Factors

- ✓ **Palmetto** is the second largest and oldest city in Manatee County. Having been incorporated in 1897 it provides the backdrop of a rich cultural heritage and history. More than 160 of the properties in the west central downtown area are situated in Palmetto's Historic District and are included on the National Register of Historic Places.
- ✓ **Palmetto** is a diverse ethnic small town patchwork of neighborhoods that is rich in culture and has a strong sense of community.
- ✓ **Palmetto's** socioeconomic trends, as reported by Manatee County, have reversed substantially over the last 10 years.
- ✓ **Palmetto** residents are sophisticated, well educated and successful people who have chosen to raise their families entrenched in the morals and ethics of small town America. Many residents are 3rd and 4th generation.

Palmetto Downtown Community Partnership

Revitalization and Preservation Baseline Success Factors (cont.)

- ✓ **Palmetto's** economy is made up of light manufacturing, retail, industrial and service oriented enterprises. Economic incentives for business expansion are in place through various CRA and EZ programs.
- ✓ **Palmetto's** Community Redevelopment Plan is in place. The Plan recommends that a "Florida Urban Village" concept be developed. Organization of the Palmetto Downtown Community Partnership and its promotion of the "Village" concept is attainable through the State of Florida Main Street Program.
- ✓ **Palmetto** is ideally situated on the Manatee River in very close proximity to I-75. Successful development of the waterfront is ongoing from Riviera Dunes to the east, centrally at Regatta Pointe and Snead Island to the west. Its central location is convenient to the many attractions, activities and cultural events of St. Petersburg to the North, Sarasota to the South and Anna Maria Island to the West.

Florida Main Street



Recreating Florida's Downtowns

Main Street

Ray Starbuck

PRESERVING FLORIDA'S HISTORIC DOWNTOWNS

Ray Starbuck

A black and white photograph of a historic street scene. The street is lined with historic buildings. A sign on the left side of the street says "Main Street". There are people walking on the street. The overall scene is a well-preserved historic downtown.

MAIN STREET



NATIONAL TRUST
for HISTORIC PRESERVATION™

The Main Street Approach and the Eight Principles

The National Main Street Center® is a program of the National Trust for Historic Preservation. Created by a Congressional Charter in 1949, the National Trust is a leading advocate of historic preservation in the United States. The preservation movement involves more than saving historic buildings; economic growth, urban revitalization, and the creation of new jobs are all issues the National Trust addresses through the rehabilitation of historic structures.

Established by the National Trust in 1980, the National Main Street Center (NMSC) has worked in more than 45 states and Puerto Rico. Through these efforts 206,000 net new jobs have been created, \$15.2 billion have been reinvested in Main Street commercial districts, 52,000 net new businesses have been created, 79,000 buildings have been rehabilitated, and 1,633 communities have built strong organizations to revitalize their commercial districts.

The NMSC offers the National Main Street Network™, a professional membership program for organizations involved in commercial district revitalization. It produces publications, newsletters, and special reports on revitalization and preservation issues and serves as a clearinghouse for information on community redevelopment issues. The NMSC accomplishes its mission through the Main Street Four-Point Approach™.

The Four-Point Approach

Design takes advantage of the visual opportunities inherent in a downtown by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, landscaping, merchandising, displays, and promotional materials. Its aim is to stress the importance of design quality in all of these areas, to educate people about design quality, and to expedite improvements downtown.

Promotion takes many forms, but the goal is to create a positive image of main street in order to rekindle community pride. Promotion seeks to improve retail sales events and festivals and to create a positive public image of downtown in order to attract investors, developers, and new businesses.

Economic Restructuring strengthens downtown's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding existing businesses to provide a balanced commercial mix, converting unused or underutilized space into productive property, sharpening the competitiveness and merchandising skills of downtown business people, and attracting new businesses the market can support.

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in main street. This will allow the Main Street revitalization program to provide effective, ongoing management and advocacy of downtown. Diverse groups from the public and private sectors (city and county governments, local bankers, merchants, the chamber of commerce, property owners, community leaders, and others) must work together to create and maintain a successful program.

The Eight Principles of Main Street

While the Main Street Four-Point Approach provides the format for successful revitalization, implementing it is based on eight principles that pertain to all areas of the revitalization effort.

Comprehensive. Downtown revitalization is a complex process that cannot be accomplished through a single project. For successful, long-term revitalization, a comprehensive approach must be used.

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 undertaken.

Self-Help. Local leaders must have the desire and will to make the project successful. The NMSC provides direction, ideas, and training; but continued and long-term success depends upon the involvement and commitment of the community.

Public-Private Partnership. Both the public and private sectors have a vital interest in the economic health and physical viability of downtown. Each sector has a role to play, and each must understand the other's strengths and limitations so that an effective partnership can be forged.

Identifying and Capitalizing on Existing Assets. Business districts must capitalize on the assets that make them unique. Every district has unique qualities, like distinctive buildings and scale, that give people a sense of place. These local assets must serve as the foundation for all aspects of the revitalization program.

Quality. 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. Changes in attitude and practice are necessary to improve current economic conditions. Public support for change will build as the program grows.

Implementation Oriented. Activity creates confidence in the program and even greater levels of participation. Frequent, visible changes are a reminder that the revitalization effort is underway. Small projects at the beginning pave the way for larger activities as program matures.

...AND THE PHILOSOPHY THAT MAKES MAIN STREET WORK

The Main Street Four Point Approach succeeds only when combined with the following eight principles:

Comprehensive

A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.

Incremental

Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex problems.

Self-help

The national Main Street Center can provide valuable direction and hands-on technical assistance, but only local leadership can breed long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

Public/Private partnership

Every local Main Street program needs support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.

Identifying and capitalizing on existing assets

One of the National Main Street Center's key goals is to help communities recognize and make the best use of their unique offerings. Local assets provide the solid foundation for a successful Main Street initiative.

Quality

From storefront design to promotional campaigns to special events, quality must be the main goal.

Change

Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

Action-oriented

Frequent, visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic improvements early in the process will remind the community that the revitalization effort is under way.



Frequently Asked Questions

What is the Florida Main Street Program?

Florida Main Street is a program of the Florida Department of State, Division of Historical Resources, which provides training and technical assistance to local organizations in support of their efforts to revitalize their traditional downtown and neighborhood commercial districts. From small towns to large cities, these areas are often a reflection of the community as whole. However, this symbolic heart of the community is often a complex environment that is affected by a diversity of physical, economic, cultural, and political influences. In order to revitalize and sustain these districts, a community must address this broad range of influences. The Florida Main Street Program can assist in this process, and is structured around the “Main Street Approach”, a strategy for revitalization developed by the National Trust for Historic Preservation.

The Main Street Approach was developed by the National Main Street Center of the National Trust for Historic Preservation, a partner of Florida Main Street. Over 1500 local revitalization programs nationwide have adopted this preservation-based approach. While concentrating on revitalization of the community’s historic commercial center, these local volunteer-based programs enhance the economic vitality, quality of life, and civic pride of the whole community while countering sprawl and encouraging greater citizen participation in the decisions that are shaping their future.

The Main Street Approach is not a quick fix. It builds sustainable, positive change on incremental steps. Communities that establish and maintain a focus on the Main Street Approach in their district can achieve:

Greater economic stability and vitality

- Rehabilitation and re-use of existing building stock, protecting historic resources and encouraging infill development - thereby countering sprawl
- Reduced vacancy, increasing property values and property tax revenues
- Restoration of the district as a center of commerce, increasing sales tax revenues

Greater quality of life and civic pride

- Enhancing the district as a center of civic and cultural activities
- Enhancing its place as a symbol of community identity and pride

Since 1985, the Florida Main Street Program has assisted downtown revitalization efforts in over 80 communities across the state.

How Can We Participate in the Florida Main Street Program?

There are a variety of ways communities may benefit from the programs and services of the Florida Main Street Program. These levels of program participation – Designated, Graduate, Renewing, and other Self-Initiated Communities – are described below:

Designated Local Florida Main Street Programs -- This status represents the core Florida Main Street Program. New Designated Local Florida Main Street Programs (Local Programs) are added to the Florida Main Street network on an annual basis through a competitive application process. A predetermined number of applicants found to be qualified and to have scored highly in the established evaluation criteria are eligible for designation each year. Once designated, intensive training and technical assistance will be provided to the Local Program over a three-year period. Newly designated Local Programs are encouraged to apply for a one-time Florida Main Street Start-up Grant. Completion and submission of the Florida Main Street Application is the mechanism for pursuing this program status. Upon designation, Local Programs must enter a formal agreement with the Division stipulating the basis for participation in the program.

Local Programs pursuing the types of participation described below (**Previously Designated Local Program Areas and other Self-Initiated Communities**) need not complete the attached Florida Main Street Application, but instead should contact the Florida Main Street Office.

Previously Designated Local Programs -- The following participation options are available to previously designated Local Programs:

- **Graduate** - Designated Local Programs, after completing three years of participation in the Florida Main Street Program, are encouraged to remain active in the Florida Main Street network. In addition to participating in statewide training activities and conferences, they may also receive training and technical assistance from Florida Main Street depending on availability of resources. Assistance is also available on a peer-to-peer or a fee-for-services basis. An annual meeting is dedicated to the specific needs of these more established programs. After their initial three years of training and technical assistance from Florida Main Street, Local Programs achieve and maintain Graduate status by (a) continuing to conduct a program consistent with the Main Street Approach, (b) continuing to participate in Quarterly Meetings and the statewide training conferences conducted by Florida Main Street, (c) employing a full time manager, and (d) submitting Quarterly and Annual Reports to Florida Main Street.
- **Renewing** – In some cases, Local Programs may become temporarily inactive. They are always welcome to rejoin the Florida Main Street Program and may participate in statewide training programs and conferences, and receive training and technical assistance on the same terms as Graduate Programs.

Other Self-Initiated Communities -- Any Florida city, county, or community is invited to learn about and follow the Main Street Approach and is welcome to participate in the statewide training programs and conferences of the Florida Main Street Program. They may also receive technical assistance on a fee-for-service or peer-to-peer basis. Communities that participate under this status, if qualified, are encouraged to work toward making application for designation as a Local Program.

How Are Communities Designated?

Each year, Florida's Secretary of State forms an ad hoc advisory committee to assist in evaluating applications and selecting local programs for participation in the Florida Main Street Program. In a public meeting, the committee reviews and ranks applications received in response to an annual solicitation. The committee's rankings are based on established selection criteria and constitute its recommendations to the Secretary of State for Local Program designation. The Secretary of State designates Local Programs for participation in the Florida Main Street Program, based on recommendations of the advisory committee.

Who Can Apply for Designation?

Categories of communities that may apply for designation include:

- Small Cities (less than 5,000 in population)
- Mid-sized Cities (5,000 - 50,000 in population)
- Urban Districts (traditional neighborhood commercial districts within a city with a population greater than 50,000)
- County-wide, Regional, or Unincorporated Community Programs (with one or more traditional commercial districts -- such regions may include groups of smaller communities connected by a waterway or roadway)

What Factors Affect Selection?

Applicants must be:

- A local incorporated non-profit organization;
- A community redevelopment agency;
- A downtown development authority; or
- The governing body of a local government.

Funding – Description and verification of the resources available for at least the first three years of the local program, including salary, benefits and travel for a Program

Manager, and operating expenses. Regional Program budgets should include the cost of transportation and, perhaps, satellite office locations.

Staffing -- Applicants from Mid-sized Cities, County or Regional Programs, or Urban Districts in larger cities are required to provide a full time, paid, professional Program Manager. Applicants from Small Cities are required to provide at least a half-time paid professional Program Manager.

Additional Considerations:

Small City Programs -- In Small City or Unincorporated Programs (<5,000 in population) the individual elements of the Four Point Main Street Approach may be addressed serially rather than concurrently and may employ a committee structure with fewer committees than the typical program in larger communities.

County and Regional Programs may contain up to three Program Areas related by proximity and located along a common highway or waterway. No town or city should contain a population of over 10,000 nor should any two have over 5,000 each in population. Program Areas should be no more than 15 miles from one another. Travel, communications, and office support should reflect their dispersed arrangement. The organizational structure for such programs may include separate local boards and committees, with an overall executive committee. The local organizations from each Program Area will be expected to engage in joint marketing or festival projects. Organizations conducting county and regional programs are encouraged to hire experienced Managers.

Equitable Distribution -- Geographic Distribution of the applicants relative to existing Local Programs will be considered during the application evaluation process. All other factors being equal, preference shall be given to Applications from areas of the state not currently served by the Florida Main Street Program.

Designation or Selection of another Local Program Area – In communities where a Local Program has been previously designated, a local organization or agency may make application for designation of a separate, non-contiguous neighborhood commercial district once the previously designated Local Program has completed its three years of active participation in the Florida Main Street Program.

What Services Does Florida Main Street Provide to Local Programs?

All Communities in the State have access to:

- **A State Coordinator** who is responsible for conducting the statewide Florida Main Street Program and delivery of related training and technical assistance services.
- **Annual Florida Main Street Conference** -- This two-to-three-day multi-track conference focuses on current downtown revitalization and preservation issues, and includes plenary sessions, workshops and networking opportunities. Presenters include practicing professionals of regional and national repute.
- **Annual Orientation Meeting** in Tallahassee - Provides procedural information regarding participation in the statewide Florida Main Street Program and the \$10,000 Start-Up Grant, as well as information about other agencies, organizations and programs that may be of assistance to new Local Programs.
- **Quarterly Florida Main Street Meetings** that rotate among regions of the state - Each quarter, Program Managers, Board Members and others gather for a two-day meeting that may include single or multiple topic workshops, presentations from Local Programs, and tours or demonstrations by the host program, and may include specialized presentations or training by a consultant in one of the areas of specialization listed herein. These meetings are designed to be helpful to the host program as well as attendees from other communities.
- **Advanced Training Program** (annual session) – Conducted as one of the above Quarterly Meetings, this annual session will address issues of special interest to Graduate Programs who have already benefited from many of the basic services provided by the Florida Main Street Program.
- **Information** related to Florida Main Street issues provided by telephone, fax, or the Internet, and through special publications and other training materials.
- **Technical Assistance** on a fee-for-service or a peer-to-peer basis.
- **Regional Pre-Application Workshops** – Assistance to communities planning to complete the annual application for Main Street designation.

Designated Communities are expected to participate in the services available to All Communities (listed above) and, in addition, shall receive services to be delivered over three years that shall include:

- **Reconnaissance Visit** by the State Program Coordinator and the Florida Main Street Architect – one visit to community following designation to promote the Local Program and meet local stakeholders.

- **Organizing for Main Street** -- Two days of **Statewide** training by recognized experts (1/2 day on each of the four points of the Main Street Approach -- organization, design, promotion, economic restructuring).
- **Resource Team Visit** -- A 2 - 3 day Resource Team Visit by an interdisciplinary team of experts in downtown issues will typically be one of three technical assistance services provided to first-year communities. Resource Team Visits include an intensive series of meetings and workshops to assist the Local Program in establishing a sound work plan that will address Local Program needs in each of the areas of the Main Street Approach. Each Resource Team Visit will be concluded with a public meeting to present team findings and recommendations, and will be documented by a written report.
- **Design Workshop** -- Design Committee training will be provided to each community during the first-year.
- **On-site Design Assistance (up to four services over three years)** -- Design visits to communities to provide advice and technical assistance in the areas of architectural design, preservation and urban planning via: consultations with business and building owners and city officials, or conceptual design documents for rehabilitation of historic buildings intended as downtown case studies.
- **Strategic Planning Assistance** -- This process may include design charrettes involving architects, planners, and the community to address major design or urban planning issues of importance to the community.
- **Annual Assessment (for three years)** -- A one-day visit to the Local Program Area by the Main Street Coordinator to (a) assess Local Program progress toward annual and long-term goals, (b) assist with goal setting for the coming year, and (c) identify training and technical assistance needs for the coming year. Observations and recommendations will be included in a written report provided to the Local Program.
- **Consultant Assistance (up to four services over three years)** --
 1. Assessment of Program Area, Organization, and Community
 2. Analysis of Public Finances
 3. Organizational Buildout
 4. Legal Assistance in Forming a Not-for-profit Organization
 5. Fundraising Assistance
 6. Market Analysis
 7. Merchandising Assistance
 8. Assistance in Business Operations
 9. Business Recruitment and Real Estate Marketing
 10. Real Estate Development Assistance
 11. Public Relations and Advertising Assistance
 12. Special Event Management
 13. Urban Design Assistance

14. Signage Assistance
15. Transportation Planning
16. Comprehensive planning and Zoning Assistance
17. Other assistance to meet special needs
18. Technical Assistance in Historic Preservation

□ **Florida Main Street Start-up Grant of \$10,000**

Graduate Programs and **Renewing Programs** are expected to participate in the conferences and training programs available to All Communities, are welcome at the Annual Orientation Meeting in Tallahassee, and may receive additional technical assistance as described above.

Why Are Main Streets Important?

With the understanding that a healthy, vibrant community builds its future on its past, the Florida Main Street Program promotes sensible, sustained economic growth based on local assets: natural, built, cultural, financial, and human. To accomplish this goal, Florida Main Street assists communities in revitalizing their traditional downtown and neighborhood business districts by offering a diversity of services, including training, technical assistance, and networking.

Restoring and sustaining the downtown or neighborhood business district's physical and economic vitality should be a priority for any community, because those districts are the heart of community, the symbol of local history, the "commons," the site for parades, celebrations, and other community events – a venue reflecting the community's quality of life. They display community pride or its lack.

Such business districts are also important economically. They are indicators of the overall community's economic health. They're a significant source of property tax and other public revenues. They're the "incubator" of new businesses and the home of independent, locally owned businesses that collectively are a major employer in the community, the state, and the nation. And they offer a mix of goods and services--retail, entertainment, government, and professional--that isn't found anywhere else. Vibrant and redeveloped traditional commercial districts yield a return on a community's substantial investment in infrastructure and building stock -and they help avoid sprawl.

What Is the Main Street Approach?

Once the social and commercial center of American life, thousands of downtown and neighborhood business districts across the United States fell by the wayside in the 1950s and 1960s, abandoned in the post-World War II rush to the suburbs. Some downtowns tried to compete with trendy malls by hanging garish signs and hiding grand old buildings behind modern facades. Others simply gave up and let time take its toll.

But Main Street refused to die. In the late 1970s, town after town awoke to the realization that so-called “progress” had failed in its promise to create a better life. Instead, modernization had extracted a high price: congested streets and highways, uncontrolled growth and cookie-cutter architecture that reflected neither a sense of place nor a sense of pride. Troubled by the heavy cost to their communities, people looked again at Main Street, imagining it faded glory transformed into a fresh source of community pride.

Today, hundreds of once-deserted downtowns are booming again. Main Streets that once teetered on the brink of extinction have come back to life. Shops are thriving, streets are bustling, and citizens have rediscovered the pride and pleasure that come from belonging to a real community.

Breathing new economic life into an old commercial district presents a special challenge. Rehabilitating a few downtown buildings or sponsoring an annual festival is an important move in the right direction, but it’s not enough. Nor is it necessary to bankroll the kind of “big fix” project advocated by many so-called development experts.

So, what is the solution? Simply put, to give an aging downtown a prosperous new lease of life, a community must direct its time, energy and resources to the challenge of rediscovering that area’s unique assets and rebuilding it step-by-step into a vibrant and viable commercial district.

To help communities achieve their economic goals, the National Main Street Center has developed a comprehensive revitalization strategy that pairs thoughtful preservation of historic assets with sensible business practices. By blending common sense with sound planning, economic development, promotion and design - all tailored for local needs - the Main Street Four-Point Approach has already produced dramatic results. Active in more than 1,650 Main Street towns and cities across the country, this revitalization process has generated more than \$16.1 billion in physical improvements and produced 56,300 net new businesses and 226,900 net new jobs since 1980 (statistics updated 2001).

The Main Street Four-Point Approach . . .

Design involves improving the downtown’s image by enhancing its physical appearance - not just the appearance of buildings, but also that of streetlights, window displays, parking areas, signs, sidewalks, promotional materials and all other elements that convey a visual message about the downtown and what it has to offer.

Organization means building cooperation and consensus among all the groups that play roles in the downtown - bankers, civic groups, government, merchants and individual citizens - to ensure that the Main Street program benefits from a community-wide vision of the future.

Promotion involves marketing the downtown's unique characteristics to shoppers, investors, new businesses, tourists and others. Effective promotion creates a positive image of downtown through retail promotional activity, special events and ongoing programs that build positive perceptions of the district.

Economic Restructuring means strengthening the existing economic base of downtown while diversifying it. Economic restructuring activities include helping existing businesses expand, recruiting new businesses to provide a balanced mix, converting unused space into productive property and sharpening the competitiveness of downtown merchants. By strengthening the downtown's economy, communities are able to support the ongoing use of historic commercial buildings, preserving unique community assets.

. . . And the Philosophy That Makes It Work

The Main Street Four Point Approach succeeds only when combined with the following eight principles:

Comprehensive. A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.

Incremental. Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex problems.

Self-help. The NMSC can provide valuable direction and hands-on technical assistance, but only local leadership can breed long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

Public/private partnership. Every local Main Street program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.

Identifying and capitalizing on existing assets. One of the NMSC's key goals is to help communities recognize and make the best use of their unique offerings. Local assets provide the solid foundation for a successful Main Street initiative.

Quality. From storefront design to promotional campaigns to special events, quality must be the main goal.

Change. Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

Action-oriented. Frequent, visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic improvements early in the process will remind the community that the revitalization effort is under way.

National Main Street Center

Washington, D.C. 1993

What is the Florida Main Street Agreement?

Local Programs wishing to participate in the Florida Main Street Program must execute a Florida Main Street Agreement with the Division of Historical Resources. This Agreement establishes the responsibilities of both parties and has a one-year term. The Agreement may be renewed for additional one-year terms so long as the Local Program continues to meet the Active Local Program criteria set forth in rule 1A-36.010, F.A.C., and both parties agree to the renewal.

What Other Benefits Are Available to Active Local Programs?

In addition to participation in all regional and statewide conferences and training programs conducted under the auspices of the Florida Main Street Program and the technical assistance described above, Active Local Programs (whether in the three-year start-up phase, Graduate Programs or a Renewing Programs) are also eligible for the following benefits:

- Scholarships to training programs and conferences sponsored by the National Main Street Center.
- Reduced rate memberships to organizations such as the Florida Association of Not-for-Profits (FANO), VISIT FLORIDA, and the National Main Street Center Network.
- Assistance in promotion of local Main Street areas and events. (Inclusion in Florida Main Street's website, tourism promotional campaigns sponsored by VISIT FLORIDA, Florida History and the Arts Magazine, and Florida Preservation News)
- Free books, publications, slides, and videos available through a state historic preservation grant to the National Main Street Center
- Monthly mailings from Florida Main Street including the *Main Street Minute*, updated contact information, training opportunities and information about the latest approaches to preservation-based downtown revitalization.
- Inclusion on Florida Main Street's list serve with regular e-mails concerning leads for grants opportunities, Main Street network queries, and information updates on all aspects of the four point Main Street Approach.
- Networking and peer assistance points for Small Cities Community Development Block Grant (CDBG) application scoring.