

Commission's Grant Application Form

Shelby County Board of Commissioners

GRANT APPLICATION

Legal Name of the Organization: Main Street Collierville

EIN: 58-2038710

Street Address of Organization 125 N. Rowlett, Collierville, Tn 38017

Office Phone: 901-853-1666

E-mail laura@mainstreetcollierville.org

(Section Break)

EXECUTIVE DIRECTOR

First Name Laura

Last Name Todd

(Section Break)

GENERAL CONTACT FOR THIS REQUEST(if other than Executive Director)

First Name *Field not completed.*

Last Name *Field not completed.*

Title: *Field not completed.*

(Section Break)

DESCRIPTION OF GRANT REQUEST

Program/Project Area: Historic District of Downtown Collierville

Amount Requested \$10,000

Total Organizational budget (for current year): \$110,010.00

Total Project/Program Budget: \$10,000

Dates covered by this budget: FY 2016 (January- December)

Project/Program Name: Mural on Main and Gateway Banners

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INTRODUCTION AND BACKGROUND OF ORGANIZATION

Please summarize in a short paragraph the purpose of your agency. Briefly explain why your agency is requesting this grant, what outcomes you hope to achieve, and how you will spend the funds if a grant is made.

Main Street Collierville is a non-profit organization (501 c 3) that is a certified Main Street Community thru the National Main Street Center. We currently are the ONLY Main Street community in Shelby County and we report to the Economic & Community Development Dept of the State of Tennessee. As part of the National Trust for Historic Preservation, the Main Street Collierville vision is " to improve the quality of the life by strengthening the Historic District as the center of the community through concentrated efforts in organization, promotion, design and economic vitality with a historic preservation ethic. Our Mission is to preserve and enhance the Town Square Area as the Heart of Collierville;communicate pride, heritage, and small town wholesomeness;and provide for a successful business and residential environment. 1,Main Street Collierville is requesting this grant to assist in celebration of our successes over the last 25 years. 2.Please refer to attachment of the Main Street Collierville Grant proposal for the outcomes we hope to achieve.The purpose of our celebration is to bring community awareness to our district and our program by a " Mural on Main" and gateway banners. 3.Funding of this grant will assist in the efforts of economic revitalization and a sustainable downtown program. The public art would capture the branding of our Downtown District which can spark interest in a district to continue to produce a thriving cultural economy.

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Narrative - Organization

Current programs and accomplishments. Please emphasize the

Main Street Collierville has a long list of accomplishments and strong programming to support the economic development of our Downtown District. Attached please find the complete

achievements of the recent past.

listing. Most recent would be voted as one of the MOST Romantic Main Streets by National Main Street Center along with Parade Magazine voted Main Street Collierville as the #1 America's Best Main Street community. Our community's signature event is the Sunset on the Square Summer Concert Series(Top 20 event by the Southeast Tourism Society). Programs and projects we are currently involved with: Buy-A-Brick campaign- assist with maintaining the current Mural on Washington Street Tennessee Specialty License plate- funds will assist local schools and Town Art programs Mural on Main- funded by State of Tn Innovation grant program for Mural corner of Main & Washington Pennies for Preservation- Implemented in 2003 with the local Collierville Schools to promote preservation Church Markers-Markers and brochures share the history of these special places of worship Bike Rack- Funded by Tn Main Street Green initiative to promote the livability aspect of our community Downtown Development Plan Initiative- long term plan for the Historic District

Numbers of paid full-time staff: One

Number of paid part-time staff: one - college student via a grant from Collierville Community Fund

Number of volunteers: 100+

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Narrative - Funding Request

Please describe the program/project for which you seek funding and include how it will benefit the general welfare of residents in Shelby County, TN.

BANNERS: Sunset on the Square Summer Concert banners to replace the original banners designed in 1991. The Summer Concert Series is our signature event for the community, which is a great economic development tool as a promotional event. This free family event consists of an eight week concert series which MSC is solely responsible for implementing. Gateway Banners would mark the Poplar entrance into the Historic District and banners in the Downtown Area. Banners are a design element of our program as well as assisting with the promotion of our business district for tourism strategies.

MURAL: " Mural on Main " project would be a hand painted mural by a local artisan. Using the avenue of art, allows aefforts of Heritage Tourism, the Arts, and Entrepreneuris on a Main Street which can spark interest in a district to continue to

be a thriving economy of local businesses.

General Operating Support

If applying for general operating support, briefly describe how this grant will be used.

This request is project specific not for general operating support.

Project Support

Please explain the specific project including a statement of its primary purpose and the need or problem that you are seeking to address.

Please refer to attached documentation The primary purpose and need would assist in these areas: * Capitalize on a historic building and pedestrian-oriented street * Convey a positive visual message about the commercial district and what it has to offer through signage and public art * Enhance the physical appearance of the commercial district by mural on a blank canvas of an historic building * Market the downtown to establish a unified image thru the Mural on Main * Summer Concert banners promote an activity that involves local cultural arts thru music These promotion activities ultimately become an economic tool for local businesses and improve consumer and investor confidence in the district.

How does the project contribute to your organization's overall mission?

Main Street Collierville believes that if a community preserves the integrity of its heritage, that heritage will in turn preserve the integrity of the community. Certified Main Street communities use the National Main Street Center 4 point approach. One of these major points is DESIGN. The Design area of our program has a strategy of encouraging improvements to the visual appearance of the downtown area with enhancements to the Historic District that make it a unique place to shop, work and live.

(Section Break)

Narrative - Evaluation

Please explain how you will measure the effectiveness of your activities. Describe your criteria for a successful program and the results you expect to have

Historic Collierville offers a unique blend of millennium technology flavored with vintage memories and sentimental tradition. Collierville was designed as a Main Street Community in 1991, and its volunteer Board of Directors and staff continue to be dedicated to the preservation of the historic district, the heart of downtown Collierville. MSC would be able to measure the effectiveness of our activities by increased " feet

achieved by the end of the funding period. on the street" concept thru our local business district and small business owners. Our investment assisted by the Shelby County Board of Commissioners Grant program would assist our program to promote community awareness thru public art and banner program .

Attachments:

If your request is under \$25,000 please attach the following:

1. Copy of the entity's 501 (c) 3 certificate for charitable organizations or 501 (c) 4 certificate for civic organizations
2. Most recent IRS Form 990 or Financial Statements (balance sheet and income statement) as of the most recent fiscal year end certified by Chief Financial Officer/Treasurer of the entity.
3. Complete Budget for grant request

If your request is \$25,000 or more please attach the following:

1. Copy of the entity's 501 (c) 3 certificate for charitable organizations or 501 (c) 4 certificate for civic organizations
2. Copy of an annual audit as of a date within 18 months of the start of the current fiscal year.
3. Complete Budget for grant request

File 1 [Main Street Collierville grantbanners.docx](#)

File 2 [SunsetontheSquare2015LOGO.jpg](#)

File 3 [YearEndBalanceSheet2015.pdf](#)

ACKNOWLEDGEMENT:

Read, and if you agree to the provisions, sign the following:

The information provided has been submitted in good faith and as completely as our records and recollections permit.

I understand that the information provided in this application shall be open to inspection upon filing with the office of the Shelby County Board of Commissioners.

Signature: Laura Todd

Printed Name: Laura Todd

Date

5/2/2016
