

Department for Local Government  
Office of State Grants

RENAISSANCE ON MAIN GRANT APPLICATION

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Project Information

Project Title: Midway Renaissance Market Analysis

Total Amount Requested: \$20,000 Total Project Cost: \$20,000

Project Location: Midway, Kentucky

Start Date: 3 months after date of award End Date: 6 months after the start date

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Grantee Information

Legal Applicant (City): City of Midway

Mailing Address: P.O. Box 4275, Midway, KY

City, Zip Code: 40347 Office Phone: (859) 846-4413

Office Fax: (859) 846-4411 E-mail Address: City Clerk - Phyllis1@mikrotech.com

Official's Name/Title: Mayor Tom Bozarth

County: Woodford

Federal Tax ID #: 61-6001871

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Sub-Recipient Information (If different from Grantee)

Sub-recipient (if applicable): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, Zip Code: \_\_\_\_\_ Office Phone: \_\_\_\_\_

Office Fax: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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**Project Contact**

Name: Randy S. Thomas

Title: President, Midway Renaissance

Mailing Address: P.O. Box 4354

City, State, Zip Code: Midway, KY 40347 Office Phone: (859) 312-9891

Office Fax: NA Email Address: Randysthomas@yahoo.com

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**Detailed Scope of Work**

Provide a description of the project detailing all relevant project information including but not limited to the proposed project activities, a justification for project funding, any needs to be addressed by the project expected results and public benefit to be derived from the project. Additional pages may be added if needed.

Please see the attached description.

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## Detailed Project Budget

Provide a detailed cost break-down of the entire project (use and amount). Indicate by an asterisk \* or by bolding project activity or activities for which the requested funds will be used.

Use	Amount
1) <u>Payment to consultant to conduct market analysis (amount is an estimate based on feedback obtained from several companies that have prepared market analyses for Kentucky communities in the past – the amount actually paid may be different depending on the results of the RFP and the deliverables agreed to)</u>	<u>\$18,500*</u>
2) <u>Advertising Costs RFP</u>	<u>\$ 300</u>
3) <u>Printing, Copying and Mailing Expenses</u>	<u>\$ 850</u>
4) <u>Meeting expenses (Rent, materials</u>	<u>\$ 350</u>
8) _____	_____
9) _____	_____
10) _____	_____
Total Amount Requested	<u>\$20,000</u>

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## Project Funds

List project funds that will be used for project completion.

Funding Source	Status	Amount
<u>Grant Funds</u>	_____	<u>\$20,0000</u>
_____	_____	_____
_____	_____	_____

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Main Street Manager (if different from Project Contact):

Name of Manager: Marcie Christensen

Mailing Address: P.O. Box 4354, Midway, KY

City, Zip Code: 40347

Office Phone: (502) 598-9063

Office Fax: NA

E-mail Address: mchristensen@hughes.net

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## Additional Factors for Consideration

How does the project and subsequent accomplishments relate to the Work Plan as submitted in the most recent Main Street/Renaissance on Main certification application? Please explain.

Our work plan includes as one of the tasks for 2009 an update of our market analysis, however we do not have sufficient funds to complete the type of market analysis that we believe is necessary to provide the guidance needed to appropriately plan for the future of our downtown. Without an updated market analysis, any actions we propose are in many ways uninformed. We do not currently have a sufficient understanding of the issues and therefore cannot develop strategies to address the issues. An updated market analysis will provide us with the tools necessary to plan effectively, and to identify and develop the resources necessary to implement our plans.

Does the City have a current Market Analysis and Implementation Plan? Yes If yes, when? 2008 (However the market analysis from 2008 does not include the detail necessary to develop or implement a comprehensive plan.)

Please describe the kind of assistance available from the City related to this project, if applicable.

The City will support the project by approving submission of the grant application and will act as the conduit for grant funds if the proposal is funded.

What other information should be included in consideration of this application?

In addition to the issues faced by most small cities across the Commonwealth during this economic downturn, Midway is faced with the possibility of significant commercial and retail development at the interstate interchange in the near future. This likely development poses both a threat to and an opportunity for Midway's Main Street businesses, making the need for a market analysis at this time even more critical to the future of Midway. The updated market analysis will help us to understand the potential impact of this proposed development on our Main Street businesses, which will allow us to plan and take actions in the near future to help those downtown businesses thrive when the interstate development occurs.

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## Signatures

This application has been approved by the local Main Street Renaissance Board.

\_\_\_\_\_  
Board Chair (signature)

\_\_\_\_\_  
Date

Randy Thomas  
\_\_\_\_\_  
Board Chair (name printed)

To the best of my knowledge and belief, information in the application is true and correct. I am aware that the proposed project may be removed from further consideration should it be determined that there are significant discrepancies in the information provided, and/or false, inaccurate or incomplete information has been given.

\_\_\_\_\_  
Mayor (signature)

\_\_\_\_\_  
Date

Tom Bozarth  
\_\_\_\_\_  
Mayor (name printed)

Office of State Grants ▪ Department for Local Government  
1024 Capital Center Drive, Suite 340 ▪ Frankfort, KY 40601  
Phone: 502-573-2382 ▪ Toll Free: 800-346-5606 ▪ Fax: 502-573-0175 ▪ [www.dlg.ky.gov](http://www.dlg.ky.gov)

**Conflict of Interest Disclosure Report**  
**Renaissance on Main**  
 Department for Local Government  
 Office of State Grants

City of Midway, Kentucky

**Interested Parties**

Please list below any and all employees, agents, consultants and elected or appointed officers of the Applicant, or any other person who may be in a position to control, administer, oversee, gain inside information about, make decisions regarding or have responsibility over the applied-for Renaissance on Main funds who may also have a financial interest in the awarding of the grant, either for themselves or those with whom they have family or business ties, or who may personally benefit from the project in any way during their tenure in their present position or for one year thereafter.

Alphabetical list of all interested persons	Type of participation in project / Nature of interest in the applied-for funds

**Certification**

The information contained herein, entitled "Interested Parties", is true and accurate as of the date written below.

\_\_\_\_\_  
 Mayor

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date

Marcie Christensen  
 \_\_\_\_\_  
 Main Street Manager

\_\_\_\_\_  
 Signature

December 15, 2009  
 \_\_\_\_\_

Date



## **Midway Renaissance – Market Analysis Project Scope and Description**

The project proposed by the City of Midway and Midway Renaissance, in collaboration with the Midway Business Association, is an updated market analysis for Midway's Main Street. We believe that the updated market analysis will provide us with crucial information necessary to develop a feasible plan to collaboratively improve the economic vitality of Midway's downtown. We identified the need for an updated market analysis through a series of meetings to discuss possible projects and what type of project would best advance the needs of our community. As our discussions progressed and we tried to consider and compare the projects proposed, it became apparent that without an updated market analysis, we really do not have the information necessary to evaluate the potential effectiveness and impact of any proposed project. Thus, our evaluation process naturally led us to the need for an updated market analysis. As we further discussed the need for a market analysis, it became clear that the market analysis is the most appropriate and most necessary project for us to submit for funding because it represents a crucial first step in an overall coordinated planning process that we would not have the resources to undertake without the available grant funding.

In addition to the issues faced by most small cities across the Commonwealth during this economic downturn, Midway's Main Street businesses are also faced with the possibility of significant commercial and retail development at the Midway interstate interchange in the near future. We believe that this potential development poses both a threat to and an opportunity for Midway's Main Street businesses, making the need for a market analysis at this time even more critical to the future of Midway's Main Street. We believe that the updated market analysis will help us to understand the potential impact of this proposed development on our Main Street businesses, which will allow us to plan and take actions in the near future to help those businesses thrive when the interstate development occurs.

Based on preliminary feedback received from several consultants providing market analyses for a variety of cities across the nation, we anticipate that the process of gathering data and information will take between 3 and 6 months after all agreements have been reached. The City, Midway Renaissance and the Midway Business Association will work together to develop an RFP and to select a consultant for the project. The consultant will seek input from merchants, patrons, and citizens and will gather data and information to inform the process. We anticipate data will include details about current conditions, changing conditions in the marketplace, verification of what consumers want, determining what downtown businesses can support, development of a downtown market profile, and an analysis of business supply and business demand. We will use the information to develop collaborative, multi-faceted business retention, business recruitment/development strategy for Midway.

Through the planning process, we will identify necessary resources to implement the plan, and proactively seek those necessary resources to make the plan a reality. We know that with objective data and relevant information, it is more likely that our plans will be more targeted and that the likelihood of a positive outcome will be significantly improved. We are truly excited about the possibilities and firmly believe that we will be able to utilize the data and information from the market analysis effectively. We also believe that the process of participating in the market analysis will help to bring our community together around a common goal, and that we will see new levels of participation, cooperation and collaboration in our community, which will provide a substantial benefit separate and apart from the objective data and recommendations that we receive.

We are well aware that the funds that we use to support Midway Renaissance projects are public funds or charitable funds and as such, we have an obligation to expend those funds in a responsible manner to benefit the public in general and the citizens of Midway in particular. We believe that the proposed market analysis is the most responsible use of funds for the City of Midway and Midway Renaissance for the reasons set forth above.