

**261—39.5(15) Selection criteria.** The authority will consider the following factors to select applicants for participation in the program:

**39.5(1)** The applicant has a well-planned budget demonstrating sustainable funding for ongoing operations and evidence of adequate local sources of funding to support the traditional commercial district revitalization organization and its programming.

**39.5(2)** The applicant has garnered broad-based financial and philosophical community support for the local program, including support from the city.

**39.5(3)** The applicant has provided evidence of willingness by local stakeholders to get involved in the effort.

**39.5(4)** The applicant has demonstrated its commitment to the main street approach and has hired or will hire an executive director to manage the local program.

**39.5(5)** The applicant is committed to historic preservation and preservation-based economic development, has a track record of preservation planning, and has a commitment to future preservation projects.

**39.5(6)** The applicant has provided evidence of traditional commercial district planning efforts and clearly defined goals.

**39.5(7)** The applicant has defined an organizational structure to manage local program efforts.

**39.5(8)** The applicant demonstrates an eagerness to learn and implement traditional commercial district revitalization strategies and techniques.

**39.5(9)** The applicant has clearly defined the boundaries of the proposed traditional commercial district and has articulated the reasons behind the location of the boundaries.

**39.5(10)** The applicant has identified a traditional commercial district that has clear potential for success, as demonstrated by the presence of the following elements:

- a.* Existence of historic character of the traditional commercial district.
- b.* Plans for the traditional commercial district demonstrate a recognition of traditional commercial district trends and address the challenges unique to that district.
- c.* Present market capacity defined by a current business environment upon which the district can build its revitalization efforts.
- d.* Present physical capacity defined by building stock and built environment upon which the district can build its revitalization efforts.

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