

City of Sheridan One Cent Funds Application
North Main Association Executive Summary

The North Main Association (NMA) was created as a result of the vision of a revitalized North Main Corridor shared by area residents and business owners. Over the last 10 years, a process of intensive public outreach and stakeholder engagement resulted in plans providing clear direction for action along North Main. NMA has been charged with pursuing these goals. We champion economic development, infrastructure, community design aesthetics and open space/recreational initiatives. Revitalization of the business, residential and recreational sectors of North Main benefits the entire Sheridan community.

The results are real. New enterprise in North Main include Vaccutech, Ptolemy, Common Cents, Sheridan College Arena, Project Enterprise, and Ramaco. Business growth brings increased tax revenues and job opportunities.

The infrastructure to support this growth is obvious in the imposing skyline profile of the I90 Interchange, the pathway system set to circle the city, unseen but magnified water and sewer systems, visible upgrades to Main Street with road widening and sidewalk installation from 1st to Fort, with more on the planning board.

Recreation is tantamount in all planning. Thorne-Rider now boasts all-year tennis and baseball facilities, a dog park and a community garden. The extended pathway system attracts hikers and bikers year round. Goose Creek will have navigable waters all along its course, encouraging swimming, boating and fishing.

NMA has futhered whole community events, such as Taste of Sheridan combining the culinary and the community and the Wild West Swap Meet. The Pow Wow provided the First People with a stage to showcase their special historical heritage.

Although much has been accomplished, there is much more to be done. The projects have been distinctly outlined. NMA hopes to continue to work with the Sheridan City Council to capitalize on the exciting momentum currently under way.

Thank you for allowing us the opportunity to present our request for a grant of One Cent Funds.

The Board of North Main Association

SECTION I: Cover Sheet

Application for City of Sheridan One Cent Funds

Fiscal Years 2020-2023

(July 1, 2019 to June 30, 2023)

General Information

Name of Organization: North Main Association Phone Number: 314-993-0228
Contact Person: Kary Matthews Address: PO Box 256
Sheridan, Wy 82801
Amount of Funds Requested: \$50,000
Email: northmainassociation@gmail.com


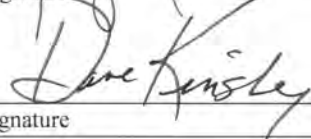
Describe the principal purpose of your organization:

The mission of the North Main Association is to promote the revitalization of North Main neighborhoods and businesses by championing economic development, infrastructure, community design aesthetics, and open space and recreational initiatives.

List the names of Board Members and Officers:

- Senator David Kinsky, President
- Nancy S. Silla, Treasurer
- Nancy Drummond, Secretary
- Kathy Arnold
- Jesse Bennick
- Curtiss Johnson
- Bob Utter

Declaration: I hereby certify that the information give in this application for One Cent funding is true and correct to the best of my knowledge.

Agency Director	 Signature	<u>KARY MATTHEWS</u> Print Name	<u>1/9/18</u> Date
Board President	 Signature	<u>DAVE KINSKEY</u> Print Name	<u>1/9/18</u> Date

SECTION II: *Fact Sheet* -

Please keep responses to questions below to a single page

Organizational History and Mission

Our mission is to encourage an active and prosperous North Main community by championing economic development, infrastructure, community design aesthetics and open space/recreational initiatives. The revitalization of the North Main area will promote new development in the business, residential and recreational sectors, bringing benefit to the entire Sheridan community.

The North Main Association (NMA) was created in 2009 as a result of the vision of a revitalized North Main Corridor shared by area residents and business owners. Beginning with the North Main Revitalization Initiative (NMRI), over the last 10 years a process of intensive public outreach and stakeholder engagement resulted in plans providing clear direction for action along North Main. NMA has been charged with pursuing these goals.

Funding Requested

From our inception, NMA has received substantial City financial support in our mission to represent our neighbors and businesses in championing initiatives for economic development, infrastructure improvements, aesthetic design throughout the community, as well as recreational and open space opportunities. The end goal of all NMA efforts is to revitalize the important - but too long overlooked - North Main portion of Sheridan.

As the City seeks to undertake various projects, it is important to have a representative group that can vet these enterprises with community input and then, as importantly, speak up on behalf of the initiatives when the inevitable opposition comes to the fore.

Our mission is to work with the City and other interested entities in promoting positive progress, achieving better jobs, better neighborhoods, better recreational opportunities, better aesthetics for streets, entryways, interchanges, business and residential areas.

Just as the Chamber receives economic support from the City to speak up for business, and just as DSA receives funding assistance from the City to represent the Downtown businesses and property owners, so NMA receives help toward its mission.

We seek on-going assistance. Some of that, we hope, can be used to help with the funding of the many aesthetic and safety design initiatives outlined in the attached Council presentation, as well as to fund on-going community engagement efforts.

We have no plans for staff expansions. We operate with a part-time Executive Director and a volunteer Board. We do not plan on any capital acquisitions.

SECTION III. Financial Information -
Please keep responses to a single page. (Responses must utilize this form)

Balance Sheet as of December 31, 2017:

<i>Assets (Current)</i>	<i>Total</i>	<i>Liabilities</i>	<i>Total</i>	<i>Other Financial Information You Wish to Include:</i>
<i>Cash:</i>	\$64,281	<i>Payables:</i>	\$	
<i>CDs, etc.:</i>	\$	<i>Withholding:</i>	\$	
<i>Receivables:</i>	\$	<i>Long Term:</i>	\$	
<i>Fixed</i>	\$	<i>Promissory Notes:</i>	\$	
<i>Equipment</i>	\$	<i>Mortgage:</i>	\$	
<i>Building</i>	\$	<i>Owner's Equity:</i>	\$64,281	
<i>Less Depreciation</i>	\$			

SECTION IV. Budget Information -***Please keep responses to a single page. (Responses must utilize this form)******Revenue***

	Amount	Secured or pending?
City of Sheridan One Cent	\$33,333.00	Pending
Sheridan County One Cent		
Donors		
Fundraisers	\$76,758.28	Pending
Interest		
Other - Membership Dues	\$ 1,160.00	Pending
Other – City of Sheridan Economic Dev. Fund	\$25,000.00	Secured
Other		
Other		
Total Estimated Revenue	\$136,251.28	

Expense

	Amount	Comments
Salary, Director	\$ 36,000.00	
Salary, Other(s)		
Benefits		
Rent	\$ 1,600.00	
Utilities		
Client Service		
Client Aid		
Other - Pow Wow	\$48,264.25	
Other - General Administration	\$ 1,687.00	
Other - Event Expenses	\$ 38,536.07	
Other - Legal/Accounting	\$ 753.43	
Other - Flowers Project	\$ 5,377.07	
Total	\$132,217.82	Net Income: \$4,033.46

SECTION V: Report for Prior Awardees Only-
Please keep responses to questions below on a single page

Complete this section if your agency has previously been awarded One Cent Funding for July 1st 2016 to June 30th 2017:

Amount Awarded? \$49,840 per annum (reduced by sales tax shortfall to \$44,444)

Have you used all of the funds awarded? ✓ Yes. From our fundraisers we have managed to build a little bit of a cushion to help fund our upcoming outreach efforts with the City of Sheridan and possibly to front the funding for an event or two that will be compatible with our mission, make a little money and not be too time intensive.

Briefly describe the impact that the previous award has had on your program, project or organizational operations.

Please see the attached Council presentation of January 8, 2018, for a list of objectives realized and future objectives.

The funding from the City is more critical than ever. As a Board, in our own strategic planning process, we realized we, as an organization, had devoted too much time to fundraising and events at the expense of the long range strategic vision for our neighborhoods and businesses.

Since then we have been focused first and foremost on our strategic plan for the future and on shaping our presentation to the City Council so that we can fulfill that strategic plan on behalf of the Sheridan community.

Our plans for the New Year are:

- A. Building our membership base throughout the Sheridan community at large
- B. Neighborhood and community engagement on the various designing processes outlined in the attached update to the Council.