



# 2022

## Laurens County

### AMERICAN RESCUE PLAN ACT GRANT APPLICATION

**Applications must be received by 4/1/2022**

**"Late Applications shall not be considered."**

**Return applications to:** *Laurens County*  
*Attn: Administration*  
*100 Hillcrest Square*  
*Laurens, SC 29360*

**Or email to:** [ARPA@co.laurens.sc.us](mailto:ARPA@co.laurens.sc.us)

Amount you are requesting:	\$ 135,000
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#### SECTION I: ORGANIZATION INFORMATION

Name of Organization:	Main Street Laurens USA	
Contact Name and Title:	Jonathan Irick, Executive Director	
Mailing Address:	PO Box 1736	
Street Address (if different)	119 E. Laurens St.	
Phone Number:	864-984-2119	
City, State and Zip Code	Laurens, SC 29360	
Fax Number:		
Email Address:	Mainstreetlaurens@gmail.com	
Website:	www.mainstreetlaurens.org	
How long has your organization been in existence?	26 years	



**GIVE A BRIEF STATEMENT OF NEED FOR AMERICAN RESCUE PLAN ACT (ARPA) FUNDS.**

This section is limited to 2900 characters including spaces, which is approximately 400 words.

Main Street Laurens was adversely affected by the COVID shutdowns and our effectiveness as an economic development revitalization organization was compromised.

Main Street Laurens was ready to begin work on the rehabilitation of both our Historic Courthouse Square office space and the Wells-Clardy cottage. Both of these construction projects would positively affect the bottom line of the organization and significantly improve its ability to offer assistance to our struggling small businesses. As the shutdown began, Main Street Laurens along with the Main Street SC program and peer Main Street communities in the state and across the county pivoted our model to provide online support for our businesses. We shared information and social media programs that helped to keep our small businesses as busy as possible. We also encouraged them to use that time to take a look at their businesses plans and existing store conditions. What changes did they need to make in order to come out of the pandemic stronger? Main Street Laurens and our revitalization partners helped address these issues and more.

As pandemic dynamics shift, the road to recovery is much bumpier than most expected. Our community is ready to get back outside and back together in our downtown. They want to support our businesses in person and they want to attend our special events. Both of the projects Main Street Laurens is requesting funding for will enhance our ability to offer what our businesses, and community, need and want. The rehabbed Main Street Laurens office will allow us to offer space for our existing businesses to come together to grow in their business knowledge while also allowing for future entrepreneur development demonstrated during the pandemic. Seven new businesses opened during the past 18 months, three businesses expanded and more are currently looking for space to operate.

As the public becomes increasingly confident in special events, the overnight lodging capabilities in the city of Laurens will be maxed out. We are already seeing more visitors from out of the county and out of state at our businesses. With the help of a Presbyterian College intern, we launched a zip code survey to identify shopper's locales. Additionally, the Wells-Clardy Cottage project provides a unique space to capture more dollars for the local economy. By having an overnight option within walking distance of downtown, Laurens County visitors will have elongated shopping and dining opportunities with our area businesses.

ARPA funds are critical for these two projects' completion. As a non-profit, these funds are available at the perfect time to directly and significantly assist Main Street Laurens' economic development initiatives.

**PLEASE LIST OTHER CORONAVIRUS AID, RELIEF, AND ECONOMIC SECURITY ACT (CARES ACT) / PAYCHECK PROTECTION PROGRAM (PPP) AND OR AMERICAN RESCUE PLAN ACT (ARPA) FUNDING YOUR ORGANIZATION RECEIVED (INCLUDING FROM OTHER GOVERNMENTS), THE AMOUNTS AND WHAT IT IS WAS USED FOR:**

TYPE OF FUNDS RECEIVED CARES ACT/PPP AND OR ARPA	YEAR RECEIVED	DESCRIPTION OF WHAT FUNDS WERE USED FOR	AMOUNT
PPP	2020	Payroll	12,100
PPP	2021	Payroll	11,300
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$

PLEASE COMPLETE THE FOLLOWING BUDGET BREAKDOWN SECTIONS ON THESE PAGES (NO ATTACHMENTS.) You may get these figures from your most recently submitted IRS Form 990, or you may simply use your overall operating budget.

**1. CONTRIBUTIONS, GIFTS, GRANTS & OTHER SIMILAR AMOUNTS**

SOURCE	FY 2019	FY 2020	FY 2021
<b>Government Grants</b>			
Municipal	\$0	\$0	\$0
County	\$0	\$0	\$0
State	\$0	\$0	\$0
Federal other than COVID-19 Funds	\$0	\$0	\$0
<b>Foundation Grants</b>	\$12,125	\$31,225	\$16,300
<b>Contributions/Federated Campaigns</b>	\$88,906	\$91,590	\$12,079.36
<b>Membership dues</b>	\$10264.44	\$12,379.48	\$11,604.81
<b>Fundraising events</b>	\$74,536.44	\$9,772.81	\$86,020.36
<b>TOTAL CONTRIBUTED INCOME</b>	\$185,831.89	\$144,967.29	\$226,004.53

**2. PROGRAM SERVICE REVENUE**

SOURCE	FY 2019	FY 2020	FY 2021
<b>Fees / Sold Services</b>			
Services	\$0	\$0	\$0
Tuition / Fees	\$0	\$0	\$0
Workshops, Seminars, Lectures, etc.	\$1500	\$500	\$500
Other (specify)	\$0	\$0	\$0
Other (specify)	\$0	\$0	\$0
<b>TOTAL PROGRAM SERVICES REVENUE</b>	\$1500	\$500	\$500

**3. OTHER REVENUE**

SOURCE	FY 2019	FY 2020	FY 2021
<b>Publications (Newsletters, etc.)</b>	\$0	\$0	\$0
<b>Concessions and/or Merchandise</b>	\$1191.35	\$348.82	\$150
<b>Advertising</b>	\$0	\$0	\$0
<b>Space Rental Fees</b>	\$0	\$0	\$0
Other (specify) Trolley rental	\$2234.71	\$2531.75	\$3160.18
Other (specify)	\$0	\$0	\$0
<b>TOTAL EARNED INCOME</b>	\$3426.06	\$2880.57	\$3310.18

<b>TOTAL COMBINED INCOME (1+2+3)</b>	\$190,757.95	\$148,347.86	\$229,814.71
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**4. EXPENSES**

	FY 2019	FY 2020	FY 2021
Program Services	\$83,462.80	\$30,116.26	\$104,102.91
Fundraising	\$358	\$597.71	\$44
Administration, Management, General	\$88,888.26	\$85,285.24	\$90,094.49
Other (Specify)	\$0	\$0	\$0
<b>TOTAL EXPENSES</b>	<b>\$172,709.06</b>	<b>\$115,999.21</b>	<b>\$194,241.40</b>

If your organization receives "in-kind" support, please list below:

SOURCE	TYPE OF IN-KIND SUPPORT

List funds already committed for the project for FY 2022 and the sources of these funds.

SOURCE	AMOUNT
MASC Hometown Economic Dev Grant	\$25,000
Funds budgeted for cottage development	\$11,000
	\$
	\$
<b>TOTAL</b>	<b>\$36,000</b>

Who in your organization is responsible for fundraising?

X Staff      X Board of Directors       Consultants      X Members/Volunteers

**5. Will your organization's 2022 budget be significantly different than 2021 and prior years?**

Yes (if yes, explain in the box below)       No

This box is limited to 880 characters including spaces, which is approximately 125 words

As a nonprofit program that celebrates its 26<sup>th</sup> year in 2022, Main Street Laurens demonstrates best practices in downtown revitalization. Best practices include fiscal responsibility and management. Main Street Laurens has adopted National Main Street's funding model that balances fundraising, government support, special events, and memberships.

**6. FUNDING REQUEST FOR BUDGET YEAR 2022**

Please provide breakdown by categories:

<b>CATEGORY</b>	<b>PROGRAM SERVICES FY 2022</b>	<b>ADMINISTRATIVE/ GENERAL FY 2022</b>
<b>Supplies</b>	\$	\$
<b>Equipment (specify)</b>	\$	\$
<b>Travel/Training</b>	\$	\$
<b>Personnel</b>	\$	\$
<b>Marketing / Promotions</b>	\$	\$
<b>Other (specify) Rehab of Main Street Office &amp; Wells Clardy cottage</b>	\$135,000	\$
<b>TOTAL REQUESTED</b>	\$135,000	\$

**SECTION III: ORGANIZATIONAL PROFILE AND PROJECT DESCRIPTION**

**1. Briefly state the history and purpose of your organization.**

This box is limited to 1400 characters including spaces, which is approximately 200 words.

Main Street Laurens is a 501 c 3 organization established in 1996, an Accredited member of Main Street SC and Main Street America with a 16 member board of directors and a full time Executive Director. The organization utilizes an economic development based approach to historic preservation and revitalization following the Main Street America 4-Point Approach with work in the areas of Design, Promotion, Economic Vitality and Organization.

The first director was the City Administrator. Then the City hired Randall Frye as the second director. In 2000, Jenny Boulware became the third director. During Boulware’s tenure, the City became a Certified Local Government, recognized by the State Historic Preservation Office. Along with numerous grants, MSL received 3 streetscape grants through SCDOT which served as the catalyst for revitalization. Our current director, Jonathan Irick, has been leading the organization since 2006 and is the longest serving Main Street Director in SC.

In 2019, MSL piloted the National Main Street Center’s Transformation Strategies workshop in SC. Last August, Main Street Laurens hosted a strategic planning session to further identify economic development priorities. Two key strategies adopted include MSL serving as the regional leader in downtown development and anchoring Downtown Laurens as the center of dining and arts & entertainment in Laurens County.

**2. Describe in detail how the pandemic has affected your organization.**

This box is limited to 1400 characters including spaces, which is approximately 200 words.

In early 2020, Main Street Laurens was set to begin a regular slate of events and programs designed to bring people downtown, strengthen existing businesses and grow new businesses through entrepreneurial support. MSL held one Finally Friday event in early March. All other events and activities were cancelled.

At that point, Main Street Laurens, peer Main Street SC communities and the Main Street SC coordinator quickly pivoted to offer as much help via technology as possible. The sharing of information designed to help our struggling businesses navigate rules and regulations of the shutdown was imperative to their success. We were awarded a grant from the National Main Street Center to conduct a tech audit of downtown businesses to assist in strengthening their online presence.

While online support for small businesses grew substantially, the ability to host events and fundraise was basically non-existent in 2020. The effectiveness of the downtown program was severely compromised. We were unable to proceed with two major projects, the upfit & rehab of the new Main Street Laurens office into a business center and the rehab/development of a new lodging opportunity via an Air B&B concept in the West Main Historic District. Our budget and ability to offer traditional economic development services took a major hit. We are just beginning to recover.

### 3. How will any funding awarded be utilized?

This box is limited to 1400 characters including spaces, which is approximately 200 words.

Main Street Laurens' building rehabilitation will create a dedicated office for the MSL program, a business center, meeting space and a 600 square foot small business storefront space. This project will be partially funded by a Hometown Economic Development Grant the City received for the Main Street office from the Municipal Association of SC. Referred to as "Square One," the rehabbed first floor will serve as first contact space for downtown visitors, entrepreneurs and seasoned business owners looking for assistance. Square One will become the home for monthly Merchant meetings and will offer future growth/development opportunities for our business community.

The transformation of the Wells-Clardy cottage will include hiring a professional home renovation company to oversee the work and completely reinvent the space into a short term rental Air B&B type unit to provide residual income for Main Street Laurens. This project will also help the local economy with an annual contract for cleaning service and landscaping. This project will fill a critical need for overnight stays within the city (and county) of Laurens.



4. State your organization's ability to continue operations (i.e. current staffing levels, staff qualifications, prior experience, etc.)

This box is limited to 1400 characters including spaces, which is approximately 200 words.

Along with the Executive Director, Main Street Laurens has a 16-member working board and nearly 300 volunteers who assist the non-profit organization with its mission and bring a plethora of experiences and skills to the table. In 2021 alone, Main Street Laurens tracked over 2,000 volunteer hours to support program initiatives.

Additionally, Main Street Laurens has built strong partnerships in the community with other organizations. A sampling of partner organizations include the Laurens Commission of Public Works, Laurens YMCA, Laurens County Cruisers, PRTC, Laurens County Chamber of Commerce, and The American Legion.

The board recognizes that as the program grows and projects become more complex, there will be a need to possibly add part time staff. The board is working within the budget to try and address that need. In the meantime, Main Street Laurens regularly works with Presbyterian College interns on several projects.

5. Discuss your organization's relationship with other programs in the community designed to meet the same or similar needs, especially those that provide services/assistance to those most impacted by the pandemic. Describe collaborative partnerships that may result.

This box is limited to 1400 characters including spaces, which is approximately 200 words.

Main Street Laurens has a strong relationship with other programs in our community. Building and strengthening those relationships is crucial.

The Executive Director of the Laurens County Chamber of Commerce sits on MSL's Economic Enhancement (EE) Team, and Main Street Laurens partners with the Chamber to offer programs important to our small businesses. Likewise, Whitney Robertson, with the LCDDC, sits on the EE team. During COVID recovery, The EE team offered a utility grant to our small businesses. Additionally, the Main Street Laurens Director served on a steering committee for the allocation of funds for a micro grant offered by the Chamber of Commerce. As the recovery process has progressed, Main Street Laurens is helping to line up speakers for the Chamber's The Brew, designed to help new business owners and entrepreneurs with questions about starting a new business.

Similarly, MSL also partners with the Laurens YMCA for a Spring running event and Christmas events. Both of these activities are designed to bring people downtown to the front doors of our small businesses and get people outside which address two key areas of pandemic recovery. Last year, the Moving on Main run brought 100 runners to the square on a Saturday morning and the Christmas on the Square event brought 200-300 people downtown for the holiday festivities.

6. What is your plan for continuing your program(s) in the future, including funding sources?

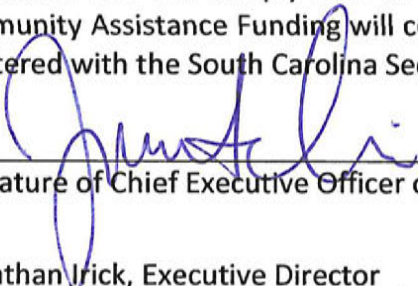
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The Main Street Laurens future looks bright. At the end of 2021, the board adopted an Implementation Work Plan for the next three years to address projects and work across the 4-Point Approach for downtown's continued revitalization. One of the key aspects is diversifying funding for the organization. The Wells-Clardy cottage project is one of the key areas that will help to diversify that funding, while directly and indirectly impacting the bottom line of the Laurens County businesses. Developing a unique alternative space for overnight stays, just off the square in walking distance to downtown will enhance the visitor experience to Laurens and Laurens County.

The organization has a strong support mechanism through its membership/friends support levels. The monetary support from the local community is increasing as is the number of businesses wishing to become a supporter of MSL. Physically revitalizing an historic downtown building and historic district cottage affords MSL the opportunity to significantly improve quality of life in Laurens County. These rehabilitations will signify confidence in COVID recovery.

MSL is also starting a new spring event, the Piedmont Blues and Roots Festival, to draw even more visitors to Laurens. This event, along with a strong events calendar for 2022, will support a more diversified revenue stream for the MSL program.

I hereby certify that the applicant organization complies with all Americans with Disabilities Act requirements, and does not discriminate on the basis of race, color, age, sex, religion, sexual orientation, physical disability, or national origin, and that all funds that may be received by applicant organization from Laurens County will be solely used for the purposes set forth in this application and will comply with all laws and statutes. In particular, organizations receiving Community Assistance Funding will comply with state regulations requiring organizations to be registered with the South Carolina Secretary of State's Division of Public Charities.



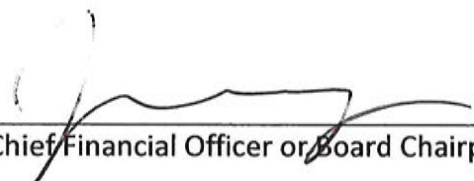
3/24/22

Signature of Chief Executive Officer or Executive Director

Date

Jonathan Irick, Executive Director

Name and Title (please print)



3/29/22

Signature of Chief Financial Officer or Board Chairperson

Date

John Young Vice Chair

Name and Title (please print)

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: SEP 07 2001

MAIN STREET LAURENS USA INC  
CITY HALL  
LAURENS, SC 29360

Employer Identification Number:  
57-1055101  
DLN:  
17053216712041  
Contact Person:  
GREGORY K OLWINE ID# 31382  
Contact Telephone Number:  
(877) 829-5500  
Our Letter Dated:  
April 1997  
Addendum Applies:  
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Letter 1050 (DO/CG)

Name

**Dale Satterfield** (Chariman)  
(County Rep)  
Serves until replaced

**John Young** (Vice-Chair)  
(LCPW Rep)  
Board term: Serves until replaced

**Tana Adams** (Secretary)  
Board term: Jan 2023 (2nd)

**Kim Verdin**  
Board term: Jan. 2023 (2nd)  
(Downtown Business Owner)

**Suellen Holmes**  
Board term: Jan. 2023 (1st)  
(Downtown Business Owner)

**Lara Dennie**  
Board Term: Jan. 2023 (1st)

**Candi Wilson**  
Board Term: Jan. 2024 (1st)

**Scott Todd**  
Board term: Jan 2024 (1st)

**Sharon O'Bryant**  
Board term: Jan. 2024 (2nd)  
(PRTC)

**Elizabeth Able**  
Board term: Jan. 2024 (1st)

**Ernie Segars** (Treasurer)  
Board term: Jan. 2025 (2nd)  
(Retired)

**Barton Holmes**  
Board term: Jan. 2025 (1st)  
(Downtown Property Owner)

**Dr. Shebby Neely-Aiken**  
Board term: Jan. 2025 (1st)  
(College Professor)

**Lauren Powers**  
Board term: Jan. 2025 (1st)  
(Community member)

**Eric Delgado**(City Rep)  
Serves until replaced

**Lisa Pappleacos** (HPC Rep)  
Board Term: serves until replaced



State of South Carolina  
Office of the Secretary of State  
The Honorable Mark Hammond

5/27/2021

Main Street Laurens, USA, Inc.  
Mr. Jonathan Irick  
119 E. Laurens St. PO Box 1736  
Laurens, SC 29360

RE: Registration Confirmation

Charity Public ID: P5699

Dear Mr. Jonathan Irick :

This letter confirms that the Secretary of State's Office has received and accepted your Registration, therefore, your charitable organization is in compliance with the registration requirement of the "South Carolina Solicitation of Charitable Funds Act." The registration of your charitable organization will expire on 5/15/2022.

If any of the information on your Registration form changes throughout the course of the year, please contact our office to make updates. It is important that this information remain updated so that our office can keep you informed of any changes that may affect your charitable organization.

If you have not yet filed your annual financial report or an extension for the annual financial report, the annual financial report is still due 4½ months after the close of your fiscal year.

- Annual financial reports must either be submitted on the Internal Revenue Service Form 990 or 990-EZ or the Secretary of State's Annual Financial Report Form.
- If you wish to extend the filing of that form with us, please submit a written request by email or fax to our office using the contact information below. Failure to submit the annual financial report may result in an administrative fine of up to \$2,000.00.

If you have any questions or concerns, please visit our website at [www.sos.sc.gov](http://www.sos.sc.gov) or contact our office using the contact information below.

Sincerely,

Kimberly S. Wickersham  
Director, Division of Public Charities