

OFFICE OF COMMUNITY AND RURAL AFFAIRS



# MAIN STREET

## Main Street Monthly

*A monthly publication from the Office of Community and Rural Affairs*



*Lt. Governor Suzanne Crouch joined OCRA Executive Director Jodi Golden, along with Indiana Mayors and Stellar Designee representatives to announce changes made to the Stellar Communities Program in Rushville, Indiana.*

### Important Dates

Assessments and ROI due -  
**February 2**

Community Exchange in Auburn -  
**February 2**

CDBG 2017 Round 3  
Applications due - **February 9**



**There is still time to register for the**

## Wabash Marketplace, Inc. announces February First Friday Wabash details

Organized by Wabash Marketplace, Inc., the seventh year of First Fridays in downtown Wabash kicks off with increased support thanks to the addition of several new event sponsors. Brought to you by Platinum Sponsor Autumn Ridge Rehabilitation Centre, First Friday encourages the community to celebrate in downtown Wabash with this month's theme "Searching for Love" from 5-8 p.m. Friday, Feb. 2.



Discover so many deals, food options, and kids' activities! First Friday participants should travel to each of the featured businesses to find the heart hidden within the store with a code word on it. These maps can be picked up at The Welcome Center

and Modoc's Market! Each location has a code word that is to be written on the map. Once the map is full, drop it off at any of the featured locations. You are then entered to win the First Friday Basket loaded with so many local goodies! Sponsored by Beacon Credit Union and gas supplied by J.M. Reynolds Oil Co., Inc., Trolley No. 85 will be making the rounds

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## The Silicon Prairie: Entrepreneurship and the Arts in Kansas City

*from MainStreet blog*

Kansas City, Missouri, and Kansas City, Kansas, are neighbors separated by a river but connected by a shared vision to create what some are calling the "Silicon Prairie" in the heart of the country. Kansas City has a long history of entrepreneurial spirit from cement tycoon and mob-boss Tom Pendergast, to more noteworthy entrepreneurs like Henry and Richard Bloch of H.R. Block, to the Dubinsky Brothers who purchased their first theater in downtown and started AMC Theaters.

The spirit of attracting, promoting and retaining those wanting to start new businesses in the Kansas City region has flourished in the past decade with many initiatives and organizations providing that support. The Office of the Mayor for the City of Kansas City, Missouri, created a [website that lists](#) over 13 organizations supporting the surge in startups, providing resources, connection points,

## National Main Street Conference

Join your fellow commercial district revitalization professionals in Kansas City at the **2018 Main Street Now Conference**. From March 26 to 28, sign up for for three exciting days of educational sessions, mobile workshops, special events and plenty of opportunities for exploring all the great things Kansas City and the surrounding area has to offer.

Whether you hail from an urban business district, small rural downtown, or some place in between, find real solutions to common problems at the 2018 Main Street Now Conference in Kansas City. See you in March!

[View full education and event schedule here.](#)

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## 2017 IMS Assessment Forms are available via SurveyMonkey

As a reminder, the 2017 Indiana Main Street Assessment and Return on Investment forms are available to complete. **The deadline for inputting both forms is February 2, 2018.** This year both forms can be accessed through a SurveyMonkey website portal. We have sent PDF versions of the form to your board to complete prior to filling out the SurveyMonkey form. **Do not open the SurveyMonkey website until you are ready to complete the forms in their entirety.**

We **highly suggest** that you print the attached PDF files and write your answers on your printed copies before inputting the data in SurveyMonkey. Only one person can complete the survey.

capital, and formats helping make the city a hub for entrepreneurs and investors. Both mayors even [created a fun video](#) on the history of entrepreneurship in Kansas City.



[Kansas City Startup Village](#) (KCSV), a neighborhood of Craftsman-style homes straddling the state line between Kansas and Missouri, started as hacker homes and has grown into an entrepreneurial community taking

advantage of Google Fiber's super high-speed internet access. Kansas City was the first Google Fiber city in the country offering 100 times faster internet than the rest of the country. KCSV now hosts events for entrepreneurs, assists in finding startup capital and provides support for new startup companies and their creators. View an interactive [timeline](#) of their journey.

So why does entrepreneurship matter? According to [KCSourceLink.com](#), these are a few of the reasons:

**It's needed:** Young firms (0-5 years) create jobs with net employment growth of 8.6 percent. Older and larger firms shed more jobs than they create.

**It works:** Economic gardening, a focus on "growing your own" businesses in your region, resulted in 71 percent increase in employment in Littleton, Colorado, since 1989 while providing no incentives or tax breaks to recruit or attract outside business to the city.

Entrepreneurs and the jobs they create are a vital and critical ingredient for a growing economy and providing shared economic prosperity, opportunity and empowerment. Kansas City consistently tops the ratings for entrepreneurial growth and has made many lists in the past. In 2016, Kansas City topped these charts, among many others:

- #1 City for Business Growth ([Wendover-InsightPRM Business Growth Report](#))
- #2 Most Improved Metro Areas for Startup Growth ([Kauffman Index of Startup Activity](#))
- #2 Best City for Women in Tech ([Smart Asset](#))
- #6 Best City for Creatives ([Smart Asset](#))
- Top 6 City that Offers Better Value for Growing Startups ([Forbes](#))
- Top 25 Future Ready Economy ([Dell](#))

A copy of the instructional PowerPoint on how to complete these assessment can be [found on our website](#).

## Want your community to be featured as the next Community Spotlight?

Has your Main Street Community recently finished a project, held an exciting event, or you are just proud of your organization? Tell us about it!

Email [Mary Shaw](#)

to submit stories and photos for the chance to be featured as the community spotlight in next month's newsletter. Previous issues of the newsletter [can be found here](#).



## Have you registered for the Auburn Main Street Exchange?

The exchange is from 8:30 a.m. to 4 p.m. on **Friday, Feb. 2** at Auburn's Cord Duesenberg Automobile Museum. The **\$30** registration fee includes

The Kansas City region is not finished in their quest to be the "Silicon Prairie." The path is long and winding, but they are well on their way. Kansas City's strong history of both entrepreneurship and public art demonstrates how these two industries truly do go hand-in-hand, making a more vibrant community.

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## Main Street America On Upswing In 2018

Small businesses are poised for success from experts

As big-box retailers like Kmart and Sam's Club announce closures, analysts say Main Street America has a bright outlook in 2018. Mom-and-pop shops and independent retailers offering something in addition to their products are especially promising. Spending was up for the holiday season in 2017, according to the National Retail Federation, which reported there was a 5.5 percent increase in holiday sales in November and December compared with the previous year.

"Whether they shopped in-store, online or on their phones, consumers were in the mood to spend, and retailers were there to offer them good value for their money," National Retail Federation President and CEO Matthew Shay said in a statement this week. "With this as a starting point and tax cuts putting more money into consumers' pockets, we are confident that retailers will have a very good year ahead."

The National Retail Federation's Chief Economist Jack Kleinhenz said that the trend to spend will carry over into the new year, with help from low unemployment rates, gains in the stock market and pick-ups in income.

"We think the willingness to spend and growing purchasing power seen during the holidays will be key drivers of the 2018 economy," Kleinhenz said.



Main Street communities capitalized on the holidays, and experts say the trend of people visiting local small-business shopping destinations is poised to continue.

"Shoppers will return to Main Street in 2018," [Forbes](#) said in its retail predictions for the year ahead

breakfast, snacks and lunch. Attendees can expect to hear from several guest speakers, learn about grant programs, explore the museum and receive a tour downtown Auburn.

- [Register now!](#)

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## Community Liaison update

On January 16, 2018, Andrea Kern joined the team as the Northeast Community Liaison.



Are you needing to know who is your assigned Community Liaison? [Click here](#) to view our map.

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## Build your Economic Vitality Toolbox

*from MainStreet blog*

Is your Main Street program poised to lead economic development? Are you working with a complete toolbox, from business recruitment through succession planning?

The Main Street America Institute's [Advanced Principles of Economic Vitality](#) will tackle these questions, giving participants a solid foundation in the role of a downtown and commercial district entity to support economic development using localized data and assessment tools. Hilary Greenberg, of Greenberg Development Services, will lead participants through tactical strategies for evaluation, planning, and business support to foster a thriving district. With over 30 years of experience in revitalization, Greenberg

Officials with Main Street America are inclined to agree.

"Experiential retail is one of the ways we're seeing Main Streets compete," Hannah White, director of engagement and outreach for Main Street America, told Patch about how retailers are staying competitive in the age of Amazon and online shopping. Main Street America coordinates the national Main Street program, which provides strategies for revitalizing historic districts.

- [Click here to read more.](#)

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## Check out these other grant funding opportunities

### Cigarette Litter Prevention

In the past decade, cigarette smoking in America has decreased 28 percent, yet cigarette butts remain the most littered item in the U.S. and across the globe. Though cigarette butts may be small, when they are carelessly dropped to the ground instead of properly disposed of, their litter has a big effect. You can start making a change in your community to reduce the amount of cigarette litter by implementing a local [Cigarette Litter Prevention Program](#) (CLPP). By providing people with easily accessible information and educational tools, as well as funding for ash receptacles and the distribution of pocket or portable ashtrays, Keep America Beautiful is making strides in educating the public and ensuring a cleaner tomorrow.

Keep America Beautiful awards CLPP grants to its affiliates, local governments, business improvement districts, downtown associations, parks and recreation areas, and other organizations dedicated to eradicating litter and beautifying their communities. Dearborn County won this grant in 2017! The [2018 grant applications](#) are due **February 21, 2018**.

### Design Challenges

The [Citizens' Institute on Rural Design](#) (CIRD), a leadership initiative of the National Endowment for the Arts, has issued a request for proposals inviting communities to apply for design assistance. The CIRD program provides rural communities with populations of 50,000 or less the opportunity to address challenges related to economic vitality and quality of life by employing design solutions. CIRD convenes two-day workshops with design professionals, local leaders, community organizations, and residents to create a plan for tackling issues around three topic areas—multimodal transportation, healthy living by design, and main street

designed this course to focus on a wide-range of tools to help you strengthen your local economic base with assignments to give you applicable, hands-on experience. Join us live on Tuesdays in February (13, 20 & 27) at 1 – 2:30 p.m. CT or view recorded webinars through March 30. [Learn more and register now.](#)

**Want to take the next step?** [Advanced Principles of Effective Promotion](#), with instructor Travis Brown of Rokusek, will broaden your approach to marketing your district's unique identity using 21st century strategies. (March 6, 13 & 20)

For questions on participation, courses, and how to get the most out of your continuing education, email us at [msai@savingplaces.org](mailto:msai@savingplaces.org) or call 312-610-5619.



**Join or Renew** your membership with the National Main Street Center by visiting [mainstreet.org](http://mainstreet.org) or calling 312-610-5611

revitalization. For more information, please [visit the website](#).

## Historic Preservation

Historic Preservation Fund grants are now available for the Save America's Treasures (SAT) program. SAT grants provide preservation and/or conservation assistance to nationally significant historic properties and collections. Grants are awarded through a competitive process and require a dollar-for-dollar, non-Federal match, which can be cash or documented in-kind. All applications are due through [grants.gov](http://grants.gov) by **Feb. 21, 2018**. [Visit this website](#) for more information.



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