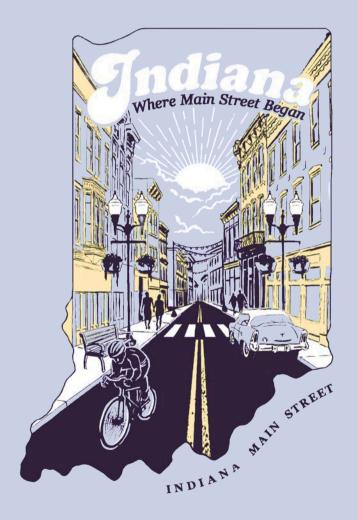


SMALL BUSINESS SATURDAY®











Small Business Saturday®

is a nationwide movement created to encourage shoppers to shop local, both online and in-person, at small businesses.

SUPPORT YOUR LOCAL BUSINESSES

SHOP SMALL

99.4%

of businesses in Indiana are small businesses.

*According to 2022 US Small Business Administration

1.2 million

Hoosier jobs supported by small businesses.

* 2022 Indiana Small Business Development Center Annual Report



ana Main Street? 4-5	
in Street GAMSA Award 31	
n Street Maps 6-8, 13	
ionally Accredited Main Streets 14-31	
ana Accredited Main Streets 9-12	
ce of Community and Rural Affairs 30	
mall INDIANA. 30	
Own Store Front 32	
MAIN	



INDIANA MAIN STREET

Since 1985, the Indiana Main Street program has been helping communities bolster their economies and revitalize their historic commercial districts.

Managed by the Indiana Office of Community and Rural Affairs, Indiana Main Street provides technical assistance and sponsors seminars and other educational programs on downtown area revitalization, development and redevelopment.

112 Indiana Main Street communities

Indiana Main Street is the coordinating program for

Main Street America

in.gov/ocra/mainstreet

mainstreet.org

MAIN STREET

A C C O M P L I S H M E N T S

since 1985



36,960
FULL- & PART-TIME
JOBS CREATED

5,919
NEW &
EXPANDED BUSINESSES

\$2,440,031,219

PUBLIC INVESTMENT DOLLARS

\$4,004,574,027

PRIVATE INVESTMENT
DOLLARS

3,905
PUBLIC IMPROVEMENT
PROJECTS



11,085

BUILDING REHABILITATION PROJECTS



9,227

NEW CONSTRUCTION PROJECTS

Indiana Main Street Program Levels

OCRA's Downtown Affiliate Network

ODANs are organizations working to build capacity to execute the Main Street Four Point Approach, or groups who prefer to specialize in event-related activities only.

🔴 Aspiring Indiana Accredited Main Street

A-IAMS are organizations working toward meeting all **Indiana Accreditation Standards.**

Indiana Accredited Main Street

IAMS are organizations currently meeting the **Indiana Accreditation Standards**.

Nationally Accredited Main Street

NAMS are organizations currently meeting all national **Main Street Accreditation Standards.**

OCRA'S

DOWNTOWN AFFIL ATE

NETWORKS

38

39

Marion

Martinsville

1	Albion
2	Alexandria
3	Anderson
4	Attica
5	Avilla
6	Bargersville
7	Bedford
8	Beech Grove
9	Bloomfield
10	Brazil
11	Brownstown
12	Cambridge City
13	Cannelton
14	Centerville
15	Churubusco
16	Cloverdale
17	Connersville
18	Culver
19	Danville
20	Decatur
21	Fairmount
22	Francesville
23	Gas City
24	Goshen
25	Greendale
26	Greentown
27	Greenwood
28	Hagerstown
29	Hope
30	Irvington (Indianapolis
31	Jasonville
32	Kirklin
33	Knightstown
34	Knox
35	Kokomo

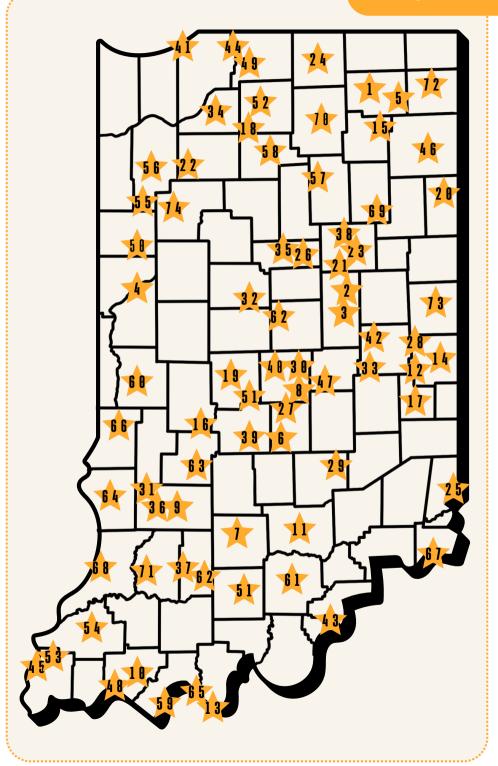
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Linton

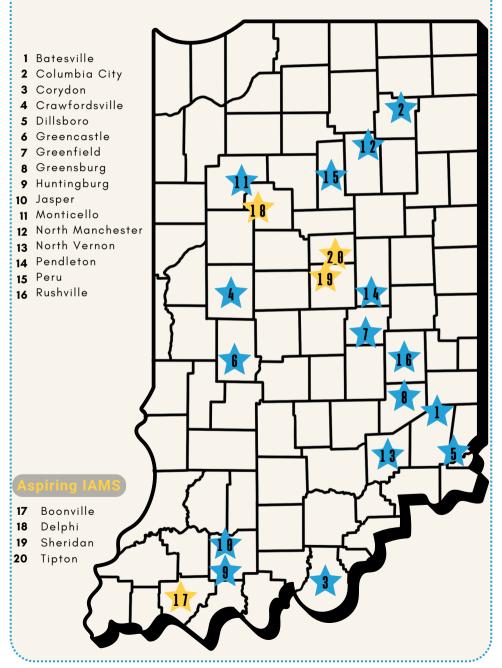
Loogootee

0,	Maillisville		
40	Mass Ave (Indianapolis)		
41	Michigan City		
42	Middletown		
43	New Albany		
44	New Carlisle		
45	New Harmony		
46	New Haven		
47	New Palestine		
48	Newburgh		
49	North Liberty		
50	Oxford		
51	Paoli		
52	Plainfield		
53	Poseyville		
54	Princeton		
55	Remington		
56	Rensselaer		
57	Roann		
58	Rochester		
59	Rockport		
60	Rockville		
61	Salem		
62	Shoals		
63	Spencer		
64	Sullivan		
65	Tell City		
66	Terre Haute		
67	Vevay		
68	Vincennes		
69	Warren		
70	Warsaw		
7 1	Washington		
72	Waterloo		
73	Winchester		
74	Wolcott		



IND ANA AGGREDITED

MAIN STREETS





greenfieldmainstreet.org director@greenfieldmainstreet.org





SHOPPING

The Gilded Nest	10 W Main St Greenfield, IN 46140	317-318-2191
Redefined Hope Boutique	2 W Main St Greenfield, IN 46140	463-236-5056
Ella June's	13 W Main St Greenfield, IN 46140	317-491-5153
Udders-N-Suds	12 W Main St Greenfield, IN 46140	317-443-7138
Greenfield Chocolates	15 W Main St Greenfield, IN 46140	317-213-7414
Organic Robot Designs	113 W Main St Greenfield, IN 46140	317-318-8228
J.W. Riley's Emporium	107 W Main St Greenfield, IN 46140	317-462-5268
Maker, LLC	213 W Main St #1A Greenfield, IN 46140	317-457-8426

DINING

Lincoln Square	118 W Main St Greenfield, IN 46140	317-318-1792
The Depot	240 W Mill St Greenfield, IN 46140	317-477-3942
Tour of Italy	5 American Legion Place Greenfield, IN 46140	317+462-2900

SERVICES

WowLinx,Inc	2 W Main St Greenfield, IN 46140	317-623-1052
Joyner Homes	123 W Main St Greenfield, IN 46140	317-468-2330

RECREATION

Depot Street Park 251 Depot St Greenfield, IN 46140 317-477-4340



Main Street Greensburg



SIP, SHOP AND STROLL IN OUR **DORA DISTRICT!**





SHOPPING

Art on the Square - 112 E Washington St Baker Design Wear - 221 E Main St County Supply - 126 N Franklin St Deb Seller's Catering - 123 N Broadway St Denim and Honey - 217 N Broadway St Finder's Keepers - 209 N Broadway St Game Plan Graphics - 102 E Washington St Greensburg Printing - 116 N Franklin St Huntington Jewelers - 112 E Washington St Kramer Kreations - 133 W Main St Little Bit of This.

Little Bit of That - 112 W Washington St Maddux Auction.

Moving, and Storage - 127 S Monfort St Magnolia Mercantile - 128 N Franklin St Picker's Paradise - 129 N Broadway St Rainbow Books, Gifts,

and Flowers - 110 E Washington St

Rouge Bridal - 205 E Main St Schlemmer's Wholesale - 206 W Main St. Stephenson's Jewelers - 107 E Main St

Taff Furniture - 115 W Main St

Tree City Needful Things - 108 E Washington St Tree City Sports Cards - 208 W Main St Tree City Stitches - 125 E Main St

EXPERIENCES

Glow Aesthetics- 101 N Broadway St Hayseya Yoga

and Healing -124 1/2 W Washington St

KG Tattoos - 125 W Main St

Painting the Town - 115 E Main St

Revive Wellness

Med Spa - 203 E Main St

Skeleton Crew Tattoos - 120 N Franklin St The tAAP - 107 N Broadway St

DINING

Carriage On the Square - 117 N Broadway St Links Tavern - 112 N Franklin St Mayasari Indonesian Grill - 213 N Broadway St Stories Restaurant - 109 E Main St

Tarouya - 201 E Main St

The Beach Tiki Bar & Grill - 107 N Broadway St. The Branch - 113 N Broadway St

Jasper

EAT



PLAY



STAY



SHOP

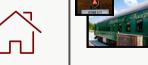


LIVE



HEAR





812-482-4255



610 Main St Jasper, IN

Shop our Square



JUST A TRACE JUST WHIMSY 1 KREMPP LUMBER KRUTZ SHOES LH STURM HARDWARE MFRIF NORMAN 4 THE NEXT CHAPTER REM BICYCLE RIAH JANE & CO. SIEBERT'S 3 THE BRA MARKET THIS OLDE HOUSE

Dine Downtown



CAFE PINA 7 **CRANBERRIES** HEADQUARTER'S **LEBEN NUTRITION** MIDWEST CAFE 5 OINK, INC 6 OWSLEY'S LOUNGE

PARLOR DOUGHNUTS PUB & GRUB RICE & SPICE SCHNITZELBANK SNAPS ST. BENEDICT'S BREW TRE'VIONNE'S

Relax & Explore



PUZZLES & PADLOCKS TELL CITY PRETZEL THE RIVERWALK THE PARKLANDS MURALS & MORE!



www.heartofjasper.org



DINE

Segoku Hibachi
Little Red Kitchen
Succulent Smoothie
Bighead Pizza
Rock-a-Billy T's Ice Cream
Phat Guys
Crimson Oak
Hidden Brambles
HOS Coffee
Millers Tavern
Bohemian Donuts

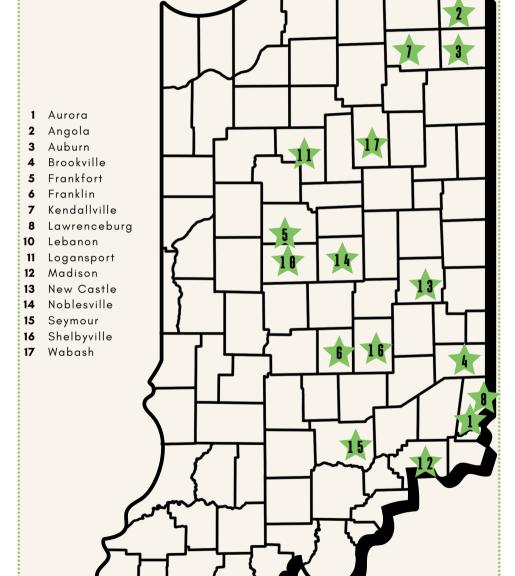
EXPLORE

Classic Stained Glass & Gifts
Glow Tanning
Hoosier Home Furnishings
Irish Hill Liquors
Iron Benders Fitness & Nutrition
Nashville Vintage & Repair
Park Theatre Civic Centre
Pfeiffer's Jewelry
The Esthetics Studio
Bill & Ashleys Bargain Deals
The Hair Taylor



NAT ONALLY AGGREDITED

MAIN STREETS







Angola Main Street helps facilitate programs, events and development projects that celebrate the community's historical and natural resources, support local businesses and enhance the experience of living and working in downtown Angola.

Follow Us on Social Media

f eAngola Main Street



© edowntownangola 🕝 eangolamainstreet





SHOPPING

A Wild Hare Antique Mall	401 W. Maumee St.	260-665-9920
Angola Arts Scene - The Gallery	101 W Maumee St	260-444-9982
Angola Quilt Shop	206 W Maumee St	260-668-3888
Barley Boo & Co	105 W Maumee St	260-927-5888
Bigelow Build & Design	223 W Maumee Street	260-503-9356
Bike and Soul	120 N Public Sq	260-665-8356
Elemento	65 S. Public Sq.	260-316-7801
Gauntlet Hobbies	217 W. Maumee St.	260-687-1022
Gauntlet Design Studio	217 W. Maumee St.	260-687-1989
Golden Green Soap Co.	104 S. Wayne St.	260-316-7801
Jenny Lou's Greenery	107 W Gale St	260-243-3254
Joppa Cosmetics	100 N Public Sq	260-665-9060
Libby's	130 N Public Sq	260-665-6348
Mitchell's Clothing & Tuxedo's	180 N Public Sq	260-665-6903
Roots and Rocks Mercantile	45 S Public Sq	260-243-3190
The Bent Fork	90 N Public Sq	260-624-3675
Then & Now Antique Mall	200 W Maumee St	260-665-6650
Touch of Lace	111 N Wayne St	260-665-2917

DINING

Ahi Chihuahua 203 W. Maumee St. 260-624-209 Buck Lake Bar & Grill 114 N Elizabeth St 260-665-872 Caleo Cafe 113 W. Maumee St. 260-908-113 Classic City Cookies 200 N Public Sq 260-350-913 Monument Pizza Pub 60 N Public Sq 260-319-448 Sutton's Deli 140 N Public Sq 260-665-679
Caleo Cafe 113 W. Maumee St. 260-908-113 Classic City Cookies 200 N Public Sq 260-350-913 Monument Pizza Pub 60 N Public Sq 260-319-448
Classic City Cookies 200 N Public Sq 260-350-913 Monument Pizza Pub 60 N Public Sq 260-319-448
Monument Pizza Pub 60 N Public Sq 260-319-448
200 000
Sutton's Deli 140 N Public Sq 260-665-679
The Rooted Vegan 30 N Public Sq 260-316-550
The Venue 110 W Maumee St 260-665-392
The Village Kitchen 109 N Superior St 260-665-905

SIPS

Cahoots	218 W Maumee St	260-624-2399
Cork & Barrel	118 S. Elizabeth St.	260-667-7650
Tink's Gym	25 S Public Sq	260-665-3488
Healthies	50 N Public Sq	260-214-0044

RECREATION

Brokaw Theatre	200 N Public Sq	260-319-0849
Imagine Alley	115 S Public Sq	260-665-7465

Steuben County Farmers Market Downtown Saturday: 8-12pm, May - October

SERVICE

Tipsy Nail	100 N Public Sq	260-319-0376
The Hair Center	115 W Maumee St	260-665-3281
Studio II	115 S Public Sq	260-665-5002
Southern Charm Salon	221 W Maumee St	260-667-1189
ROCO Hair Salon	109 E Maumee St	260624-3655
Namaste Salon	227 N Wayne St	260-668-3039
RS Lash Lounge	213 W Maumee St	
lvv Jo Salon	212 W Maumee St	260-316-6034

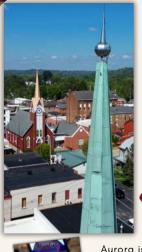


To stay up to date on all downtown Angola happenings, scan the QR code for a list of events and a full directory.



Contact us at:

info@downtownangola.org





Main Street Aurora **Dearborn County**

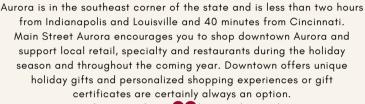
231 Main Street Aurora, IN 47001 812.926.1100



URORA







Put your money where your heart lives and come home to Aurora.

RESTAURANTS AND SWEET TREATS

- Alejandra's Mexican Restaurant, 301 Second St.
- The Aurora Diner, 339 Second St.
- Combs Pizza, 329 Second St.
- Great Crescent Brewery, 315 Importing St.
- Hankering Southern Kitchen, 448 Second St.
- J. Miller Steak Company, 211 Second St.
- Lucky Feather Soapery & Mercantile, 305 Third St.
- Mick's Sports Bar & Restaurant, 311 Broadway St.
- Personally Yours Gift & Floral, 312 Third St.
- Primal Butchery, 305 Main St.
- Spire Book & Coffee Co., 308 Third St.
- Third & Main, 223 Third St.
- Wellington's Ice Cream Palace, 407 Second St.





SHOPPING

- A Z BrowseAbout, 306 Second St.
- Aurora Antiques & Décor, 419 Second St.
- Aurora Computer Center, 425 Third St. Suite 100
- Aurora Farm & Garden, 228 Exporting St.
- Aurora's Sweet & Sassy Creations, 328 Second St.
- C & J Jewelry, 425 Third St. Suite 101
- Cauldron & Quill, 431 Second St.
- Distinctive Knits Yarn Shop, 322 Second St.
- Great Crescent Brewery, 315 Importing St.
- Hippie Bob's, 325 Second St.
- Jayden's Jungle Exotic Pets, 501 Fourth St.
- Krypto's Comix, 311 Second St.
- Lucky Feather Soapery & Mercantile, 305 Third St.
- Norwood Custom Glass Studio, 511 Second St.
- The 1819 Boutique, 401 Second St.
- Personally Yours Gift & Floral Shop, 312 Third St.
- Planted Pisces, 401 Third St.
- Second Time Around, 311 Second St.
- Southeastern Indiana Art Guild, 302 Second St.
- Spire Book & Coffee Co., 308 Third St.
- Stately Manner 307 Broadway St., (Suite B upstairs)
- Stuffing Station, 315 Importing St.
- Weber Sports, 238 Main St.
- The Wood Shop in Aurora, 401 Third St.











CONVENIENTLY LOCATED

Only 20 minutes northwest of Indianapolis on 1–65.



THINGS TO DO

Take our historic walking tour, visit our alley-oop basketball alley, bike or walk the Big 4 Trail. one-of-a-kind shopping with something for everyone, whether you're a Colonial enthusiast or a proud Indiana girl.

- Mount's Flowers and Gifts | Gifts & Home Décor
- St. Adrian Meat and Sausage | Butcher Shop
- Friendly City Games | Board Games & Playing Cards
- Merle Norman Boutique & Spa | Clothing & Beauty
- Samson Historical | Colonial Outfitters
- Quilts Plus | Fabric & Quilting Supplies
- Cowan's Drugs | Hallmark Store
- Crossroads Imprints | Custom Screen Printing
- Eberhard Ballistics | Sporting Goods
- Indiana Gifts | Products from Indiana Companies
- Fire + Fern Apothecary | Candles, Gifts & Plants
- Liberty James Boutique | Clothing & Home Décor
- The Hanger Boutique | Clothing & Accessories
- Daisy's Designs | Custom Embroidery & Gifts
- Blooms by Sandy | Floral Gifts
- Farris Wheel Music Studio | Musical Gifts & Equipment
- Hauk Coins & Collectibles | Coins & Collectibles



FOOD & DRINK

- Kinnard and Drake's 1830 Chophouse | Fine Dining
- Greek's Pizzeria | Pizza, Sandwiches & Salads
- The Cubbard | Diner
- Boone County Cake Co. | Bakery with Coffee & Cocktails
- Cedar Tree Kitchen | Bakery & Coffee
- Klooz Brewz | Brewery & Public House
- Arni's Lebanon | Pizza, Sandwiches & Salads
- Four Fingers Distillery | Distillery
- Gordito's Rust Belt Tacos & Tortas | In Four Finger Distillery



LOGANPSPORT



Logan's Landing

601 E Broadway Logansport, IN 46947 (574) 722–9345 www.loganslanding.com





Logan's Landing is a Main Street organization that has led to significant improvements in our downtown area, which includes restoring historic buildings, introducing new businesses and creating engaging community events. Our downtown is the heart of our community and we are committed to "enhancing your downtown experience where two rivers meet."

SHOPPING

Creative Promotions
Fernbaughs Jewerly
Gallery Home Furnishings
GoodLife Vintage
Gray Mill/Graybeals
La Esperanza
Minglin Jewelers
Nana and Papa's Resale
Pear Tree Gallery
Plant Therapy
Sage n' Tonic
Savini Comics
The Lantern
The Nest
Yelle's Boutique

and the second s	
506 North Street	574-737-7106
416 East Broadway Street	574-753-4827
421 East Market Street	574-753-6397
325 East Market Street	574-735-0342
500 East Broadway Street	1-800-886-2215
404 East Broadway Street	574-722-2864
604 East Broadway Street	574-753-0212
222 East Market Street	260-571-3995
331 East Market Street	574-737-8374
116 South 6th Street	765-461-9892
220 South 6th Street	574-601-6698
420 East Broadway, Suite A	574-398-9541
420 East Broadway, Suite C	
510 East Broadway	574-753-4444
218 East Market Street	



Amelio's on the River	431 South 5th Street	574-753-3589
Avenue Bar and Grill	547 Erie Avenue	574-722-2821
Bonus Pints/Record Farm	422 East Broadway	574-992-2317
Empower Juice/Yoga	213 South 3rd Street	574-208-1620
La Fiesta	524 North Street	574-722-4264
Black Dog Coffee/Tavern	116 South 6th Street	574-722-4133
Old Style 6th Street Lounge	219 South 6th Street	574-992-2600
Panaderia Bakery	106 South 6th Street	574-753-4856
River View Restaurant	230 Eel River Avenue	574-753-2020
Science Project	611 North Street	574-992-8457
Shrine Club	415 High Street	574-753-2339
Taqueria El Puesto	600 East Broadway Street	574-753-5800
People's Social	414 South 3rd Street	574-516-1559







MADISON MAIN STREET PROGRAM



Since 1979, the National Trust for Historic Preservation has been championing the charm of American downtowns through its Main Street movement. Madison proudly joined this journey as one of the original pilot communities, and today, it shines as a 2024 Great American Main Street Award winner!

Our Downtown is a bustling hub, thanks to a fantastic team of locals, business owners, property owners and civic leaders who work together to keep it vibrant and welcoming. With over 133 historic blocks to explore, you're bound to discover your new favorite spot to eat, shop, play and enjoy. Come experience the magic of Madison where history meets fun in every corner!















SHOPPING

Madison has a variety of options when it comes to shopping! With over 40 local shops to explore, you're sure to find the perfect gift for anyone!





ARTS, MUSIC & PHOTOGRAPHY

Discover your place in downtown!
Explore the cultural district to
view art from local artists or
catch live music at local venues.



BEAUTY & WELLNESS SALON SPAN From a fresh haircut to

SALON A SPA



From a fresh haircut to a relaxing massage, Downtown Madison offers a range of beauty and wellness experts to meet all your needs!



NEW CASTLE MAIN STREET The Heart of New Castle

Where Love Lives

New Castle is waiting to welcome you! With an ever-growing list of over 60 businesses, restaurants and services downtown, you are sure to find unique gifts, quality dining and great fun here. Our businesses are locally owned and operated, and each proprietor has a story to tell. Your support helps their dreams come true!





MTB Home Furnishings - Art Association of Henry County - Selah Salon & Spa - 'Tis the Season - The Honey Blonde Hair Company - A Moment in Time Bridal - Professional Design - Radiance Beauty and Wellness - Piercing the Veil - 1822 Vintage Boutique - Maxwell's Mercantile - Pandamonium - The Good Co - Downtown Dog - Expressions Hair Studio - Monkey Jack's Emporium - Wicked Tattoos - Diva Nails - The Flower Studio - Beehive Body Co



Broad Street Blends - Blue River Taphouse - Twin Lions - The Press Coffee Co - The Back Porch Bar - The Elks



Primo - The Barnett Co - The Early Bird Diner - CJ's Candies - Jack's Donuts Drive Thru - Ky's American Bistro - Ink & Ale Brewhouse - Ta-Jay's Caribbean Delight





DOWNTOWN WABASH, INDIANA

Downtown Wabash, Inc. 189 S. Miami St., Suite 1 Wabash, Indiana 260.563.0975 DowntownWabash.org







Downtown Wabash is not just a destination in Indiana, it's also a nonprofit organization leading the way for economic revitalization in Downtown Wabash, Indiana while respecting the rich history of the district. Find big city amenities & attractions in our charming micropolitan city like boutique shopping, delicious food & drink, live concerts & movies, interactive art & fitness and

so much more, all within a 2.5-mile district along the Mighty Wabash River.

SHOPPING IN DOWNTOWN WABASH

Alley Cat Outfitters Adventure Gear & Retai

Bellazo Clothing & Vintage

Bluebird Boutique Boutique Clothing

Borders & Beyond Gallery Art & Framing

Downtown Wabash, Inc. Downtown Dollars

Ellen's Bridal Bridal Attire

HLC Studios Boutique Shopping

Ice Cream & Candy Shoppe Unique Candy

JoJo's Olfactory & Co. Fragrance Bar

Kelli Winer Design Home Decor

Lighthouse Mission Thrift Store

Homespun Vibes Boutique Shopping

Modoc's Market Local Coffee

Museum Gift Shop History Gifts

Reading Room Books New & Used Books

Schlemmer's Fire & Outdoor Grilling Accessories

The Francis Shoppe Women's Fine Clothing

Visit Wabash County Gift Shop

Wine & Cheese Bar Craft Beer, Wine & Spirits

Wooden Ivy Boutique Clothing

Enjoy more than 20 unique, independent retailers in Downtown Wabash with wide varieties of goods!





See ALL small businesses on

DowntownWabash.org

FOOD & DRINK IN DOWNTOWN WABASH

Tapas & Cocktails

Downtown Nutrition

Teabombs & Shakes

Eugenia's Restaurant

Lunch Menu

Coffee & Postries

Ice Cream & Candy Shoppe Sweets

Market Street Grill Fine Dining

Modoc's Market Small Plates & Cocktails

Moon Dog

The Hungry Heathen Local Dining

Twenty Restaurant Fine Dining White Rock Recreation

Pizza & Ice Cream Wine & Cheese Bor Croft Beer, Wine & Soirits

ARTS & CULTURE IN DOWNTOWN WABASH

4 Portners in Crime Local Art & Workshops

Borders & Beyond Gallery Gallery & Framing

Charley Creek Inn **Boutique Hotel**

Clark Gallery

Entertainment Venue **Eagles Theatre**

Honeywell Center Entertainment Venue

JoJo's Olfactory & Co. Fragrance Bar

Kaleigh M. Photography Gallery & Photography

Kelli Winer Design Home Decor

Make It Your Own Pottery & Painting Studio

Nicole A. Howard Photography Photography

Wabash County Museum History Museum

OWNTOWN WABASH

Alley Cat Outfitters Full Service Bike Repair

Downtown Wabash, Inc. Main Street & Downtown Dollars

Grow Wabash County

Hoosier Chiroproctic

Myo Wellness Massage Therapy

Oswalt Thomas Appliances

Splash & Dash Car Wash

Schlemmer's Fire & Outdoor Chimney Sweeps

Full-Service Salon Twisted Scissors

Tourism Office & Gift Shop

Wabash Carnegie Public Library

Wabash County YMCA YMCA



Enjoy more than 11 locally owned restaurants, bars and coffee shops sure to satisfy any cravina while you shop!



inspiring and creative arts & cultural spots in Downtown Wabash!





than 12

2110





In 2005, the Indiana Office of Community and Rural Affairs was established as a separate state agency by the state legislature. OCRA's Executive Director is appointed by the Lt. Governor, who also serves as the Secretary of Rural Development.

OCRA works with local, state and national partners to provide resources and technical assistance to aid communities in shaping and achieving their vision for community and economic development. A privilege of our agency is to award grants to fund public gathering places, fix water/sewer infrastructures, restore historic structures, build community facilities, and revitalize commercial districts.

These funds help communities improve their quality of life and ensure the health and safety of their citizens.



FROM THE OCRA Director of Strategic Initiatives

Andrea Kern

In my role as the Indiana Main Street Coordinator, I've had the privilege of spending the past year traveling across our beautiful state, meeting with countless small business owners who are the heart of our Main Streets. These dedicated individuals pour their passion, creativity, and hard work into their businesses, creating the unique charm and vitality that make our communities special.

When you're planning your holiday shopping, consider the local bookstore, the boutique down the street, or the family-owned café on the corner. These businesses aren't just stores; they are the heart of our communities, contributing to the local economy and fostering a sense of place.

Supporting them means more than just making a purchase—it means investing in the future of our Main Streets and ensuring that they remain vibrant for generations to come.

Warm Wishes, Andrea Kern



In 2024, Main Street America awarded Madison Main Street the prestigious Great American Main Street Award. A national jury of professionals and leaders in the fields of economic development and historic preservation selected Madison for this award. Madison Main Street was one of three communities selected to pilot the Main Street Program by the National Trust in 1979. Since 1979, Madison has seen an incredible transformation in their historical district following the Main Street America Four Point Approach regarding economic vitality, design, promotion and organization.

"The success of the Madison Main Street
Program is a strong testament to the
classic Main Street model and sustainable
change over time," said Erin Barnes,
President and CEO at Main Street
America. "Their fearless dedication to
nurturing historic preservation and
tenacious drive to find creative solutions
is unlocking the magic of Madison."



