



# Indiana Main Street: 2022 Income and Salary Report

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**The Indiana Office of Community and Rural Affairs**

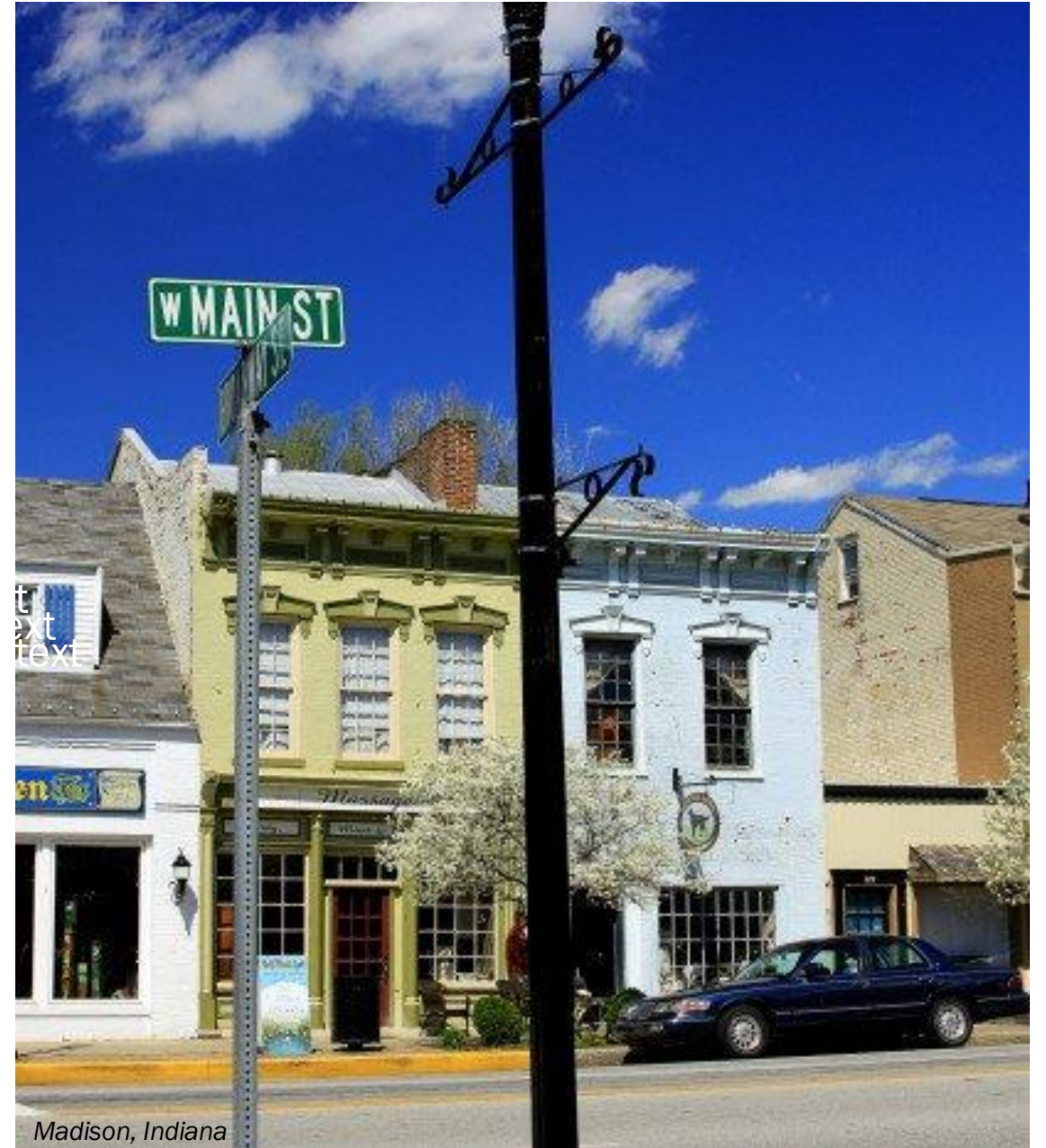
Indiana Main Street

October 24, 2022

# Introduction

Welcome! The 2022 Income and Salary Report is a comprehensive report on the 2022 salaries, benefits, operational funding and staffing data. Additionally, the report includes tools to help paid staff and board members of Indiana Main Street communities to accomplish the following:

- Advocate and ask their local municipality or other organizations for funding or support.
- Support paid staff and board members of Main Street organizations in understanding ideal compensation for staff, and plan accordingly for raises and salary adjustments.
- Understand and evaluate current operating budgets at different Indiana Main Street levels and population sizes.



Madison, Indiana

# Methodology

To gather the data in this survey, the following methodology was conducted. *Please note, this was the first year completing this survey and OCRA's Indiana Main Street team looks forward to improving the data collection and organization in years to come.*

In June 2022, an online survey containing questions about budget, salary, benefits and staff count was sent out to all Indiana Main Street organizations. From the survey, there was 100% participation from Indiana Accredited and Nationally Accredited organizations, and participation from seven OCRA Downtown Affiliated Network organizations, which brought a total of 63 survey responses.

This data was highly requested from local leaders, municipal governments and Indiana Main Street organizations. As noted above, improvements and changes have been gathered to be made for future salary surveys but the Indiana Main Street team feels the data clearly represents some of the key issues and capacity concerns local Main Street programs are facing.

The comparison data was gathered from the **2021 Charitable Advisors Nonprofit Salary Survey**,\* which included community development organizations as part of its study. The study can be accessed here: [www.charitableadvisors.com/resources/](http://www.charitableadvisors.com/resources/)



# Appendix

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## 01. What is Main Street?

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An overview of Indiana Main Street and the Main Street America Network.

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## 02. Budgets and Operations

*Pgs. 10-21*

A breakdown of the current budgets of Indiana Main Street organizations and a comparison with other nonprofits in Indiana.

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## 03. Salaries and Benefits

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A breakdown of the current salaries for the staff of Indiana Main Street organizations and a comparison with other Indiana nonprofits.

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## 04. Staffing

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A breakdown of the current staff count for Indiana Main Street organizations and a comparison with other Indiana nonprofits.

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## 05. Future Planning

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A guide on how to operationalize the data provided in this report to grow the current budget, staff salaries and benefits, and more for Indiana Main Street organizations.





# What is Main Street?

# Main Street America

- ❑ Main Street America was established as a program of the National Trust for Historic Preservation in 1980 to address the myriad issues facing older and historic downtowns during that time.
- ❑ Working with a nationwide network of coordinating programs and local communities, Main Street has helped over 2,000 communities across the country bring economic vitality back downtown, while celebrating their historic character and bringing communities together.



# Main Street America: The Approach

- ❑ The Main Street Approach™, developed by Main Street America, offers community-based revitalization initiatives adaptable to different local conditions. The Approach helps communities get started with revitalization and grows with them over time.
- ❑ The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy is a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy.
- ❑ A program's work on Transformation Strategies is organized around the Four Points: Economic Vitality, Design, Promotion and Organization.



# Indiana Main Street

- ❑ Legislation passed in 1985 to establish the Indiana Main Street Program as the State’s Main Street America coordinating program. The IMS Program aims to help communities in Indiana with their downtown revitalization efforts.
- ❑ Madison, IN was one of three communities nationwide to participate in a pilot community for the Main Street approach.
- ❑ Indiana Main Street encourages economic development, redevelopment and improvement of downtown areas of Indiana cities and towns.
- ❑ Indiana Main Street is housed within the **Indiana Office of Community and Rural Affairs** and is under the Family of Business for the lieutenant governor – who is a big supporter of all things Indiana Main Street.

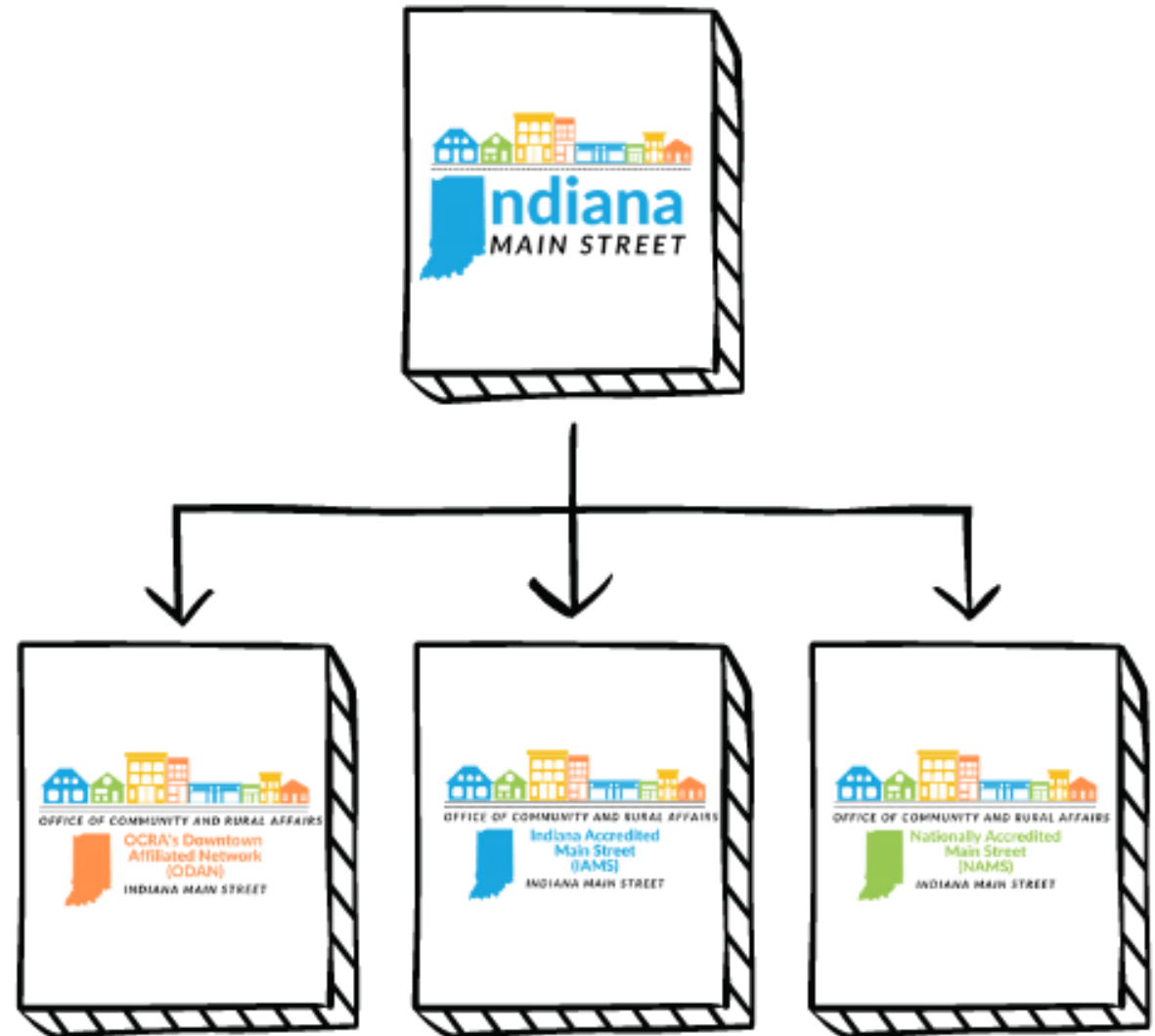




# Indiana Main Street levels

Indiana Main Street offers three different program-level designations to communities looking to seek Main Street status.

- ❑ The levels build on each other and are intended to set suitable benchmarks and recognize communities along their downtown revitalization journey.
  - ❑ ODAN – These communities are working to build capacity to fully execute the Main Street Four Point Approach, or groups who prefer to specialize in event-related activities only.
  - ❑ IAMS – These communities meet Main Street America baseline requirements and the six accreditation standards, minus the paid staff position, paid MSA annual membership.
  - ❑ NAMS – These communities meet Main Street America baseline requirements and the six accreditation standards. One of the Main Street America baseline requirements is to have a paid executive director.



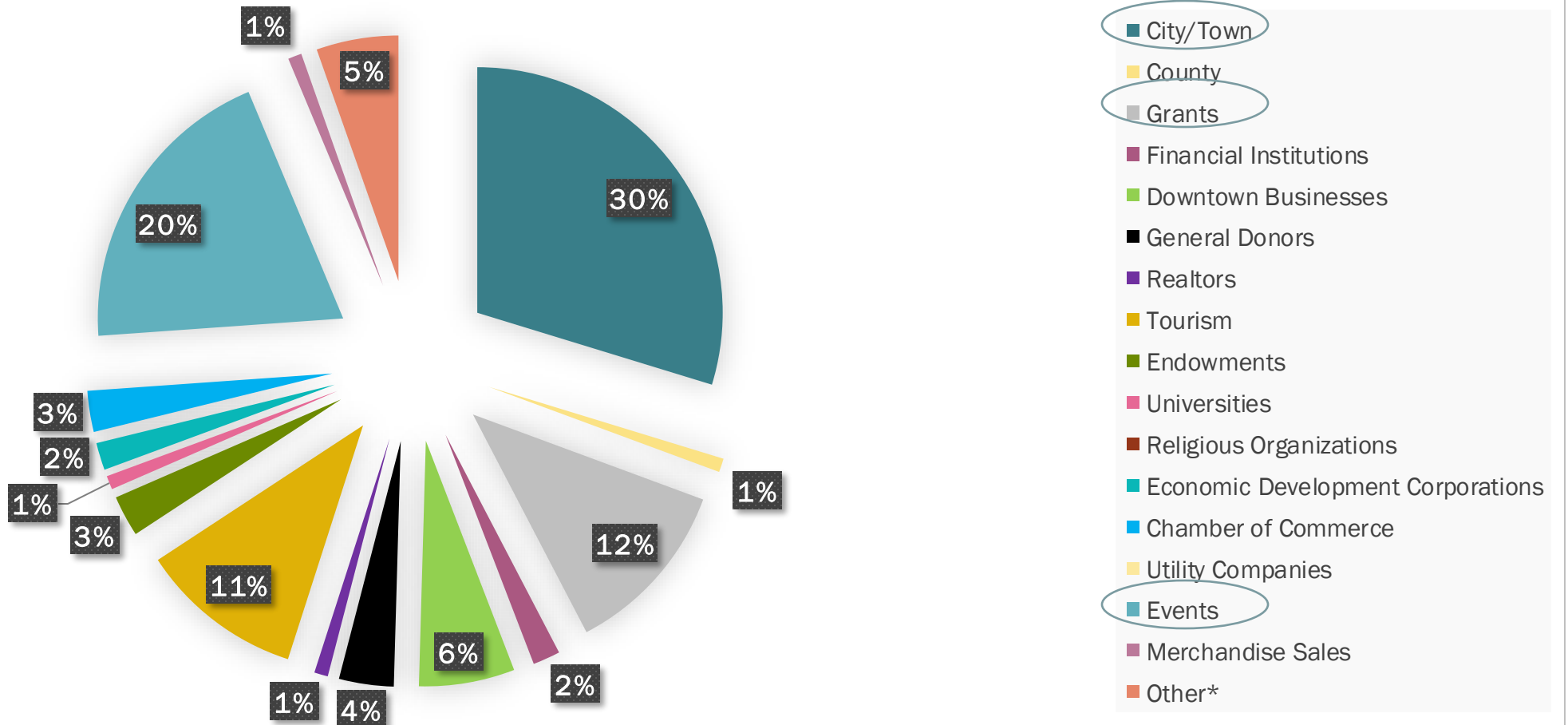


**Budgets and operations**

# Income & Operations

Indiana Main Street organizations reported diverse income sources. While every Main Street is different, a common theme among income is the importance of city funding, earned income and grants.

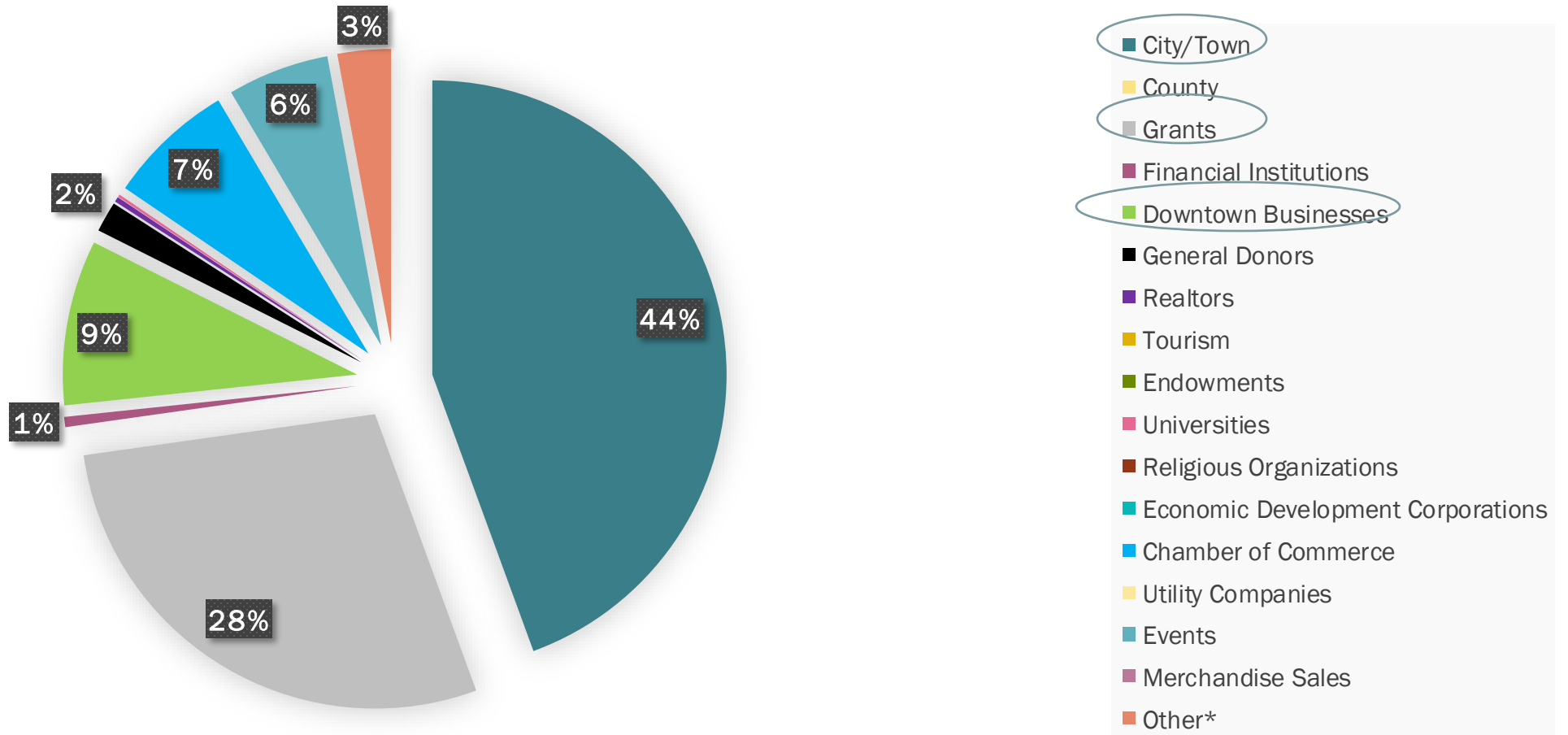
Average Operational Income Sources (%)



# Income & Operations: ODAN Organizations

The average reported budget for ODAN organizations was \$58,800. The median budget was \$70,000. Overall, ODAN organizations reported the smallest budgets across the three levels of IMS.

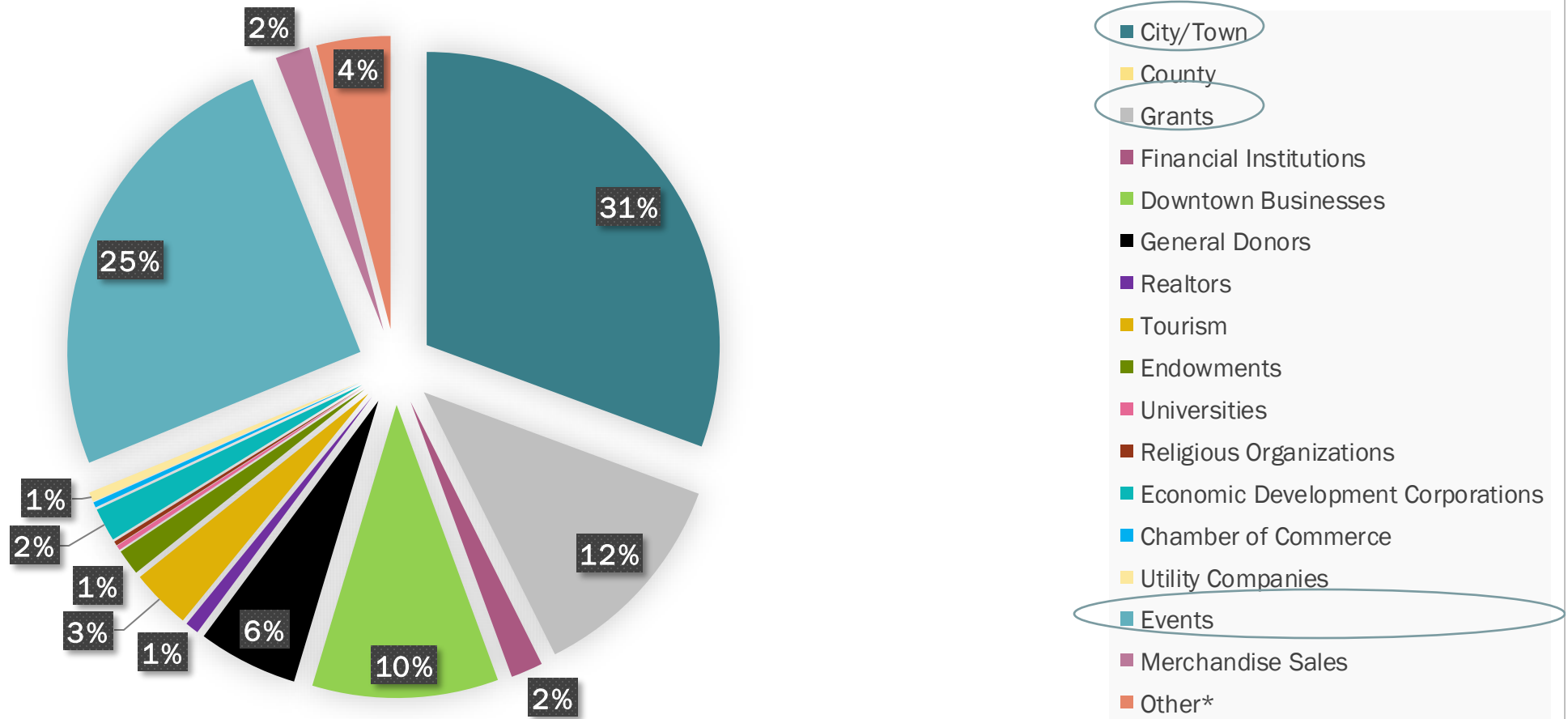
## Average Operational Income Sources – ODAN Organizations (%)



# Income & Operations: IAMS Organizations

The average reported income for IAMS organizations was \$84,396. The median income was \$74,529. Overall, IAMS organizations reported the most diverse income sources.

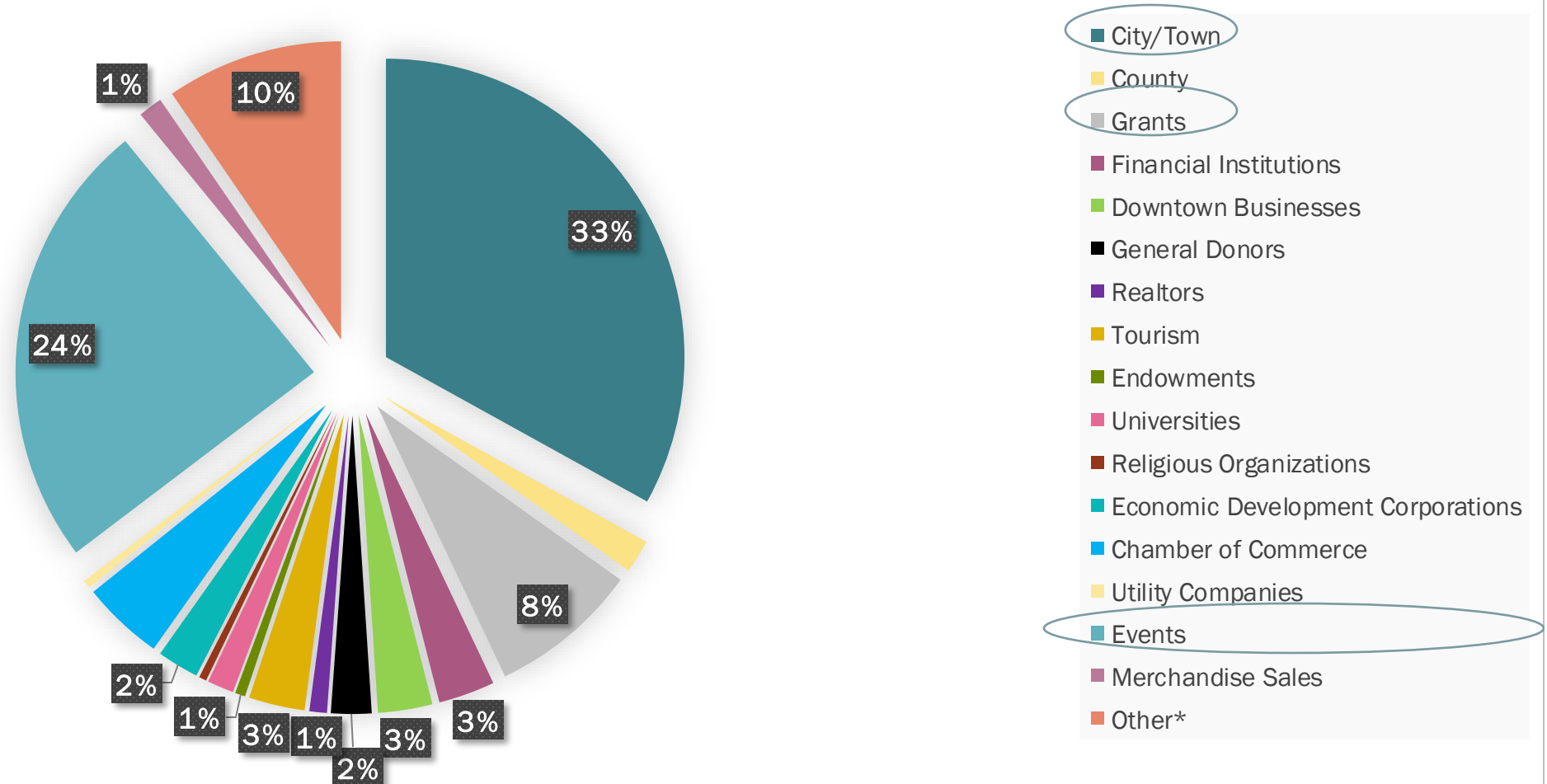
## Average Operational Income Sources – IAMS Organizations (%)



# Income & Operations: NAMS Organizations

The average reported budget for NAMS organizations was \$202,633. The median budget was \$154,825. Overall NAMS organizations reported the largest budgets.

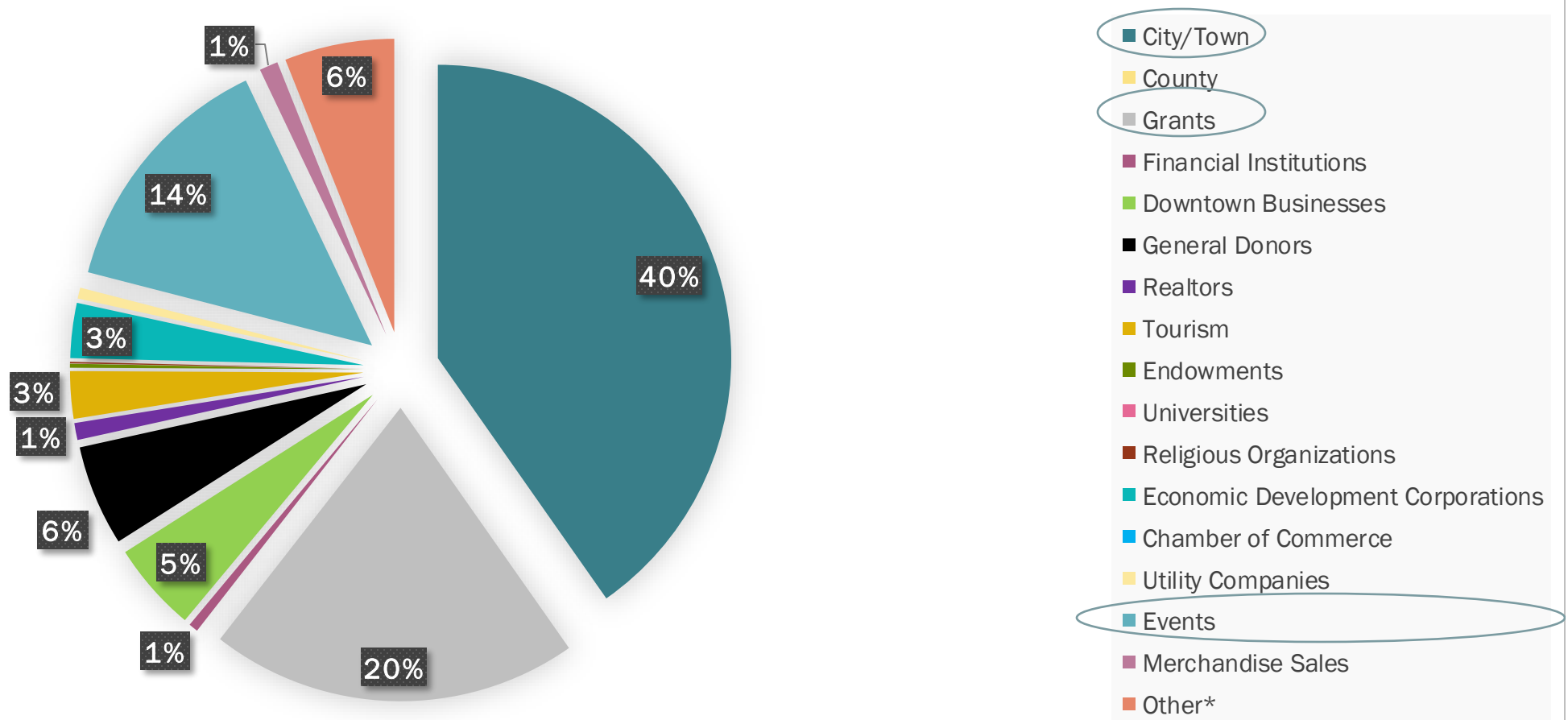
## Average Operational Income Sources – NAMS Organizations (%)



# Income & Operations: By Population

The average reported budget for communities under 10,000 was \$78,612. The median budget was \$64,250. Overall, these communities reported the most diverse budgets.

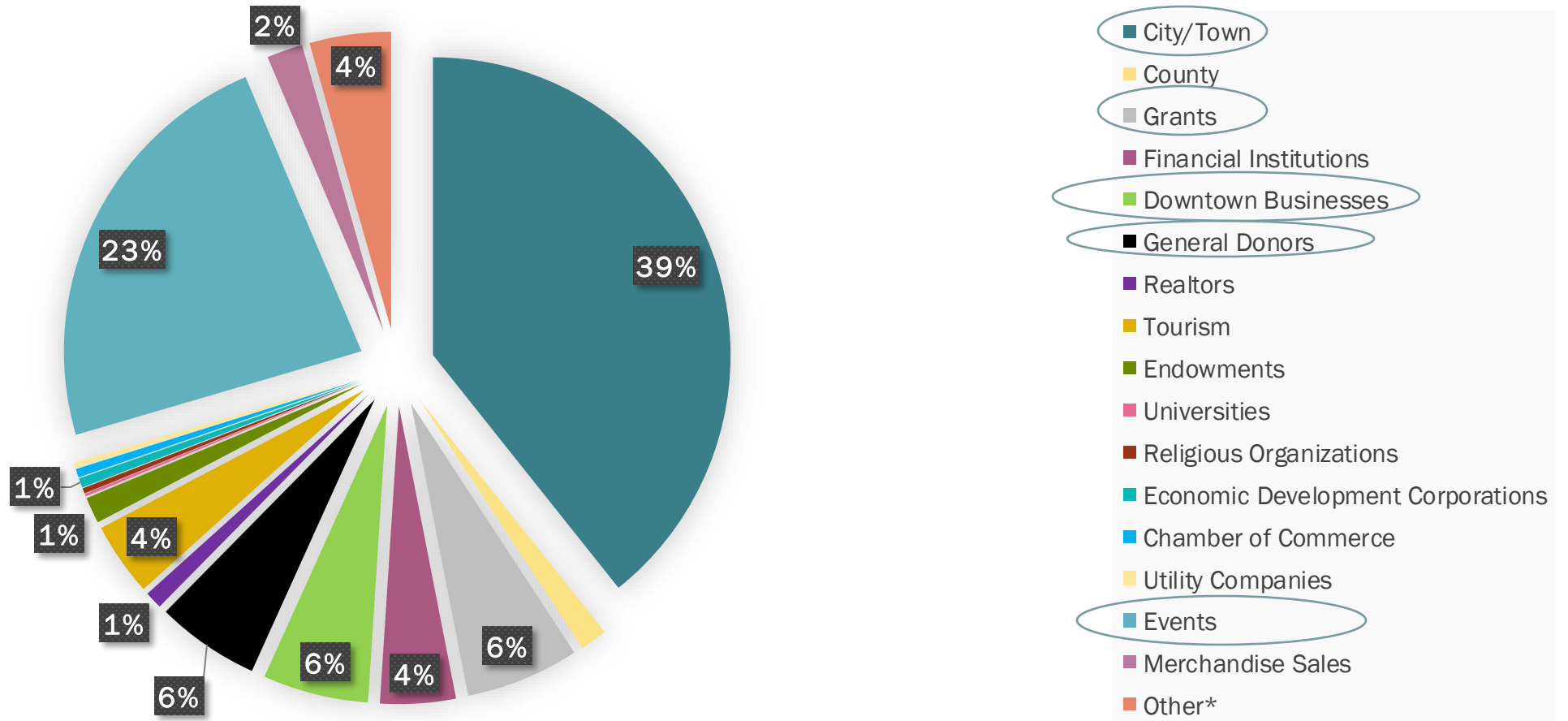
## Average Operational Income Sources – Communities w/population under 10,000



# Income & Operations: By Population

The average reported budget for communities between 10,000-25,000 was \$143,623. The median budget was \$105,000.

Average Operational Income Sources – Communities w/population 10,000-25,000

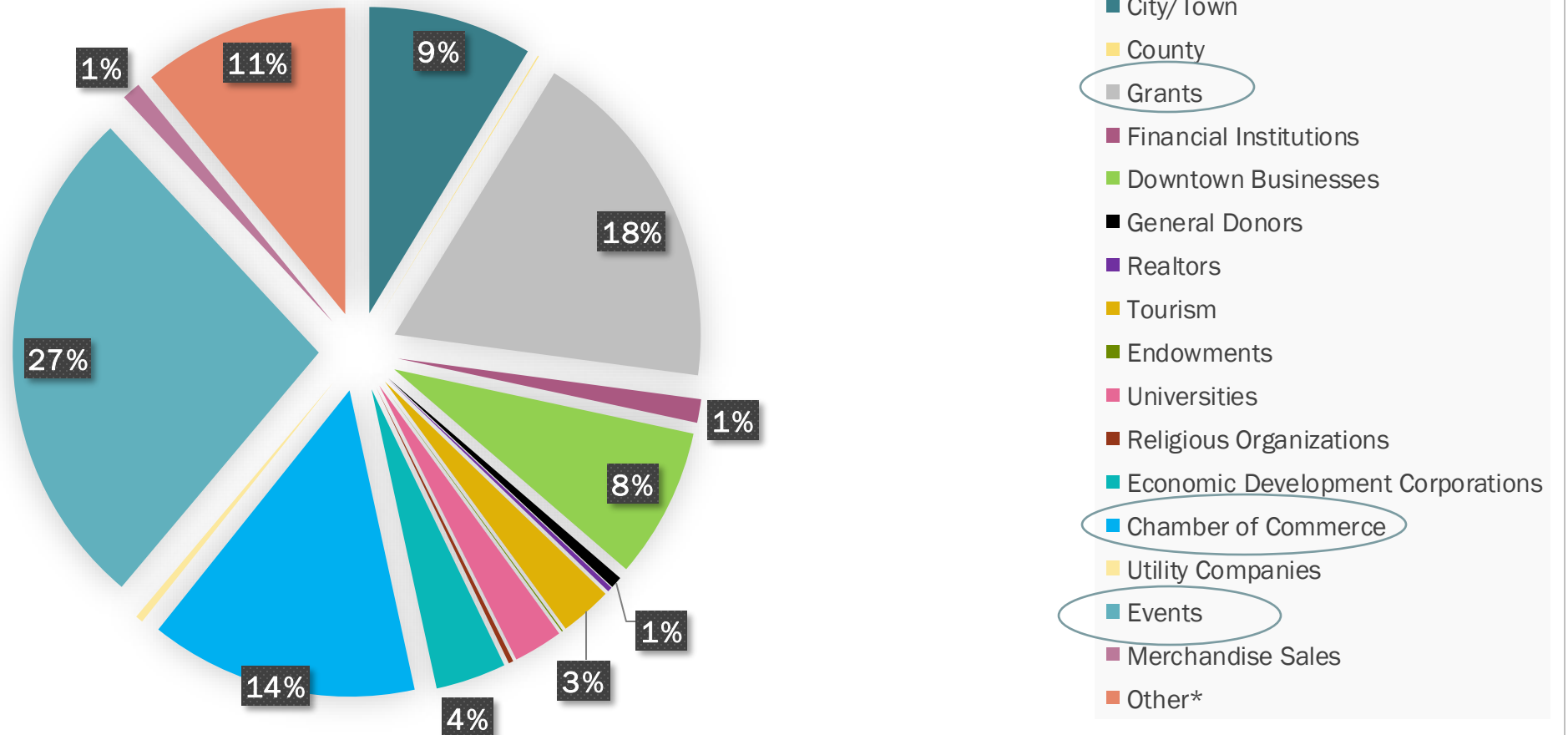




# Income & Operations: By Population

The average reported budget for communities over 25,000 was \$161,328. The median budget was \$139,000. Overall, these communities reported the largest budgets.

Average Operational Income Sources – Communities w/population over 25,000



# Takeaways

- **Survey respondents currently draw 50%** of their funding from the city/town funding and events. Some of the lowest income categories are from universities, religious organizations, economic development and county government funding.
- **ODAN organizations** draw most of their funding from the city/town, grants and downtown businesses, making up 80% of the average budget. This level shows the least diversified budget categories.
- **IAMS organizations** draw most of their funding from city/town funding and events, making up 56% of the average budget. The other largest contributors are grants and downtown businesses, making up 22% of the average budget.
- **NAMS organizations** draw most of their funding from city funding and events, making up 57% of the average budget. The other largest contributors are from the other\* category or grants, making up 18% of the average budget.

## Other\* Budget/Income Categories Mentioned:

- Grant funding for specific projects designated under “restricted funds”
- Other non-downtown businesses
- Downtown business association
- Sponsorships
- Friends of Downtown (Membership)
- Rental Income
- Fiscal Agents
- Previous Residents contacted through a letter-writing campaign
- Other community non-profit groups
- Health organization
- IT Company
- Development Company
- Memorial Donations
- Community Foundation
- Community Arts Organization
- Large Corporations

# Takeaways

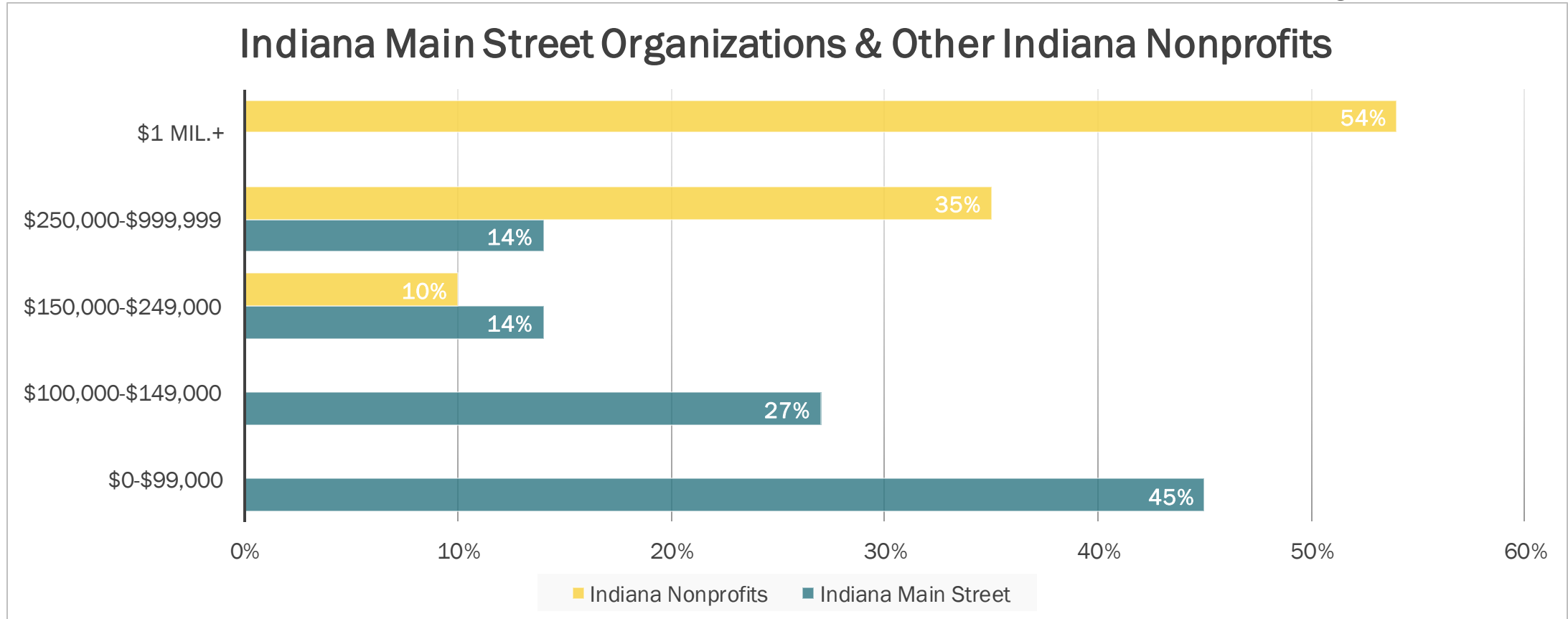
- **Communities under 10,000** draw most of their funding from city/town funding and grants, making up 60% of the average budget.
- **Communities 10,000-25,000** draw most of their funding from city funding and events, making up 62% of the average budget.
- **Communities over 25,000** draw most of their funding from events, grants and the local chamber of commerce, making up 59% of the average budget.

## Other\* Budget/Income Categories Mentioned:

- Grant funding for specific projects designated under “restricted funds”
- Other non-downtown businesses
- Downtown business association
- Sponsorships
- Friends of Downtown (Membership)
- Rental Income
- Fiscal Agents
- Previous Residents contacted through a letter-writing campaign
- Other community non-profit groups
- Health organization
- IT Company
- Development Company
- Memorial Donations
- Community Foundation
- Community Arts Organization
- Large Corporations

# Comparing Budget Sizes in IMS Organizations & Other Indiana Nonprofits

This comparison is based on the *2021 Charitable Advisors Nonprofit Salary Survey\**, which included community development organizations as part of its study. In general, Indiana Main Street organizations **operate on smaller budgets than the average Indiana nonprofit.**



# Budget Comparison Takeaway

- ❑ 45% of Indiana Main Street organizations **reported a budget of less than \$100,000.**
- ❑ 54% of Indiana non-profits in the survey reported a **budget of or more than \$1 million**
- ❑ Nationally Accredited Main Street organizations reported the highest budgets. Of the reported budgets, NAMS organizations **make up 80% of those above \$150,000.**
- ❑ All ODAN organizations reported budgets **below \$100,000.**
- ❑ IAMS organizations have budgets **from the \$0-\$249,999 range.**
- ❑ As organizations grow in the Indiana Main Street levels, budgets also rise.



# Salaries and Benefits

# Salary Overview: Executive Director Salaries (All Levels)

**Reading the Graph:**  
Box and Whisker graphs should be read with the following guidelines: Shaded regions mark the areas with the most populated points, lines from the shaded region mark the farthest bounds of the data, and points are outliers of the data set.



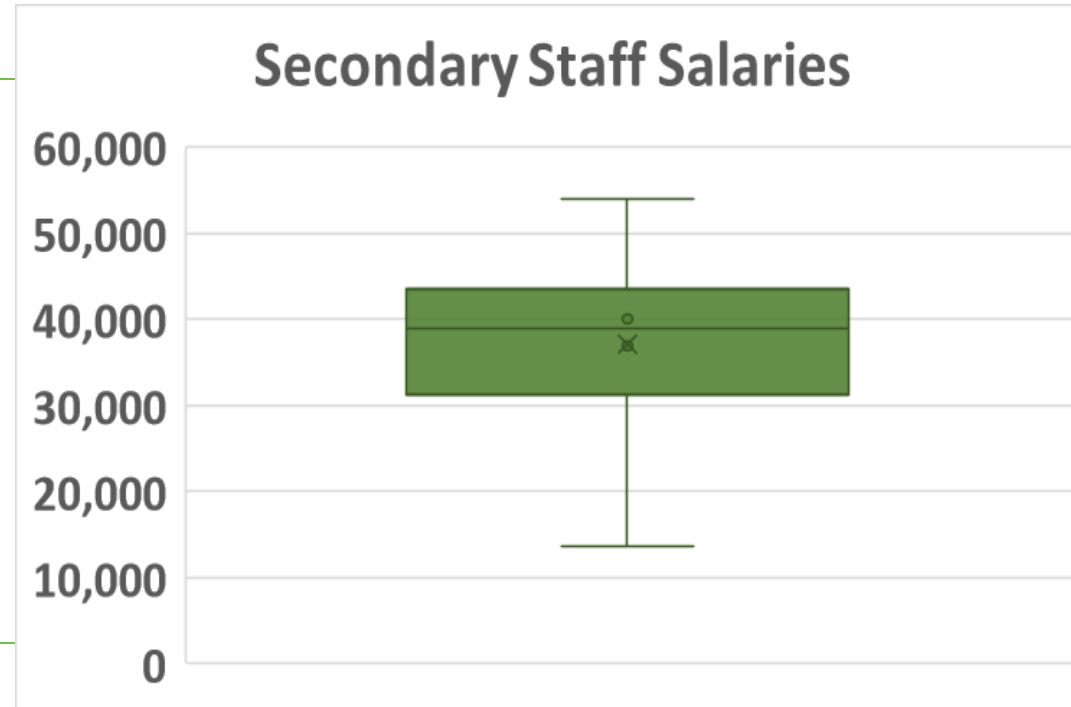
**Full-Time Directors:**  
Average Director Salary:  
\$47,894/year  
Median Director Salary:  
\$47,000/year

**Part-Time Directors:**  
Average Director Salary:  
\$22,286/year  
Median Director Salary:  
\$22,000/year

# Salary Overview: Secondary Staff Salaries (All Levels)

(If two paid directors were listed, the non-executive director is in this category)

**Reading the Graph:**  
Box and Whisker graphs should be read with the following guidelines: Shaded regions mark the areas with the most populated points, lines from the shaded region mark the farthest bounds of the data, and points are outliers of the data set.



**Secondary Staff Salaries:**  
Average Secondary Staff Salary: \$37,117/year  
Median Secondary Staff Salary: \$39,000/year

## The Details

Only IAMS and NAMS organizations reported secondary staff.

Across all organizations, the likelihood of IMS organizations having this position was low.

The average budget of these organizations was **\$185,583**

The median budget of these organizations was **\$170,500**

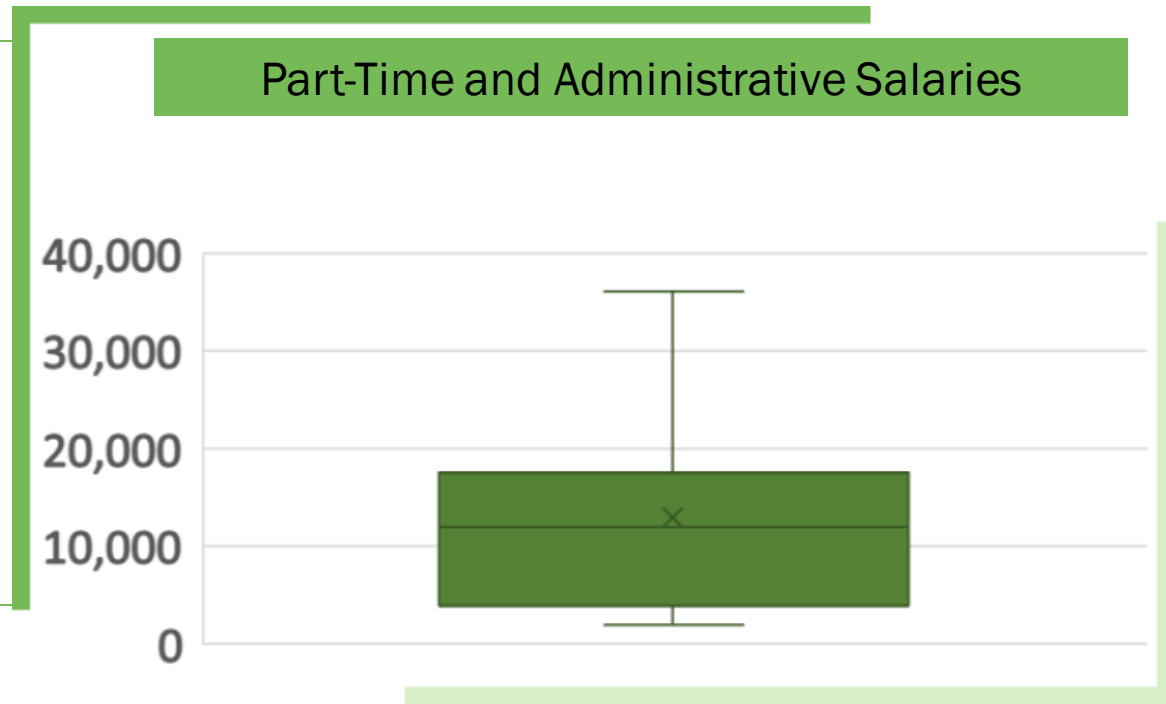
Responsibilities of secondary staff included:

- Marketing
- Communication
- Program/Event Management



# Salary Overview: Part-Time and Administrative Salaries (All Levels) (If two or more paid positions were listed, any non-director is in this category.)

**Reading the Graph:**  
Box and Whisker graphs should be read with the following guidelines: Shaded regions mark the areas with the most populated points, lines from the shaded region mark the farthest bounds of the data, and points are outliers of the data set.



## Part-Time or Administrative Staff Salaries:

Average Position Salary:  
\$13,062/year  
Median Position Salary:  
\$12,000/year

## The Details

All three levels of Main Street had at least one community with an admin or PT position.

Across all organizations, the likelihood of IMS organizations having this position was low.

The average budget of these communities was \$180,262.

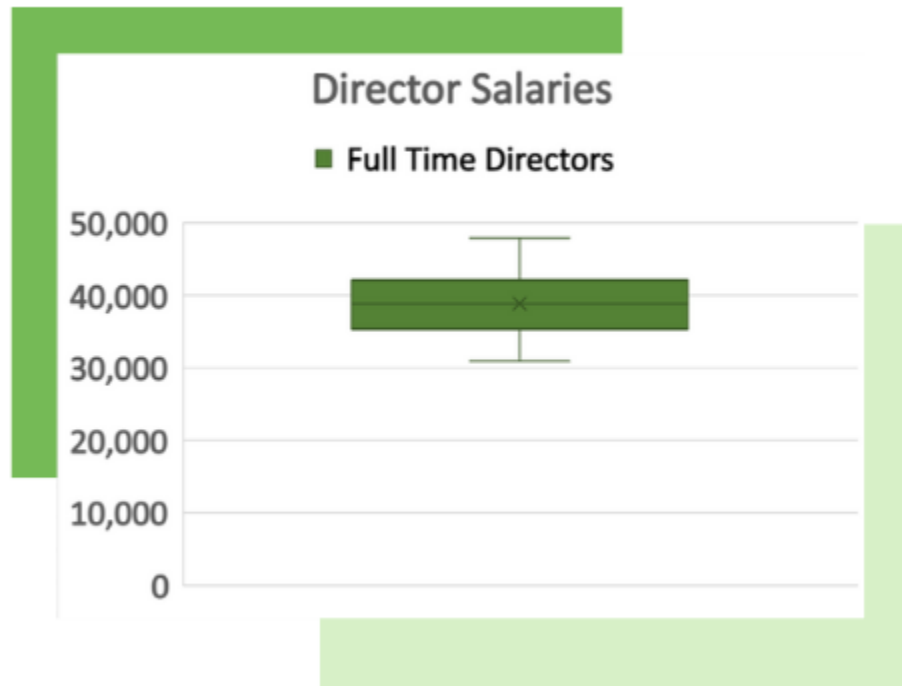
The median budget was \$82,134.

These positions were responsible for the following:

- Marketing
- Administration Staff
- Program/Event Management

# Salary Overview by IMS Level: **ODAN** Organizations

**Reading the Graph:**  
Box and Whisker graphs should be read with the following guidelines: Shaded regions mark the areas with the most populated points, lines from the shaded region mark the farthest bounds of the data, and points are outliers of the data set.



## Full-Time Directors:

Average Executive Director Salary: \$37,130/year

Median Executive Director Salary: \$38,864/year

## The Details

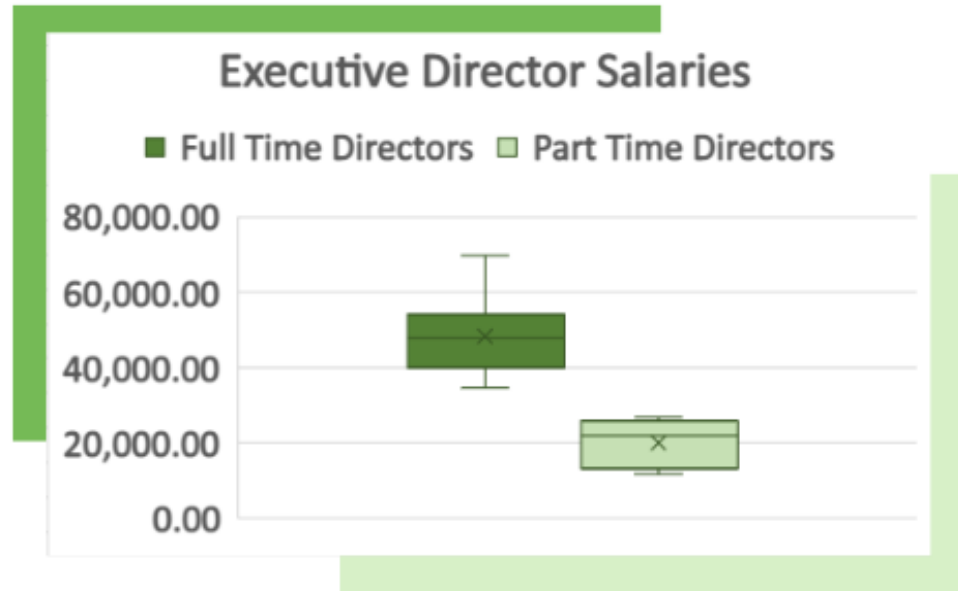
All ODAN organizations in this survey reported having one paid staff member. All reported positions are also full-time directors. *Please note, most ODAN organizations do not have paid staff and are fully volunteer-run organizations.*

ODAN organizations staff have the **lowest median** salary across all three levels.

Indiana Main Street does not require a staff person to be in place for ODAN or IAMS organizations.

# Salary Overview by IMS Level: IAMS Organizations

**Reading the Graph:**  
Box and Whisker graphs should be read with the following guidelines: Shaded regions mark the areas with the most populated points, lines from the shaded region mark the farthest bounds of the data, and points are outliers of the data set.



## Full-Time Directors:

Average Executive Director Salary: \$48,257/year  
Median Executive Director Salary: \$48,000/year

## Part-Time Directors:

Average Executive Director Salary: \$20,112/year  
Median Executive Director Salary: \$22,000/year

## The Details

Only IAMS organizations with at least one full-time staff person are included in this category.

**IAMS organizations have the closest average and median salaries of any category.**

This suggests most salaries are around the same level, with less range of variety.

# Salary Overview by IMS Level: NAMS Organizations

**Reading the Graph:**  
Box and Whisker graphs should be read with the following guidelines: Shaded regions mark the areas with the most populated points, lines from the shaded region mark the farthest bounds of the data, and points are outliers of the data set.



## Full-Time Directors:

Average Executive Director Salary:  
\$48,257/year

Median Executive Director Salary:  
\$48,000/year

## The Details

All NAMS organizations in this survey reported having one paid staff person. All are also full-time directors.

Nationally Accredited Main Streets are required to have at least one FTE staff person in communities larger than 5,000. Communities under 5,000 are required to have a 20-hour minimum per week director.

NAMS organizations reported the highest salary of any category. These organizations also have the largest salary ranges. NAMS organizations include communities from all three population tiers.

# Salary Overview by Population Size: Communities under 10,000

**Reading the Graph:**  
Box and Whisker graphs should be read with the following guidelines: Shaded regions mark the areas with the most populated points, lines from the shaded region mark the farthest bounds of the data, and points are outliers of the data set.



## Full-Time Directors:

Average Executive Director Salary:  
\$44,825/year

Median Executive Director Salary:  
\$45,839/year

## Part-Time Directors:

Average Executive Director Salary:  
\$19,780/year

Median Executive Director Salary:  
\$19,780/year

## The Details

**Twelve communities** that participated in the survey fell into this population level.

Communities under 10,000 reported the lowest overall average and median salaries. These communities also reported the most consistent salaries, with a smaller range of salaries than any other group.

# Salary Overview by Population Size: Communities 10,000-25,000

**Reading the Graph:**  
Box and Whisker graphs should be read with the following guidelines: Shaded regions mark the areas with the most populated points, lines from the shaded region mark the farthest bounds of the data, and points are outliers of the data set.



## Full-Time Directors:

Average Executive Director Salary:  
\$46,826/year

Median Executive Director Salary:  
\$45,839/year

## Part-Time Directors:

Average Executive Director Salary:  
\$20,250/year

Median Executive Director Salary:  
\$20,250/year

## The Details

**Fourteen communities** that participated in the survey fell into this population level.

**Communities between 10,000-25,000 reported the largest range of salaries.** These communities covered all three levels and were from all over the state geographically, thus giving it a larger variety of needs and budgets.

# Salary Overview by Population Size: Communities over 25,000

**Reading the Graph:**  
Box and Whisker graphs should be read with the following guidelines: Shaded regions mark the areas with the most populated points, lines from the shaded region mark the farthest bounds of the data, and points are outliers of the data set.



## Full-Time Directors:

Average Executive Director

Salary: \$50,802/year

Median Executive Director

Salary: \$50,000/year

## The Details

**Eight communities** that participated in the survey fell into this population level.

All communities over 25,000 in population have a full-time director. This category also reported one of the highest salaries across the board.

Larger communities tend to have the population capacity to support a full-time director. Main Street America recognizes this through their baseline requirements, stating accredited programs under 5,000 in population only need a part-time director

# Comparing Staff Salaries in IMS Programs & Other Indiana Nonprofits

*This comparison is based on the 2021 Charitable Advisors Nonprofit Salary Survey, which included community development organizations as part of its study. In general, Indiana Main Street staff sizes are smaller and have smaller salaries than the average Indiana nonprofit.*

## Average Salaries With Indiana Nonprofits

Name	Full-Time Exec. Director	Part-Time Exec. Director	Secondary FT Director/Staff	Part Time Staff
Indiana Nonprofits	\$74,507	\$26,460	\$59,071	\$14,700
Main Street	\$42,462	\$22,286	\$37,117	\$13,062
ODAN	\$37,130			
IAMS	\$48,257	\$20,112		
NAMS	\$51,349			
Coms <10,000	\$44,825	\$19,853		
Coms 10,000-25,000	\$46,686	\$20,250		
Coms >25,000	\$50,802			



# Comparing Staff Benefits (Paid Time Off) for IMS Organizations & Other Indiana Nonprofits

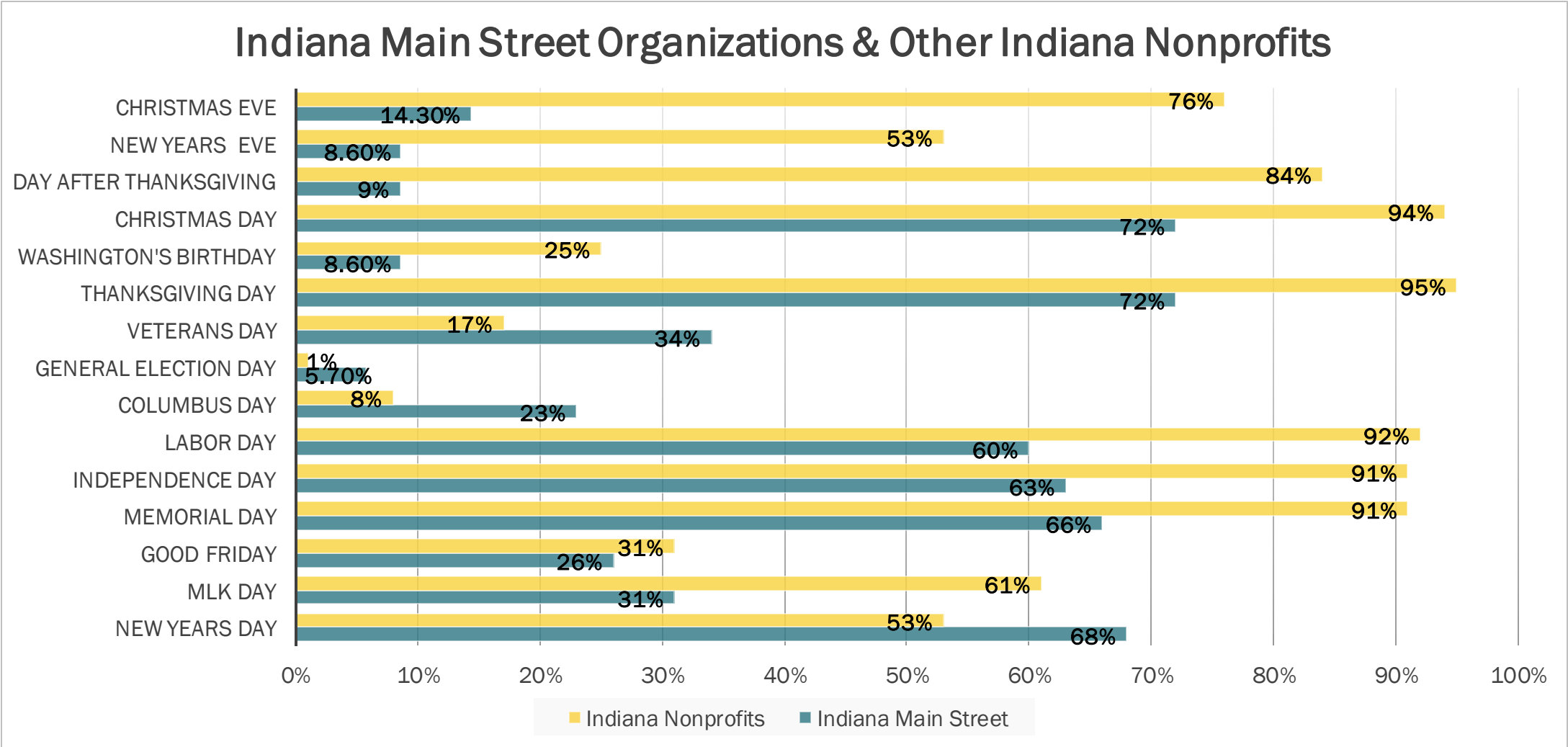
*This comparison is based on the 2021 Charitable Advisors Nonprofit Salary Survey, which included community development organizations as part of its study.*

- ❑ Only 50% of surveyed Indiana Main Street Organizations offer staff either combined Paid Time Off (PTO) in a traditional PTO structure, OR separate out vacation, sick and personal time.
- ❑ The other 50% surveyed said their organizations offer no PTO or formal structure.

- ❑ 85% of Indiana nonprofits either have a combined Paid Time Off (PTO) in a traditional PTO structure, OR separate out vacation, sick and personal time.
- ❑ 10% offer no formal policy or structure to PTO.

# Comparing Staff Benefits (Holidays) for IMS Programs & Other Indiana Nonprofits

*This comparison is based on the 2021 Charitable Advisors Nonprofit Salary Survey, which included community development organizations as part of its study.*



# Comparing Staff Benefits (Retirement) for IMS Organizations & Other Indiana Nonprofits

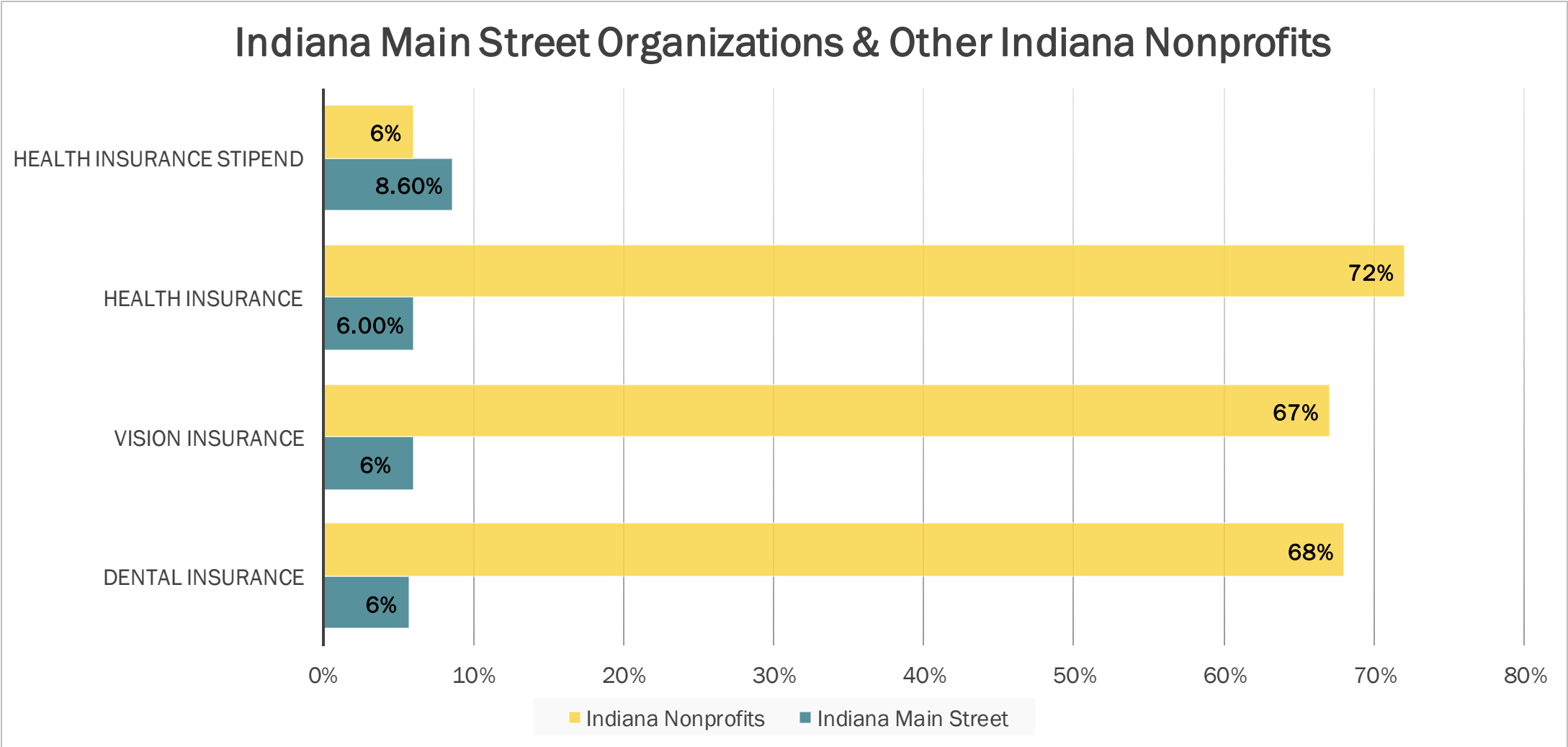
*This comparison is based on the 2021 Charitable Advisors Nonprofit Salary Survey, which included community development organizations as part of its study.*

- ❑ Only 17% of Indiana Main Street Organizations have either a 401(k) or 403(b), or paid retirement stipend.
- ❑ The other 83% surveyed said their organizations offer NO retirement benefits or plan.

- ❑ 66% of Indiana Nonprofits either offer a 401(k) or 403(b) plan and employer match of some kind.
- ❑ 32% offer no retirement benefits or plan.

# Comparing Staff Benefits (Health Benefits) for IMS Programs & Other Indiana Nonprofits

*This comparison is based on the 2021 Charitable Advisors Nonprofit Salary Survey, which included community development organizations as part of its study.*



# Salary and Benefits Comparison Takeaway

- ❑ Across all levels of Indiana Main Street organizations, **the average salary is below** the average of Indiana nonprofits.
- ❑ Across all levels of Indiana Main Street organizations, the offering of benefits including health, PTO and retirement are **significantly lower** than the benefit offerings of other Indiana nonprofits.
- ❑ Indiana Main Street organizations typically struggle to be understood and respected as critical economic development organizations and are often mistaken as community event organizers. Further, they often struggle to build a strong foundation of donors in the community who understand their mission and vision.
- ❑ Indiana Main Street boards must recognize the need to provide stronger salaries, PTO, retirement and health benefits to their staff to increase staff retention and job satisfaction.
- ❑ Indiana Main Street organizations should take a critical look at their work plans to ensure the organization is supporting downtown economic development, as well as regularly communicating measurable data to the community through various channels such as local news media, annual reports, social media, etc.

# Municipal Support can help

- ❑ Without the support and involvement of local government, it is doubtful that a downtown revitalization organization like Main Street will achieve long-lasting success.
- ❑ Local government can help provide the financial, in-kind and philosophical support crucial to the revitalization effort.
- ❑ Local government plays a vital role in directing the community's economic growth and must be an active participant in revitalizing the downtown's economic base and developing innovative solutions to downtown issues.
- ❑ Now more than ever, Main Street organizations have a crucial role to play in supporting a community's small businesses, maintaining quality of life and being a key player in preserving their important history. Main Street organizations support the public sector by:
  - ❑ Expanding the tax base;
  - ❑ Attracting tourism;
  - ❑ Encouraging private investment;
  - ❑ Increasing property values;
  - ❑ Creating jobs;
  - ❑ Improving existing businesses and recruiting new ones;
  - ❑ Conveying a positive image of downtown to customers;
  - ❑ Acting as an impetus for public improvement projects;
  - ❑ Developing grant proposals for needed projects; and
  - ❑ Acting as a liaison between local government and the business community.

# Staffing



# Staffing: Time for a Headcount

*This comparison is based on the 2021 Charitable Advisors Nonprofit Salary Survey, which included community development organizations as part of its study. In general, Indiana Main Street staff sizes are smaller and have smaller salaries than the average Indiana nonprofit.*

## The number of staff for IMS organizations compared with other Indiana Nonprofits

Name	Min. Staff	Max Staff	Average	Median
Indiana Nonprofits	1	100+		1-5
Main Street	1	3	1.5	1
ODAN	1	1	1	1
IAMS	1	2	1.5	1
NAMS	1	3	1.5	1
Coms <10,000	1	3	1.3	1
Coms 10,000-25,000	1	3	1.6	1
Coms >25,000	1	2	1.3	1



# IMS & Other Indiana Nonprofits

## Levels of Staffing

*This comparison is based on the 2021 Charitable Advisors Nonprofit Salary Survey, which included community development organizations as part of its study. In general, Indiana Main Street staff sizes are smaller and have smaller salaries than the average Indiana nonprofit.*

### Indiana Nonprofits



### Indiana Main Street Executive Director Positions



### All Indiana Main Street Staff Positions



- ❑ 96% of Indiana nonprofits reported having at least one full-time position.
- ❑ 57% of Indiana nonprofits reported having at least six staff members.
- ❑ 70% of Main Street employees are full-time staff for their Main Street.
- ❑ Most Main Street part-time positions come from secondary staff positions.
- ❑ 86% of Main Street Executive Directors are employed as full-time staff for their Main Street
- ❑ Among the executive directors, only five reported having to run more than just the Main Street organization in their community

# Indiana Main Street Levels

## Levels of Staffing

### ODAN Executive Directors



### IAMS Executive Directors



### NAMS Executive Directors



- All **ODAN** organization executive directors were reported as being full-time.
- Among **ODAN** organizations there was one non-executive director position.
- Among **IAMS** organizations 65% reported having a full-time director.
- IAMS** organizations are the only communities that reported having a part-time director.

# Indiana Main Street Community Population

## Levels of Staffing

**Communities under 10,000 Executive Directors**



**Communities between 10,000-25,000 Executive Directors**



**Communities over 25,000 Executive Directors**



- Among communities under 10,000, 83% of executive directors were reported to be full-time.
- Among communities between 10,000-25,000, 76% of executive directors were reported to be full-time.
- All communities over 25,000 reported having a full-time executive director.

# Staff Headcount Comparison Takeaway

- ❑ Indiana Main Street Organizations are smaller in staff size than the average nonprofit in Indiana.
- ❑ At **least 57% of Indiana nonprofits** employ more than six people full-time.
- ❑ **66% of Main Streets** reported only employing one person either part-time or full-time, as well as employing no more than three people in any one organization.
- ❑ Indiana Main Street organizations function on a significantly lower staff capacity than most nonprofits in Indiana. In Indiana, Main Street organizations heavily rely on a working board and volunteers to successfully fulfill their mission and vision.
- ❑ Adding dedicated paid staff will have a direct correlation to increased organizational capacity and ultimately an increased economic impact on downtown.



# Future Planning

A decorative graphic on the right side of the page consists of several overlapping diamond and triangular shapes in teal, green, and yellow. On the left side, there are teal and green triangular shapes pointing towards the text.

“

Main Street empowers communities to set their own destinies. While revitalization is challenging work, **the Main Street program offers a road-map for locally-owned, locally-driven prosperity.** Across the country, thousands of communities have used the Main Street Approach **to transform their economies, leverage local leadership and improve the overall quality of life.**

- *Main Street America*

# Using the data to tell a story

## Telling the story

*Main Street communities can use this information to share with the various stakeholders of their organization.*

- Engage donors through storytelling and help give perspective on goals as an organization to grow.
- Approach stakeholders to find funding streams to increase staff capacity. Consider approaching the municipality for this, emphasizing that increased capacity in the organization directly impacts the economic revitalization of downtown. Also, consider engaging large industries in the community as consistent donors, emphasizing that increased quality of life in the community directly impacts them as well.
- Recruit volunteers by sharing the impact of community involvement on board and volunteer committees for increased capacity. Encourage staff to develop a robust volunteer engagement program to supplement the capacity of the organization.

*Utilize the following information to encourage organizational growth and set annual goals.*

- Create an action or strategic plan to hire staff or increase benefits for staff.
- Set funding diversification goals to increase or diversify the budget.
- Create an annual impact report using the yearly IMS reporting data to clearly communicate the reinvestment statistics to funders.

# Using the data to tell a story

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## Telling the story

*Using additional resources in conjunction with this data is important. This includes:*

- The Indiana Main Street Coordinating Program will write a letter of support upon request for local Main Streets gathering support for funding or general support.
- For exceptional circumstances, the IMS team may come to meetings to provide support, advocacy and perspective on the impact of a local Main Street program to stakeholders.
- Utilize the national network of more than 2,000 other Main Street communities across the country by reaching out and asking for advice, best practices and guidance on how to help grow the organization in the areas mentioned throughout this report.



A decorative graphic on the right side of the page consists of several overlapping diamond and triangular shapes in teal, yellow, and green. On the left side, there are also partial shapes in teal, yellow, and green.

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Main Street communities play a key role in downtown revitalization and economic development. OCRA and our Indiana Main Street team hope this report will be insightful for current and future Main Streets and be a helpful resource for those engaging in the program.

- *OCRA Executive Director Denny Spinner*



# Thank you

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OCRA's IMS team hopes this data can be utilized to ultimately grow local Main Street organizations' capacities and spur downtown revitalization across the State of Indiana.

Questions? Contact Us

[Indianamainstreet@ocra.in.gov](mailto:Indianamainstreet@ocra.in.gov)

# Meet the IMS team



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Director of Strategic Initiatives



**Abby Huff**

Indiana Main Street Senior Program Manager



**Abby Chapman**

Indiana Main Street Outreach and Organization Manager



**Alex Taylor**

Strategic Initiatives Program Manager

# Sources

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## Charitable Advisors 2021 Central Indiana Nonprofit Salary Survey

Learn more here:  
[www.charitableadvisors.com/  
resources/](http://www.charitableadvisors.com/resources/)

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## Indiana Main Street

Learn more here:  
[www.in.gov/ocra/mainstreet/](http://www.in.gov/ocra/mainstreet/)

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## Main Street America

Learn more here:  
[www.mainstreet.org/mainstreetamerica/themovement](http://www.mainstreet.org/mainstreetamerica/themovement)

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## Report of 2022 Historic Preservation Organization Survey

Learn more here: [www.prespartners.org/wp-content/uploads/2022/09/Report-of-2022-Partners-Survey.pdf](http://www.prespartners.org/wp-content/uploads/2022/09/Report-of-2022-Partners-Survey.pdf)

