

## INDIANA MAIN STREET PROGRAM

Since 1985, the Indiana Main Street Program (IMS) has been helping communities revitalize the economy, appearance, and image of their downtown commercial districts using the National Main Street Center's successful Main Street Approach. Main Street is a comprehensive, incremental approach to revitalization built around a community's unique heritage and attributes. Using local resources and initiative, the state program helps communities develop and provides support for the implementation of their own strategies to stimulate long-term economic growth and pride in the heart of the communities' downtown or commercial core.

In 2005, the IMS Program transitioned to the Indiana Office of Community and Rural Affairs, where it is currently managed. IMS provides access to information, help getting focused, and community support and guidance to individuals and organizations interested in downtown revitalization. It also serves as a general clearinghouse for the latest tools and techniques in downtown development. General information, project development assistance information, and other resource materials are also available. The state program is a partner, but true revitalization success is built squarely on local commitment, initiative and follow-through.

### Background

Throughout 2019, OCRA instituted a moratorium to evaluate the scope and mandate of its Main Street program. During this period, OCRA also suspended accepting new applications for designation as a Main Street organization until the evaluation could be finalized. Feedback meetings were held with Main Street America, the Indiana Main Street Council, and OCRA staff throughout the moratorium, and in November 2020, OCRA announced updates to the program that add additional value to new and existing Main Street organizations alike. At the core of this improvement process is the development and implementation of a new Levels System.

Local Main Street programs that were designated by OCRA prior to November 2020 and therefore grandfathered into any of the three levels DO NOT have to re-apply to the program. The following application information is intended only for communities who are wishing to be newly designated.

## INDIANA MAIN STREET PROGRAM LEVELS

The Indiana Main Street Program accepts applications for three levels. A brief description of each level is below:

- **Nationally Accredited Main Street (NAMS):** Organizations interested in applying to enter the Indiana Main Street program who are currently meeting all of the [Accreditation Standards](#) set forth by the National Main Street Center.
- **Indiana Accredited Main Street (IAMS):** Organizations interested in applying to enter the Indiana Main Street program, who are working the National Main Street Four Point Approach™ but could lack a paid staff person and/or paid membership to the National Main Street Center.
- **OCRA's Downtown Affiliate Network (ODAN):** Organizations interested in applying to enter the Indiana Main Street program whose organizations may lack the capacity and/or resources necessary to work the National Main Street 4 Point Approach™ holistically. They may be organizations that prefer to specialize in

event-related activities only *or* lack the physical and/or historical capacity required to qualify as a Main Street organization.

If you have questions about what level or application you should pursue, please contact your [OCRA Community Liaison](#).

## Application Introduction

Below is the process for submitting an application to become designated by Indiana Main Street. The Indiana Main Street Program (IMS) is a part of the Indiana Office of Community and Rural Affairs (OCRA). As a trademarked program under the National Main Street Center, a community or district may not call itself an 'Indiana Main Street,' nor may it employ an 'Indiana Main Street Manager/Director' without an application and official designation by OCRA. We do, however, encourage communities to organize and implement the Four Point Approach prior to their designation. Designation by IMS permits a Main Street community to use IMS branding and program association.

## Timeline

- Announce applications open on November 9, 2020
- *Intent to Apply* due December 4, 2020
- Applications due March 5, 2021
- IMS, with OCRA Community Liaison's as coordinators, consult with local program and PM team as needed Nov-February to assist with application development. This may include but is not limited to:
  - Mission/Vision development
  - Sustainability/fundraising plan development
  - Finalize work plan and committees, roles
  - Board training/development
  - Other areas as needed
- Scoring committee meets in March 2021 to score applications
- IMS Council meets to hear and present recommendations by end of April 2021
- Incoming Main Street communities formally announced by May 2021

## Application Checklist

- *Intent to Apply* emailed to the Community Liaison and State Coordinator prior to December 4
- Complete application, via the Indiana Grants Management System (GMS), that includes:
  - Applicant information
  - Supplemental information demonstrating community support (i.e. newspaper articles, public meeting notices, etc.) are strongly encouraged
  - A resolution from the city/town government submitted with the application (include a sample resolution)
  - A proposed budget
  - A work plan with activities that align with the Main Street Approach™
  - Maps (see "Instructions for Maps and Digital Images" below)
  - Five to fifteen jpg high-quality images. Images must show evidence of a consistent amount of historic commercial buildings in the proposed Main Street Program area. See "Instructions for Maps and Digital Images" for additional information.

- **Image narratives:** these should be concise but tell a story that explains the history of your town and provides information about the current state of downtown. Do not include the names of individual business/building owners unless they are historically significant or otherwise relevant (i.e. the person owns multiple buildings in the program area etc.)
  - Letters of support: These should demonstrate support from different segments of the community, including merchants, civic and historical organizations and citizens.

## Instructions for Maps and Digital Images

- Maps
  - Map 1: Proposed Program Area. Include in this section a map outlining the proposed program area. Please note the following on the map:
    - Boundaries of the official Business District
    - Boundaries of the proposed Main Street Program area
    - Location(s) of nearby commercial centers, malls, and tourist attractions (arts districts or riverfront districts)
    - Boundaries of any local, state or federally designated historic districts, community development or urban renewal areas within the downtown or adjacent areas
    - Boundaries and descriptions of any zoning districts within the downtown or adjacent areas.
  - Map 2: Map Supporting the Narrative for Images. This map should be marked to identify the images presented in the Narrative. The object is to show cohesive historic fabric. Google Earth™, Google™ Maps can be used.
- Digital Images
  - Images should show resources to be successful as a Main Street Program.
  - In addition to overall shots, include a few images of important individual structures in the proposed program area (i.e. post office, courthouse, city hall, banks, department stores, etc.) and, to show broader context, some significant resources from outside the program area (such as college campuses, historic sites, or industrial sites). Views of empty lots or urban parks should be shown if they relate to the buildings.
  - If there is a unique residential neighborhood within walking distance of the proposed program area, only overall representative images should be shown and described in the narrative. Avoid taking excessive shots of individual houses. (Remember, Main Street is a commercial revitalization program.)
  - Poor quality images, or ones that do not adequately show evidence of historic commercial fabric, reflect poorly on the application.
  - Title each jpg image with the city/town name and a number, which will correspond to the submitted narrative. Provide only jpg or PNG images. An example of an image title would be “Anytown #1.jpg”.
  - Attach each image separately and not as a Word document with each image.

## Helpful Hints for Application Completion

- Follow the application format when answering questions. Keep responses brief but provide complete information.
- Work with your local historical society, library, etc. to help tell the story of your downtown district. This research should be reflected in the image narratives.
- The proposed Main Street Program area should be well-defined and highlight the strongest, most dense historic commercial core of your community.
- Applicants must demonstrate a commitment to actively participate in growing the local program for a minimum of four/five years. Developing a sustainable effort through incremental progress over time is critical for success. The intent should be to continue on after this initial period.
- Offer a competitive salary in the proposed budget to attract a qualified program manager and job security by providing stable program funding and benefits. *Please note: While fundraising and grant writing is often part of a program's work plan, the manager should not be expected to raise funds that are used for the sole purpose of sustaining the program—this is a primary role of the Board. Funds that are raised by the manager are typically directed towards special projects.*
- The budget should include funds for professional development and related travel expenses, which are required for the program manager or executive director.

### Application Process and Selection Criteria

- After a letter of intent is submitted, an OCRA Community Liaison (CL) will coordinate a meeting with the community to discuss their application and work with the Indiana Main Street Coordinator to create an account on the Indiana Grants Management System (GMS). **Only applications submitted via the GMS will be considered.**
- OCRA CL's will provide ongoing technical assistance throughout the application process as needed, dependent upon availability.
- Applications will be evaluated independently by OCRA staff, plus IMS Council members. Each reviewer's score is averaged; creating a recommendation to present to the Indiana Main Street Council. *Please note: OCRA and IMS staff reserve the right to make the final decision regarding communities to be designated as official Indiana Main Street programs. IMS will not accept an applicant community that scores **70** or below in the evaluation. IMS still has the discretion to approve or deny those applicant communities with scores above **70**.*
- Applicants are judged by the following criteria resulting in a maximum potential score of **100** points. Each section of the application is divided into the following categories although the evaluators may consider all of the information provided in that application, holistically, when making final decisions.

### HISTORIC COMMERCIAL FABRIC AND HISTORIC CHARACTER

Indiana Accredited Main Street communities and Nationally Accredited Main Street communities are expected to possess a commercial historic district and actively utilize historic preservation as a tool for economic development. A Commercial Historic District is defined by OCRA, with approval from the Indiana Main Street Council and Main Street America, as the following:

- *A commercial district whose majority of architecture is at least 50 years old; maintains historic integrity and historic fabric (evidenced by the survival of physical characteristics that existed during the property’s historic period); and is significant in American history and/or architecture at the national, state, or local level, **OR** a commercial district that includes cultural history as part of their preservation ethic and emphasizes authentic stories of place, **OR** a combination of these two definitions. (25 points)*
- **COMMUNITY AND PRIVATE SECTOR SUPPORT:** Demonstrates community and private sector support for the program, as well as the capability of the applicant to successfully implement the Main Street Program. **(24 points)**
- **PUBLIC SECTOR SUPPORT AND FINANCIAL CAPACITY:** Demonstrates the financial capability to employ a full-time manager, fund a local Main Street Program and support downtown-related projects. **(24 points)**
- **PHYSICAL CAPACITY AND BUSINESS ENVIRONMENT:** Distinctive and variety of business activity conducted in the proposed Main Street program is demonstrated. **(14 points)**
- **DEMONSTRATED NEED:** The need for the Main Street Program is clearly communicated—i.e. why this particular program, why now? **(13 points)**
- **DISCRETIONARY:** No specific application section or questions, **4** points maximum.
  - Scoring committee members may give up to **4** additional points to signify notable representation of need; preservation or economic effort; or financial capacity that goes beyond the minimum requested in the application. The member will provide a rationale for the points.

## NATIONALLY ACCREDITED MAIN STREET INTRODUCTION

To be designated as a Nationally Accredited Main Street, the organization must meet all 10 standards set forth by the [National Main Street Center](#):

- Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
- Has developed vision and mission statements relevant to community conditions and to the local Main Street program’s organizational stage
- Has a comprehensive Main Street work plan
- Possesses a historic preservation ethic

- Has an active board of directors and committees
- Has an adequate operating budget
- Conducts a program of ongoing training for staff and volunteers
- Reports key statistics
- Is a current member of the Main Street America Network
- Has a paid professional program manager

These ten standards are reflected in the application criterion below.

## INDIANA ACCREDITED MAIN STREET INTRODUCTION

To be designated as an Indiana Accredited Main Street, the organization must meet the following eight standards set forth by the [National Main Street Center](#):

- Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
- Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
- Has a comprehensive Main Street work plan
- Possesses a historic preservation ethic
- Has an active board of directors and committees
- Has an adequate operating budget
- Conducts a program of ongoing training for staff and volunteers
- Reports key statistics

These eight standards are reflected in the application criterion below.

## NATIONALLY ACCREDITED MAIN STREET & INDIANA ACCREDITED MAIN STREET PROGRAM APPLICANT INFORMATION

- City/Town
- County
- This is an application to enter the program as a: Nationally Accredited Main Street / Indiana Accredited Main Street / OCRA's Downtown Affiliate member
- This is a: new small City or Town Application / new Neighborhood District Application / Recertification Application
  - Name of Neighborhood, if applicable
- Application being submitted as: a stand-alone non-profit with city/town support / a city/town department with separate Board of Directors / Other: please specify
- Name of person preparing application (or contact person)
  - Role within the Main Street organization
- Digital Signature

- Mailing/Physical address of preparer
- Title
- Email and telephone number
- Name of City/Town Manager
- Address
- Email and telephone number
- State Senator
- Local address
- Email / telephone number
- State Representative
- Local address
- Email / Telephone number
- Local Newspaper
- Email for local news / Telephone number
- Website URL, if applicable

## PUBLIC OFFICIAL CERTIFICATION

- The City/Town endorses the submission of this application and agrees to participate in the development of the local Main Street Program.
- Name of Mayor or Town Council President
  - Address
  - Email
  - Telephone number
- File upload of letter/resolution of support from city/town.

## CITY/TOWN DATA AND GOVERNMENT PROFILE

The following information can be accessed at [STATS Indiana](#) and/or [Rural Indiana Stats](#)

1. Population: 2000 census, 2010 census, current estimate
2. County population: 2000 census, 2010 census, current estimate
3. Ethnic breakdown of the city or town's population (percentage should total 100)
  - Anglo
  - Hispanic
  - African American
  - Native American
  - Other
4. Local unemployment rate percentage
5. Size of local labor force
6. City or town's revenue from general sales tax (by fiscal year):
  - FY 2019 (or last complete FY)
  - FY 2020 or current (partial FY)
7. Revenue from hotel occupancy tax:
  - FY 2019 (or last complete FY)
  - FY 2020 or current (partial FY)
  - How is this funding used?
8. List the largest employers in the city or town and extraterritorial jurisdiction:

- Names of employers
  - Number of employees
9. Explain how economic development is approached in your community:
    - Has your city or town instituted special taxing districts impacting the downtown such as TIF, EDD or food and beverage tax?
    - If yes, what is the rate? What is the yearly yield? How is it used?
    - Are there other groups specifically involved in community-wide economic development (i.e. a private economic development foundation or partnership group, a chamber of commerce economic development team, etc.)?
  10. Please check if your community has:
    - Planning and zoning commission
    - Planning and zoning department and/or staff
      - Staff size
    - Tax Increment Reinvestment Zone that includes the Main Street Program area
    - Overlay or special zoning district that includes the Main Street Program area
    - Building inspector(s)
      - Staff size
    - Building code
      - Date approved
      - Which code?
    - Date of last comprehensive plan update?
  11. Does the city or town have a central business district or downtown master plan?
    - a. Date approved
    - b. What efforts has the city or town made to implement the plan?
  12. If the city or town does not have a formal plan, does it have policy priorities for solving the problems of the central business district?
    - a. If so, what are the priorities?

### **CITY/TOWN INFRASTRUCTURE**

13. Please note projects undertaken in the last five years to address streets, sidewalks, drainage, utilities or other infrastructure in the central business district.

### **CITY/TOWN FINANCIAL DATA/BUDGET**

14. What will be the primary sources of funds for the salary and/or other expenses of the Main Street program?  
*(This should also be noted in the proposed budget.)*

### **ADDITIONAL COMMUNITY DATA**

15. Chamber of Commerce:
  - a. Describe the chamber’s budget, membership/staff size, primary areas of focus, and if any chamber committees or activities are focused on downtown
16. Downtown or Merchants/Business Association, if applicable:
  - a. Describe the association’s budget/sources of funding, membership/staff size, and its major activities.
17. Local Heritage Organization (city or town wide)
  - a. Do any of the following exist:



- i. Indiana Landmarks regional office
- ii. Historic Preservation Commissions or body that does design review and makes decisions about alterations to historic properties downtown and/or in special historic districts in the city/town
- iii. Local heritage society or non-regulatory group
- iv. County Historical Commission is active in our community
  - 1. We are a county seat (checkbox)
- v. Local Historical Society is active in our community
- vi. Other (please describe)

## CRITERION I

### HISTORIC COMMERCIAL FABRIC AND HISTORIC CHARACTER

The historic significance of the proposed Main Street area and the interest in and commitment to historic preservation.

- 18. Does your city/town have the following? Please check if yes.
  - a. National Register District (NRD)
  - b. National Register properties (NRP)
  - c. Local historic designating program
    - i. From the items checked above, please name individually the historic properties and districts within the proposed Main Street Program area as follows.
      - 1. Listed in the National Register of Historic Places
      - 2. Any properties in the Main Street program that have been evaluated as eligible for listing by a historic or architectural survey or inventory
- 19. Within the Main Street Program area, does the municipality have locally designated historic properties?
  - a. If so, please describe.
- 20. Does your municipality have the following? (yes, no, in progress)
  - a. Landmarks or Historic Preservation Commission
  - b. Historic preservation ordinance
  - c. Design review board/process
  - d. Historic preservation incentives (i.e. tax abatements, fee waivers, grants, etc.)
- 21. What is the approximate age of the existing building stock in the proposed Main Street Program area? Estimate by percentage.
  - a. Pre-1860
  - b. 1860-1879
  - c. 1880-1899
  - d. 1900-1919
  - e. 1920-1939
  - f. 1940-1963
  - g. Post-1963
- 22. Discuss changes over time—the past five years or longer, positive or negative—to the historic physical fabric in the proposed program area; the reason for these changes; and the impact on the cultural fabric, which is defined as various aspects or characteristics that together create a particular culture.
- 23. Please discuss preservation projects for both cultural historic environment and/or the built historic environment that have taken place throughout your city/town during the past five years or which your

community and/or organization plans to undertake. (*This could include the restoration or rehabilitation of a historic building; landmarks or landscapes; the preservation of other sites; heritage festivals or events; oral histories.*)

24. Have you worked with organizations to capture and record local histories?
  - a. If so, who? This could include County Historical Commissions, archives, museums, universities, local media, or libraries.
25. Heritage Tourism. What has your community done to attract visitors to your historic sites and/or downtown?
26. Have your community's historic attributes been featured in branding or marketing efforts? If so, how?
27. Please note if your local government/community or specific community members have accessed, been active in or a recipient of, any programs or grants related to historic preservation.

## CRITERION II

### COMMUNITY AND PRIVATE SECTOR SUPPORT

**Demonstrates community and private sector support for the program as well as the capability of the applicant to successfully implement the Main Street Program.**

28. Why would your city/town/neighborhood be a successful Main Street community?
29. How have you informed community groups and citizens about the Main Street Program? Explain efforts and responses. To be successful, a Main Street program requires wide buy-in and support. Have there been community meetings, visits from other Main Street organizations, field trips to other Main Street communities, education, etc. Please include in this section any newspaper articles or supplemental material that support your response.
  - a. Include file uploads
30. Who is involved in completing this application and promoting public awareness of the Main Street Program? Please list those involved and describe their role in the community.
31. To whom will the local Main Street manager report, either paid or volunteer? What processes are in place to ensure projects will move forward?
32. List the five most important goals for your program.
  - a. How did you arrive at these goals?
33. List the five biggest challenges in the community and how the Main Street Program will contribute to addressing them.
34. List specific activities and projects undertaken in the Main Street Program area during the past two years by the private sector. This demonstrates interest and support for revitalization in the Main Street Program area. Provide a brief description of the activities scope, projects or programs; and summarize the potential impact of, these activities, projects and programs on downtown. Related efforts such as spearheading the creation of special assessment districts or tax increment financing projects, the development of financial assistance programs or other similar activities that demonstrate the commitment to the revitalization effort should be briefly described.
35. How many financial institutions are in the city/town?
36. How many of the financial institutions are in the Main Street Program area?
37. Have they yet made any commitment in support of the Main Street program, such as establishing low-interest loan pools or incentive grant funding?
  - a. If yes, how much funding was pledged?
    - i. At what interest rate?

38. Include in this section any letters and resolutions of support that demonstrate community and/or private support for the Main Street program from merchants, citizens, property owners, organizations, and/or institutions indicating their willingness to work with and support the local program.

### CRITERION III

#### PUBLIC SECTOR SUPPORT AND FINANCIAL CAPACITY

**Demonstrates the financial capability to employ a full-time manager (if applicable), fund a local Main Street Program and/or support downtown-related projects.**

39.

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##### SUPPORT FOR THE PROPOSED LOCAL MAIN STREET ORGANIZATION

*In order to create a successful Main Street organization, your community will need to involve a variety of individuals and organizations – not just city government and downtown business and property owners.*

Indicate the level of understanding and support for the local revitalization effort among the following entities. If any explanation is needed, please include that below.

	*Active Partnership	*Developing Partnership	*Passive Partnership	None
City Government:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Civic groups/other non-profit organizations:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
County government:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural organizations:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown business owners:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown property owners:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General citizenry:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic preservation groups:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Major industry in/near the community:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schools in/near the community:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other institutions in/near the community (e.g. hospitals, foundations, etc.):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you would like to explain or elaborate on any of the partnership indications made above, do so here:

- 40. Describe how the public sector will be involved in the local Main Street program.
- 41. Include the organization’s organizational structure along with names of committees.
  - a. Please include Board officers and a list of who is the chair/co-chair and secretary of committees
- 42. Include the organization’s succession plan in this section.
  - a. Is succession planning addressed in the bylaws?
  - b. Include in this section a copy of the organization’s bylaws and/or articles of incorporation for the organization.
- 43. Include any agendas or minutes from the Board and committees from the past three months.
- 44. Include in this section a copy of your work plan(s) for this year.

45. Include in this section the proposed budget for the program.
  - a. Budget should address at least the following:
    - i. Allowance for office rent
    - ii. Telephone
    - iii. Utilities
    - iv. Office supplies
    - v. Promotions
    - vi. Fundraising expenses
    - vii. Car allowance and travel
    - viii. Income expected for the year
46. How will the organization handle or is handling finances?
  - a. Does the organization have a checking account?
  - b. If under another organization, is there a separate line item?
  - c. "Checks and Balances" must be in place for the financial aspect of the organization. What efforts have been made to ensure such a system is in place?
47. What fundraising activities has your organization created to raise funds for your organization?
  - a. Please include a fundraising plan, driven by the Board that extends at least three years. (Fundraising efforts should go beyond events, for full scope please see OCRA's Fundraising Plan Handout)
48. What efforts have been made to attract or retain business in the central business district?
49. How has your organization been able to recruit new volunteers? How will the organization continue to do so moving forward?
50. Include in this section any letters and resolutions of support for the Main Street program that demonstrate financial and public sector support from local government, organizations, and/or institutions.

## CRITERION IV

### PHYSICAL CAPACITY AND BUSINESS ENVIRONMENT

**The cohesiveness, distinctiveness and variety of business activity conducted in the proposed Main Street Program area.**

#### District Characteristics

51. How many blocks are in the proposed program area? Blocks should be measured from public street to public street and do not include alleys.
52. How many buildings are in the proposed program area?
53. How many buildings are locally owned (instead of owned by someone residing outside of the community)?
54. What is the number of parking spaces in the proposed program area?
  - a. Private
  - b. Public (including street parking)
55. What is the average daily traffic count at the center of your downtown district along its primary street?

#### Business Mix and Occupancy in the Proposed Program area

56. What is the total number of businesses?
57. Of these businesses, how many also own the building in which they are operating?
58. List the number of spaces, amount of square footage and percentage of square footage devoted to each use in the proposed program area.

Complete the table below, and the number should equal 100 percent. (column for number, square feet, and percentage square feet)

- a. Arts and entertainment
  - b. Auto industry
  - c. Finance, insurance and real estate
  - d. Government and institutional
  - e. Lodging
  - f. Manufacturing and processing
  - g. Non-profit
  - h. Office and professional services
  - i. Parking
  - j. Personal services
  - k. Residential
  - l. Restaurants and bars
  - m. Retail
  - n. Religious
  - o. Underutilized/storage
  - p. Vacant
  - q. Other
59. Include in this section a map showing the business mix and retail mix in the proposed Main Street Program area.
- a. File upload
60. How many buildings have vacant ground floor storefronts?
61. How many buildings have entirely vacant upper floors or upper floors that are only used for storage?
62. How many buildings in the district are entirely vacant buildings—both ground floor and upper floors?
63. How many vacant lots?
64. How many commercial spaces are for lease?
65. How many buildings are for sale?
66. Of the occupied storefronts, what percentage are currently used for retail?
67. What is the total number of jobs/employees?
68. What is the total number of residential units?

**Retail Competition**

- 69. Discuss the characteristics that make the proposed Main Street Program area a cohesive and recognizable business district.
- 70. How many shopping centers are in the city/town (strip centers, discount stores, outlet malls, etc.?)
- 71. What is the distance to the nearest regional shopping mall?
- 72. Is there other retail competition?

**CRITERION V**

**DEMONSTRATED NEED**

**The need for the Main Street Program in the city or town.**

**Organization’s Mission and Vision:**

- 73. Provide your organization’s mission statement.
- 74. Provide your organization’s vision statement.

75. Provide a statement as to why both your mission and vision are critical to accomplishing revitalization goals for the downtown. In other words, how did the Board create the mission and vision statements?
76. Describe the organization's goals and how membership in IMS assists in achieving those goals.
77. If admitted into the IMS program, does the organization plan to "move up" a level or maintain consistent status (please note that either option is acceptable)?
  - a. If you plan to "move up," what is your timeline for doing so? How does the organization plan to grow capacity?

### District's Physical Condition

78. Describe the physical condition of your proposed Main Street program area, including historic buildings, and public spaces.
79. Discuss the local capacity to properly maintain and improve the historic buildings and to handle downtown design issues.

Please provide five to fifteen jpg images. Images must show evidence of a consistent amount of historic commercial buildings in the proposed Main Street Program area.

  - a. Narrative for images: these should be concise but still tell a story that explains the history of your town and provides information about the current state of downtown. Do not include in the narrative names of individual business/building owners unless they are historically significant or otherwise relevant (i.e. the person owns multiple buildings in the program area etc.)

### District's Business Condition

80. Discuss the strengths and needs of the proposed Main Street program area as related to businesses and business mix, and to competing shopping destinations.
81. Describe trends in the proposed Main Street program area relating to the economic environment such as business openings and closings in the last five years.

### Other Statement of Need

82. Please use this space to provide any other evidence or explanation of need.

## OCRA'S DOWNTOWN AFFILIATE NETWORK (ODAN) INTRODUCTION

Applicants interested in becoming a member of OCRA's Downtown Affiliate Network (ODAN) are qualified as those working to build capacity to execute the Main Street Four Point Approach, **or** groups who prefer to specialize in event-related activities only. Members of ODA may also be those who are working the Main Street Four Point Approach but do not meet the qualification for OCRA's definition of Historic Preservation Ethic and/or Fabric.

Members of OCRA's Downtown Affiliate Network must meet **three of four** of the following [National Main Street Center Standards of Performance](#):

1. Possesses a historic preservation ethic
2. Has a comprehensive Main Street work plan
3. Has an active board of directors and committees

4. Has developed vision and mission statements relevant to community conditions and to the program’s organizational stage

These four standards are reflected in the application criterion below. Applications will be reviewed based on the completeness of the application and extent to which they meet the proposed standards.

## OCRA’S DOWNTOWN AFFILIATE NETWORK (ODAN) APPLICATION

### APPLICANT INFORMATION

- City/town
- County
- This is a: new Small City or Town Application / new Neighborhood District Application / Recertification Application
  - Name of Neighborhood, if applicable
- Application being submitted as: a stand-alone non-profit with city/town support / a city/town department with separate Board of Directors / Other: Please specify
- Name of person preparing application (or contact person)
- Digital signature
- Mailing/Physical address of preparer
- Title
- Email / Telephone number
- Name of City/Town Manager
- Address
- Email / Telephone number
- State Senator
- Local address
- Email / Telephone number
- State Representative
- Local address
- Email / Telephone number
- Local Newspaper
- Email for local news / Telephone number
- Website URL, if applicable

### CRITERION I: HISTORIC COMMERCIAL FABRIC AND HISTORIC CHARACTER

**The historic significance of the downtown and the interest in and commitment to historic preservation.**

1. Does your city/town have the following? Please check if yes.
  - a. National Register District (NRD)
  - b. National Register properties (NRP)
  - c. Local historic designating program
    - i. From the items checked above, please name individually the historic properties and districts within the proposed downtown area as follows.
      1. Listed in the National Register of Historic Places

2. Any properties in the downtown that have been evaluated as eligible for listing by a historic or architectural survey or inventory
2. Does your municipality have the following? (yes, no, in progress)
  - a. Landmarks or Historic Preservation Commission
  - b. Historic preservation ordinance
  - c. Design review board/process
  - d. Historic preservation incentives (i.e. tax abatements, fee waivers, grants, etc.)
3. Discuss changes over time—the past five years or longer, positive or negative—to the historic physical fabric in the proposed program area; the reason for these changes; and the impact on the cultural fabric, which is defined as various aspects or characteristics that together create a particular culture.
4. Have you worked with organizations to capture and record local histories?
  - a. If so, who? This could include County Historical Commissions, archives, museums, universities, local media, or libraries.
5. Heritage Tourism. What has your community done to attract visitors to your historic sites and/or downtown?
6. Please note if your local government/community or specific community members have accessed, been active in or a recipient of, any programs or grants related to historic preservation.

## CRITERION II: WORK PLAN

### Program has a comprehensive work plan.

7. Include in this section a copy of your work plan(s) for this year.
8. Why would your city/town/neighborhood be a successful member of OCRA's Downtown Affiliate Network (ODAN)?
9. Include in this section the proposed budget for the program.
10. How will the organization handle or is handling finances?
  - a. Does the organization have a checking account?
  - b. If under another organization, is there a separate line item?
11. How has your organization been able to recruit new volunteers? How will the organization continue to do so moving forward?
12. Include in this section any letters and resolutions of support for the group's membership in ODA that demonstrate financial, private, or public sector support from local government, organizations, and/or institutions that will help the organization execute their work plan.

## CRITERION III: BOARD OF DIRECTORS AND COMMITTEES

### Organization has an active Board of Directors and Committees.

13. Who is involved in completing this application and promoting public awareness of ODA? Please list those involved in the organization and describe their role in the community and organization.
14. What processes are in place to ensure projects will move forward?
15. List the five most important goals for your organization.
  - a. How did you arrive at these goals?
16. List the five biggest challenges in the community and how membership in ODA will contribute to addressing them.
17. List specific activities and projects undertaken in the downtown during the past two years, which demonstrate interest and support for revitalization of the downtown area.
18. Include the organization's organizational structure along with names of committees.



- b. Please include Board officers and a list of who is the chair/co-chair and secretary of committees
19. Include any agendas or minutes from the Board and committees from the past three months.

### **CRITERION III: MISSION, VISION, AND NEED**

**Program has developed mission and vision statements relevant to community conditions and to the program's organizational stage. Describe the need for membership in ODA in the city or town.**

#### **Organization's Mission and Vision:**

- 20. Provide your organization's mission statement.
- 21. Provide your organization's vision statement.
- 22. Provide a statement as to why both your mission and vision are critical to accomplishing revitalization goals for the downtown. In other words, how did the Board create the mission and vision statements?
- 23. Describe the organization's goals and how membership in ODA assists in achieving those goals.
- 24. If admitted into ODA, does the organization plan to "move up" a level as a Main Street program or maintain consistent status? Please note that either option is acceptable.
  - c. If you plan to "move up," what is your timeline for doing so? How does the organization plan to grow capacity?

#### **District's Downtown Condition**

- 25. Please provide five to fifteen jpg images. Images must show evidence of a consistent amount of historic commercial buildings in the proposed downtown area.
  - d. Narrative for images. Narrative should be concise but still tell a story that explains the history of your town and provides information about the current state of downtown. Do not include in the narrative names of individual business/building owners unless they are historically significant or otherwise relevant (i.e. the person owns multiple buildings in the program area etc.)
- 26. Include in this section a map showing the proposed downtown area.
  - e. File upload

#### **Other Statement of Need**

- 27. Please use this space to provide any other evidence or explanation of need.