



Indiana Main Street 101

Strategic Initiatives Team
Office of Community and Rural Affairs



Agenda



What is Main Street?

Main Street America & The Four Point Approach / Transformation Strategies

Indiana Main Street

What is a successful Main Street?

Roles and Responsibilities

Getting Started

Application Process

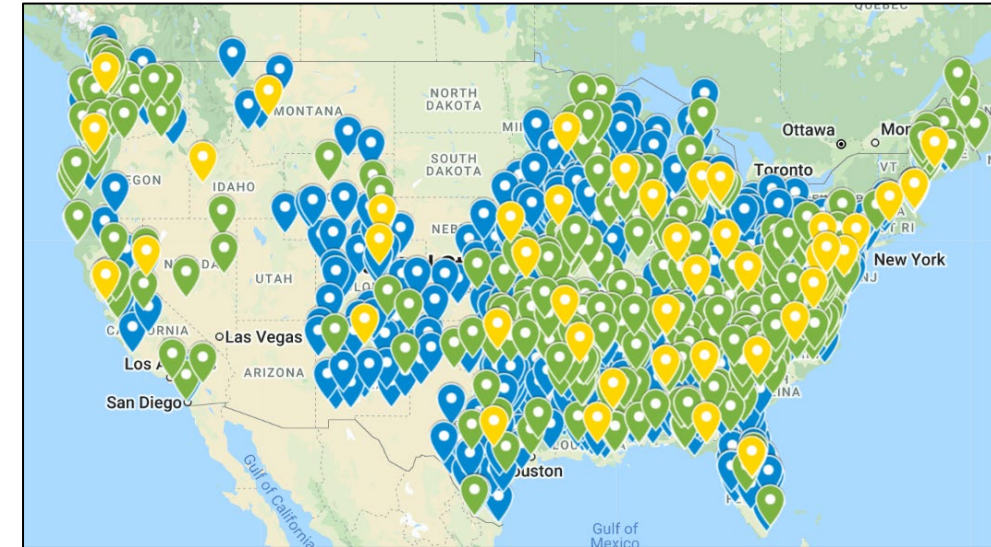
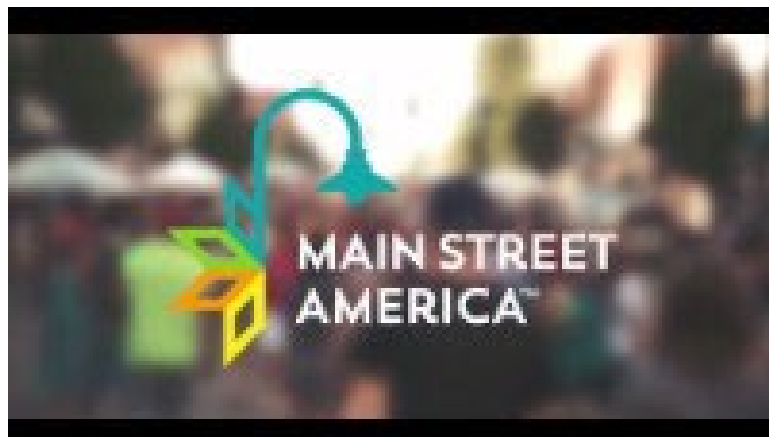
Other Grants & Opportunities

Questions?

What is Main Street?

In 1980, The National Main Street Center was established as a program of the National Trust for Historic Preservation to address the myriad issues facing older and historic downtowns during that time.

We believe that everyone deserves access to a vibrant neighborhood!

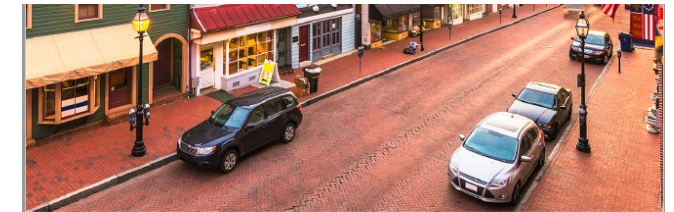


“Main Street empowers communities to set their own destinies. While revitalization is challenging work, the Main Street program offers a roadmap for locally owned, locally driven prosperity. Across the country, thousands of communities have used the Main Street Approach to transform their economies,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

- Main Street America

The Approach™

- THE APPROACH
 - The Main Street Approach™ offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. The Main Street Approach helps communities get started with revitalization and grows with them over time.
- The Four Points & Transformation Strategies
- NEW Accreditation Standards



THE MAIN STREET AMERICA EVALUATION FRAMEWORK
COMMUNITY SELF-ASSESSMENT TOOL - Version 1.0 - January 2022

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The Approach™

Build a diverse economic base |
Catalyze smart new investment
| Cultivate a strong
entrepreneurship ecosystem



Create an inviting, inclusive
atmosphere | Celebrate historic
character | Foster accessible,
people-centered public spaces

Build leadership and strong
organizational capacity | Ensure
broad community engagement |
Forge partnerships across sectors

Market district's defining assets
| Communicate unique features
through storytelling | Support
buy-local experience

- Comprehensive
- Incremental
- Community-Driven
- Partnerships
- Builds on Existing Assets
- Quality
- Change
- Implementation-Oriented

Design

Design plays a key role in shaping the physical image of Main Street as a place attractive to shoppers, investors, business owners and visitors.

- Placemaking
- Building Inventories
- Greenery
- Clean Streets and Sidewalks
- Streetscape Amenities
- Façade Grants
- Storefront Design
- Define Downtown
- Murals





Organization

- ORGANIZATION play a key role in:
 - Creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.
 - Keeping the board, committees, staff and program-of-work in good shape by attracting people and money to the organization.
- Volunteer Recruitment & Retention
- Promoting the Program
- Managing Finances and Fundraising
- Annual Work Planning
- Fostering Partnerships



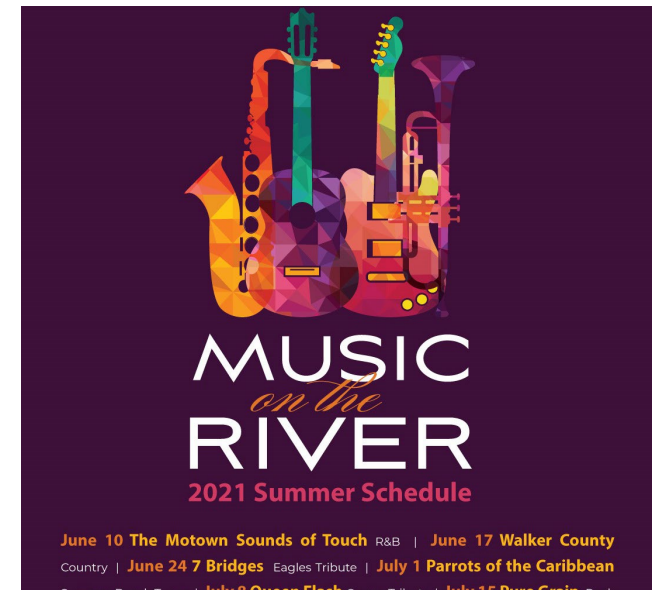

ANNUAL REPORT 2022



Promotion

The job of the Promotion Committee is to PROMOTE downtown as the center of commerce, culture and community life for residents and visitors.

- Earned Revenue
- Events
- District Maps
- Flyers
- Website
- Social Media





Economic Vitality

- EV involves:
 - Taking a proactive, collaborative approach to building and growing a diverse economic base through smart new investment.
 - Cultivating a robust ecosystem for small businesses, focusing on the unique assets of your community.
 - Fostering equity and inclusion to create an environment to help build local wealth.
- Business Inventory
- Street time
- Business Recruitment and Incentive Programs
- Business Succession
- Market and Commercial Assessment Data

Transformation Strategies

Transformation Strategies – generated through meaningful community engagement and informed by an analysis of the district’s market position — help to guide a revitalization program’s work. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.

Some "ready-to-use" strategies — called [Catalyst Strategies](#) — fall into two broad categories: those focused on a specific customer segment and those focused on an industry, product or service segment.

What Are Transformation Strategies?



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Steps to Determining a Transformation Strategy

1. Know your market

2. Know your demographics

ESRI Data
(Environmental
Systems Research
Institute): Accurately
understand people
and places with global
and local location data.

Other data sources:

- US Census Bureau
- State & Local Agencies

3. Create a list of businesses & community assets

Helps your community understand what you already have available for your organization

4. Put out a community survey

Gets a view of what those who live in your community already like and dislike about the community and your Main Street Organization

5. Put together focus groups of Community stakeholders

Find out how the community views itself through interviews with businesses and property owners

Indiana Main Street

- Legislation was passed in 1985 to establish the Indiana Main Street Program to become the coordinating program to the National Main Street Center to help communities in Indiana with their downtown revitalization efforts.
- Madison, IN was one of three communities nationwide to participate as a pilot.
- IMS encourages economic development, redevelopment and improvement of downtown areas of Indiana cities and towns.

Main Street America™
Is a mark of distinction

**Indiana Main Streets are
the core of communities.**

Indiana Main Streets are:

- Gathering places
- Historic destinations
- Business centers
- Innovation incubators



“Successful Indiana Main Street organizations play big roles in lifting small businesses, attracting visitors and creating a vibrant community in our downtowns.”

- Lt. Gov. Suzanne Crouch



Our Mission

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.



@indiana_ocra



@IndianaOCRA

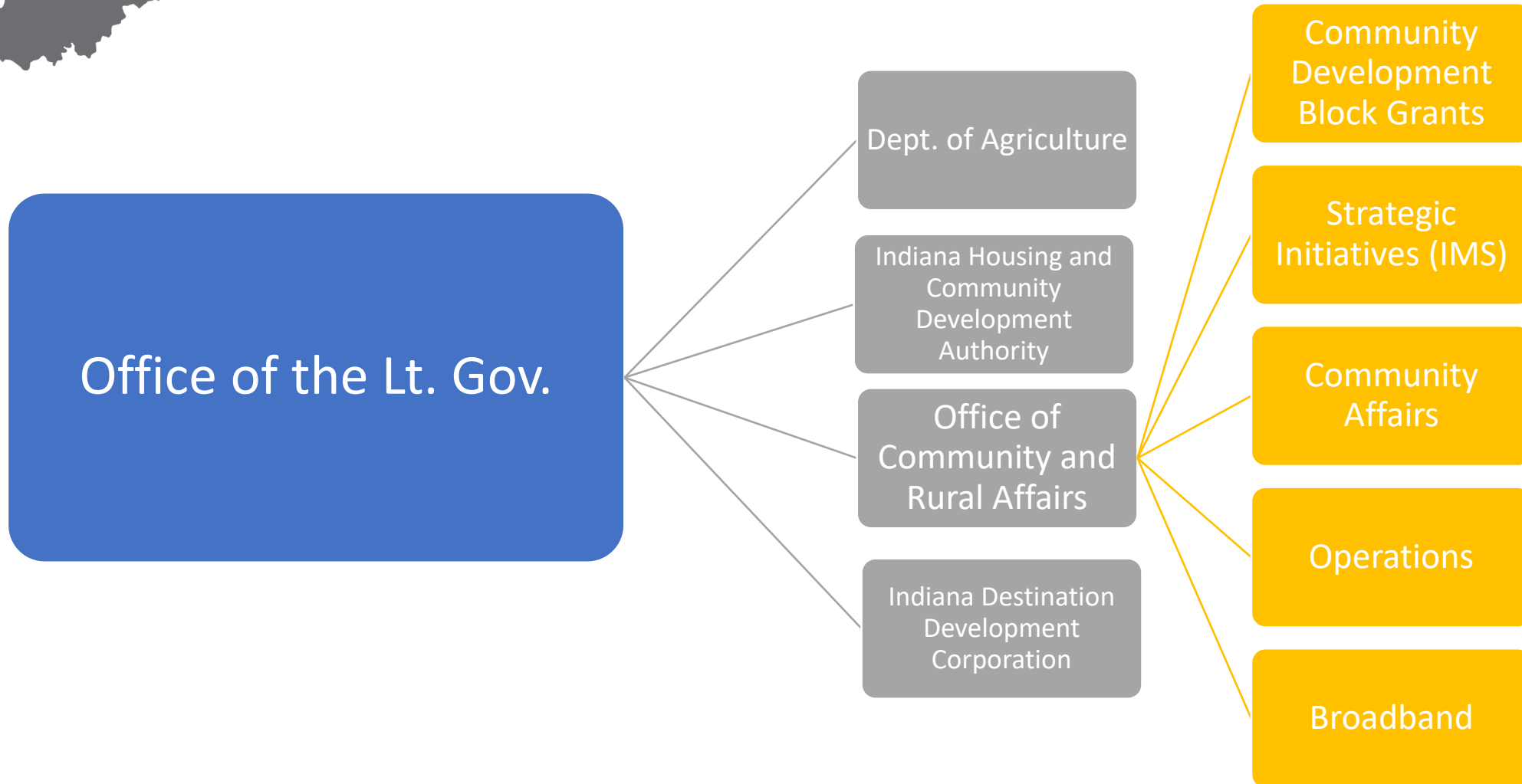


@IndianaOCRA



Office of
**COMMUNITY &
RURAL AFFAIRS**

Organizational Chart



What We Do: Four Competencies



Infrastructure

- Next Level Connections Program
- Indiana Connectivity Program
- Wastewater Drinking Water Program
- Stormwater Improvements

Quality of Place



- Main Street Revitalization Program
- Preserving Main Street
- Public Facilities Program
- Owner Occupied Rehabilitation
- Connecting Communities and People with Disabilities
- Recovery Housing Program



Capacity Building

- Planning Grant Program
- Hometown Business Preservation Initiative
- Beat the Heat
- Stellar Communities
- Hoosier Enduring Legacy Program
- OCRA's Downtown Affiliate Network

Economic Development



- Indiana Main Street
- Downtown Catalyst Grant
- Covid-19 Response Program
- Blight Clearance Program



Strategic Initiatives

SI Team



Andrea Kern
Director of Strategic Initiatives



Abby Huff
IMS Senior Program
Manager



Abby Chapman
IMS Outreach and
Organization Manager



Alex Taylor
Community and Economic
Development Program
Manager

SI Programs

Hoosier Enduring
Legacy Program
(HELP)

ARPA Toolkit

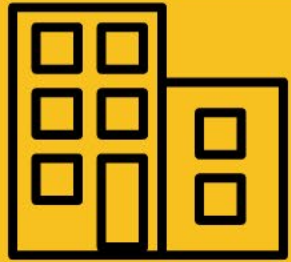
Stellar
Communities

Indiana Main
Street

Rural Opportunity
Zone Initiative
(ROZI)

Site Certified

2022 Community Year in Review



280

NEW BUSINESSES OPENED

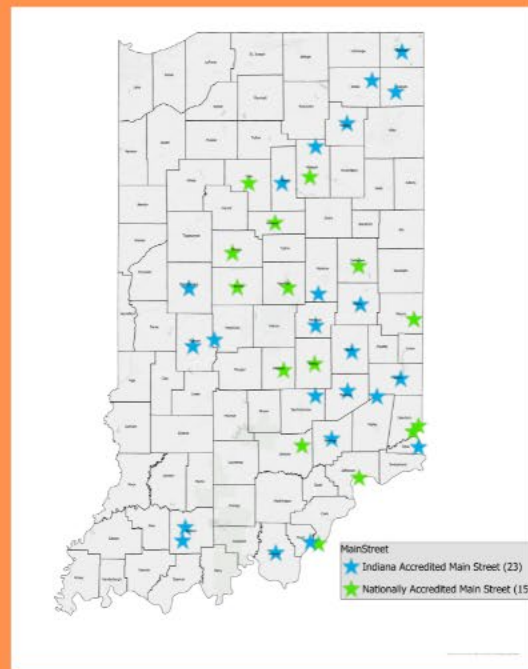


571

FULL TIME JOBS
CREATED

647

PART TIME JOBS
CREATED



REPORTING

15 NATIONALLY ACCREDITED MAIN STREETS

22 INDIANA ACCREDITED MAIN STREETS



65,788.50
VOLUNTEER HOURS



3,747
NUMBER OF
VOLUNTEERS



328

BUILDING
REHABILITATION
PROJECTS

\$164,099,339.87

PRIVATE
INVESTMENT
DOLLARS

\$94,516,838.85

PUBLIC
INVESTMENT
DOLLARS

Indiana Main Street is a program in the Office of Community and Rural Affairs and provides technical assistance based on the Main Street four-point approach, a comprehensive economic development strategy focused on places-based, people-focused design.



208

PUBLIC IMPROVEMENT
PROJECTS

NAMS

Nationally Accredited Main Street

Incentives

- Special access to Main Street America marketing and affiliation.
- Access to special trainings, workshops, OCRA technical assistance, state and Main Street America programs on a large range of topics.
- Access to Main Street America's online forum, community digest and educational network.
- Access to IMS partnerships and special funding for revitalization programs.
- Access to special events, promotions, training and membership hosted by Main Street America and Indiana Main Street.
- Access to transformational training for work plans, executive directors, board members, etc.

Retention Benchmarks

- Continued successful implementation of Main Street America Accreditation Standards.
- Annual participation in Main Street America NOW Conference.
- Regular participation of OCRA programs and training.
- Submission of full-length quarterly reporting.
- Meet all Main Street America Accreditation Standards.
- A signed letter of agreement.

IAMS

Indiana Accredited Main Street

Incentives

- Access to Indiana Main Street marketing materials and resources.
- Access to workshops, seminars, program assistance, mentoring and Community Exchanges.
- Increased feedback from OCRA and Main Street associates.
- Access to state-funded programs and community exchange programs.
- Ability to become a Main Street America Community Member.

Graduation Benchmarks

- Strong organizational structure in cooperation with OCRA and implementation of Main Street America Approach.
- Active participation in the Main Street America conference.
- Strong commitment to historic preservation.

Requirements

- Strong organizational structure in cooperation with OCRA and implementation of the Indiana Main Street Accreditation Standards.
- Submission of full-length quarterly reporting.
- Achieve 1-year trial year as an Aspiring IAMS community.
- A signed letter of agreement.

ODAN

OCRA's Downtown Affiliate Network

Incentives

- Access to webinars, lunch & learns and Community Exchanges.
- Access the ODAN Resource Toolkit.
- Networking opportunities.
- Recognized as a respected member of OCRA's Affiliate Network.

Graduation Benchmarks

- Commitment to interacting with and achieving Indiana Main Street Accreditation Standards.
- Attendance at Indiana Main Street and OCRA events.
- Utilization of Indiana Main Street resources.

Requirements

- Submit annual reporting.
- Yearlong introductory period after admittance.
- Meets ODAN Criterion.
- Signed letter of agreement.

Focus on Technical Assistance:

New Accreditation Standards	Comprehensive Menu of Services
Revamping Main Street 101	Community Exchanges
Transformation Strategy Training	Monthly Lunch and Learns
Monthly Webinars	Technical Assistance Interest Form
Executive Director Trainings	Robust Application Process



Becoming an Indiana Main Street



- All Indiana Main Street levels must meet the Indiana Main Street **Foundational Requirements**, at a minimum.
 1. Be a separate organization with an active nonprofit status or be a separate organization in active pursuit of nonprofit status.
 2. Have an active Board of Directors dedicated to leading the district's Main Street program.
 3. Community must have evidence of historic fabric within the downtown area.
 4. Have held a local public meeting to explain Main Street and the mission and vision of their organization. Must provide date and time of event, attendance roster and meeting minutes.
 5. Must provide a letter of support or resolution from the chief elected official of the town/city.
 6. Have attended an MS101 information session in the current year of interest.
 7. Ability to track key reinvestment statistics throughout the year and provide reporting on an annual basis.

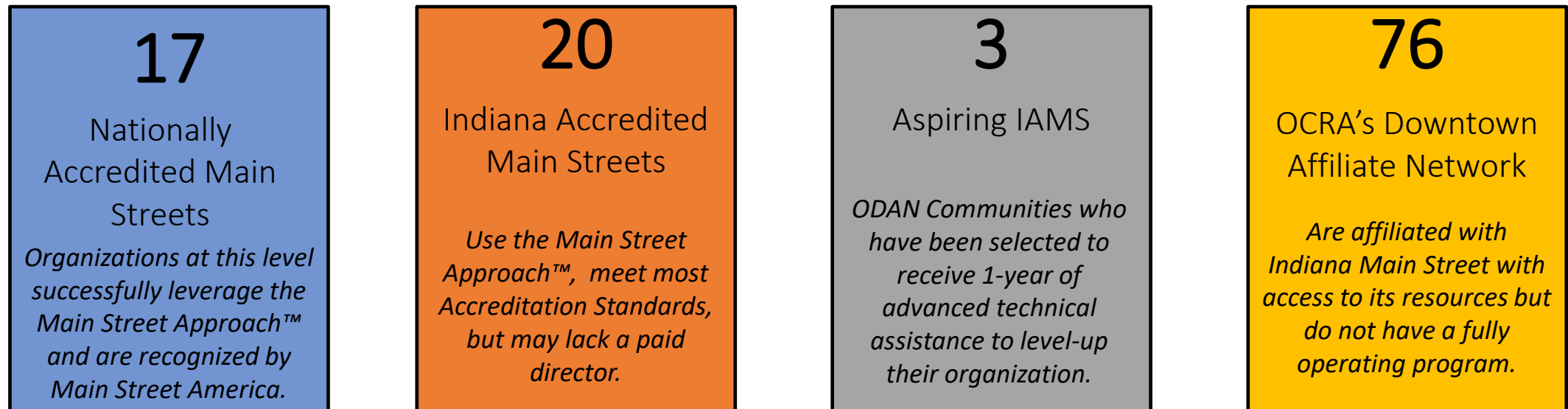
- **IAMS** is defined as meeting the Main Street America baseline requirements plus the six MSA standards, minus the paid staff and a Member of Main Street America
- **NAMS** is defined as meeting the baseline requirements plus the six MSA standards



Indiana Main Street Program Levels

IMS offers a four-tiered structure that provides a flexible approach to incorporate the Main Street model in downtown communities.

2023 composition of Main Streets by tier:



Indiana Main Street by the Numbers

Counties

- **79** counties in Indiana have at least one IMS community
- **27** of those 79 counties have two or more IMS communities

Smallest IMS Community

- Roann (ODAN) Population: 352

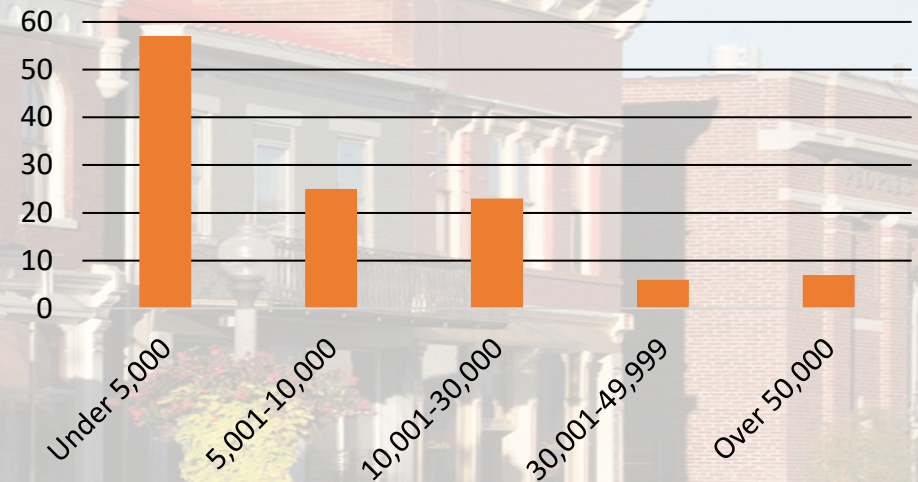
Largest IMS Community

- Muncie (NAMS) Population: 68,750

Paid Staff

- NAMS communities are the only level to have paid staff. NAMS communities over population of 5,000 must have a full-time (40 hr./week) director.
- NAMS communities under 5,000 can have a part-time (20 hr./week) director.

Indiana Main Street Communities
By Population



Common Misconceptions About IMS

Main Street Programs are not party planners

- They are ECONOMIC DEVELOPMENT organizations

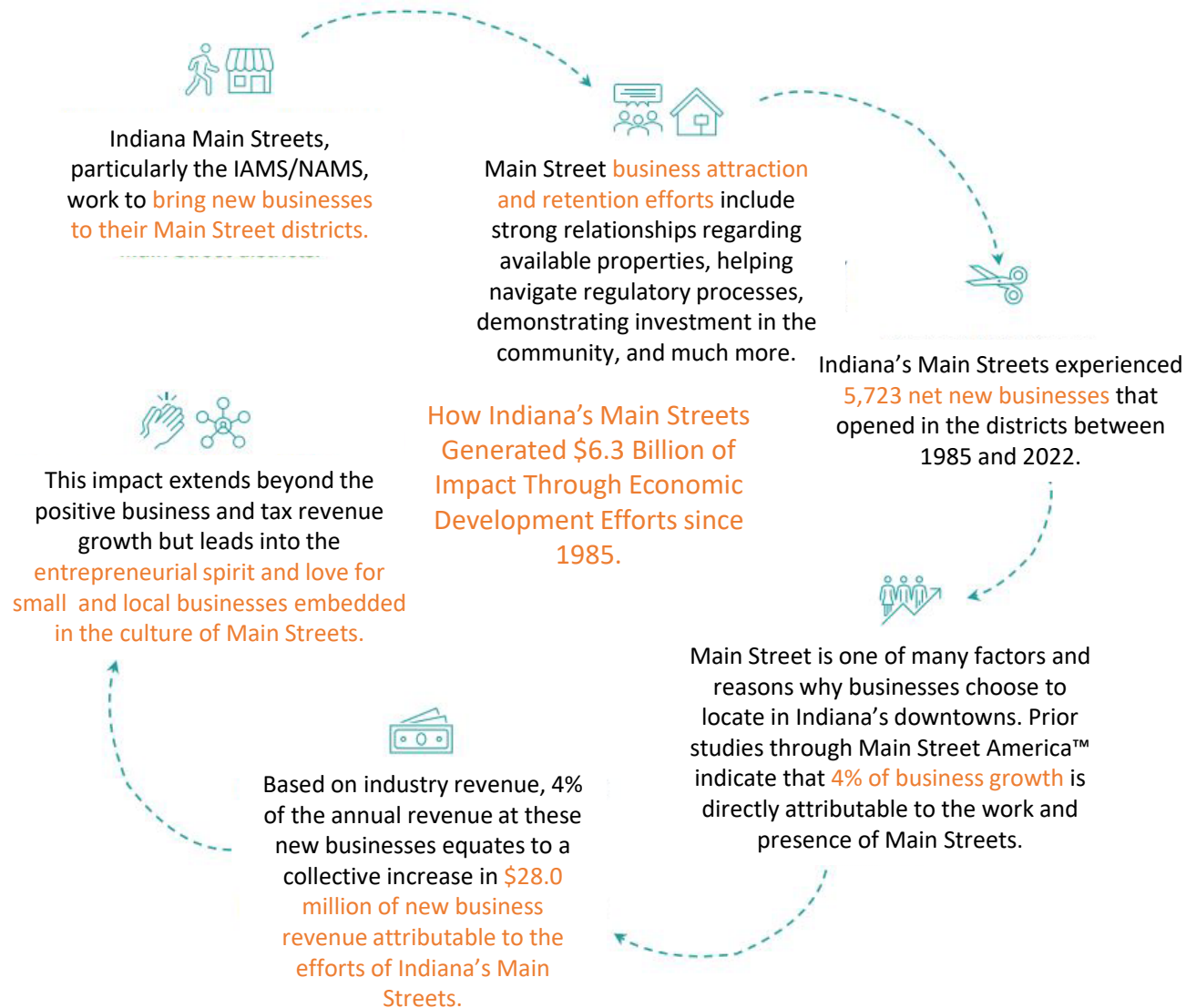
The IMS program is NOT simply a grant program

- It's a long-term, community-driven, place-based, people-focused revitalization strategy

Main Street organizations are not the same as an EDC or Chamber

- There's room for all to work together collaboratively

Main Street is Economic Development



A fundamental part of Main Street efforts lie within ensuring the economic vitality for the future of commercial districts and downtowns. Main Streets actively work to achieve strong local economies throughout the state by creating places where people want to locate and open businesses.

The on-the-ground support of Main Streets help prospective businesses, including women- and minority-owned businesses, navigate the processes to successfully open and launch their businesses, leading to significant positive changes in their local economies.

What is a Successful Main Street?

Passion

Partnership

Plans

Perseverance

Preservation



How We Communicate

Main Street Monday

Quarterly Good News Newsletter

IMS Facebook Group

Community Exchanges

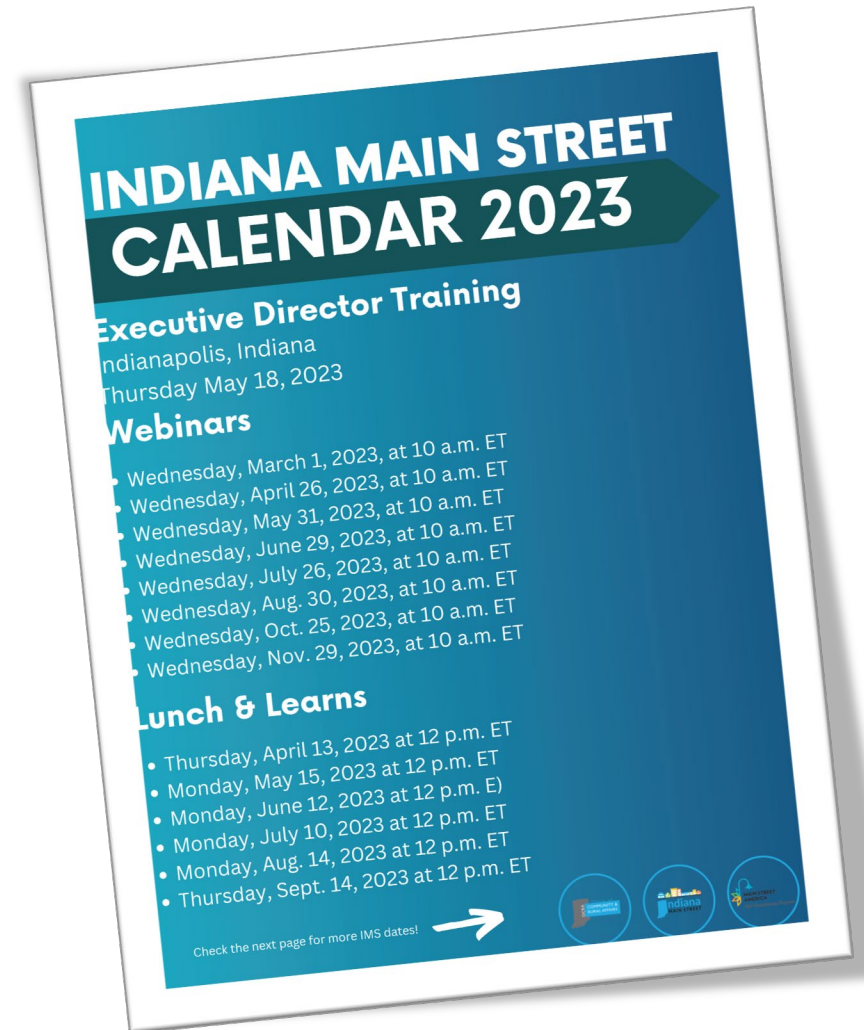
Regional Directors

Your Community Liaison



IMS Education & Networking Opportunities

- **Executive Director Training**
- **Technical Assistance Request Form**
- **Webinars**
- **Lunch & Learns**
- **Community Exchanges**
 - A time for regional networking and knowledge
- **National Main Street Conference: Main Street Now**
- **Indiana Preserving Historic Places Conference**
- **Exclusive trainings by Main Street America, including Transformation Strategies**
- **Toolkits:**
 - Using Downtown Spaces to Respond to COVID-19
 - Communicating During a Crisis 101
 - Absentee Property Owners 101
 - Code Enforcement 101
 - MOU & Contract for Services 101
 - ODAN Resource Toolbox and Orientation Process



Roles & Responsibilities for a Main Street Organization

The WORKING
Board

Executive
Director/Paid
Staff

Committees

Volunteers

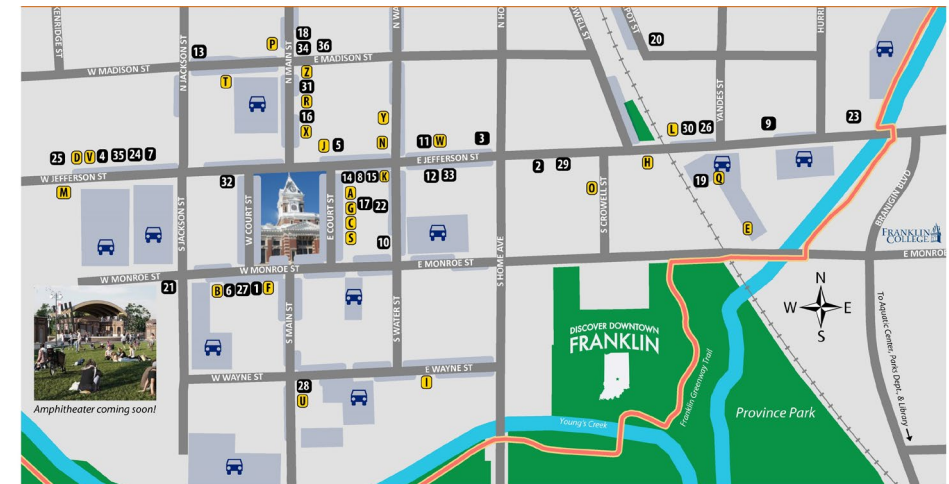
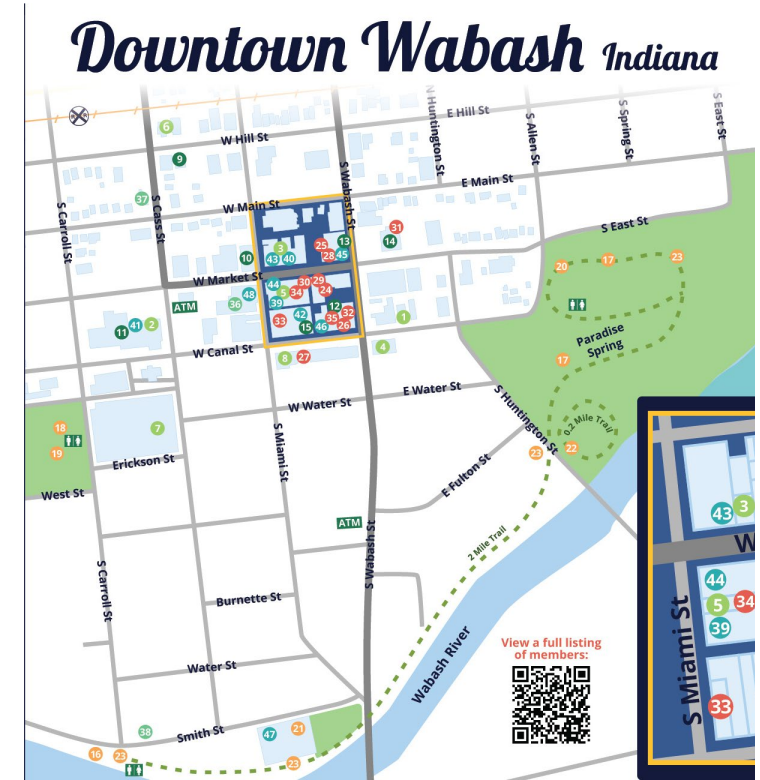
Municipality

Downtown
Business/
Building Owners

Getting Started...

- Gauge interest and identify possible board members and supporters.
- Create an interim board of directors (5-9 people). This board and future board members should represent the greater community demographics.
- Choose a name
 - Names that use Main Street or Downtown are preferred
- Determine the boundaries of your core historic commercial downtown area

- Historic downtown commercial district
- Walkable and pedestrian friendly
- Clear residential/commercial divide
- Distinctive Boundaries
 - Railroad tracks
 - Highways
 - Rivers

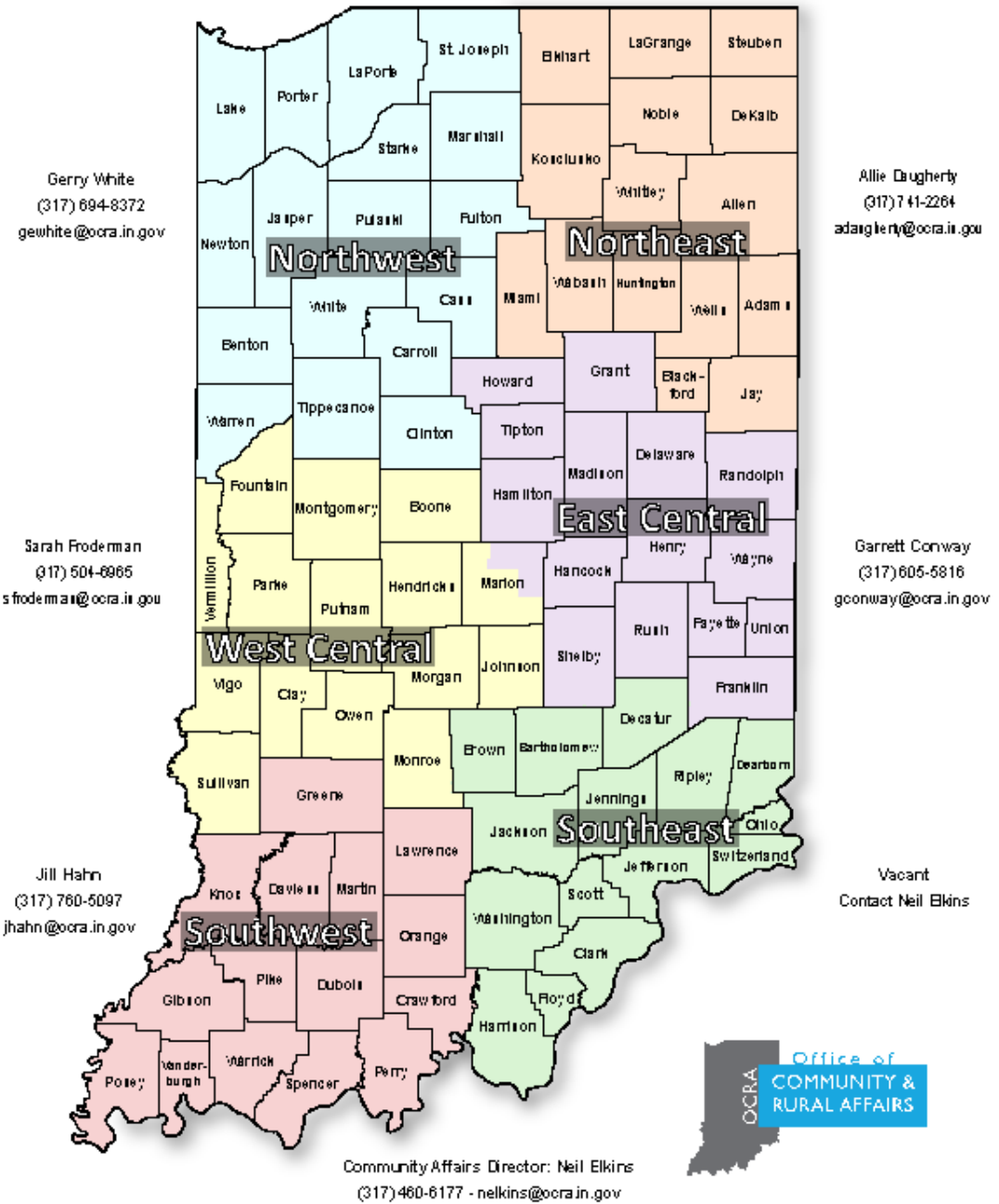


Getting Started...



- Do the paperwork:
 - Bylaws and Articles of Incorporation
 - Certificate of Incorporation
 - Obtain nonprofit status
 - Check with municipality to see if anything should be filed locally
 - Obtain insurance
- Hold your first board meeting where bylaws and other documents are approved.
- Hold a goal-setting session with board members to create a mission, vision, goals, objectives and a 12–18-month workplan. Create a budget and seek out financial supports.
- **Apply for ODAN designation through your OCRA Community Liaison.**

OCRA Community Liaison Map



Community Affairs Team

OCRA Community Liaisons grow and maintain working relationships with local and regional leaders including, but not limited to, elected officials, local economic development officials (LEDOs), chambers of commerce, community foundations, Main Street organizations and regional planning organizations.

Program Expectations – What’s Changing?

Accreditation/Assessments

- MSA moving from 10 to six as of Jan. 1, 2024.
- This means accreditation visits conducted in Q1 2024 will be based on six standards and MSA/IMS scoring system.
- New communities achieving all six standards and baseline requirements will be invited by IMS to become NAMS beginning in Q1 2024

Quarterly Statistics Reporting beginning in 2023 (IAMS & NAMS)

- One of the most important roles of a Main Street is communicating the value of the local program and organization to the community and other stakeholders statewide.
- Increasing the regularity of reporting to IMS ensures that local Main Street communities should have no shortage of information to share with its stakeholders. These numbers are collected with the intention that they will be used at a local, state and national level to create value for donors, volunteers and other stakeholders.

Six Standards for National Accreditation

-  BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION
-  INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY
-  DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS
-  STRATEGY-DRIVEN PROGRAMMING
-  PRESERVATION-BASED ECONOMIC DEVELOPMENT
-  DEMONSTRATED IMPACT AND RESULTS



Application Process

- *The application process has changed...*
- New Main Street America Accreditation Standards – required to be fully implemented by Jan. 1, 2024.
 - While the standards are not wildly different, they are much more detailed and will require a more rigid process to ensure that local programs are meeting requirements.
- In order to remain a coordinating program in good standing with MSA, as well as provide valuable technical assistance, training and support, we need to ensure that our IMS processes have a more robust framework for communities to utilize as they engage with the Indiana Main Street program.

ODAN (OCRA'S Downtown Affiliate Network) Application Process:

All interested parties will be required to meet **Foundational Requirements** prior to submitting a Letter of Intent.

1. Be a separate organization with an active nonprofit tax filing status or be a separate organization in active pursuit of nonprofit status.
2. Have an active Board of Directors dedicated to leading the district's Main Street program.
3. Community must have evidence of historic fabric within the downtown area.
4. Have held a local public meeting to explain Main Street, and the mission and vision of their organization. This meeting should focus on your organization. Must provide date and time of event, attendance roster and meeting minutes.
5. Must provide a letter of support or resolution from the chief elected officials of the town/city.
6. Have attended an MS101 information session in the current year of interest.
7. Ability to track key reinvestment statistics throughout the year and provide reporting on an annual basis (due in January).

ODAN to IAMS (Indiana Accredited Main Street) Process:

- There will no longer be a process for communities to graduate from ODAN to IAMS, without having first completed a **trial-period**.
- Existing ODAN communities can apply to be considered for the **Aspiring-IAMS 1-year Program**. If accepted, they will operate as an IAMS, on a trial basis, for one full year prior to being considered for IAMS designation.
- ODAN communities interested in applying for the Aspiring-IAMS program should work with their Community Liaison.



Aspiring-IAMS 1-Year Program Application:

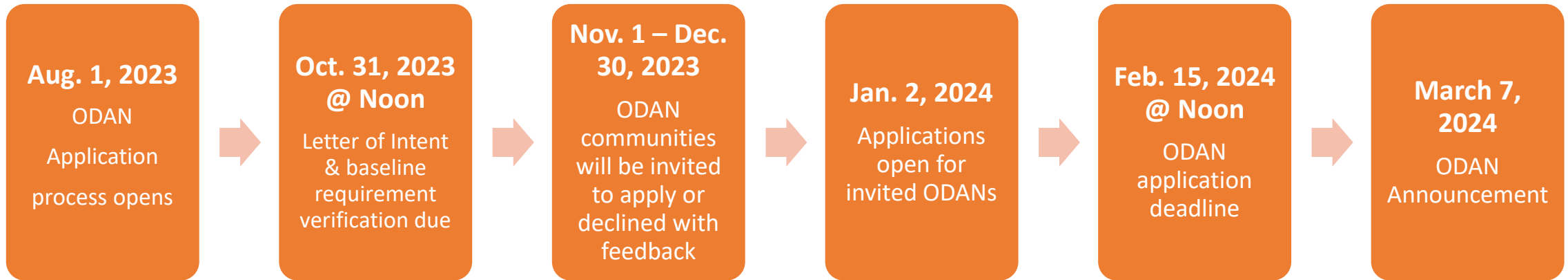
- **Application will open on Aug. 1, 2023**
 - Applications will be on SurveyMonkey and focus on the Main Street America self-assessment, specifically the baseline requirements.
 - A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
 - Detailed work plans aligned with the selected Transformation Strategy that outline programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines and budgets.
 - A dedicated budget for the district's revitalization programming and the Main Street program's operations.
 - Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind donations and philosophical support.
 - Reinvestment statistics reported, as required by Coordinating Program quarterly.
 - Further details will be sent out to current ODAN communities before Aug. 1.
- The IMS team will then either invite the organization to participate or decline with feedback.
- If invited to participate, IMS team will conduct an in-person "prep discussion" to go over expectations and how to prepare over the trial period.
 - The program will begin in May 2024. Aspiring-IAMS communities will then have the opportunity to apply to graduate to IAMS level in the 2024-2025 application period.

• *There will not be an opportunity for new communities to apply directly for the Aspiring-IAMS 1-Year Program*



Key Dates

ODANs



Aspiring-IAMS

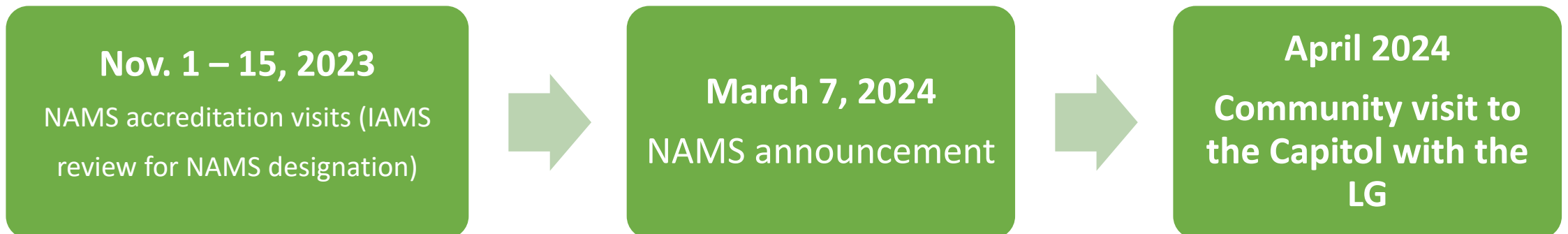


Key Dates

IAMS (Current Aspiring-IAMS are the only communities eligible)



NAMS (Current IAMS that submitted MSA self-assessment with 2022 reporting are the only communities eligible)



Indiana Main Street Grant Programs

Downtown
Revitalization
Plans

Main Street
Revitalization
Grant Program

PreservINg
Main Street

Annual
Capacity
Building Grants



Questions?

Indiana Main Street Email: Indianamainstreet@ocra.in.gov

Website: www.in.gov/ocra/mainstreet/

