



# Indiana Office of Community and Rural Affairs



## Indiana Main Street Improvements

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# Webinar Guidelines

## **For your questions...**

Please submit questions in the chat function  
on WebEx

*Be prepared to listen because others may have  
the same question as you!*

## **Audio requirements...**

Please keep your phone/audio device muted  
for the entire webinar



**Kathy La Plante**  
Main Street America



**Abby Chapman**  
IMS Outreach & Organization

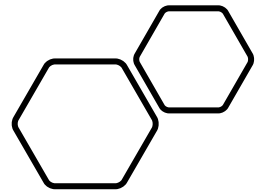


**Jackie Swihart**  
IMS Coordinator



**Melissa Thomas**  
Communications Manager

Who's Who?





# Please keep in mind...

Change can be overwhelming. But we ask you to allow time to process the news. Our vision is to bring positive changes to Indiana Main Street program and further enhance offerings to each of your communities.

Please respect all questions and time as we go throughout the webinar.

If you have any questions following the webinar, please contact us and we can talk through those with you.

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# Agenda

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- New Definition of Historic Preservation Ethic
- IMS Background
- Programmatic Changes
- Timeline & Implementation
- New Applicants
- Questions



# IMS Background: 2019

- OCRA suspended IMS applications and evaluated the scope of its program
- Consulted with Main Street America, IMS Council, and OCRA staff to determine next steps
- Led to creation of a new Levels System

# NEW Definition of Historic Preservation Ethic

*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**

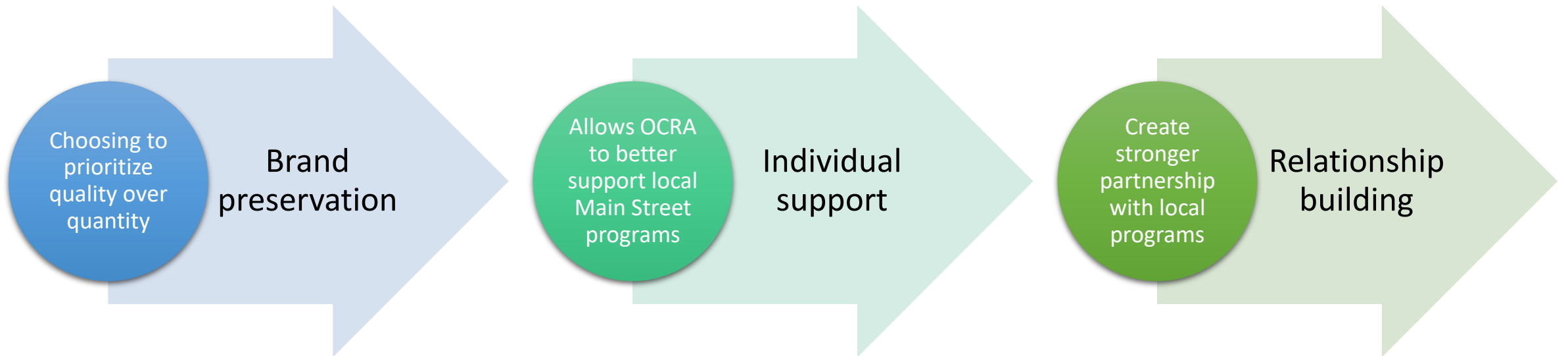
*a combination of the two definitions.*

# Why Levels?





# Why Levels? Continued



# New IMS Levels

## Indiana Main Street Program Levels



# 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 Main Street Approach™ **holistically**.
- They may also be organizations who prefer to specialize in event-related activities only.
- OR lack the physical and/or historical capacity required to qualify as a Main Street organization.





## National Accreditation Standards of Performance


*Meets at least three of the four following NMSC Standards:*

OCRA's  
Downtown  
Affiliate Network  
(ODAN)

- Has developed vision and mission statements that is in line with community conditions and the local Main Street program's organizational stage
- Has a comprehensive Main Street work plan
- Possesses an historic preservation ethic
- Has an active board of directors and committees

# ODAN Incentives

## ***Community members in OCRA's Downtown Affiliate Network level are provided the following:***

- Ability to use unique OCRA's Downtown Affiliate Network logo
  - Eligible for Downtown Development Week, Small Business Saturday, or other downtown programming marketing and promotion
  - Listed in OCRA's Downtown Affiliate Network directory
  - Can join COVID-19 Indiana Main Street Facebook Group
  - Main Street staff, decision makers, and/or city leaders invited to Community Exchanges and other OCRA conferences
  - Access to resources developed by ODAN community survey input (TBD in 2021)
  - Access to OCRA's Main Street Monthly newsletter
  - Eligible to apply for OCRA placemaking programs as available
  - Eligible to receive mentoring by Indiana Accredited Main Street and/or Nationally Accredited Main Streets
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# ODAN Requirements

1

Must submit abbreviated annual reporting

2

12-month introductory period following acceptance to OCRA's Downtown Affiliate Network

3

Must meet three of four of the outlined NMSC Standards of Performance

# ODAN Advancement Benchmarks

***In order to progress to the Indiana Accredited Main Street level, community members of ODAN should demonstrate the following:***

- Utilization of resources from Indiana Main Street as well as National Main Street Center to help in development of a working board, bylaws, budget, work plan, and fundraising plan.
- A commitment to implementing the Main Street Approach™
- Completion of OCRA's Main Street 101 by board, committee chairs, and staff
- Attended at least one Community Exchange, OCRA conference, or NMSC training per year
- Thorough, timely and accurate annual reporting
- Completion of an IMS application that demonstrates historic preservation ethic, community support and organizational capacity, financial support and financial capacity, adequate business environment, and demonstrated need (see full application for details)

# Indiana Accredited Main Street (IAMS)

Working the Main Street  
Approach™ effectively but may  
lack a paid staff person and/or  
membership to NMSC

And meet the following NMSC  
standards...







Indiana  
Accredited Main  
Street (IAMS)

## National Accreditation Standards of Performance

*Defined as meeting the following NMSC Standards:*

- 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 an 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

# IAMS Incentives

***Community members in the Indiana Accredited Main Street level are provided the following:***

- Ability to use Indiana Main Street brand and logo
- Access to NMSC webinars as available
- Invited to statewide workshops conducted by the National Main Street center, catered toward Indiana Accredited Main Street community interest/needs
- Opportunity to host a Community Exchange
- Eligible to receive Downtown Development Week, Small Business Saturday, and other downtown programming promotional materials and grant opportunities as available
- Eligible to receive a program review from National Main Street Center (limited program reviews available per year depending on availability from NMSC)

# IAMS Incentives Continued

***Community members in the Indiana Accredited Main Street level are provided the following:***

*Please note: Currently designated communities who meet IAMS standards will be grandfathered into these yearly requirements.*

- Can apply for OCRA state funded programs (eligibility dependent on membership seniority):
  - After 1 year of belonging to Indiana Main Street, members are eligible for bonus points to apply for OCRA placemaking programs as available
  - After 2 years of belonging to Indiana Main Street, members are eligible to apply for new pilot programs as available
  - After 3 years of belonging to Indiana Main Street, members are eligible to apply for OCRA's Main Street Revitalization Program (non-entitlement communities only) as available

# IAMS Incentives Continued

***Community members in the Indiana Accredited Main Street level are provided the following:***

- Guaranteed annual written feedback from OCRA staff
- Possible partnership with Main Street Mentor upon request
- Guaranteed at least one annual meeting OR training from OCRA staff, which may include:
  - ✓ Strategic Planning
  - ✓ Mission/Vision Development
  - ✓ Fundraising/Sustainability Planning
  - ✓ Board Training/Development
  - ✓ Work Planning
  - ✓ Or specific community need request

# IAMS Requirements

Must submit annual reporting

Must have operational mission and vision plans, by-laws, long-term fundraising plan, budget, and support from Local Units of Government

Must have a strong, functioning work plan that demonstrates long and short-term planning initiatives. Work plans should include measurable objectives, including timelines, budgets, desired outcomes, person responsible, # of volunteers needed, and specific volunteer responsibilities.

Meets definition of historic commercial district

Should proactively strive for growth as a Main Street program and demonstrate proficiency in all four points

Placed on a two-year introductory period following membership acceptance

Participate in on-site evaluation once at least every three years , conducted by an OCRA staff member(s)

# IAMS Requirements Continued

Must meet the 8 National  
Main Street Center Standards  
of Performance

Has broad-based community  
support for the commercial  
district revitalization process,  
with strong support from  
both the public and private  
sectors

Has an active board of  
directors and committees

Has an adequate  
operating budget

# IAMS Advancement Benchmarks

***In order to progress to the Nationally Accredited level, community members of Indiana Accredited Main Street should demonstrate the following:***

- An operational mission and vision statement, work plan, by-laws, budget, and strong support from Local Units of Government
- Effective implementation of the Main Street Approach™
- Attempt to receive a scholarship to Great Lakes Main Street Conference
- Attendance at the Great Lakes Main Street Conference or other OCRA conference
- Participation in Downtown Development Week
- Proactive organization of annual on-site training OR meeting from OCRA staff
- Commitment to historic preservation ethic
- Must have staffing in accordance with Main Street America's accreditation standards
- Must demonstrate financial ability to become a member of National Main Street Center, become a paid member, and actively use their membership resources

# Nationally Accredited Main Street (NAMS)

- Organizations interested in applying to enter the Indiana Main Street program who are currently meeting all the Accreditation Standards set forth by the National Main Street Center.







Nationally  
Accredited Main  
Street (NAMS)

## National Accreditation Standards of Performance

*Defined as meeting 10 of the following NMSC Standards:*

1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
3. Has a comprehensive Main Street work plan
4. Possesses an historic preservation ethic
5. Has an active board of directors and committees
6. Has an adequate operating budget
7. Has a paid professional program manager
8. Conducts a program of ongoing training for staff and volunteers
9. Reports key statistics
10. Is a current member of the Main Street America™ Network

# NAMS Incentives

***Community members in the Nationally Accredited level are provided the following:***

- Ability to use National Main Street branding and logo
- Bi-annual meetings and/or trainings from OCRA staff
- Guaranteed one scholarship to the Great Lakes Main Street Conference
- Invited to statewide workshops conducted by the National Main Street center, catered toward Nationally Accredited community interests/needs
- Eligible to participate in OCRA's Transformation Strategies program with guaranteed visits and follow-up visits from Main Street America

# NAMS Incentives Continued

- Guaranteed in-person program review from National Main Street Center
- Opportunity to mentor members of OCRA's Downtown Alliance and Indiana Accredited Main Street Community through a mentorship program
- Annual on-site evaluation and feedback from Indiana Main Street Staff
- Automatically eligible for special funding through OCRA's Main Street Revitalization Program (non-entitlement communities)
- Ripple Mapping workshop conducted by OCRA staff beginning 2021, upon request

# NAMS Requirements

Must submit annual reporting

Must demonstrate success by meeting all 10 of Main Street America's accreditation standards

Must have staffing in accordance with Main Street America's accreditation standards

Development of a strategic fundraising plan for the Main Street organization with assistance from trainings made available by the National Main Street Center

Must also comply with all IAMS requirements

# NAMS Benchmarks

***In order to remain at the Nationally Accredited level, Nationally Accredited community members should demonstrate the following:***

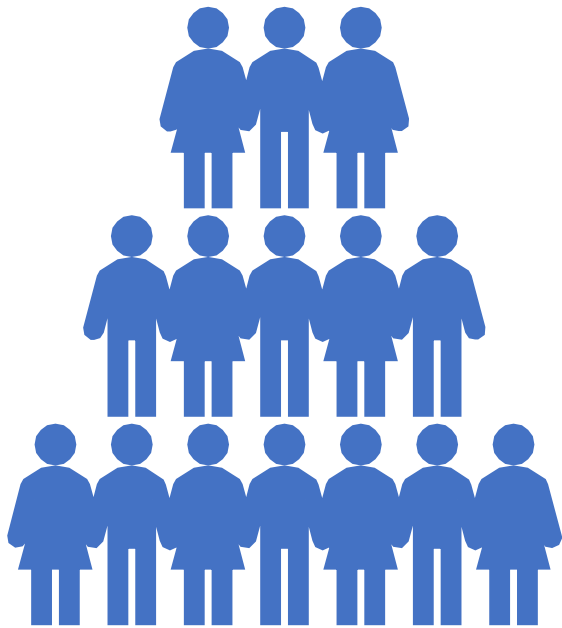
- Successful execution of National Main Street Center Standards of Performance (i.e. community support, mission/vision statements, work plan, etc.)
- Regular representation and/or participation at Great Lakes Main Street Conference
- Annual representation at Community Exchange or other OCRA conference by staff, board members, committee members, or volunteers
- Ongoing utilization of OCRA trainings, Main Street America trainings, webinars, and other learning opportunities
- Participation in Downtown Development Week, preferably hosting multiple events
- Participate in the opportunity to mentor members of OCRA's Downtown Alliance and Indiana Accredited Main Street level communities through a mentoring program as scheduling allows



# Levels Discussion

- Each level is independently valuable and curated specifically to meet unique community needs
- Criteria to define levels was reviewed on several occasions' multiple entities, including but not limited to:
  - Main Street Director and Board member
  - National Main Street Center staff
  - OCRA Community Liaisons
  - Community Development Leaders
  - Indiana Landmarks
  - Ball State University
  - Indiana Economic Development Corporation
  - Indiana Office of Tourism Development
  - Indiana Arts Commission

# Implementation Discussion



- IMS worked with NMSC, CL's, and IMS Council as needed to categorize communities into an appropriate level
- If category does not align with local program's vision, Individualized Development Plan will assist in getting to goal

# New Program Applicants

Applications are now open

Open to cities, towns, and  
now individual  
neighborhoods

Applications will close  
March 5, 2021

Those interested should  
work with OCRA  
Community Liaison

The “Checklist for Starting a  
Main Street Program” on  
pg. 16 of the Indiana Main  
Street Program Guide  
should still be used as a  
guide

Separate recording webinar  
on how to apply on OCRA  
website



# Timeline & Implementation





# Summary

Levels will provide better support based on local capacity

Implementation throughout 2020, into 2021

New applications open Nov. 2020

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Questions?