



2025-2026 INDIANA MAIN STREET OCRA's DOWNTOWN AFFILIATE NETWORK PROGRAM (ODAN) Foundational Requirements and Criterion

FOUNDATIONAL REQUIREMENTS

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.

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

When programs are ready to have their Foundational Requirements verified, they should contact their community liaison up to **two weeks prior** to the Letter of Intent due date, **October 31, 2025**.

- Be a separate organization with an active nonprofit tax filing status or have an application in progress.
- Have an active Board of Directors dedicated to leading the district's Main Street program.
- The community must have evidence of historic fabric within the downtown area.
- 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.
- Must provide a letter of support or resolution from the chief elected official of the town/city.
- Have attended an MS101 information session in the current year of interest.
- Ability to track key reinvestment statistics throughout the year and provide reporting on an annual basis.

Programs that do not meet these baseline requirements are not eligible for ODAN status.

OCRA's Downtown Affiliate Network Program

ODAN APPLICATION CRITERION

ODAN Standards of Performance are derived from the Main Street America accreditation standards. Indiana Main Street has carefully selected standards that are achievable for ODAN communities, while still providing alignment with Main Street America accredited and affiliate programs. ODAN communities are required to meet four criteria.

CRITERION I

BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

Items in blue are documentation that need to be submitted during application.

- Partnerships and collaborations
 - Engagement of elected officials and/or staff in the Main Street program
 - Letter from Local Unit of Government upload
 - Board of Directors roster upload
 - Committees roster upload
 - Municipality and County Government fields on application
 - Proof of support including financial, leadership, participation, in-kind donations, and/or philosophical support
 - Public Sector Involvement
 - Volunteers, financial support, letters of support from LUG's and partners.
 - Public Partnership Description
 - List of partnerships and/or future partnerships. Include the status and what your collaboration will intel.
- Community outreach
 - Main Street has expanded its reach to connect and engage with all sectors of the community (businesses, property owners, workforce, other organizations, residents.)
 - Board of Directors roster upload
 - Must include names, positions, contact information, affiliations, and term limits
 - Committees roster upload
 - Media contributions
 - Facebook and/or website links.
 - Any other forms of media platforms that may be used. Please include links.
 - Public meeting minutes upload (meeting that was held prior to LOI submission).
 - Must include date, location, attendee list and public advertisement

CRITERION II

INCLUSIVE ORGANIZATIONS CULTURE AND DIVERSE VOLUNTEER ENGAGEMENT

- Communication and public relations
 - Main Street highlights positive stories about the district through a variety of media tools
 - Builds awareness on the value of the district among all community sectors.
 - Shares progress
 - Strives to connect with all audiences
 - Has an active Facebook/social media page
 - Has a website

OCRA's Downtown Affiliate Network Program

- Public meeting notices, minutes – uploads
- The organizations stated mission and core values show a commitment to engaging all sectors of the community it serves.
 - Mission Statement and Vision statement must have an adopted date.
- Work plans and programming activities address accessibility and inclusive design for all community members.
- Clearly outlined volunteer needs for approved workplans or programming activities are in place and promoted broadly
 - Mission statement
 - Volunteer recruitment Workplan – Workplan should indicate the following: tasks, volunteers, budget, and measurable goal.
- Active board leadership, committees, and supporting volunteer base
 - Board members have demonstrated active engagement in the Main Street program throughout the year.
 - Board members have demonstrated active leadership and support to ensure the program is appropriately funded to meet its operational responsibilities and programming goals.
 - The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement approved work plans.
 - Board of Directors roster upload
 - Committee Rosters (Based on the 4-point approach)
 - Workplans (Minimum based on the 4-point approach)
 - A detailed budget that has been approved by the board
 - Meeting minutes from the past 3 months uploads
- Effective operational structure
 - A clearly defined mission statement that confirms the purpose of the organization.
 - Established by-laws, which are reviewed annually and revised appropriately to carry out the program's mission for the district.
 - Operating policies and procedures that outline internal and external communication practices, conflicts of interest, personnel management, leadership selections, elections and terms, board roles and responsibilities, etc.
 - Appropriate insurance for the organization, board/staff and its programming.
 - Legal and fiscal requirements are met and maintained as required with its tax status or operation structure.
 - Mission statement
 - By laws
 - Statement confirming legal and fiscal requirements, tax status.

CRITERION III

STRATEGY-DRIVEN PROGRAMMING

- Planning guided by inclusive community and market-informed inputs
 - Business inventory is up to date and reflective of the district's business mix, uses, and existing clusters.
 - Building inventory is up to date and reflective of the district's property ownership, condition, uses and status (for sale, for lease, occupied).
 - Spreadsheet of building and business inventory

OCRA's Downtown Affiliate Network Program

- Strategy-aligned comprehensive work planning and implementation across all four points
 - The board outlines priorities or goals that guide volunteer committees in identifying the initiatives, projects, and activities to be approved in annual work plan.
 - Work plans include written action plans for critical projects that outline specific tasks, timeline, budget, volunteer hours, who is responsible, etc.
 - [Goals](#)
 - [Workplan upload](#)

CRITERION IV

PRESERVATION-BASED ECONOMIC DEVELOPMENT

- Preservation ethics and education on historic and cultural assets.
 - Main Street demonstrates the community's commitment to its historic and cultural assets.
 - The district map is limited to the core downtown historic commercial district.
 - The district has historic buildings listed as local landmarks, a national landmark district, or listed in the National Register of Historic Places, or eligible for listing.
 - Main Street advocates for a local preservation ordinance or the community has one.
 - Main Street has developed or supported the development of design standards, guidelines, and tools property owners can use to preserve, improve, and maintain historic buildings.
 - Local, county, and/or regional strategies acknowledge and incorporate the preservation of heritage and cultural assets as economic development priorities.
 - [Screen shot of national registry upload](#)
 - [Narrative of efforts to advocate for preservation ordinance or design standards. Or upload of ordinance or design standards.](#)
 - Main Street educates and builds awareness about preservation and cultural assets among stakeholders, public sector, community organizations and residents at large.
 - Holding education and awareness activities that promote the value of the district's historic fabric and cultural assets throughout the year or at least annually during Preservation Month.
 - Providing programming and resources for district property and business owners that results in the preservation and rehabilitation of local historic assets.
 - Attending staff and volunteer trainings provided by the Coordinating program, Main Street America, or other organizations.
 - Building strong collaborations (e.g., Historic Preservation Commission, Certified Local Government, Historical and Arts entities, etc.) to support tools, ordinances, zoning policies that preserve the district's built cultural assets.
 - [Articles, flyers, social media posts, other education avenues, classes for building owners, etc. Sign in sheets, meeting minutes, etc.](#)
 - [Rosters from IMS showing attendance. Documents showing MSA training attendance. Other historical organizations.](#)