



2026-2027 INDIANA MAIN STREET OCRA's DOWNTOWN AFFILIATE NETWORK PROGRAM (ODAN) Foundational Requirements & Criterion

FOUNDATIONAL REQUIREMENTS

Applicants interested in joining OCRA's Downtown Affiliate Network (ODAN) must demonstrate that they are actively building the capacity needed to implement the Main Street Four-Point Approach. All prospective applicants must meet, or be on track to meet, the Foundational Requirements by the application closeout when submitting a Letter of Intent.

Programs ready for Foundational Requirements verification should submit their Letter of Intent by October 2, 2026, deadline to both their [local community liaison](#) and Indiana Main Street staff at indianamainstreet@ocra.in.gov.

Once Letters of Intent are received, applicants will be required to answer the following questions with "yes," "no," or "in progress." During the application phase, you must provide documentation demonstrating completion of all requirements.

- **Be an independent organization with active nonprofit tax status, or have a nonprofit application in progress.**
- **Maintain an active Board of Directors responsible for leading the district's Main Street program.**
- **Demonstrate the presence of historic fabric within the downtown district.**
- **Hold a public meeting to explain the Main Street approach and share the organization's mission and vision.**
- **Provide a letter of support or resolution from the community's chief elected official.**
- **Attend an MS101 information session during the current year of application.**
 - Submit the session date, location, and the names of all attendees.
- **Have the capacity to track key reinvestment statistics throughout the year and report them annually.**
 - Submit the name and role of the individual responsible for collecting and reporting this information.
- **Demonstrate the dedication to operating under a dedicated budget for downtown revitalization.**
- **Willingness to complete work plans that outline programming across the four-point approach.**

Programs that do not meet these baseline requirements are not eligible to apply for ODAN status. Once the Indiana Main Street Coordinating Program staff has reviewed all foundational responses and Letters of Intent, communities will receive guidance on the next steps in the application process.

CRITERION REQUIREMENTS

The ODAN Standards of Performance are based on the [accreditation standards established by Main Street America](#). Indiana Main Street has identified standards that are attainable for ODAN communities while maintaining alignment with Main Street America's accredited and affiliate program expectations. ODAN communities are required to meet four core criteria.

All documents must be uploaded in PDF or JPG format. It is strongly recommended that applicants create a dedicated folder to organize all required materials prior to submission. Please note that you will not be able to save your progress while completing the application.

General Information

- **Main Street Legal Name**
- **Main Street DBA Name (if applicable)**
- **Municipality**
- **Main Street County**

General Board Information

- **Organization's President's Name**
- **Organization's President's Email**
- **Organization's Secretary's Name**
- **Organization's Secretary's Email**

Municipality Information

- **Population of Municipality**
 - Please use commas when entering population numbers
- **Federal House Representative District Number**
- **State House Representative District Number**
- **State Senate Representative District Number**

Media

- **Name of Local Newspaper**
- **Organization's Website Address**
 - It is recommended to begin developing an independent website that can be linked to the municipality's website.
- **Organization's Facebook Page Link**
 - Efforts should be made to promote the organization, share its mission, vision, and goals, and support advocacy and small businesses within the district.
- **Other Social Media Platform Links**

Individual Submitting the Form

- **Name of Individual Submitting the Report**
- **Submitting Individual's Email Address**
- **Submitting Individual's Phone Number**

Mission/Vision Statement

- **Organization Mission Statement**
 - *Your mission statement should:*
 - Define the organization's purpose

- Explain how you support downtown revitalization
 - Identify the community you serve
 - Highlight your core objectives
- **Mission Statement Adoption Date**
 - Mission statements should be reviewed, updated as needed, and formally adopted annually.
- **Organization Vision Statement**
 - *Your vision statement should:*
 - Be simple, inspiring, and community-focused
 - Describe the future your Main Street program aims to create
 - Emphasize long-term community impact
 - Paint a picture of the ideal downtown
 - Inspire partners, residents, and businesses to unite around a shared future
- **Vision Statement Adoption Date**
 - Vision statements should be reviewed, updated as needed, and adopted annually.
- **How does the organization communicate its mission, vision, and goals to the community?**
 - Provide examples demonstrating how your organization shares its mission, vision, and goals, such as:
 - Social media posts from the past year
 - Placement on your organization's website
 - Inclusion in marketing or promotional materials
- **Organization By-Laws**
 - Review the Indiana Main Street Handbook for guidance.
- **By-Laws Adoption Date**
 - By-laws should be reviewed, updated as needed, and formally adopted annually.
- **Organization Policies and Procedures**
 - Review the Indiana Main Street Handbook for guidance.
- **Organization Policies and Procedures Adoption Date**
 - Policies and Procedures should be reviewed, updated as needed, and formally adopted annually.

Board of Directors & Committees Rosters

- **Board of Directors Roster**
 - It is recommended to use the template provided by Indiana Main Street (IMS), as all required information must be included.
 - Required details typically include:
 - Name
 - Contact Information
 - Affiliation with the Community
 - Term Limits
 - Committee Chair Roles
 - Committee Assignments
 - A Board Matrix is recommended to ensure diverse community representation.
 - Note any board members who serve as ex officio (non-voting) members or who are appointed positions.
- **Committees Roster**
 - Use of the IMS template is recommended for consistency and completeness.
 - Committees should reflect the Main Street Four-Point Approach.

- It is recommended that organizations have a minimum of two committees aligned with the Four-Point Approach.
- **Volunteer Recruitment Plan**
 - This plan should follow the workplan format (template available).
 - Identify organizations you aim to involve in activities within the district.
 - Identify all areas where volunteers are needed.
 - Identify where and how the organization is promoting volunteer opportunities.
 - Describe how the organization recognizes and thanks its volunteers.

Map

- **Map of your proposed Main Street district**
 - Provide a clear map with legible and well-defined boundaries
 - Districts should be walkable, located within the central business district, and include historic buildings (50+ year old)

History on the Main Street

- **Provide documentation that demonstrates the history of your Main Street organization.**
 - Documentation should come from SHAARD
 - Display buildings that contribute to the National Historic District or Commercial Historic District located within the Main Street district.
 - Display any Commercial Historic District boundaries that fall within the proposed Main Street district.
 - Display any National Historic District boundaries that fall within the proposed Main Street district.
 - If there are no historic buildings or designated historic districts, explain how the organization is preserving and sharing the community's history.

Municipality Support

- **How does the municipality support the organization?**
 - Examples may include but not limited to:
 - Financial contributions
 - Leadership involvement
 - Participation in events or committees
 - In-kind support (staff time, services, space, materials)
 - Philosophical support or alignment with organizational goals
- **How is the organization helping the municipality achieve its goals for the downtown?**
 - Examples may include but not limited to:
 - Applying for grants
 - Supporting infrastructure improvements
 - Gathering community feedback or conducting surveys
 - Organizing cleanup days or volunteer events
 - Facilitating civic engagement
 - Assisting with downtown planning, promotion, or business support initiatives

Community Support

- **Public Meeting Minutes**
 - Public meeting minutes must include:
 - Date of the meeting

- Location
- Attendee list
- Proof of public advertisement
- **Letters of Support**
 - A letter of support from a local elected official is required.
 - The letter should come from the Mayor, a Town Council member, or a City Council representative
 - It is recommended that larger cities include a City Council representative for neighborhood-based Main Street organization.
 - A County Council member's letter may be included as additional support, but **cannot** be the sole required letter from a local elected official.
 - Please note: A letter of support is different from the Letter of Intent to apply.

Business Support

- **Partners of Main Street**
 - Demonstrate the ways in which your organization collaborates with other agencies.
 - Letters of support from these partners are encouraged.
- **Letters of Support from Businesses**
 - Provide at least three letters of support from businesses located on the Main Street corridor.
- **Business Inventory**
 - It is recommended to use the Indiana Main Street Template to complete the Business Inventory.
- **Building Inventory**
 - It is recommended to use the Indiana Main Street Template to complete the Building/Property Inventory.

Historic Preservation Efforts

- **Local Preservation Ordinances**
 - This section highlights the community's plans and ongoing initiatives to preserve and enhance historic properties along Main Street.
 - It includes information about local design standards for historic landmarks, façade improvement grants, and other preservation programs.
 - It also outlines the work completed by the local government or Main Street organization to prioritize and protect historic character within the district.
- **Historic Preservation Workshops, Trainings, and Education**
 - This section provides a list of historic preservation workshops and trainings that the Main Street program has hosted or attended within the past two years.
 - It also includes documentation shared with historic property owners, such as resources, guidance, and informational materials related to owning and maintaining historic properties.

Financials

- **Non-Profit Documentation**
 - Provide proof of IRS paperwork confirming submission of your SS-4 form. This documentation includes your Employer Identification Number (EIN).
 - File the required Business Entity Report with the Indiana Secretary of State every two years.
 - Submit the NP-20 and Form 990 to the Indiana Department of Revenue annually.
- **Organizational Budget**
 - Submit the organization's budget for the upcoming year.

- Use of the Indiana Main Street budget template is recommended to ensure accuracy and consistency.
- **Fundraising Approach**
 - Explain the organization's strategy for raising funds to support operations.
 - Indicate whether the organization is able to maintain a balanced funding structure consisting of one-third sponsorships, one-third municipal support, and one-third grant income. If not, describe the alternative plan for financial sustainability.
- **Banking Practices**
 - Confirm that the organization maintains an active bank account.
 - Financial procedures and controls should be clearly documented within the organization's policies and procedures handbook.
- **Insurance Requirements**
 - Confirm that the organization holds appropriate insurance coverage.
 - At minimum, Directors and Officers (D&O) insurance is required.

Workplans

- **Annual Workplan**
 - It is recommended that organizations use the Indiana Main Street Annual Workplan Template to clearly demonstrate the work being carried out across the entire program.
 - Annual workplans should outline goals, activities, timelines, and responsible parties to ensure transparent and accountable program management.
- **Task-Specific Workplans**
 - Organizations must provide at least two task-specific workplans that align with the Four-Point Approach.
 - Use of the Indiana Main Street Task-Specific Workplan Templates is recommended to ensure consistency, clarity, and alignment with statewide program standards.

Why

- **Explain Why**
 - This section describes the organization's reasons for applying to become an Indiana Main Street community.
 - Provide a detailed explanation of the community's goals, needs, and long-term vision, and how Indiana Main Street designation will support those efforts.
- **Create the Big Picture/Show your Success**
 - Include any documents, photos, or supporting materials that illustrate the broader impact of the organization's work in the community.
 - These materials should help demonstrate the organization's role, achievements, and commitment to revitalizing the Main Street district.
 - Highlight key accomplishments from the past year.
 - Share stories, examples, or milestones that demonstrate progress and positive impact.
- **Pictures from the Past Year**
 - Include photos that showcase the organization's involvement, activities, and community engagement throughout the year.
 - All photos should be clearly labeled to provide context and enhance understanding