

Indiana Main Street



Indiana Main Street (IMS) encourages economic development, redevelopment and improvement of downtown areas of Indiana cities and towns. As the traditional heart and hub of government, commerce, justice, and social interaction, the downtown business district plays a crucial role in the overall image of a community. The program is founded on community economic development principles that emphasize preservation and development of traditional downtown resources. Indiana Main Street is the state's coordinating program for the National Main Street program, a division of the National Trust for Historic Preservation.

Eligible Participants

- Cities and Towns with historic fabric in their downtown.

4 Point Approach

- **Organization** - Building consensus and cooperation among the many groups and individuals involved in the revitalization process. To ensure a self-reliant, broad-based, long-lasting downtown revitalization program, the entire community must rally around the idea.
- **Design** - Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning to create a friendly, attractive place that will draw in visitors and businesses.
- **Promotion** - Marketing the commercial district's assets to customers, potential investors, businesses, local citizens, and visitors. To keep investors and businesses coming downtown, Main Street must reshape the community perspective of downtown as the hub of activity.
- **Economic Vitality** - Strengthening the district's existing economic base while finding ways to capitalize on new opportunities and overcome challenges from outlying development. Main Street's ultimate goal is to create downtowns that are economically viable.

Opportunities Continued

- **Workshops and Training Opportunities** - A variety of workshops and training sessions are available to participating communities. All workshops are organized to bring optimal learning opportunities to Main Street staff and volunteers. Events are held statewide and often include travel-friendly options like video conferencing and regional based events. Additionally, OCRA community liaisons offer facilitations of meetings, assistance with visioning sessions and aid in developing work plans.
- **Downtown Enhancement Grants** - The Downtown Enhancement Grant program funds projects in participating Indiana Main Street communities which contribute to the quality of life of local residents and provide opportunities for increased private investment and employment. Projects that may qualify for funding include: rehabilitation of façades, construction of pocket parks, installation of wayfinding signage and others.
- **Main Street Revitalization Program** - The program is funded with federal Community Development Block Grant dollars to focus on long-term community development within the downtown area. Projects that may qualify for funding include: streetscape, façade renovations and downtown infrastructure. Communities must be an IMS community and the project should align with the IMS organization's goals.
- **Historic Renovation Grant Program** - the General Assembly has replaced the Historic Preservation Tax Credit with an annual grant program administered by OCRA designed to revitalize investment in historic districts – specifically in the heart of commerce to incentivize increased investment. Planned for launch in April 2016, OCRA has been in consultation with communities, preservationists, and investors to design a program that will quickly maximize the leveraging of this opportunity.



Contact your OCRA Community Liaison with questions at www.in.gov/ocra

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