



# Indiana Main Street Program (IMS)

## Eligible Participants

- Cities and Towns with historic fabric in their downtown

## 4 Point Approach

- Design
- Economic Restructuring
- Organization
- Promotion

## Opportunities

- Downtown Enhancement Grants
- Building Site Locator Database
- Main Street Revitalization Program
- Workshops and Training Opportunities

The Indiana Main Street program (IMS) is administered by the Indiana Office of Community and Rural Affairs (OCRA) and founded on community economic development principles that emphasize preservation and development of traditional downtown resources. 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, downtowns play a crucial role in the overall image and livelihood of a community. Serving as the state's coordinating program for the National Main Street program, a division of the National Trust for Historic Preservation, Indiana Main Street is founded on a four point approach to downtown development.

### The Indiana Main Street Four-Point Approach

1. Design: Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging new construction, developing sensitive design management systems and long-term planning to create a friendly, attractive place that will draw in visitors and businesses.
2. Economic Restructuring: 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.
3. 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.
4. 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.

### Additional Opportunities Available to Main Street Communities

**Building Site Locator Database:** Indiana is filled with thousands of historically sound buildings just waiting to be reused to meet communities' needs in the form of new shops, restaurants and unique gathering spaces. Now, Indiana Main Street Communities have a tool to share these treasures with the world. Through an Internet database, users are able to enter their specifications to search for available historic buildings throughout the state. The Site Locator can be found on the web at: [www.ocra.in.gov/2652.htm](http://www.ocra.in.gov/2652.htm).

“Developing vibrant downtowns is critical to economic growth. Indiana Main Street is a very effective means of restoring these vital centers of activity and ensuring that rural communities thrive.”

Lieutenant Governor  
Sue Ellspermann

[www.ocra.in.gov](http://www.ocra.in.gov)  
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**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 facades, construction of pocket parks, installation of way-finding signage and others.

**Workshops and Training Opportunities:** A variety of workshops and training sessions, including an annual conference, 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 regionally based events.

For further program details and information, please visit [www.in.gov/ocra/mainstreet.htm](http://www.in.gov/ocra/mainstreet.htm).

Pre-application questions should be directed to your OCRA Community Liaison who will be able to offer current program details, evaluate readiness to proceed and provide assist with the application instructions.

**Main Street by the Numbers Community Investment in 2014:**

Public Dollars Invested.....	\$14,082,560.36
Private Dollars Invested.....	\$35,460,622.95
Total Dollars Invested.....	\$49,543,183.31
Jobs Created.....	554
Building and Façade Rehabilitations.....	242
New Construction Projects.....	12
New Businesses Added.....	103