



INDIANA OFFICE OF
Community & Rural Affairs

Eligible Participants

- Cities and Towns with historic fabric in their downtown

4 Point Approach

- Organization
- Design
- Promotion
- Economic Restructuring

Opportunities

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

www.in.gov/ocra

One North Capitol
Suite 600
Indianapolis, IN 46204
1-800-824-2476

Indiana Main Street

Indiana Main Street 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.

The Indiana Main Street Four-Point Approach

1. **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.
2. **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.
3. **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.
4. **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.

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

Additional Opportunities Available to Main Street Communities

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 wayfinding signage, and others.

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: <http://www.in.gov/ocra/2652.htm>.

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. Indiana Main Street welcomes suggestions and requests for workshops and training sessions.

[over for more information ▶](#)

“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

Main Street Revitalization Program. The Main Street Revitalization Program funds projects in Non-Community Development Block Grant (CDBG) entitlement communities with participating Indiana Main Street groups. The program is funded with federal CDBG 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.

Main Street by the Numbers Community Investment in 2013:

Public Dollars Invested..... \$ 21,786,125

Private Dollars Invested..... \$ 11,342,459

Total Dollars Invested \$33,128,584

Jobs Created.....603

Building and Façade Rehabilitations..... 212

New Construction Projects 10

Businesses Added.....142

