



Lt. Governor Sue Ellspermann

INDIANA MAIN STREET (IMS)

The Indiana Main Street Program is administered by the Indiana Office of Community and Rural Affairs (OCRA) and is founded on community and 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.



Revitalization



Economic Development



Quality of Place

INDIANA MAIN STREET FOUR-POINT APPROACH

ELIGIBLE PARTICIPANTS

Cities and towns with historic fabric in their downtown

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 assistance with the application instructions

WHY IMS

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



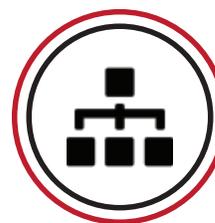
DESIGN

Enhances the physical appearance of the downtown by rehabilitating historic buildings, creating attractive public spaces, and planning for cohesive future development.



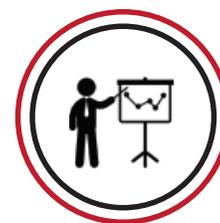
ECONOMIC RESTRUCTURING

Identifies new market opportunities for the traditional commercial district, finds new uses for historical commercial buildings, develops programs and projects to retain existing businesses, and stimulates investment in downtown property.



ORGANIZATION

Creates an inclusive, grassroots effort to develop a sustainable organization for the downtown revitalization effort.



PROMOTION

Promotes downtown as the center of commerce, culture, and community life for residents and visitors through events, heritage tourism, branding, and other promotional efforts.

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ADDITIONAL OPPORTUNITIES

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.

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 regionally-based events.

Main Street Revitalization Program (MSRP)

This program is funded with federal Community Development Block Grant (CDBG) dollars. Its goal is to encourage communities with eligible populations to focus on long-term community development within the downtown area through leveraging local investment, creating jobs, and supporting entrepreneurial endeavors. Funding for streetscape improvements and facade renovations are included.

“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

Through programs like IMS, the Indiana Office of Community and Rural Affairs supports rural communities by working with local, state, and national partners to provide resources and technical assistance to aid communities in shaping their vision for economic development.

TOTAL JOBS ADDED
21,826

NEW BUSINESSES ADDED
3,266

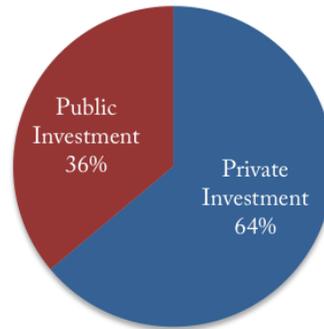
TOTAL NUMBER OF FACADE AND BUILDING REHABILITATIONS
6,831

TOTAL NUMBER OF NEW HOUSING UNITS
5,480

TOTAL NUMBER OF PUBLIC IMPROVEMENT PROJECTS
953

MAIN STREET BY THE NUMBERS

TOTAL IMS INVESTMENT



TOTAL PUBLIC INVESTMENT

\$1.6 BILLION

TOTAL PRIVATE INVESTMENT

\$2.8 BILLION

TOTAL INVESTMENT

\$4.4 BILLION

Indiana Main Street Numbers, 1985-2014

INDIANA MAIN STREET COMMUNITIES

IMS FAQs

1

Who pays for the Main Street Program? Is it a grant?

No, it is not a grant. Financial support for the program comes from the local entities that have a stake in the downtown: city government, merchants, businesses, and the public.

2

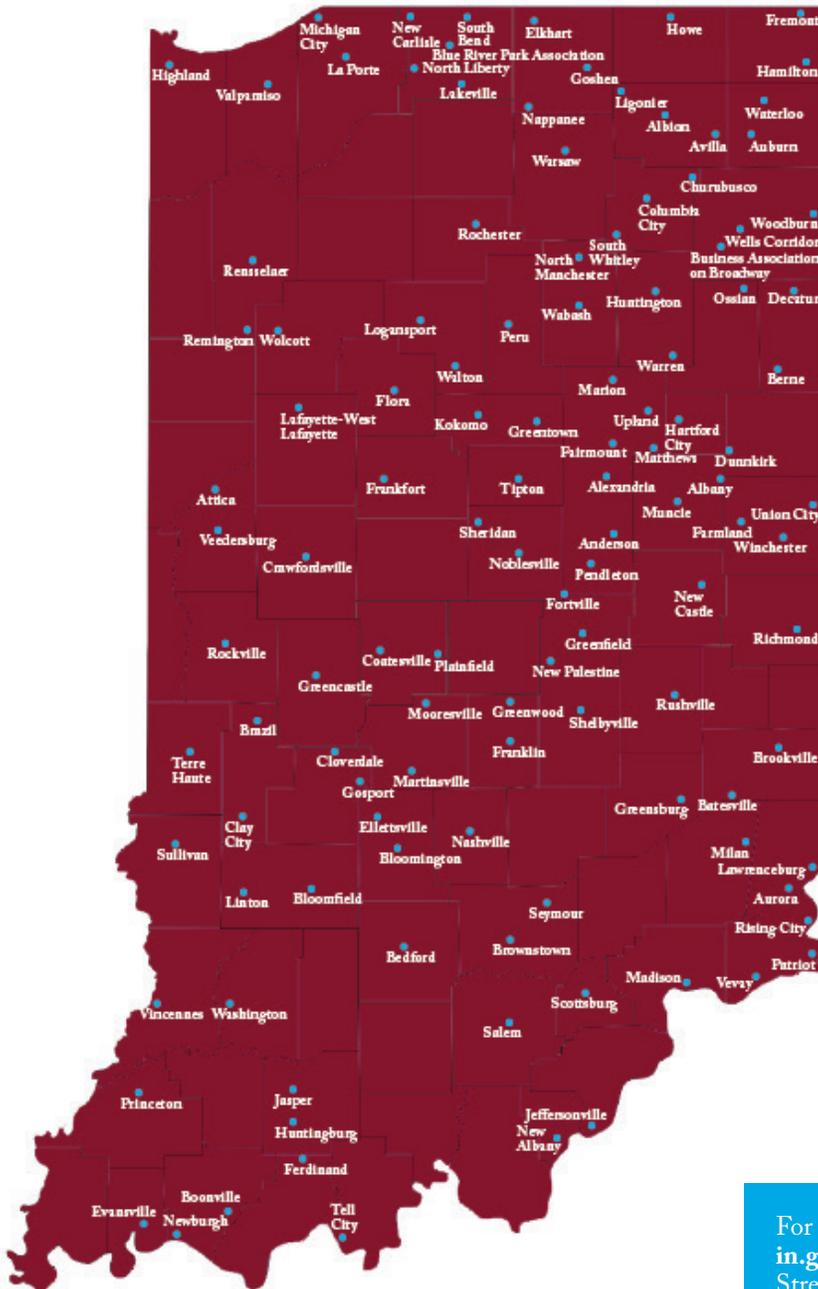
Am I the right person to get this started, and how can I get others interested in this program?

Main Street programs around the nation are started by concerned citizens who work with others in the community. Contact groups that should have an interest in your downtown's future to meet and discuss needs and opportunities for change. If there is an active downtown organization in your community, join it and present your ideas. If there is not, contact OCRA and we will help you get started.

3

How long does a local Main Street program last?

Commercial revitalization is an ongoing process. Just as a shopping center has a full-time staff and works constantly to ensure proper leasing, management and marketing, downtown and neighborhood commercial districts need ongoing attention too.



For further program details and information, please visit www.ocra.in.gov/mainstreet.htm. The first step to becoming an Indiana Main Street is to contact your region's Community Liaison.