

OFFICE OF COMMUNITY AND RURAL AFFAIRS

MAIN STREET

Main Street Monthly

A monthly publication from the Office of Community and Rural Affairs



Register to attend the upcoming National Main Street Conference

[Schedule at a Glance](#) | [Session Preview](#) | [Mobile Workshops](#)

Register for the 2019 Main Street Now Conference in Seattle, Washington, from March 25 - 27. Convened annually, the Main Street Now Conference showcases implementable best practices, time-tested solutions and innovative ideas from our national network of practitioners, as well as those in adjacent fields who share in the goal of creating economic and social prosperity in downtowns and neighborhood commercial districts. With beautiful Seattle and its surrounding communities as our living laboratory, this year's conference will leave you feeling inspired and equipped with tools to help you in your work.

Registration is now open! We encourage you to take advantage of the early-bird and member rates.

NEW! Special Rate for Civic Leaders

The National Main Street Center is offering a special discounted rate of just \$125 to local elected officials and senior local government staff from Main Street America communities and districts. Invite your civic leaders to be your guest at Main Street Now to help strengthen the bond between Main Street and the municipality. [Download and share this informational flyer.](#)



2018 IMS assessment to be completed

Important Dates

Stellar Communities Designees Announced – **Monday, Dec. 10**

Our 2019 calendar is available now!

Recent News



Federal grant awarded to create new Main Street Program - Press Release

Opportunity Investment Consortium of Indiana launches to support projects in newly-named zones - Press Release

What would you do with \$1K?

from Strong Towns

A while ago, we posted a question on Twitter, "What would you do for your town with \$1,000?" Strong Towns member Joseph Molnar thought, "I literally did that." Here's the story of the initiative he launched, ReForest South Bend.

Joseph became a homeowner in 2016 in South Bend, Indiana. A month later, a tornado took out seven trees on his block, including the street tree in front of his own new house. Joseph immediately

It's that time of year again! The 2018 Indiana Main Street Assessment and Return on Investment forms are available to complete. **The deadline for inputting data is February 1, 2019.** Both forms must be completed through a SurveyMonkey link.

Our assessment report is based on 10 performance standards which help you evaluate your organization's effectiveness as a Main Street program.

The standards of performance are developed by the National Main Street Center and the coordinating program partners. These standards are based on operational performance for a sustainable organization, not on economic performance. If you want more information on these standards, [please visit this website](#).

The program performance standards include:

- Broad-based community support (public and private).
- Relevant mission and vision statements.
- Comprehensive work plan.
- Organization possesses a historic preservation ethic.
- Active board of directors and committees.
- An adequate operating budget.
- Paid, professional staff.
- Program for on-going training for staff and volunteers.
- Reports key statistics.
- Organization is, or working to become, a National Main Street accredited or designated member.

We understand that many of the Main Streets organizations are volunteer based and run at different capacity levels than those with paid staff. Please complete this assessment based on your organization's capacity. This assessment is not meant to be a qualitative ranking to compare your program's revitalization and management activities over the past year with other programs.

This year's assessment will be used as a baseline for 2019 onsite evaluations. Mary Shaw or your respective Community Liaison will be scheduling onsite evaluations starting in spring, 2019. All National Main Street accredited organizations will have yearly onsite evaluations. All other designated IMS organizations are evaluated every three years.

All of the information collected from these assessments is used to evaluate the effectiveness of being a Main Street program as well as reported to the National Main Street organization.

Required documents needed for the assessment

Below is the list of required attachments to be uploaded as you complete the assessment. We recommend you locate these attachments early and have them readily available to complete the assessments.

Required attachments include:

- Mission and Vision Statement.
- Current Work Plan.
- Historic Preservation incentive programs and/or any design programs offered.
- Main Street District map.
- Two recent pictures that capture your Main Street district.
- List of board and committee members.
- Bylaws and any other policies and procedures.
- Annual Report, if applicable.
- Current budget.
- Fundraising materials such as pamphlets, letters, notecards.
- National Main Street Center membership information, if applicable.

Optional attachments include:

- Promotional event material.
- Event calendar.
- Training material created by Main Street program.

noticed that it changed the feel of his street dramatically, and for the worse.

It wasn't just more hot sunshine in the summer. The loss of the trees also affected traffic. The street trees had acted as a visual barrier—what engineers call a traffic calming device. They had narrowed the perceived width of the street, and blocked portions of drivers' field of view, causing them to slow down and drive more cautiously. With the trees gone, Joseph saw a lot more fast and reckless driving, on a street where children lived and played.

[Click here](#) to continue reading.



How 'Opportunity Zones' could transform communities

From Governing Magazine

Opportunity zones represent a breakthrough approach to community development. The program relies on an ingenious mechanism for spurring investment: Instead of tax credits or other traditional subsidies, investors are offered a temporary tax deferral for capital gains reinvested in designated opportunity zones. For investments held longer than 10 years, that deferral becomes forgiveness -- a huge boon.

[Click here](#) to continue reading.

To learn more about the State's involvement with Opportunity Zones, [click here](#).



Be a part of a national network of Main Streets. Visit mainstreet.org or call 312-619-5611 to join Main Street America

SUBSCRIBER SERVICES:

[Manage Preferences](#) | [Delete Profile](#) | [Help](#)

This email was sent to melthomas@ocra.in.gov using GovDelivery Communications Cloud on behalf of: State of Indiana · 402
Washington Street · Indianapolis, IN · 46204 · 800.457.8283

