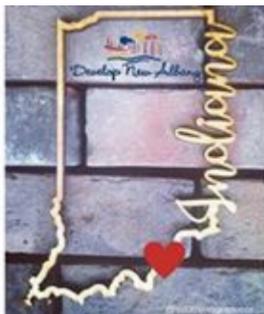




OFFICE OF COMMUNITY AND RURAL AFFAIRS  
**MAIN STREET**  
 Main Street Monthly  
*A monthly publication from the Office of Community and Rural Affairs*

### Have you registered to attend the upcoming Main Street exchange?

Join us in Historic New Albany on **Friday, Sept. 28** for the Main Street Community Exchange. New Albany is located along the Ohio River just opposite of Louisville, Kentucky. Topics of discussion will focus on promotions and marketing. Speakers include local entrepreneurs and the Indiana Small Business Development Center. A few updates from various Indiana Main Street organizations will also be included. Breakfast, lunch and snack are included in the \$30 fee. The exchange will be held at the TheatreWorks of Southern Indiana and begins at 8:30 a.m. A big thank you to [Develop New Albany A Main Street Organization](#) for hosting this event. [Reserve your spot today!](#)



### Apply for 2018 Indiana Propane School Bus Grant

On Sept. 7, the Indiana Office of Energy Development announced that applications are being accepted from Indiana public school corporations for the Indiana Propane School Bus grant program. This marks the fourth round of grant funding made available by OED dedicated to propane school buses.



Grant recipients will receive between 50 percent to 100 percent of the incremental cost difference between a new propane-powered school bus and a diesel or gasoline-powered school bus.

To be eligible, Indiana public school corporations must own their own buses. Projects must involve the purchase of a minimum of two new propane school buses. Applicants must have access to propane fueling infrastructure or show that they will have access if awarded a grant. While cost sharing of the incremental cost is not a requirement for applicants, special consideration is given to applications that leverage additional funding or those with in-kind funding.

Applications are accepted beginning today through October 19, 2018. Instructions are [available online](#). Questions about this grant can be directed to [grants@oed.in.gov](mailto:grants@oed.in.gov).

### Important Dates

**Main Street Community Exchange** - Friday, Sept. 28, in New Albany (Floyd county)

**CDBG Round 2 Proposals Due** - Friday, October 5

**Downtown Development Week** - October 8-12 - View all the [events on our website](#).

[View our full calendar.](#)



### Reserve your spot

**2018 Broadband Summit: Connecting Hoosier Communities**

**Registration is now open for this event!** The cost is \$20 to attend and lunch is included with the fee. [Visit this link](#) to submit your registration today.

The summit will provide information on topics including local broadband planning, funding opportunities, research and best practices.

### Microlearning series continues

[Learn more about board development in this month's microlearning](#)

Released on the second Wednesday of every month, a new video is ready to view. For this month's video, learn more about how to build leaders who are engaged members of your community



## Five communities chosen for broadband readiness planning grants

On Sept. 12, Lt. Governor Suzanne Crouch along with the Indiana Office of Community and Rural Affairs and the director of broadband opportunities announced that five rural Indiana communities will receive funding as a part of the Broadband Readiness Planning Grant.

Each community will receive a minimum of \$50,000 planning grant to develop a plan that will educate, create and identify ways to improve broadband speeds in their area.

The five recipients receiving funding are:

- Town of Dale, Ind.;
- English, Ind.; – in partnership with Marengo, Ind. and Milltown, Ind.;
- Greene County – including Bloomfield, Ind., Jasonville, Ind., Switz City, Ind. and Worthington, Ind.;
- Marshall County – including Bremen, Ind., Bourbon, Ind., Culver, Ind. and La Paz, Ind.; and
- Starke County – including Hamlet, Ind., Knox, Ind. and North Judson.

“These communities provided applications that were evaluated on established federal criteria along with supplied data on location, geography, density, unserved/underserved areas and previous efforts,” said Jodi Golden, Executive Director of OCRA.

Golden said that the communities will be a part of a pilot program that will educate and help shape how broadband can be established throughout the entire state

The Purdue Center for Regional Development will be assisting the pilot communities, and will continue to help the state expand broadband access. The funding for the Community Development Block Grant program comes from the U.S. Department of Housing and Urban Development, which is administered by OCRA.

## Showing businesses your value

From Main Street Blog

How are you showing your Main Street businesses "value" in what you do? Businesses and merchants will more likely support your efforts if you can show them what they will be getting for their support. A majority of Main Streets host events in downtown - can you show the value of those events to businesses? Have you surveyed retailers and restaurants after your events to know if they have generated more sales, foot traffic, and first time visitors to their businesses? If yes, sharing those success stories is one way to show the value of the events that you conduct. Are you bringing in people from outside the city, county, or the state for that matter? Show your businesses that you are working to bring their market/customers into the downtown.

Surveying all of your businesses the week after an event will give you the best feedback. A short, simple survey:

1. What is one thing about the event that they do not want you to change? (keeps things positive),
2. Did they see an increase in sales for the day/weekend over last year? If yes, by what percentage.
3. Did you tie into the event in anyway, with specials, product on the street, giveaways, etc.?
4. What can we do to make the event better for next year?

Also, an annual survey of your businesses overall might be helpful - asking them what is important to them concerning bringing more vibrancy back to downtown. Maybe they have their own ideas and would become more involved if new projects were undertaken.

and local board. Marc McAleavey, Executive Director of Serve Indiana leads his video and provide tools and information to select the right members to fill a board.

For more information, visit [www.in.gov/ocra/2918.htm](http://www.in.gov/ocra/2918.htm)



## OCRA welcomes new team member

On Sept. 10, Matthew Wakefield joined the [Office of Community and Rural Affairs](#) as the new Program Manager for the Community Development Block Grant program. He will be working with our CDBG Program Director, Eric Ogle to continue improving and executing the CDBG program.

## Backyard Shelby involves, seeks young talent

From Inside Indiana Business

The city of Shelbyville is looking to make itself more attractive to young and diverse professionals by going straight to the source and asking what they want. The city has launched Backyard Shelby, a group of young professionals helping to develop and implement a talent attraction and retention strategy. Mayor Tom DeBaun says the group will focus promoting the city's livability, amenities and "sense of authentic community" to new talent.

DeBaun says Shelby County's population is aging and in need of fresh blood, and the effort will help the community "evolve and grow." The group is made up of nine young professionals from industries including healthcare, agriculture, arts, education and manufacturing. [Click here](#) to continue reading.



## Join or renew your membership

Be a part of a national network of Main Streets. Visit [mainstreet.org](http://mainstreet.org) or call 312-619-5611 to join Main Street America.



View past newsletters on [our website](#)

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