



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 Main Street Exchange

The Town of Hope is hosting this Historic Preservation themed event

From 8:30 a.m. to 3:30 p.m on **Friday, July 13** attend the Main Street exchange in the Town of Hope. Hope is a proud, rural community just fifteen minutes northeast of Columbus that is known as a “Surprising Little Town” for many reasons, including its unique landmarks and hidden treasures.

The focus of this exchange is **historic preservation** and the cost is \$30 which includes breakfast, snack and lunch.

Speakers include members from the Indiana Department of Natural Resources - Division of Historic Preservation and Archaeology, Indiana Landmarks and OCRA! Topics include

- locating grants for improvements on your historic commercial property;
- information on federal historic tax credits;
- the benefits of having a historic preservation commission;
- Step-by-step instructions on how to complete the Certificate of Approval form; and



### Important Dates

Grant Administrator Certification 201 - **July 10-12** (3 day course)

Quick Impact Placebased (QuIP) Grant Award Announcement – **Thursday, July 12**

Main Street Community Exchange – **Friday, July 13**

[View our calendar.](#)



### Enter OCRA contest and bring the LG to your community

Enter your photos in the "Bring the LG to My Community" contest. Photographers of all ages are invited to enter their best high-resolution images capturing the spirit and uniqueness of your community's downtown. Post a photo on your Facebook, Twitter or Instagram account and use the

- so much more!

Time is also set aside to explore this hidden gem's downtown as well. The exchange is held at Willow Leaves of HOPE located at 326 Jackson Street, Hope, IN 47246.

[Register today!](#)



**OCTOBER 8-12**

OCRA wants to help you celebrate your city!  
Apply for our Downtown Development Week Promotion Grant.

Applications due June 29  
[www.in.gov/ocra/2896.htm](http://www.in.gov/ocra/2896.htm)



### Apply for a Downtown Development Week Promotion Grant

OCRA is adding a small grant opportunity to the week-long celebration in October called Downtown Development Week.

Downtown Development Week is an excellent opportunity to showcase all of the positive activities and investments that are happening in an Indiana downtown. To help provide for a planned event or activity, OCRA will be awarding up to five Downtown Development Week promotion grants of up to \$1,000 per event or activity.

Eligible applicants include **and** must sponsor an event/activity during DDW:

- Local units of government;
- Indiana Main Street organizations; and
- Community groups or organizations.

Grant requests of \$500 - \$1,000 will be accepted. There is a 1 to 0.5 local match requirement.

The deadline to apply is **June 29, 2018 at 4 p.m. (ET)**. Submit applications to: [info@ocra.in.gov](mailto:info@ocra.in.gov). No hard copy applications will be accepted.

To view more information, including how to apply for a Downtown Development Week Promotion Grant, [visit our website](#).

hashtag **#LgtomyDowntown** to be entered.

Some ideas of what to capture include special events, landmarks, streetscapes, green spaces/parks, businesses or people enjoying downtown activities. If your picture is selected as a winner, the community will be responsible for selecting a special event or activity for Lt. Governor Crouch to visit during the week.

### Register to attend Placemaking workshops

Six are scheduled across the state

OCRA is sponsoring two-day workshops titled "Placemaking for Main Streets" in six communities across Indiana. These workshops help communities learn how to create and transform a public space into a place where people want to live, work, eat and play. These communities will have a temporary public placemaking installation created and built by workshop participants.

[Register now!](#)

Main Street organizations and community leaders are welcome to attend.

These are free workshops but a limited number of seats are available.



### How to develop an effective mobile marketing strategy

#### Main Street Spotlight

As with every aspect of our economy, we live in a world of constant and rapid change. Responding to trends that directly impact our Main Street is essential to our survival and success. In his post-great recession bestselling book *The Great Reset*, author Richard Florida made two predictions I believe directly impact Main Street communities across the country. The first declared, "How we live, work, shop and



## South Bend addresses neighborhood traffic calming

To address recurring, dangerous speeding problems on neighborhood streets, the City of South Bend launched a demonstration project to test out traffic-calming tools they had never used before including traffic circles and bump outs. They worked closely with the local community to decide where these traffic-calming strategies were most needed. They also added educational signs to help teach people how street design can improve safety by encouraging drivers to slow down while simultaneously creating more vibrant places for people.

As a result of this demonstration project, drivers drove slower on these streets, and South Bend also built trust with the community. To replicate the success of this project elsewhere, South Bend will develop a toolkit based on this experience to launch additional traffic calming projects in other neighborhoods throughout the city to improve safety and convenience for people on foot or bike.

- [Continue reading here.](#)



## Dillsboro creates a Veterans Walk

Last year, the Town of Dillsboro initiated a Veterans Walk in conjunction with the town's Heritage Festival. The town has a reputation for honoring veterans, through annual Veterans Day programs, Memorial Day services, honorary dinners and the "flying of colors". To continue showing their patriotism and appreciation, the community continues to salute their Veterans throughout the year by making the *Veterans Walk* available to any group or organizations that should choose to honor them with the display. The walk contains 214 veterans on sturdy coroplast signs. Veterans from the surrounding area who submit their service information are featured on a 20" x 30" sign (as shown above) along the trail. The walk is displayed during the fall Heritage Festival along the community park walking trail. It was previously displayed in Oakdale Cemetery for the Memorial Day weekend and continues to grow during each holiday.

get around will change." Certainly, we can all agree that has been true, and we will see continued change in the years ahead. Florida's second assertion is a direct challenge to us all: "Communities that embrace the future will prosper. Those who do not will decline."

- [Continue Reading](#)

## Updated Direct Deposit form

The Auditor of State's office has updated the direct deposit form.

As of **July 1, 2018**, the Auditor's office will no longer accept prior versions of the direct deposit form. Please update this form if you have it saved in your files.

- [Download new form now](#)



Join or renew your membership with the National Main Street Center by visiting [mainstreet.org](http://mainstreet.org) or calling 312-610-5611.



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