

2022 - 2023 INDIANA MAIN STREET

ASPIRING IAMS 1-YEAR PROGRAM

Applicant Process

Indiana Main Street Overview

Since 1985, the Indiana Main Street Program (IMS) has been helping communities revitalize the economy, appearance, and image of their downtown commercial districts using the National Main Street Center's successful Main Street Approach. Main Street is a comprehensive, incremental approach to revitalization built around a community's unique heritage and attributes. Using local resources and initiative, the state program helps communities develop and provides support for the implementation of their own strategies to stimulate long-term economic growth and pride in the heart of the communities' downtown or commercial core.

In 2005, the IMS Program transitioned to the Indiana Office of Community and Rural Affairs (OCRA), where it is currently managed. IMS provides access to information, help getting focused, and community support and guidance to individuals and organizations interested in downtown revitalization. It also serves as a general clearinghouse for the latest tools and techniques in downtown development. General information, project development assistance information, and other resource materials are also available. The state program is a partner, but true revitalization success is built squarely on local commitment, initiative, and follow-through.

In 2019, the Indiana Office of Community and Rural Affairs partnered with National Main Street and the Indiana Main Street Council to evaluate the IMS program, per Main Street America accreditation standards. In November 2020, OCRA announced updates to the program that add additional value to new and existing Main Street organizations alike. At the core of this improvement process is the development and implementation of the new Levels System.

ASPIRING IAMS 1-YEAR PROGRAM

APPLICANT PROCESS

Applicants interested in participating in the Aspiring IAMS 1-year Program are qualified as those with capacity or working to build capacity to execute the Main Street Four Point Approach, Baseline Requirements Indiana Accredited Main Street Standards.

Communities who are interested in applying should proceed with the following steps.

STEP ONE: Contact Community Liaison

All interested parties should first contact their [Community Liaison](#) to express interest.

STEP TWO: ODAN for at least one year

Communities are required to have at least one full year at the ODAN level at the time of application. CL will verify with IMS.

STEP THREE: Meet Foundational Requirements

Communities are required to meet **Foundational Requirements**. Communities will send required documents to their CL. CL will work with IMS to determine if requirements are met.



IAMS Baseline
Requirements, Accre

- Be a separate organization with an active nonprofit tax filing status.
- Have an active Board of Directors dedicated to leading the district's Main Street program.
 - Must provide Board of Directors roster
- Community must have evidence of historic fabric within the downtown area.
- Have held a local public meeting to explain Main Street, and the mission and vision of their organization.
 - Must provide date and time of event, attendance roster and meeting minutes.
- Must provide a letter of support or resolution from the chief elected official of the town/city.
- Have attended an MS101 information session in the current year of interest.
- Ability to track key reinvestment statistics throughout the year and provide reporting on a quarterly basis.

STEP FOUR: Review IAMS Baseline Requirements and Accreditation Standards, Complete Self-Assessment

Communities should review the **Baseline Requirements and Accreditation Standards** and ensure that they are achievable within the 1-year trial period.

Complete **Self-Assessment**



IAMS Baseline
Requirements, Accre

Aspiring IAMS 1-year Program – 2022 - 2023

STEP FIVE: Submit the Letter of Intent and Self Assessment

Email the completed **Letter of Intent** and Self-Assessment to your [Community Liaison](#).



Sample Letter of Intent to Apply-Aspi

Deadline: December 30, 2022 at 4:00 p.m., ET.

STEP SIX: Review and Determination

Communities will be reviewed and invited or declined by Indiana Main Street program staff by **March 15, 2023**.

If declined, IMS will provide feedback to the community.

STEP EIGHT: Begin 1-year process

INVITED COMMUNITIES – PROCESS

Begins: May, 2023

The Aspiring IAMS community is not an accredited Indiana Main Street program and therefore is unable to represent itself as an accredited program. The community will continue to represent itself as an OCRA's Downtown Affiliate Network (ODAN) member through the Indiana Office of Community and Rural Affairs (OCRA).

1-YEAR PROCESS

Month 1/May 2023

- Prep visit – IMS meets with community to explain expectations.
- Quarterly reporting discussion

Months 2-12

Communities should develop work plans for each of the 4-points keeping in mind the six IAMS accreditation standards.

Establish goals for each of the four points and board of directors – Use SMART goal approach

Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets. Note: some projects can take multiple years to achieve

Include work plan progress (upload copies) in each quarterly reporting period.

Required quarterly reporting:

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Quarterly reporting will be required during the 1-year trial period. Reporting requirements will be shared during the Prep session.

Reporting deadlines:

- July 15, 2023
- October 15, 2023
- January 15, 2024 - Annual results
- April 15, 2024

AT THE END OF 1-YEAR:

- The Aspiring IAMS community will be reviewed for IAMS Accreditation.