**2022 INDIANA MAIN STREET**

**OCRA’s DOWNTOWN AFFILIATE NETWORK PROGRAM (ODAN)**

**Application Instructions and Process**

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### 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.

### INDIANA MAIN STREET PROGRAM LEVELS

The Indiana Main Street Program accepts applications for three levels. A brief description of each level is below:

* **Nationally Accredited Main Street (NAMS)**: Organizations interested in applying to enter the Indiana Main Street program who are currently meeting all of the [Accreditation Standards](https://higherlogicdownload.s3.amazonaws.com/NMSC/14414aa6-cd92-4a60-83bc-d336e4720b8b/UploadedImages/Join/Accreditation_Standards.pdf) set forth by the National Main Street Center.
* **Indiana Accredited Main Street (IAMS)**: Organizations interested in applying to enter the Indiana Main Street program, who are working the National Main Street Four Point Approach™ but could lack a paid staff person and/or paid membership to the National Main Street Center.
* **OCRA's Downtown Affiliate Network (ODAN)**: Organizations interested in applying to enter the Indiana Main Street program whose organizations may lack the capacity and/or resources necessary to work the National Main Street 4 Point Approach™ holistically. They may be organizations that prefer to specialize in event-related activities only *or* lack the physical and/or historical capacity required to qualify as a Main Street organization.

If you have questions about what level or application you should pursue, please contact your [OCRA Community Liaison](https://www.in.gov/ocra/2330.htm).

### OCRA’S DOWNTOWN AFFILIATE NETWORK (ODAN) - ACCREDITATION STANDARDS

Applicants interested in becoming a member of OCRA’s Downtown Affiliate Network (ODAN) are qualified as those working to build capacity to execute the Main Street Four Point Approach, ***or*** groups who prefer to specialize in event-related activities only. Members of ODAN may also be those who are working the Main Street Four Point Approach but do not meet the qualification for OCRA’s definition of Historic Preservation Ethic and/or Fabric.

Members of OCRA’s Downtown Affiliate Network must meet **three of four** of the following [National Main Street Accreditation - Standards of Performance:](https://higherlogicdownload.s3.amazonaws.com/NMSC/14414aa6-cd92-4a60-83bc-d336e4720b8b/UploadedImages/Join/Accreditation_Standards.pdf)

* 1. Possesses a historic preservation ethic
  2. Has a comprehensive Main Street work plan
  3. Has an active board of directors and committees
  4. Has developed vision and mission statements relevant to community conditions and to the program’s organizational stage

These four standards are reflected in the application criterion below. Applications will be reviewed based on the completeness of the application and extent to which they meet the proposed standards.

### APPLICATION INTRODUCTION

Below is the process for applying to become designated by the Office of Community Affairs Indiana Main Street program as an OCRA’s Downtown Affiliate Network (ODAN). The Indiana Main Street Program is a part of the Indiana Office of Community and Rural Affairs (OCRA). As a trademarked program under the National Main Street Center, a community or district may not call itself an ‘Indiana Main Street,’ nor may it employ an ‘Indiana Main Street Manager/Director’ without an application and official designation by OCRA. We do, however, encourage communities to organize and implement the Four Point Approach™ prior to their designation. Designation by IMS permits a Main Street community to use IMS branding and program association.

### APPLICATION TIMELINE

* Applications open on November 1, 2021
* *Letter of Intent (LOI)* due December 30, 2021 at 4pm EST
* IMS, with OCRA Community Liaison’s as coordinators, consult with local program as needed November-February to assist with application development.
* Applications due February 10, 2022
* Scoring committee meets in February 2022 to score applications
* IMS Council meets to hear and present recommendations by end of March 2022
* Incoming Main Street communities formally announced in April 2022

### APPLICATION SCORING CRITERIA

Applications will be evaluated independently by OCRA staff, plus IMS Council members.

ODAN applicants must meet any three of the four following National Main Street Center Standards of Performance identified below. ODAN applications are scored on a yes/no basis depending on whether reviewers agree that a standard is being adequately met.

*Please note: OCRA and IMS staff reserve the right to make the final decision regarding communities to be designated as official Indiana Main Street programs.*

***~~~More information on each Criterion can be found starting on page 8~~~***

**CRITERION I: HISTORIC COMMERCIAL FABRIC AND HISTORIC CHARACTER**

OCRA’s Downtown Affiliate Network communities are expected to possess a commercial historic district and actively utilize historic preservation as a tool for economic development. A Commercial Historic District is defined by OCRA, with approval from the Indiana Main Street Council and Main Street America, as the following:

*A commercial district whose majority of architecture is at least 50 years old; maintains historic integrity and historic fabric (evidenced by the survival of physical characteristics that existed during the property’s historic period); and is significant in American history and/or architecture at the national, state, or local level,* ***OR*** *a commercial district that includes cultural history as part of their preservation ethic and emphasizes authentic stories of place,* ***OR*** *a combination of these two definitions.*

**CRITERION II: WORK PLAN**

Program has a comprehensive work plan.

**CRITERION III: BOARD OF DIRECTORS AND COMMITTEES**

Organization has an active Board of Directors and Committees

**CRITERION IV: MISSION, VISION, AND NEED**

Program has developed mission and vision statements relevant to community conditions and to the program’s organizational stage. Describe the need for membership in ODA in the city or town.

### LETTER OF INTENT (LOI)

*Letter of Intent* emailed to the Community Liaison and State Coordinator prior to ***December 30, 2021 at 4:00pm EST***. A template can be found here.



After a letter of intent is submitted, an OCRA Community Liaison (CL) will coordinate a meeting with the community to discuss their application and work with the Indiana Main Street Coordinator to create an account on the [Indiana Grants Management System (GMS)](https://indianaegms.force.com/Grants/s/ims-intro). **Only applications submitted via the GMS will be considered.**

OCRA CL’s will provide ongoing technical assistance throughout the application process as needed.

### COMPLETING AN APPLICATION – STEP BY STEP

**APPLICATION INFORMATION**

* City/town
* County
* This is a: new Small City or Town Application / new Neighborhood District Application / Recertification Application
  + Name of Neighborhood, if applicable
* Application being submitted as: a stand-alone non-profit with city/town support / a city/town department with separate Board of Directors / Other: Please specify
* Name of person preparing application (or contact person)
* Digital signature
* Mailing/Physical address of preparer
* Title
* Email / Telephone number
* Name of City/Town Manager
* Address
* Email / Telephone number
* State Senator
* Local address
* Email / Telephone number
* State Representative
* Local address
* Email / Telephone number
* Local Newspaper
* Email for local news / Telephone number
* Website URL, if applicable

**PUBLIC OFFICIAL CERTIFICATION**

* The City/Town endorses the submission of this application and agrees to participate in the development of the local Main Street Program.
* Name of Mayor or Town Council President
  + Address
  + Email
  + Telephone number
* File upload of letter/resolution of support from city/town.

***The following questions are grouped by Criterion and are not necessarily in-line with questions in GMS.***

**CRITERION I**

**HISTORIC COMMERCIAL FABRIC AND HISTORIC CHARACTER**

**The historic significance of the proposed Main Street area and the interest in and commitment to historic preservation.**

* Does your city/town have the following? Please check if yes.
  + National Register District (NRD)
  + National Register properties (NRP)
  + Local historic designating program
    - * From the items checked above, please name individually the historic properties and districts within the proposed downtown area as follows.
      * Listed in the National Register of Historic Places
      * Any properties in the downtown that have been evaluated as eligible for listing by a historic or architectural survey or inventory
* Does your municipality have the following? (yes, no, in progress)
  + Landmarks or Historic Preservation Commission
  + Historic preservation ordinance
  + Design review board/process
  + Historic preservation incentives (i.e. tax abatements, fee waivers, grants, etc.)
* Discuss changes over time—the past five years or longer, positive or negative—to the historic physical fabric in the proposed program area; the reason for these changes; and the impact on the cultural fabric, which is defined as various aspects or characteristics that together create a particular culture.
* Have you worked with organizations to capture and record local histories?
  + If so, who? This could include County Historical Commissions, archives, museums, universities, local media, or libraries.
* Heritage Tourism. What has your community done to attract visitors to your historic sites and/or downtown?
* Please note if your local government/community or specific community members have accessed, been active in or a recipient of, any programs or grants related to historic preservation.

**CRITERION II**

**WORK PLAN**

**Program has a comprehensive work plan.**

* Include in this section a copy of your work plan(s) for this year.
* Why would your city/town/neighborhood be a successful member of OCRA’s Downtown Affiliate Network (ODAN)?
* Include in this section the proposed budget for the program.
* How will the organization handle or is handling finances?
  + Does the organization have a checking account?
  + If under another organization, is there a separate line item?
* How has your organization been able to recruit new volunteers? How will the organization continue to do so moving forward?
* Include in this section any letters and resolutions of support for the group’s membership in ODAN that demonstrate financial, private, or public sector support from local government, organizations, and/or institutions that will help the organization execute their work plan.

**CRITERION III**

**BOARD OF DIRECTORS AND COMMITTEES**

**Organization has an active Board of Directors and Committees**

* Who is involved in completing this application and promoting public awareness of ODAN? Please list those involved in the organization and describe their role in the community and organization.
* What processes are in place to ensure projects will move forward?
* List the five most important goals for your organization.
  + How did you arrive at these goals?
* List the five biggest challenges in the community and how membership in ODAN will contribute to addressing them.
* List specific activities and projects undertaken in the downtown during the past two years, which demonstrate interest and support for revitalization of the downtown area.
* Include the organization’s organizational structure along with names of committees.
  + Please include Board officers and a list of who is the chair/co-chair and secretary of committees
* Include any agendas or minutes from the Board and committees from the past three months.

**CRITERION IV**

**MISSION, VISION AND NEED**

**Program has developed mission and vision statements relevant to community conditions and to the program’s organizational stage. Describe the need for ODAN membership in the city or town.**

* **Organization’s Mission and Vision:**
  + Provide your organization’s mission statement.
  + Provide your organization’s vision statement.
  + Provide a statement as to why both your mission and vision are critical to accomplishing revitalization goals for the downtown. In other words, how did the Board create the mission and vision statements?
  + Describe the organization’s goals and how membership in ODAN assists in achieving those goals.
  + If admitted into ODAN, does the organization plan to “move up” a level as a Main Street program or maintain consistent status? Please note that either option is acceptable.
    - If you plan to “move up,” what is your timeline for doing so? How does the organization plan to grow capacity?
* **District’s Downtown Condition**
  + Please provide five to fifteen jpg images. Images must show evidence of a consistent amount of historic commercial buildings in the proposed downtown area.
    - Narrative for images. Narrative should be concise but still tell a story that explains the history of your town and provides information about the current state of downtown. Do not include in the narrative names of individual business/building owners unless they are historically significant or otherwise relevant (i.e. the person owns multiple buildings in the program area etc.)
  + Include in this section a map showing the proposed downtown area.
    - File upload
* **Other Statement of Need**
  + Please use this space to provide any other evidence or explanation of need.

### SUPPORTING DOCUMENTATION, MAPS AND DIGITAL IMAGES – ADDITIONAL INFO

These files should be uploaded in eGMS.

* Include supplemental information demonstrating community support (i.e. newspaper articles, public meeting notices, etc.) are strongly encouraged
* A resolution from the city/town government submitted with the application (include a sample resolution)
* A proposed budget
* A work plan with activities that align with the Main Street Approach™
* Letters of support: These should demonstrate support from different segments of the community, including merchants, civic and historical organizations and citizens.
* Maps
* Map 1: Proposed Program Area. Include in this section a map outlining the proposed program area. Please note the following on the map:
  + - Boundaries of the official Business District
    - Boundaries of the proposed Main Street Program area
    - Location(s) of nearby commercial centers, malls, and tourist attractions (arts districts or riverfront districts)
    - Boundaries of any local, state or federally designated historic districts, community development or urban renewal areas within the downtown or adjacent areas
    - Boundaries and descriptions of any zoning districts within the downtown or adjacent areas.
* Map 2: Map Supporting the Narrative for Images. This map should be marked to identify the images presented in the Narrative. The object is to show cohesive historic fabric. Google Earth™, Google™ Maps can be used.
* Digital Images
  + Five to fifteen jpg high-quality images. Images must show evidence of a consistent amount of historic commercial buildings in the proposed Main Street Program area. See “Instructions for Maps and Digital Images” for additional information.
  + **Image narratives**: these should be concise but tell a story that explains the history of your town and provides information about the current state of downtown. Do not include the names of individual business/building owners unless they are historically significant or otherwise relevant (i.e. the person owns multiple buildings in the program area etc.)
  + Images should show resources to be successful as a Main Street Program.
  + In addition to overall shots, include a few images of important individual structures in the proposed program area (i.e. post office, courthouse, city hall, banks, department stores, etc.) and, to show broader context, some significant resources from outside the program area (such as college campuses, historic sites, or industrial sites). Views of empty lots or urban parks should be shown if they relate to the buildings.
* If there is a unique residential neighborhood within walking distance of the proposed program area, only overall representative images should be shown and described in the narrative. Avoid taking excessive shots of individual houses. (Remember, Main Street is a commercial revitalization program.)
* Poor quality images, or ones that do not adequately show evidence of historic commercial fabric, reflect poorly on the application.
* Title each jpg image with the city/town name and a number, which will correspond to the submitted narrative. Provide only jpg or PNG images. An example of an image title would be “Anytown #1.jpg”.
* Attach each image separately and not as a Word document with each image.

### HELPFUL HINTS FOR APPLICATION COMPLETION

* Follow the application format when answering questions. Keep responses brief but provide complete information.
* Work with your local historical society, library, etc. to help tell the story of your downtown district. This research should be reflected in the image narratives.
* The proposed Main Street Program area should be well-defined and highlight the strongest, most dense historic commercial core of your community.
* Applicants must demonstrate a commitment to actively participate in growing the local program for a minimum of four/five years. Developing a sustainable effort through incremental progress over time is critical for success. The intent should be to continue on after this initial period.
* Offer a competitive salary in the proposed budget to attract a qualified program manager and job security by providing stable program funding and benefits. *Please note: While fundraising and grant writing is often part of a program’s work plan, the manager should not be expected to raise funds that are used for the sole purpose of sustaining the program—this is a primary role of the Board. Funds that are raised by the manager are typically directed towards special projects.*
* The budget should include funds for professional development and related travel expenses, which are required for the program manager or executive director.

### FINAL ACTIVITIES:

* Scoring committee meets in February 2022 to score applications
* IMS Council meets to hear and present recommendations by end of March 2022
* Incoming Main Street communities formally announced in April 2022