



INDIANA MAIN STREET

Indiana Office of Community and Rural Affairs

A strategic program that encourages community-driven revitalization of downtown areas in Indiana cities and towns.

What is Indiana Main Street

Main Street empowers communities to set their own destinies. While revitalization is challenging work, the Main Street program offers a road-map for locally-owned, locally-driven prosperity

How Does it Work?

- Grassroots, volunteer-driven nonprofit business.
- Mobilized through teams that reflect the Main Street Four-Point Approach®
- Employs an active board of directors and group of volunteers

How to apply

- Indiana Main Street applications open annually in November
- Applicants apply for the OCRA's Downtown Network Affiliation (ODAN).
- New Indiana Main Street communities are announced in the spring
- **All organizations looking to apply or learn more are required to attend an MS101 Informational Workshop**



Next Steps:

- Let your community liaison know that you are interested
- Attend a Regional Informational Workshop (required)

Sign up for OCRA email updates: www.in.gov/ocra
Sign up for IMS email updates: ahuff1@ocra.in.gov



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Indiana Main Street Four Point Approach



Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Promotion positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

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Indiana Main Street Program Levels



Nationally Accredited Main Street (NAMS): Organizations currently meeting all Accreditation Standards set forth by the National Main Street Center.

Indiana Accredited Main Street (IAMS): Organizations currently meeting all Accreditation Standards set forth by the National Main Street Center but may lack a paid professional program manager and/or a paid membership to the National Main Street Center.

OCRA's Downtown Affiliate Network (ODAN): Organizations 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 all Accreditation Standards.



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Roles and Responsibilities

Working Board of Directors

- Fundraisers
- Advocates
/ Communicates story
- Organizers
- Committee Leaders
- Supporters
- Implements plans alongside committees

Executive Directors

- Vision Caster
- Delegator
- Facilitator
- Makes sure the plan is implemented
- Coordinator
- Communicator

Committees

- The volunteers
- The energizers
- The "boots on the ground" and make it happen kind of team
- The supporters
- The collaborators
- Implements the plans with specific tasks

Volunteers

- Potential future board/committee members
- The story tellers
- The "half-committed" members
- The potential connections
- The hands to help where needed

MS101 Workshops

Indiana Main Street



New Community ODAN Application Process

Description: The ODAN application process is a competitive process and only 3 communities are awarded each year.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
2022	Initial Contact					MS101		LOI opens			LOI Due	Review LOI	
	Contact	Org contacts CL about interest in IMS				MS101 Info Sessions		LOI opens Aug 1			LOI due to CL 10/31	IMS invites to apply or declines with feedback	
		CL informs that org must start with ODAN				Qualify							
	MS101 one pager	CL sends to org and asks them to review				Baseline reqs	Org sends to CL - CL ensures org meets baseline reqs						
	Foundation reqs	CL sends to org/advise must meet to apply				Recommendation	CL notifies IMS of their recommendation to proceed.						
	MS101 info session	CL notifies of dates/locations Org attends session				LOI	CL invites org to send a Letter of Intent(LOI) – Must meet qualifications to submit LOI						
2023	Application Due Feb 15	Applications Scored											
	Org fills out app in GMS	IMS Scores applications	Announce										

MS101 Workshops

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IAMS Accreditation Process – Part One

Description: Part One consists of applying to participate in a 1-year probationary period. Organizations must be an ODAN for at least one year before eligible to apply.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
2022	Initial Contact							IAMS Probationary Process – Opens Aug. 1					
	Contact	Org contacts CL CL informs that org must: 1) Be an ODAN for at least 1 year, 2) Complete a self-assessment, 3) Apply for 1-year probationary period						Baseline regs	Org sends to CL - CL ensures org STILL meets baseline regs				
	<u>Self Assessment</u>	CL sends assessment to org						<u>Self Assessment</u>	Org sends to CL complete				
	1-year probationary period required	CL explains must meet IAMS regs during period						LOI	CL invites org to send a Letter of Intent(LOI)				
								LOI Due 12/30	CL sends completed LOI and <u>Self Assessment</u> to IMS				
2023	Review and Determination			Announce	Prep Mtg		Reporting				Reporting		
	Review	IMS invites to participate in IAMS 1 year probationary or declines with feedback			IMS meets with org to explain expectation - Quarterly reporting - Must attend 1 Community Exchange - How to prepare for IAMS accreditation		Quarterly reporting due				Quarterly reporting due		
	2 admitted per year	Process is competitive											

