



## **2022 - 2023 INDIANA MAIN STREET**

### **OCRA's DOWNTOWN AFFILIATE NETWORK PROGRAM (ODAN)**

#### **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.

## OCRA'S DOWNTOWN AFFILIATE NETWORK (ODAN)

### APPLICANT PROCESS

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.

#### *STEP ONE: Contact Community Liaison*

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

#### *STEP TWO: Attend MS101 Information Session*

Communities are required to attend an **MS101 Information Session** in the same year in which they wish to apply.

#### *STEP THREE: Meet Foundational Requirements*

Communities are required to meet **ODAN Foundational Requirements** prior to submitting a Letter of Intent. Send copies of the following to your CL:



ODAN  
Foundational Requi

- Board of Directors' roster with positions and terms
- Public meeting - meeting minutes
- Letter of support from chief elected official (CEO) or resolution

#### *STEP FOUR: Review ODAN Criterion*

Communities who are a part of OCRA's Downtown Affiliate Network must meet the **ODAN Criterion**



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Foundational Requi

Applicants should ensure that they can demonstrate the standards within the application, prior to applying.

#### *STEP FIVE: Submit a Letter of Intent to your CL*

Contact your [Community Liaison](#) and request a Letter of Intent. The CL will ensure that all previous steps have been completed prior to sending.



Sample Letter of  
Intent to Apply-ODAN

Email the completed Letter of Intent to Apply to your [Community Liaison](#).

# OCRA's Downtown Affiliate Network Application – 2022 - 2023

**Deadline: October 31, 2022 at 4:00 p.m., ET.**

*STEP SIX: Await invitation or decline with feedback*

Community will be invited or declined by Indiana Main Street program staff to apply **no later** than January 3, 2023. Invited communities will receive access to the [Indiana Grants Management System \(GMS\)](#) where applications will be submitted. **Only applications submitted via the GMS will be considered.**

If declined, IMS will provide feedback to the community.

*STEP SEVEN: Application*

## INVITED COMMUNITIES – APPLICATION

**Opens: January 1, 2023**

*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 January 1, 2023
- Community Liaison consult with community as needed to assist with application development.
- Applications due **February 15, 2023**
- Scoring committee meets in March 2023 to score applications
- Incoming Main Street communities formally announced in April 2023

## APPLICATION SCORING CRITERIA

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

*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.*

## 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

## OCRA's Downtown Affiliate Network Application – 2022 - 2023

- A work plan with activities that align with the Main Street Approach™
- Public meeting notices and minutes
- Building inventory
- Business inventory
- 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 after this initial period.