



## 2022 - 2023 INDIANA MAIN STREET

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

#### Foundational Requirements and Criterion

##### FOUNDATIONAL REQUIREMENTS

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 qualifications for Indiana Accredited Main Street.

All interested parties are required to meet **Foundational Requirements** prior to submitting a Letter of Intent.

- Be a separate organization with an active nonprofit tax filing status or have an application in progress.
- Have an active Board of Directors dedicated to leading the district's Main Street program.
- 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 an annual basis.

Programs that do not meet these baseline requirements are not eligible for ODAN status.

# OCRA's Downtown Affiliate Network Program

## ODAN CRITERION

ODAN Standards of Performance are derived from the Main Street America new accreditation standards. Indiana Main Street has carefully selected standards that are achievable for ODAN communities, while still providing alignment with Main Street America accredited and affiliate programs. ODAN communities are required to meet four criteria.

Items in blue are documentation examples

### CRITERION I

#### BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

- Partnerships and collaborations
  - Engagement of elected officials and/or staff in the Main Street program
    - Letter from CEO upload
    - Board of Directors roster upload
    - Committees roster upload
    - Support: City and County Government fields on app
    - Public Sector Involvement field on app
    - Public Partnership Description - app
- Community outreach
  - Main Street has expanded its reach to connect and engage with all sectors of the community (businesses, property owners, workforce, other organizations, residents.)
    - Board of Directors roster upload
    - Committees roster upload
    - Public Partnership Description - app
    - Fields on app where applicant can indicate partnership through a drop down (financial, civic groups, downtown business, schools, major industry, etc.
    - Public meeting minutes upload (meeting that was held prior to LOI).
    - Letters of support uploads
    - Informed Community Groups – app
    - Promoting Public Awareness – app
- Communication and public relations
  - Main Street highlights positive stories about the district through a variety of media tools.
    - Builds awareness on the value of the district among all community sectors
    - Shares progress
    - Strives to connect with all audiences
      - Has an active Facebook/social media page
      - Has a website
      - Featured in Branding section of the application?
      - Public meeting notices, minutes – need to add to uploads

### CRITERION II

#### INCLUSIVE ORGANIZATIONAL CULTURE AND DIVERSE VOLUNTEER ENGAGEMENT

## OCRA's Downtown Affiliate Network Program

- Inclusive organizational culture and diverse volunteer engagement
  - The organizations stated mission and core values show a commitment to engaging all sectors of the community it serves.
  - Work plans and programming activities address accessibility and inclusive design for all community members.
  - Clearly outlined volunteer needs for approved workplans or programming activities are in place and promoted broadly
    - [Add narrative question – Leadership base strives to represent community demographics](#)
    - [Mission statement](#)
    - [Volunteer roles on workplan](#)
    - [Workplan](#)
- Active board leadership, committees, and supporting volunteer base
  - Board members have demonstrated active engagement in the Main Street program throughout the year.
  - Board members have demonstrated active leadership and support to ensuring the program is appropriately funded to meet its operational responsibilities and programming goals.
  - The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement approved work plans.
    - [Board of Directors roster upload](#)
    - [Workplans](#)
    - [Budget](#)
    - [Meeting minutes from the past 3 months uploads](#)
- Effective operational structure
  - A clearly defined mission statement that confirms the purpose of the organization.
  - Established by-laws, which are reviewed annually and revised appropriately to carry out the program's mission for the district.
  - Operating policies and procedures that outline internal and external communication practices, conflicts of interest, personnel management, leadership selections, elections and terms, board roles and responsibilities, etc.
  - Appropriate insurance for the organization, board/staff and its programming.
  - Legal and fiscal requirements are met and maintained as required with its tax status or operation structure.
    - [Mission statement](#)
    - [By laws](#)
    - [Other uploads that achieve bullet 3&4](#)
    - [Statement confirming legal and fiscal requirements, tax status.](#)

### CRITERION III

#### STRATEGY-DRIVEN PROGRAMMING

- Planning guided by inclusive community and market-informed inputs
  - Business inventory is up to date and reflective of the district's business mix, uses, and existing clusters.

## OCRA's Downtown Affiliate Network Program

- Building inventory is up to date and reflective of the district's property ownership, condition, uses and status (for sale, for lease, occupied).
  - [Spreadsheet of building and business inventory](#)
  - [Narrative.](#)
- Strategy-aligned comprehensive work planning and implementation across all four points
  - Board outlines priorities or goals that guide volunteer committees in identifying the initiatives, projects, and activities to be approved in annual work plan.
  - Work plans include written action plans for critical projects that outline specific tasks, timeline, budget, volunteer hours, who is responsible, etc.
    - [Goals](#)
    - [Workplan upload](#)

### CRITERION IV

#### PRESERVATION-BASED ECONOMIC DEVELOPMENT

- Preservation Ethics and education on historic and cultural assets.
  - Main Street demonstrates the community's commitment to its historic and cultural assets.
    - The district map is limited to the core downtown historic commercial district.
    - The district has historic buildings listed as local landmarks, a national landmark district, or listed in the National Register of Historic Places, or eligible for listing.
    - Main Street advocates for a local preservation ordinance or the community has one.
    - Main Street has developed or supported the development of design standards, guidelines, and tools property owners can use to preserve, improve, and maintain historic buildings.
    - Local, county, and/or regional strategies acknowledge and incorporate the preservation of heritage and cultural assets as economic development priorities.
      - [Screen shot of national registry upload](#)
      - [Narrative of efforts to advocate for preservation ordinance or design standards. Or upload of ordinance or design standards.](#)
  - Main Street educates and builds awareness about preservation and cultural assets among stakeholders, public sector, community organizations and residents at large.
    - Holding education and awareness activities that promote the value of the district's historic fabric and cultural assets throughout the year or at least annually during Preservation Month.
    - Providing programming and resources for district property and business owners that results in the preservation and rehabilitation of local historic assets.
    - Attending staff and volunteer trainings provided by the Coordinating program, Main Street America, or other organizations.
    - Building strong collaborations (e.g., Historic Preservation Commission, Certified Local Government, Historical and Arts entities, etc.) to support tools, ordinances, zoning policies that preserve the district's built cultural assets.
      - [Articles, flyers, social media posts, other education avenues, classes for building owners, etc. Sign in sheets, meeting minutes, etc.](#)
      - [Rosters from IMS showing attendance. Documents showing MSA training attendance. Other historical organizations.](#)
      - [Narrative explaining involvement in last bullet.](#)