A Refreshed Approach to Indiana Main Street

Presented by:
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Agency under the Office of Lieutenant Governor Suzanne Crouch
Thank you for joining us!

Agenda:

1. What is Indiana Main Street?
2. Indiana Main Street Levels
3. Becoming an Accredited Main Street
4. Application Process
5. Looking Ahead to 2023...
Legislation was passed in 1985 to establish the Indiana Main Street Program to become the coordinating program to the National Main Street Center. IMS was to help communities in Indiana with their downtown revitalization efforts.

Madison, IN was one of three communities nationwide to participate as a pilot.

IMS encourages economic development, redevelopment and improvement of downtown areas of Indiana cities and towns.

Indiana Main Street is housed within the Indiana Office of Community and Rural Affairs (OCRA) and is under the Family of Business for the Lieutenant Governor – who is a big supporter of all things Indiana Main Street.

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How Indiana Main Street fits with OCRA

The Indiana Office of Community and Rural Affairs works with local, state and national partners to provide resources and technical assistance to aid communities in shaping and achieving their vision for community and economic development.

Office of Lt. Gov Suzanne Crouch

- Dept. of Agriculture
- Housing and Community Development Authority
- Office of Community and Rural Affairs
- Destination Development Corporation

Indiana Main Street Program
Preserving Historic Places Conference 2022

Indiana Main Street

STRATEGIC INITIATIVES TEAM

Andrea Kern
Director of Strategic Initiatives

Abby Huff
Senior Program Manager

Abby Chapman
Outreach and Organization Manager

Alex Taylor
Community and Economic Development Program Manager

Indiana Main Street

Programs We Manage

Rural Opportunity Zone Initiative (ROZI)

Hoosier Enduring Legacy Program (HELP)

ARPA Toolkit

Stellar Communities

Preserving Woman’s Legacy Grant

Historic Renovation Grant Program (HRGP)
The **Indiana Main Street Program**

2021 Return on Investment

The Indiana Main Street program’s support of its designated local IMS programs has resulted in significant investment and economic growth from the bottom-up in Main Street districts.
Indiana Main Street Levels

Indiana Main Street offers three different program level designations to communities looking to seek Main Street status.

The levels build on each other and are intended to assist communities in their growth. Each new IMS community will start at the OCRA’s Downtown Affiliated Network (ODAN) level.
Common Misconceptions About IMS

Main Street programs are not party planners

They ARE economic development organizations

The Indiana Main Street program is not simply a grant program

It is a long-term, community-driven, place-based people focused revitalization strategy

Main Street programs are not the same as an EDC or Chamber

There’s room for all to work together collaboratively
WHAT CAN YOU EXPECT FROM IMS:

Networking Opportunities
New Training Opportunities
Resource Toolbox and Technical Assistance
Private Facebook Group

Grant Opportunities*
Quarterly Newsletter
Conduit for Main Street America Updates
Weekly Email Updates

*Please note: A Main Street organization is not to be developed solely for granting purposes.
* There are different grants/programs available depending on levels.
What is a Successful Main Street?

- Passion
- Partnership
- Plans
- Perseverance
- Preservation
Program Expectations – What’s Changing?

Accreditation/Assessments

- MSA moving from 10 to Six as of Jan. 1, 2024.
- This means Accreditation visits conducted in Q1 2024 will be based on Six Standards and MSA/IMS Scoring System.
- New communities achieving all Six Standards and Baseline Requirements will be invited by IMS to become NAMS beginning in Q1 2024.

Quarterly Statistics Reporting beginning in 2023 (IAMS & NAMS)

- One of the most important roles of a Main Street is communicating the value of the local program and organization to the community and other stakeholders state-wide.
- Increasing the regularity of reporting to IMS ensures that local Main Street communities should have no shortage of information to share with its stakeholders. These numbers are collected with the intention that they will be used at a local, state and national level to create value for donors, volunteers and other stakeholders.
Application Process

The application process is changing...

The application process is changing based on several factors:
- New Main Street America Accreditation Standards—Required to be fully implemented by Jan. 1, 2024.
- In order to remain a coordinating program in good standing with MSA, as well as provide valuable technical assistance, training and support, we need to ensure that our IMS processes have a more robust framework for communities to utilize as they engage with the Indiana Main Street program.
Becoming an Indiana Main Street

All Indiana Main Street levels must, at a minimum, meet the Indiana Main Street Foundational Requirements

- **IAMS** is defined as meeting the Main Street America baseline requirements plus the six MSA standards, minus the paid staff and a Member of Main Street America

- **NAMS** is defined as meeting the baseline requirements plus the six MSA standards
ODAN (OCRA Downtown Affiliated Network) Application Process:

All interested parties will be required to meet Foundational Requirements prior to submitting a Letter of Intent.

1. Be a separate organization with an active nonprofit tax filing status or be a separate organization in active pursuit of nonprofit status.
2. Have an active Board of Directors dedicated to leading the district's Main Street program.
3. Community must have evidence of historic fabric within the downtown area.
4. Have held a local public meeting to explain Main Street, and the mission and vision of their organization. This meeting should focus on your organization. Must provide date and time of event, attendance roster and meeting minutes.
5. Must provide a letter of support or resolution from the chief elected officials of the town/city.
6. Have attended an MS101 information session in the current year of interest. – June 2023.
7. Ability to track key reinvestment statistics throughout the year and provide reporting on an annual basis.
New communities should work with their Community Liaisons to ensure compliance with Foundational Requirements and provide recommendation to proceed. They should also continue to utilize the "Getting Started" checklist.

If CL recommends, then organization can submit a Letter of Intent.

Letter of Intent will be reviewed by the Indiana Main Street team and the organization will either be invited to apply or declined with feedback.

If invited, ODAN applicants will be invited to fill out an online application.
ODAN to IAMS Application Process:

There will no longer be a process for communities to graduate from ODAN to IAMS, without having first completed a **trial period**.

Existing ODAN communities can request to be considered for the **Aspiring IAMS 1-year Program**. If accepted, they will operate as an IAMS, on a trial basis, for one full year prior to being considered for IAMS designation.

This is a competitive application.
Aspiring IAMS 1-year Program process:

Your Community Liaison will ensure your organization meets the following **Baseline Requirements**

- Active nonprofit status.
- A board of directors formed by a representative base of the district stakeholders AND community members.
- Identified activities to direct the work of the program, based on the Four Point Approach.
- Detailed workplan align with the identified activities that outline programming across the Four Points. Workplans include: the project, expected measurable outcomes, specific tasks needed to accomplish the project, assignments of those showing volunteers and staff responsibilities, timelines, and budgets.
- Dedicated budget for the district’s revitalization programming and the Main Street program’s operations.
- Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.
- Reinvestment statistics reported as required by Indiana Main Street.

*A paid staff person is not a requirement of the Aspiring IAMS or IAMS accreditation programs.*
Aspiring IAMS 1-Year Program process cont.:

Your Community Liaison will request the following from your organization.

- A Main Street America **Self-Assessment**.
- Commitment to participate in an **On-Site Accreditation Visit**, if invited after self-assessment received.
- Commitment to submit **Quarterly Reporting**, if invited into the program.
- Commitment to attend a **Community Exchange** during the Aspiring IAMS program duration.
Aspiring IAMS 1-year Program

*Communities that have been operating for 1 year or more as an ODAN can submit a Letter of Intent to apply*

- Letter of Intent, as well as other components such as previous year's reporting, assessments and other factors will be reviewed.

- The IMS team will then either invite the organization to participate or decline with feedback.

- If invited to participate, IMS team will conduct an in-person "Prep Discussion" to go over expectations and how to prepare over the trial period.

  - The program will begin in May 2023. IAMS communities will then be able to apply to graduate to IAMS level in the 2024-2025 application period.

*There will not be an opportunity for new communities to apply directly for the Aspiring IAMS 1-Year Program*
NAMS Application Process:

In an effort to assist existing NAMS with meeting the new Accreditation Standards, we will not be accepting NAMS applications in the 2022-2023 Application Period.

IAMS organizations seeking to graduate to NAMS will submit a Letter of Intent along with their request for an on-site assessment in Fall 2023. Indiana Main Street will consider that on-site visit and review the organization's Annual Accreditation Reporting and will level-up a select number of IAMS to NAMS in Spring of 2024.
Continue to improve our technical assistance through a new contract with Main Street America and more staff support for communities.

Create a culture of support by creating opportunities for information sharing and networking for local program staff and boards.

Implement new quarterly reporting system and process to collect more accurate data on the impact of our local programs.

Re-open PreservINg Main Street for IAMS and NAMS organizations during Historic Preservation Month. We also hope to offer tiered grants in this same program that would fund construction for streetscape improvements and placemaking opportunities.

Create more resources for our ODAN communities to grow capacity.
Questions?

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Website: www.in.gov/ocra/mainstreet/