Main Street Monthly
A monthly publication from the Office of Community and Rural Affairs
Indiana Main Street Program

Dates to Know
August 5
Capacity Building Training: How to Seek and Implement Feedback (Register Now!)

August 5 - 21
Indiana State Fair

August 26
DEG Fall Applications Due

August 26
Main Street

Community Exchanges Announced
The Indiana Office of Community and Rural Affairs (OCRA) recently announced that the agency will sponsor a series of Indiana Main Street (IMS) community exchanges on the last Wednesday during the months of July, August, September, October and November in 2016. The following Indiana Main Street organizations will host an exchange in their community:

- July 27: Knightstown (Henry County)
- August 31: Frankfort (Clinton County)
- September 28: Roachdale (Putnam County)
- October 26: Greensburg (Decatur County)
- November 30: Special Holiday Edition - Location TBD

The purpose of these events are to allow Indiana Main Street communities and others to network and learn from one another. They will give communities an opportunity to discuss issues facing their community, ways others have resolved some of those issues and innovative tactics IMS communities are addressing the needs of their organizations and downtown areas.
Owners do not need to be a Main Street organization, participant or staff member to participate; elected officials and other leaders from any community are welcome. For more details or to register, please visit [http://www.in.gov/ocra/2506.htm](http://www.in.gov/ocra/2506.htm). Information will be continuously updated, so check back often.

The November Community Exchange, hosted the week after Thanksgiving, will provide communities with the opportunity to kick off the holiday season with new information and a unique festive event located in one of our Main Street communities. This event is currently searching for a location.

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**Attendants**

- **Christina McDougall**, Hoosier Farmers Market Association: *How to start a farmers market downtown*
- **Cory Murphy**, Henry County Economic Development Corporation: *Leadership and economic development*
- **Jediah Benhy**, Superintendent Charles A. Beard School

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**OCRA wants to know about your events!**

Send your Community Liaison your scheduled events for the rest of 2016 and into 2017. Keep everyone in the loop of the great things that you are doing on your Main Streets!

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**Do you want your Main Street featured in upcoming newsletters?**

Contact your Community Liaison to submit stories and photos.

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**Get to Know Your OCRA Community Liaisons**

They are your connection.
Volunteer to Host the Holiday Community Exchange!

This year a community exchange is scheduled just after Thanksgiving on November 30th! During our travels, many of the Main Streets have loved talking about their holiday events, themes, store front windows and wonderful community involvement. This year, the communities have the opportunity to discuss and feature their community and all its holiday splendor during the special Holiday Edition.

The logistics will be the same as the other exchanges: the selected community will host, plan the agenda with basic guidelines provided by OCRA and set and collect all registrations. The difference of this exchange is that the holidays will be the theme.

Suggested topics:

- Attracting New Shoppers Downtown: How to Capture Male Shoppers During a Guys Night
- Capturing the Foodie During the Holiday: Finding and Implementing a Themed Food Item Menu for Downtown Eateries
- Crowd Attraction: How to promote and draw a crowd downtown
- Event Execution: How to Conduct a Successful Cookie
Decorating Walk
- Holiday Store Front: Decorating Vacant Buildings to Minimize Blight Appearance
- Sponsorship: How to Prevent Holiday Events from Eating All of Your Budget
- Tour: Holiday Windows
- Volunteer Focus: How to Engage Volunteers During the Busiest Time of the Year

This is your opportunity to show off your Main Street during the Holiday Season!

OCRA wants to make this decision soon, so if interested, call your Community Liaison by Tuesday, August 16th. If you do not know who to contact you can refer to the column on the left hand side.

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Letters of Intent are Being Accepted for Place Based Investment Funds

Letters of Intent (LOIs) are now being accepted for the second round of Place Based Investment Funds (PBIF).

This program is an opportunity for all Indiana communities to apply for grant funding to support community and economic development projects that focus on furthering unique crowd gathering experiences and enhancing specific quality of place initiatives.

PBIF offers communities the chance to apply for $20,000 to $50,000 through the competitive application process aimed at funding creative projects that build upon the unique assets and community specific vision that will make their local community more attractive for visitors and residents alike.

Letters of Intent are due August 26, 2016 by 4:00 pm eastern time with applications due on September 30, 2016 by 4:00 pm eastern time.

For more information on the Place Based Investment Fund, how to apply, eligibility and previously funded projects, as well as frequently asked questions, please contact your Community Liaison or
Letters of Intent for the Main Street Revitalization Program are Due August 26th

OCRA is accepting Letters of Intent (LOI) to apply for the Main Street Revitalization Program (MSRP). This program is open to non-entitlement, recognized Indiana Main Street communities for streetscape and façade renovation programs. Applicants may be granted up to $500,000 and a local match is required.

Instructions are available here. LOIs are due to OCRA on or before 4:00pm EST, Friday, August 26th.

OCRA Welcomes Two New Main Street Communities

Lt. Governor Eric Holcomb recently joined OCRA in announcing the Towns of Bremen and Jamestown as the two newest members of the Indiana Main Street program.

"Jamestown and Bremen's Main Street designations are a great example of communities taking important steps to further enhance the viability of their downtown areas," said Lt. Governor Holcomb.

Bremen Community Cares, Inc., the Bremen Main Street organization, is dedicated to improving their town through instilling a strong sense of community pride, coordinating downtown events, supporting the downtown businesses and encouraging the revitalization and restoration of downtown Bremen.
OCRA Executive Director Bill Konyha presenting Bremen Community Cares, Inc. with their IMS Certificate. (Photo courtesy of Marshall County Economic Development Corporation)

The Jamestown Community Partnership, Inc. is focused on creating a positive environment in order to stimulate economic development, enhance quality of life, promote a center of activity and instill a sense of pride throughout the community all while preserving a small-town atmosphere.

“OCRA is elated to welcome Bremen and Jamestown into the Indiana Main Street program,” said OCRA Executive Director Bill Konyha. “The work they will continue as part of our Main Street program illuminates the community's enthusiasm to assure that strong economic growth and a sense of place remain a focus for years to come.”

Downtown Jamestown
OCRA is a member of the Lieutenant Governor's Family of Business.

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 economic development.

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Inquiries should be directed to ocracommunications@ocra.in.gov.