**2024 - 2025 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](https://www.in.gov/ocra/newsroom/community-liaisons/) 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. Schedule a meeting with your CL to verify these requirements have been met.

* 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.

#### STEP FOUR: Review ODAN Criterion

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

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

Download the sample Letter of Intent from [www.in.gov/ocra/mainstreet/becoming-a-main-street-community/](http://www.in.gov/ocra/mainstreet/becoming-a-main-street-community/) make sure the letter has been put on program letterhead and signed by both the organization and the Local Unit of Government.

Contact your [Community Liaison](https://www.in.gov/ocra/newsroom/community-liaisons/) no less than two weeks prior to the Letter of Intent due date. The CL will ensure that all previous steps have been completed prior to sending.

Email the completed Letter of Intent to Apply to your [Community Liaison](https://www.in.gov/ocra/newsroom/community-liaisons/).

**Deadline: October 31, 2024, at 12:00 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 December 30, 2024. Invited communities will receive access to the SurveyMonkey link where applications will be submitted. **Only applications submitted via the SurveyMonkey will be considered.**

If declined, IMS will provide feedback to the community.

#### STEP SEVEN: Application

### INVITED COMMUNITIES – APPLICATION

**Opens: January 2, 2025**

*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 2, 2025
* Community Liaison consult with community as needed to assist with application development.
* Applications due **February 15, 2025 at noon ET.**
* Scoring committee meets in February/March 2025 to score applications.
* Incoming Main Street communities formally announced in March 2025

### 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 SurveyMonkey

* A resolution from the city/town government submitted with the application
* A proposed budget
* A work plan with activities that align with the 4-point Main Street Approach™
* Public meeting notices and minutes
* Building inventory
* Business inventory
* 3-5 Letters of support: These should demonstrate support from different segments of the community, including business owner, partnership organizations, 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 jpg high-quality images. Images should cover the following:
    - A streetscape photo of the Main Street District
    - A public/community meeting or event
    - Public improvement project either in planning stage, execution stage, or completed.
    - Board of Directors meeting of planning session
    - A miscellaneous photo that helps tell the organizational story.
  + **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.)
* 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.

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### **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.
* The proposed Main Street Program area should be well-defined and highlight the strongest, most dense historic commercial core of your community. It should be a manageable size for the organization.
* 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.