

Indiana Main Street Program Levels

The Indiana Main Street Levels allow member communities to engage in long-range planning and downtown revitalization at three distinct levels. As part of the Indiana Main Street community re-organization, Indiana Main Street communities will be placed or self-identified into a level system as either an OCRA's Downtown Affiliate Network member, Indiana Accredited Main Street member, or a Nationally Accredited member. Communities will have the capability of progressing to an Indiana Accredited Main Street member or Nationally Accredited member by completing a membership level advancement application.

Historic Preservation Ethic

Indiana Accredited Main Street communities and Nationally Accredited communities are expected to possess a commercial historic district and actively utilize historic preservation as a tool for economic development. A Commercial Historic District is defined by OCRA, with approval from the Indiana Main Street Council and Main Street America, as the following:

A commercial district whose majority of architecture is at least 50 years old, maintains historic integrity and historic fabric (evidenced by the survival of physical characteristics that existed during the property's historic period) and is significant in American history and/or architecture at the national, state, or local level, OR a commercial district that includes cultural history as part of their preservation ethic and emphasizes authentic stories of place, OR a combination of the two definitions

OCRA's Downtown Affiliate Network

Members in OCRA's Downtown Affiliate Network level are provided the following incentives:

- Ability to use unique OCRA's Downtown Affiliate Network logo
- Eligible for Downtown Development Week, Small Business Saturday, or other downtown programming marketing and promotion
- Listed in OCRA's Downtown Affiliate Network directory
- Can join COVID-19 Indiana Main Street Facebook Group
- Main Street staff, decision-makers, and/or city leaders invited to Community Exchanges and other OCRA conferences
- Access to resources developed by ODA community survey input (TBD in 2021)
- Access to OCRA's Main Street Monthly newsletter
- Eligible to apply for OCRA placemaking programs as available
- Eligible to receive mentoring by Indiana Accredited Main Street and/or Nationally Accredited Main Streets

Requirements:

- Must submit abbreviated annual reporting

- 12-month introductory period following acceptance to OCRA's Downtown Affiliate Network
- Must meet three of four of the following National Main Street Center Standards of Performance:
 - Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage;
 - Has a comprehensive Main Street work plan;
 - Possesses a historic preservation ethic;
 - Has an active board of directors and committees.

Advancement Benchmarks

To progress to the Indiana Accredited Main Street level, members of OCRA's Downtown Affiliate Network should demonstrate the following:

- Utilization of resources from Indiana Main Street as well as National Main Street Center to help in the development of a working board, bylaws, budget, work plan, and fundraising plan.
- A commitment to implementing the Main Street Approach™
- Completion of OCRA's Main Street 101 by the board, committee chairs, and staff
- Attended at least one Community Exchange or OCRA conference per year
- Thorough, timely and accurate annual reporting
- Completion of an IMS application that demonstrates historic preservation ethic, community support and organizational capacity, financial support and financial capacity, adequate business environment, and demonstrated need (see full application for details)

Indiana Accredited Main Street

Members in the Indiana Accredited Main Street level are provided the following incentives:

- Ability to use Indiana Main Street brand and logo
- Access to NMSC webinars as available
- Invited to statewide workshops conducted by the National Main Street Center, catered toward Indiana Accredited Main Street community interest/needs
- Can apply for OCRA state funded programs (eligibility dependent on membership seniority):
 - Members are eligible to apply for OCRA's Downtown Revitalization Planning Grant (non-entitlement communities only)
 - After one year of belonging to Indiana Main Street, members are eligible for bonus points to apply for OCRA placemaking programs (as available)
 - After two years of belonging to Indiana Main Street, members are eligible to apply for new pilot programs (as available)
 - After three years of belonging to Indiana Main Street, members are eligible to apply for OCRA's Main Street Revitalization Program (non-entitlement communities only, as available)
- Opportunity to host a Community Exchange

- Eligible to receive Downtown Development Week, Small Business Saturday, and other downtown programming promotional materials and grant opportunities as available
- Eligible to receive a program review from National Main Street Center (limited program reviews available per year depending on availability from NMSC)
- Guaranteed annual written feedback from OCRA staff
- Possible partnership with Main Street Mentor upon request
- Guaranteed at least one annual meeting *or* training from OCRA staff, which may include:
 - Strategic Planning
 - Mission/Vision Development
 - Fundraising/Sustainability Planning
 - Board Training/Development
 - Work Planning
 - Or topic specific to community need

Requirements:

- Must submit annual reporting
- Must have an operational mission and vision plans, by-laws, long-term fundraising plan, budget, and support from Local Units of Government
- Must have a strong, functioning work plan that demonstrates long and short-term planning initiatives. Work plans should include measurable objectives, including timelines, budgets, desired outcomes, person responsible, number of volunteers needed, and specific volunteer responsibilities.
- Meets definition of historic commercial district
- Should proactively strive for growth as a Main Street program and demonstrate proficiency in all four points
- Placed on a two-year introductory period following membership acceptance
- Participate in on-site evaluation once at least every three years, conducted by an OCRA staff member(s)
- Must meet the following [National Main Street Center's Standards of Performance](#):
 - Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
 - Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
 - Has a comprehensive Main Street work plan
 - Possesses a historic preservation ethic
 - Has an active board of directors and committees
 - Has an adequate operating budget
 - Conducts a program of ongoing training for staff and volunteers
 - Reports key statistics

Advancement Benchmarks

To progress to the Nationally Accredited level, members of Indiana Accredited Main Street should demonstrate the following:

- An operational mission and vision statement, work plan, by-laws, budget, and strong support from Local Units of Government
- Effective implementation of the Main Street Approach™
- Attempt to receive a scholarship to Great Lakes Main Street Conference
- Attendance at the Great Lakes Main Street Conference or other OCRA conference
- Participation in Downtown Development Week
- Proactive organization of annual on-site training or meeting from OCRA staff
- Commitment to historic preservation ethic
- Must have staffing in accordance with Main Street America's accreditation standards
- Must demonstrate financial ability to become a member of National Main Street Center, become a paid member and actively use membership resources

Nationally Accredited Main Street

Members in the Nationally Accredited level are provided the following incentives:

- Ability to use National Main Street branding and logo
- Bi-annual meetings and/or trainings from OCRA staff
- Guaranteed one scholarship to the Great Lakes Main Street Conference
- Invited to statewide workshops conducted by the National Main Street Center, catered toward Nationally Accredited community interests/needs
- Eligible to participate in OCRA's Transformation Strategies program with guaranteed visits and follow-up visits from Main Street America
- Guaranteed in-person program review from National Main Street Center
- Opportunity to mentor members of OCRA's Downtown Affiliate Network and Indiana Accredited Main Street Community through a mentorship program
- Annual on-site evaluation and feedback from Indiana Main Street Staff
- Automatically eligible for special funding through OCRA's Main Street Revitalization Program (non-entitlement communities)
- Ripple Mapping workshop conducted by OCRA staff beginning 2021 upon request

Requirements:

- Must submit annual reporting
- Must demonstrate success by meeting all 10 of Main Street America's accreditation standards
- Must have staffing in accordance with Main Street America's accreditation standards
- Development of a strategic fundraising plan for the Main Street organization with assistance from trainings made available by the National Main Street Center

Advancement Benchmarks

To remain at the Nationally Accredited level, Nationally Accredited members should demonstrate the following:

- Successful execution of National Main Street Center's Standards of Performance (i.e. community support, mission/vision statements, work plan, etc.)

- Regular representation and/or participation at Great Lakes Main Street Conference
- Annual representation at Community Exchange or other OCRA conference by staff, board members, committee members, or volunteers
- Ongoing utilization of OCRA trainings, Main Street America trainings, webinars, and other learning opportunities
- Participation in Downtown Development Week, preferably hosting multiple events
- Participate in the opportunity to mentor members of OCRA's Downtown Affiliate Network and Indiana Accredited Main Street level communities through a mentoring program as scheduling allows