



Indiana Main Street encourages economic development, redevelopment, and improvement of the downtown areas of Indiana cities and towns. As the traditional heart and hub of government, commerce, justice, and social interaction, the downtown business district plays a crucial role in the overall image of a community. The program is founded on community development that emphasizes the preservation and development of traditional downtown resources.



Madison, IN



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Frankfort, IN

- The Indiana Main Street Four Point Approach**
1. **Design:** Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems and long-term planning to create a friendly, attractive place that will draw in visitors and businesses.
 2. **Organization:** Building consensus and cooperation among the many groups and individuals involved in the revitalization process. To ensure a self-reliant, broad-based, long-lasting downtown revitalization program, the entire community must rally around the idea.
 3. **Promotion:** Marketing the commercial district's assets to customers, potential investors, businesses, local citizens, and visitors. To keep investors and businesses coming downtown, Main Street must reshape the community perspective of downtown as the hub of activity.
 4. **Economic Restructuring:** Strengthening the district's existing economic base while finding ways to capitalize on new opportunities and overcome challenges from outlying development. Main Street's ultimate goal is to create downtowns that are economically viable.



Rising Sun, IN



Elkhart, IN



Indiana Main Street is administered through the Indiana Office of Community & Rural Affairs.

The Indiana Office of Community and Rural Affairs was created in 2005, making rural areas a major focus for the first time in Indiana's history. Under the leadership of Lt. Governor Becky Skillman, OCRA strives to assist rural communities in achieving their own visions for economic development.

“Vibrant downtowns reflect the heritage and civic pride of our cities and towns, and they are critical to attracting industry, investment, and visitors to an area. By capitalizing on the existing assets in downtown areas, Indiana Main Street programs make contributions to the overall success of their communities that will be felt for generations to come.”

–Lt. Governor Becky Skillman

MAIN STREET BY THE NUMBERS: REINVESTMENT STATISTICS 1985-2007

Private Dollars Invested	\$2,176,236,814
Public Dollars Invested	\$548,384,504
TOTAL DOLLARS INVESTED	\$2,724,621,318
Net New Jobs	17,274
Net New Businesses	2,724
Façade Rehabilitations	2,605
Other Building Rehabilitations	2,589
New Construction Projects	356
New Housing Units	4,704
Public Improvement Projects	870

Additional Opportunities Available to Main Street Communities

Downtown Enhancement Grants

Downtown Enhancement Grants support and promote community-based planning, marketing, and restoration efforts in Indiana Main Street communities. These efforts improve the quality of life for residents and provide opportunities for increasing private investment and employment. Projects that may qualify for funding include promotional campaigns, program branding, façade renovations or rehabilitations, establishment of revolving loan funds specific to Main Street activities, and other initiatives related to Indiana Main Street communities' downtowns.

Building Site Locator Database

Indiana is filled with thousands of historically sound buildings just waiting to be reused to meet communities' needs in the form of new shops, restaurants, and unique gathering spaces. Soon, Indiana will have a tool to share these treasures with the world. Through an Internet database, users will be able to enter their specifications to search for available historic buildings throughout the state. This valuable tool will help market usable spaces in Indiana's Main Street communities.

Technical Assistance Program

Indiana Main Street is proud to partner with Ball State University's Center for Historic Preservation to offer technical assistance to selected Main Street communities. Each summer through an open application process, Indiana Main Street and Ball State choose up to four communities to receive technical assistance from a Ball State graduate student. Based on the application specifications, the graduate student assists the community through completion of the project. All projects are reviewed and monitored by the Center for Historic Preservation staff and reports are made to the communities at the conclusion of the project.

Workshops and Training Session Opportunities

A variety of workshops and training sessions, including an annual conference, are available to participating communities. All workshops are organized to bring optimal learning opportunities to Main Street staff and volunteers. These events are delivered throughout the state and often include travel-friendly options like tele-video conferencing and regionally based events. Indiana Main Street welcomes suggestions and requests for workshops and training sessions.

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