

## WELCOME

It's that time of the year again! The Indiana Main Street Assessment and Return on Investment (ROI) reports are available to complete. These annual reports are a requirement for the Indiana Main Street program and assess the year prior (i.e. if you receive this report in 2020, you will be reporting on the year 2019.) The deadline for submitting these reports is **Friday, March 6, 2020.**

You'll notice that we've transitioned from collecting these annual reports via Survey Monkey to a new Grants Management System utilizing Salesforce technology. Instead of completing two separate report forms for the Assessment and ROI, you will only have to complete one electronic document that encompasses both reports. Another perk of moving to this new system is that you can now begin inputting your assessment information, save it, and come back to it to continue filling out the information at a later time. There is no longer a need to handwrite your answers prior to filling out the form in its entirety, other than for your own personal records, if you wish.

## TO ACCESS REPORTING

1. You will receive an email to set up account from Indiana Grants Management Portal. If you do not receive it in your inbox, please be sure to check all emails folders, including spam/junk folders.
2. Click the link provided in the email and follow instructions to set up your password.
3. Once logged in, click IMS Reporting tab at the top of the homepage.
4. Click on the link that says "click to go to assessment" for 2019.
5. Click the "begin" button to work through entire report in the order that appears on the homepage, or pick and choose sections to complete in the order of your preference. You will see a green check mark on the home page appear as you complete each section of the report.
6. Once all green checks appear on the homepage, click submit at the bottom of the home page. Please note that you will NOT receive a confirmation email confirming that you've successfully submitted your report, but you will be able to see the status as "submitted" on the homepage. You may log back in at any time to access your submitted assessment, but you will not be able to edit the assessment once submitted.

## REPORT INFORMATION

According to Main Street America's Community Accreditation Process, participation from a broad-base of program and community leaders is expected (to the extent that is possible) when gathering the information for reporting. This should include the following:

- a. Main Street program leader base –
  - a. At least 75% of the Board of Directors and Committee Chairs
  - b. All Main Street Staff
  - c. Committee members will be optional, but highly recommended
- b. At least one (all if possible) City Official: Mayor, City Manager, Council member representing the District and City staff
- c. At least one County Official

- d. At least 3 district stakeholders, including property, business owners, and residents
- e. At least 3 Leaders representing partner organizations

You will see that the content of the report has remained relatively the same as it has in the past. As a refresher, here's what we're asking you to report on for both the Assessment and ROI data:

## ASSESSMENT REPORT

Our assessment report is based on 10 performance standards which will help you evaluate your organization's effectiveness as a Main Street program. The standards of performance were developed by the National Main Street Center and their coordinating Main Street program partners. They are based on operational performance for a sustainable organization, not on economic performance. The Indiana Main Street program performance standards include:

1. Broad-based community support (public and private)
2. Relevant mission and vision statements
3. Comprehensive work plan
4. Organization possesses a historic preservation ethic
5. Active board of directors and committees
6. An adequate operating budget
7. Paid, professional staff
8. Program for on-going training for staff and volunteers
9. Reports key statistics
10. Organization is, or working to become, a National Main Street accredited or designated member

We understand that many of our Main Streets are all-volunteer and are at different capacity levels than programs who have paid staff. Please complete this assessment based on your organization's capacity. This assessment is not meant to be a qualitative ranking to compare your program's revitalization and management activities over the past year with other programs. This assessment should serve as a reflective practice for your Main Street program to help identify areas of strength and where there may be room to grow, as well as to create a baseline for future onsite evaluations and evaluating an organization's capacity.

**Please note:** Typically, all National Main Street accredited organizations have a yearly onsite evaluation. All other designated IMS organizations are typically evaluated every three years. However, there will be no onsite assessments taking place during 2020 due to the Indiana Main Street team focusing their efforts on restructuring the program to better support our Main Street communities. If you need onsite assistance, please request a visit from OCRA and we will schedule an onsite meeting.

Required attachments include:

- Current Work Plan (may also include committee work plans in addition to current work plan)
- Last year's Work Plan indicating what activities were completed during the year
- Main Street District Map
- List of board and committee members

- Bylaws and any other policies and procedures
- Current budget

Optional attachments include:

- Historic Preservation incentive programs and/or any design programs offered
- Annual Report, if applicable
- Fundraising materials such as pamphlets, letters, notecards
- National Main Street Center membership information, if applicable
- Event Promotional Material
- Event Calendar
- Training material created by Main Street program

## **RETURN ON INVESTMENT REPORT**

In addition to this assessment, the Indiana Main Street program requires each Main Street program to include an annual Return on Investment (ROI) report. The Indiana Main Street Program uses this data to evaluate the effectiveness of being a Main Street program as well as reports it to the National Main Street organization, who compiles the revitalization statistics for the previous year. This report can serve as a useful advocacy or fundraising tool for local Main Street programs as it quantifies impact.

## **QUESTIONS**

If you have any questions, please get in touch with your OCRA Community Liaison or Project Manager for Indiana Main Street, Jackie Swihart, at [jswihart@ocra.in.gov](mailto:jswihart@ocra.in.gov). Thank you for all of the great work you have done in the year prior!