



OCRA

Office of
**COMMUNITY &
RURAL AFFAIRS**

Indiana Office of Community and Rural Affairs

Scott Rudd

**Director of Broadband
Opportunities**

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Agency under the Office of Lieutenant Governor Suzanne Crouch

Project Manager

Vision



OCRA works with Indiana communities to build **relevant** and **economically thriving** places where people want to live, grow, work and play.

Mission



OCRA works with local, state and national partners to **provide resources** and **technical assistance** to aid communities in shaping and achieving their vision for community and economic development.



Strategic Plan for Rural Indiana

The Indiana Office of Community and Rural Affairs works with Indiana communities to build relevant and economically thriving places where people want to live, work and grow.

OCRA Office of
COMMUNITY &
RURAL AFFAIRS

Strategic Framework

- 1** Provide opportunities and programs focused on our people and place-based investments.
- 2** Expand OCRA's role as a Center of Excellence.
- 3** Build capacity of rural leadership.
- 4** Support economic growth and preservation in the Downtown and commercial districts.
- 5** Facilitate strategies to address rural broadband access.



Strategic Plan for Rural Indiana

The Indiana Office of Community and Rural Affairs works with Indiana communities to build relevant and economically thriving places where people want to live, work and grow.



Guiding Principles

- Retain, attract and develop talent in our rural communities.
- Incite and encourage regional collaboration in rural planning processes.



Infrastructure

Wastewater/Drinking Water,
Stormwater Improvement



Capacity Building

Stellar Communities,
Transformational
Strategies,
Impact! Main Street



Quality of Place

Blight Clearance, Public
Facilities, Quick Impact
Placebased, Main Street
Revitalization,
Historic Renovation,
Placemaking
Workshops



Four Competencies

Economic Development

Site Certified,
Indiana Main Street



OCRA's Impact

OCRA was created in 2005 when the Department of Commerce was split apart. We are one of five agencies who report to Lt. Governor Suzanne Crouch.

- Since 2005, more than **\$820 million** in funds secured for Rural Indiana.
- In 2017, OCRA awarded grant funding to **93** Indiana communities to total more than **\$28 million** with **\$53** local dollars leveraged to aid these projects.
- OCRA awarded more than **100** grants.

Making a Place

“The **place is** becoming **more important**
than **product.**”

- National Association of Realtors



Place for Economic Development

Placemaking IS Economic Development

“Economic Development is really the result of creating places where people want to be.”

Oklahoma City Mayor Mick Cornett



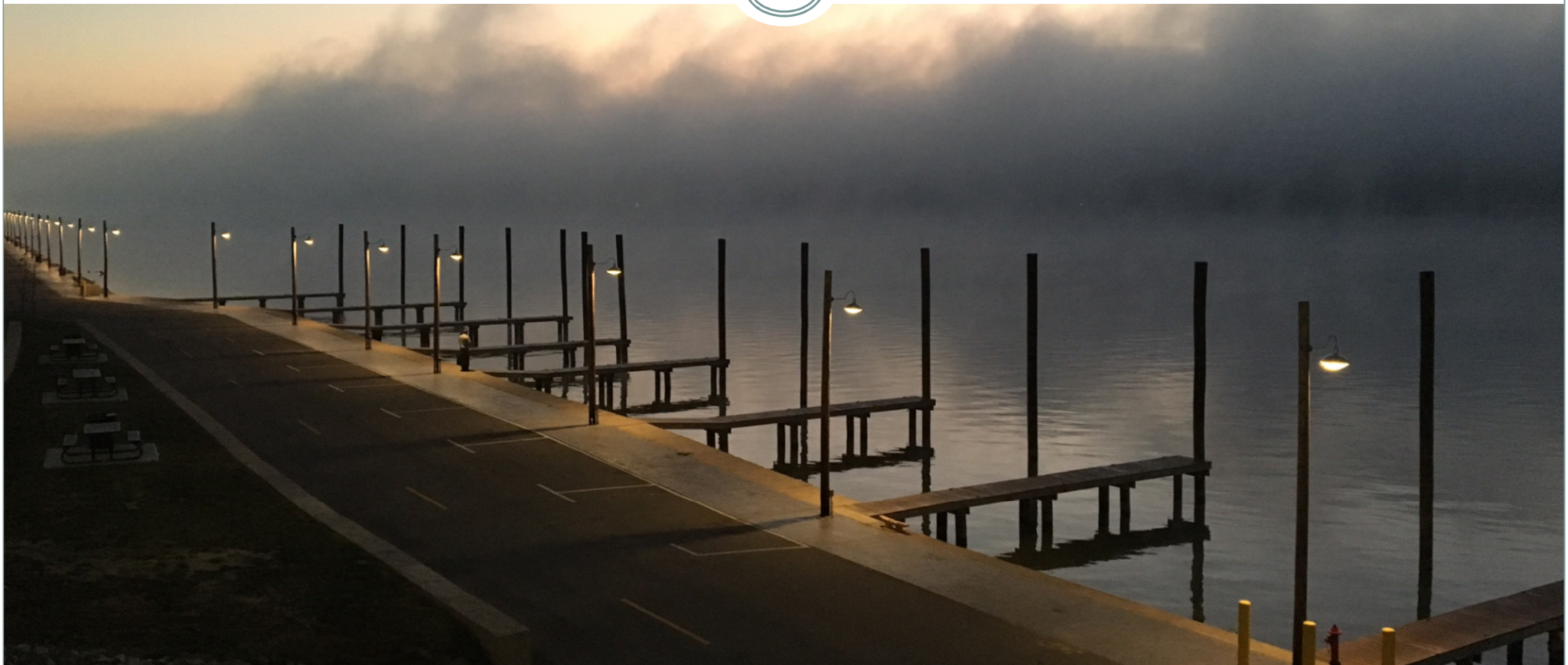
Meet Your Neighbor

“The easiest way to think about rural placemaking is in a regional context. Just the presence of rural areas with distinct identity surrounding more densely populated areas adds appeal and can be a population and economic development attractor.

Michigan State University



What's Been Going On?



Quick Impact Placemaking Grant

“By bringing in new ideas, businesses, amenities, and social spaces, small towns can help foster place attachment”

-PPS-Placemaking on Main Street: Revitalizing Rural August, 2016

- This grant is designed to fund the type of space enhancement and community transformation that sparks community wide conversation and creativity.
- To date, more than **\$150K** funded **36** projects across the state.
- This year, 13 projects were funded totaling more than **\$59K**.







Lafayette

Bloomington



Downtown Development Week

October 8 – 12

- This week we want to honor cities and towns' commitment to preserve and invest in the heart of the community – their downtown!
- **Five** communities awarded a **\$1,000** grant to celebrate the week.
- **Send us** your events!



How is your community celebrating
DOWNTOWN DEVELOPMENT WEEK?



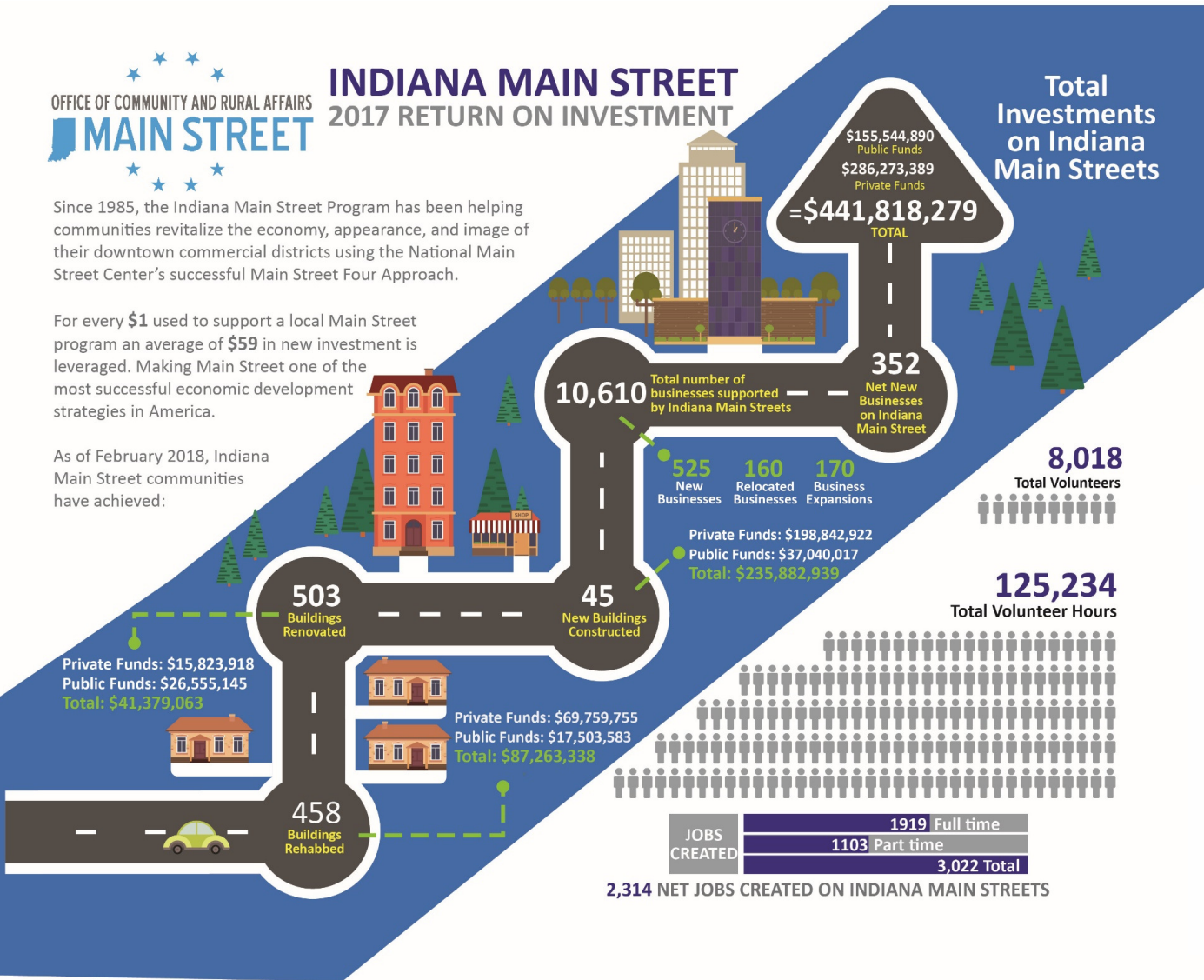


INDIANA MAIN STREET 2017 RETURN ON INVESTMENT

Since 1985, the Indiana Main Street Program 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 Four Approach.

For every \$1 used to support a local Main Street program an average of \$59 in new investment is leveraged. Making Main Street one of the most successful economic development strategies in America.

As of February 2018, Indiana Main Street communities have achieved:



The Indiana Main Street program support of its designated local IMS programs has resulted in significant investment and economic growth from the bottom-up in Main Street districts. Since 1985, Indiana Main Street communities have achieved:

- ▶ **4,289 NET New & Expanded Businesses**
- ▶ **27,811 NET full and part time Jobs**
- ▶ **\$3.3 billion in Private Reinvestment**
- ▶ **\$1.8 billion in Public Reinvestment**
- ▶ **8,867 Building Rehabilitation Projects**
- ▶ **7,809 New Housing Units**
- ▶ **1,662 Public Improvement Projects**

New Main Street Initiatives

Transformational Strategies

1.5 day visits from National Main Street to **seven** Indiana Main Streets to align goals with Transformational Strategies.

Communities develop transformation strategies to include:

- an initial visual assessment,
- interviews with stakeholders,
- market data through ESRI and/or Nielsen data sets.

November 2018 – January 2019

OCRA will then provide workshops to other Indiana Main Streets throughout 2019.



● **Angola** ● **Peru** ● **Jasper** ● **Winamac** ● **Terre Haute** ● **Madison** ● **Beech Grove**

New Main Street Programs

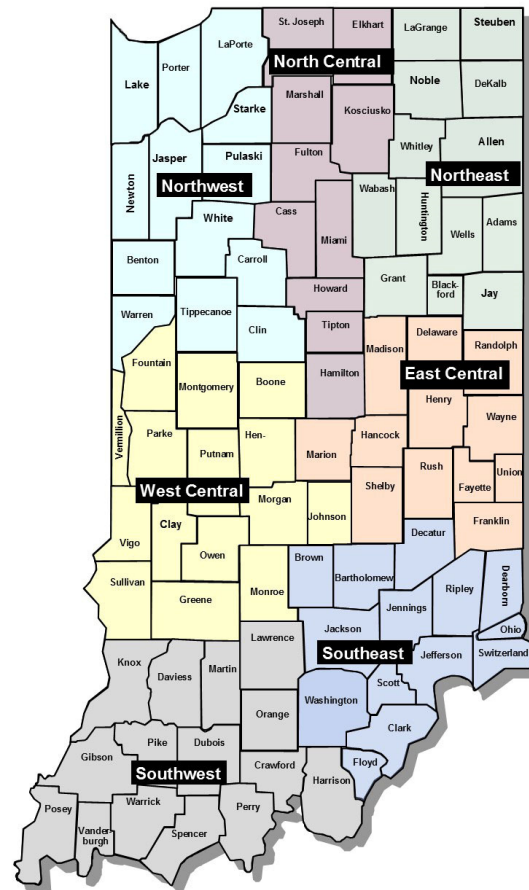
IMPACT Main Street

- **IMS & USDA** partner program. (9 IMS orgs in 1st year)
- Foster a supportive business climate and provide resources to promote entrepreneurship in Indiana Main Street districts.
- Make decisions about where to locate businesses within core commercial districts as well as to encourage existing businesses to relocate within the Indiana Main Street district.
- **November 2018 – July 2019**



● Seymour ● Fairmount ● Tell City ● Tipton ● Dillsboro ● Rockville

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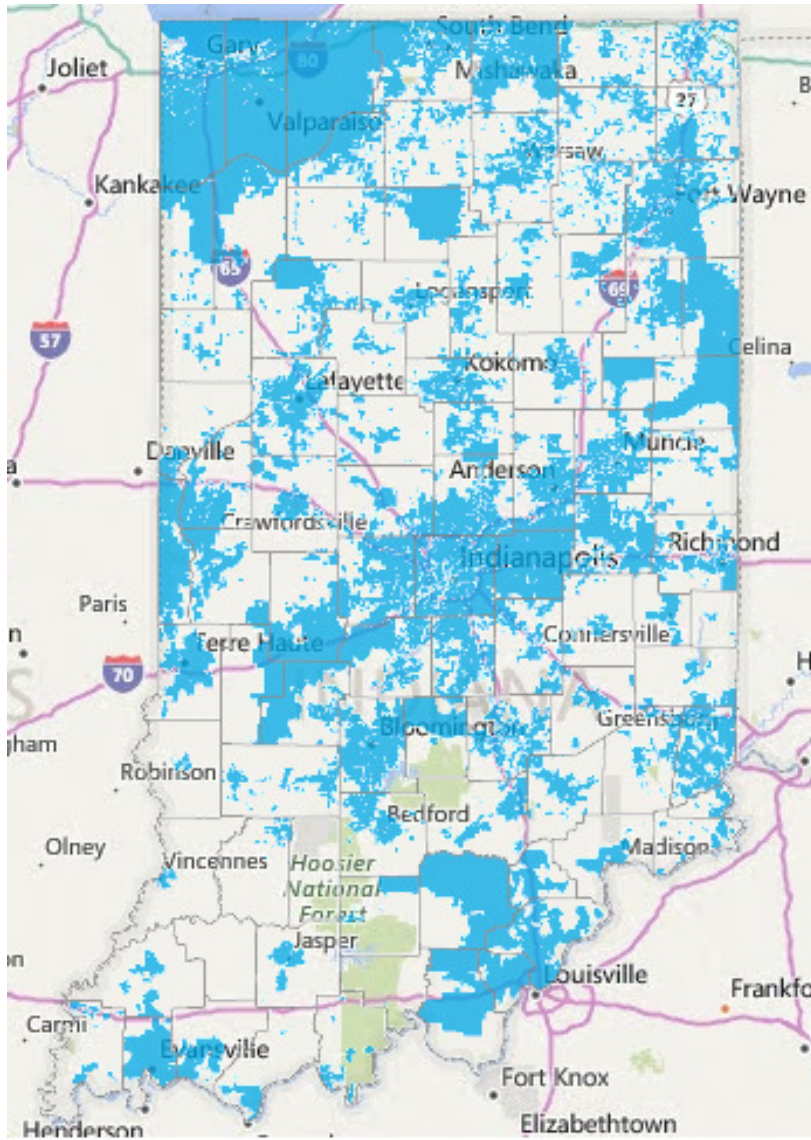
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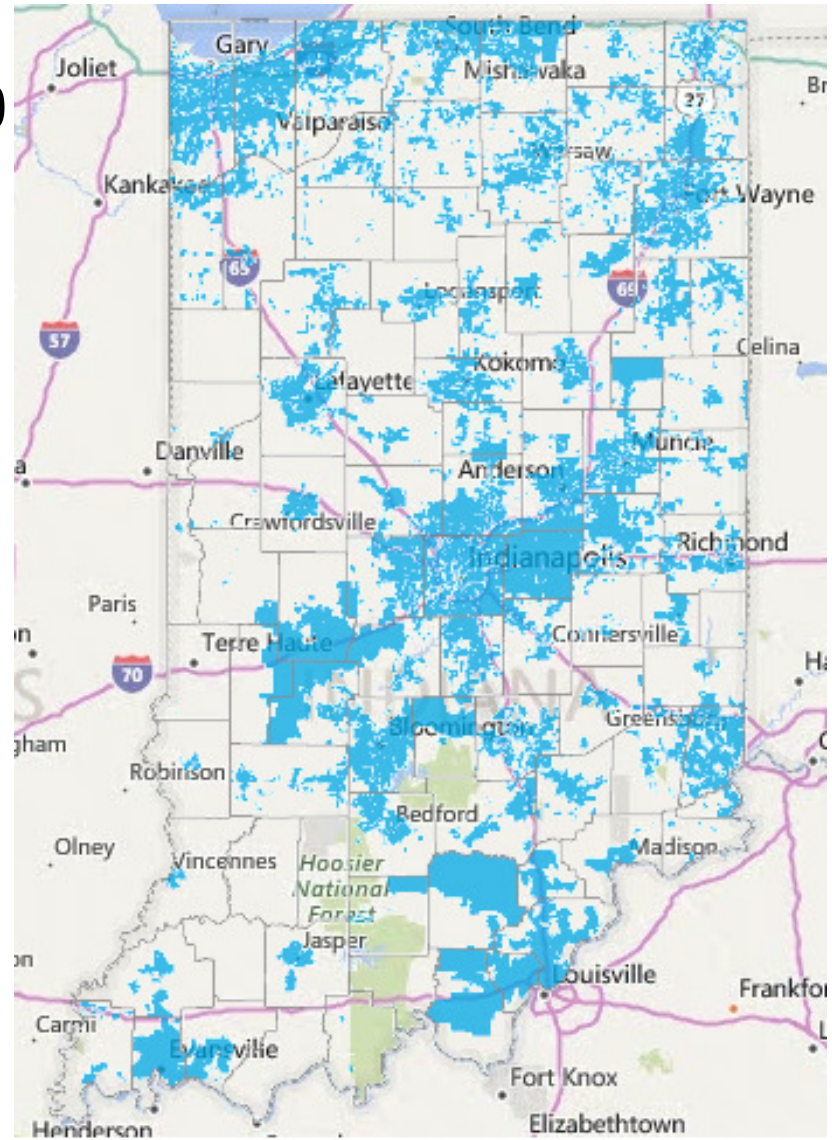
TABLE F2
Americans with Access to Fixed 25 Mbps/3 Mbps Services By County – Segmented by Urban and Rural
(Data as of December 2016)

State	Rural Pop. Eval.	% of Rural Pop. With Fixed 25 Mbps/3 Mbps
Indiana	1,829,471	58.50%
Illinois	1,473,364	63.50%
Michigan	2,546,731	66.40%
Ohio	2,570,418	71.10%
Kentucky	1,822,678	68.80%

**25/3
Mbps**



**100/10
Mbps**



Questions?



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