



NOBLESVILLE MAIN STREET
Strategic Plan
2021-2024

noblesville
main street

EXECUTIVE SUMMARY

Noblesville Main Street is passionately dedicated to the comprehensive success of downtown Noblesville. It's of the utmost importance that we ensure a culturally rich place for our community to live, work and play. We believe this not only for the current generation but for the generations to come. It is our dream that people would grow up here, and then choose Noblesville as a place to raise their own families because it is so rich and diverse in community activities and amenities that bring people of all cultures, backgrounds and walks of life together in one safe place.

ORGANIZATION DESCRIPTION

Noblesville Main Street is in its 31st year of service in Noblesville. We are accredited through the National Main Streets of America and continually rank among the top Main Street organizations in the state. We secured our 501c(3) status in 1995 and operate in good standing with all state non-profit guidelines and laws. We host the oldest and largest farmers market in Hamilton County. We continually grow and adapt to industry changes in event production, placemaking, and small business collaboration.

MISSION

Noblesville Main Street seeks to enrich the culture and community of the City's downtown historic district by creating partnerships and programs to connect people to unique places and experiences. We do this through three unique focus areas: Create Community, Enrich Culture, and Cultivate Partnerships.

VISION

To be the hub of culture, community and partnerships in Downtown Noblesville.

ORGANIZATIONAL PILLARS

Create Community

We are strategically focused on enriching the community through everything we do. Noblesville Main Street connects city-wide residents, regional visitors, and partners with downtown businesses, merchants, and makers. As an organization we understand that our vibrant downtown is a treasure and amenity for our community. Noblesville Main Street is dedicated to creating, driving, and promoting ways for people to connect and celebrate the excitement alive within our historic downtown square.

Strategic Goals:

- Use the Promotions Committee to develop Merchant partnerships which are dedicated to developing ways to promote the downtown district.
- Develop ways for organizations and businesses to work together to create events and activities which drive people to spend time downtown.
- Develop marketing strategies that support event, promotions, and partnerships of the organization.
- Capitalize on existing city and merchant relationships to expand on business and merchant offerings downtown.

Cultivate Partnerships

Noblesville Main Street infuses energy and creates programming throughout the year to support our downtown district – all contributing to the economic vitality and overall quality of life in Noblesville. We aid in the programmatic efforts to enhance the physical appearance of the commercial district from rehabilitating historic buildings, supporting new construction, and developing sensitive design management systems. The look and feel of downtown Noblesville streets, signs, buildings, and store interiors are unique to our Indiana community. Noblesville Main Street helps by connecting all of these elements to nurture the vibrant, friendly, and character-rich landscape.

Strategic Goals:

- Use the Economic Development Committee to cultivate relationships/partnerships that enhance the vibrancy of the downtown district.
- Actively engage in City efforts to enhance the appearance of the downtown district and its connectivity to the expansion into the west side of the White River.

Enrich Culture

Noblesville Main Street is a non-profit organization that seeks to enrich the culture and community of Noblesville's downtown historic district by creating partnerships and programs to connect people to unique places and experiences. We want to create a welcoming and inviting space at all our events and programs that is accepting of people of all races, genders, sexual orientation, nationalities, religions and socioeconomic state.

Strategic Goals:

- Create or collaborate on a Unity Festival celebrating all people in our community
- Ensure racial representation in committee structure, performers and vendors at events.

Organizational Excellence

Noblesville Main Street is recognized by the state of Indiana's Office of Community and Rural Affairs (OCRA) as one of the premier Main Street program. Noblesville Main Street will be recognized in Noblesville as the organization to connect residents, businesses, merchants, and other organizations focused on supporting a vibrant and healthy downtown district. Using the National Main Street approach, NMS will lead efforts to revitalize Noblesville's unique heritage and assets. To accomplish this NMS will look to implement best practices in organizational management, financial practices, and volunteer management.

Strategic Goals:

- Board and staff will continue to seek best practices in not-for-profit management and operations.
- Finance Committee will continue to refine the financial procedure and processes for NMS.
- A Development Committee will be created to address the need for financial resources beyond sponsorships and grants.
- NMS will communicate its value as a premier Main Street program to local and regional audiences.