

Media Alert



Date: 07/31/17

Media contact:

Sarah Payne, ADAC Promotions Committee
Chairperson, 260.908.1502 or snpayne@att.net

Ann Finchum, ADAC Board President, 260.920.4109 or
finchuma.aub@thehicksvillebank.com

New Name, same commitment to downtown Auburn

Auburn, Ind.— The Auburn Development Advisory committee voted this month to update its name to more strategically align with its mission of supporting downtown Auburn. Now doing business as Auburn Main Street, the organization was established in 2009 by a group of community volunteers and is recognized by the State of Indiana’s Office of Community and Rural Affairs as Auburn’s official Main Street Organization. With a mission to encourage revitalization and sustainable growth, Auburn Main Street promotes and celebrates Auburn’s “Home of the Classics” legacy.

Focused on the key Main Street principals of Organization, Promotion, Design and Economic Development, Auburn Main Street collaborates with other like-minded organizations at the city and state levels for the advancement of the community. Some of the groups past projects have become quick traditions in Auburn, including We Love Auburn Month. What started out as a Yarn Bombing project has now grown to include events every weekend during the month of February including Ice Sculptures, Upstairs Downtown Tours and a fundraising concert celebration.

Of course, there is more to Auburn Main Street (AMS) than just the promotional aspect. AMS is currently collaborating with the City of Auburn on the award of a Main Street Revitalization Program. This opportunity, provided by the Indiana Office of Community and Rural Affairs (OCRA), assists Indiana's rural residents in their endeavors to create successful, sustainable communities and improve local quality of life. The goal of the MSRP grant is to encourage communities to focus on long-term community development efforts. This project in Auburn will transform sixth street from Jackson past Main street.

AMS has also been working with OCRA to implement their Hometown Collaboration Initiative program. The program is administered by OCRA in partnership with Ball State University’s Center for Community Economic Development, Purdue University’s Center for Regional Development, and the Purdue Extension. A core principle of HCI is that broad-based input and buy-in is vital to the long-term success and sustainability of all community development initiatives. The 20 member HCI committee has researched, reviewed and developed ways to improve quality of life in Auburn by exploring our local food system.

These broad reaching programs are a clear representation of the many ways Auburn Main Street is working to not only improve the quality of life in Auburn for today, but also to work to make Auburn a vibrant and vital community into the future. For more information on Auburn Main Street follow them on Facebook at [Facebook.com/AuburnMainStreet](https://www.facebook.com/AuburnMainStreet) or www.AuburnMainStreet.org.