



Accelerate Indiana
Municipalities

PRESS RELEASE

Contact: Jennifer Simmons

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(317)294-8528 (m)

jsimmons@aimindiana.org

125 W. Market St., Ste. 100

Indianapolis, IN 46204

www.aimindiana.org

Madison Wins Aim Award for Main Street Re-envision Project

French Lick – Accelerate Indiana Municipalities (Aim) announced the city of Madison has earned an Aim Community Placemaking Award for their Main Street Re-envision project. The city was honored with this award on Thursday, November 3 during the Annual Awards Luncheon – presented by Baker Tilly Municipal Advisors, LLC during the 2022 Aim Ideas Summit in French Lick. Madison won in the less than 15,000 population category.

Madison’s Main Street has been a four-lane highway for most of its existence. In 2020, the city took over maintenance of a portion of the state road with a road transfer agreement. In March 2021, Madison formed a steering committee to re-envision how Main Street could become a safer, more welcoming avenue for tourists, residents, and businesses. An 8-block section was reduced from four-lanes to two with a center turn lane, designated parking, and safe zone marked with hash marks. The safe zone created an area for drivers to safely exit their vehicles after parking and visual deterrent for moving vehicles providing an overall safer environment.

Aim CEO Matt Greller said, “In my role I crisscross the state many times over and see the critical importance of building and maintaining a strong, safe municipal core. Madison’s innovative approach is great example of the creative thinking happening in cities and towns. I am thrilled for Madison to be recognized for not being afraid to reimagine the traditional way we think of Main Street.”



A video highlighting the Madison Main Street Re-envision project can be viewed [here](#).

In its 46th year, the Aim Annual Awards program, presented by Baker Tilly Municipal Advisors LLC, recognizes communities and individuals in municipal government for excellence and outstanding achievement. A seven-member panel of qualified judges selected this year's winners from a competitive field of nominees from around the state.

Conference Facts:

2022 Aim Ideas Summit

November 2-4, 2022

French Lick Resort

Attendance: 1000 (pending final registration count)

Further information: www.aimindiana.org

Since the 1890s, Aim, formerly the Indiana Association of Cities and Towns, has been an advocate for Indiana municipalities. Aim is the official voice of municipal government in Indiana, with more than 460 cities and towns as members. Our purpose is to foster, promote and advocate for the success of Hoosier municipalities as laboratories of innovation, hubs of talent and the engines driving our state's economy.