Michigan Economic Development Corporation

Educational Presentation on Michigan Main Street
The Michigan Main Street program exists to help communities develop main street districts that:

**ATTRACT**
residents and businesses

**ENCOURAGE**
local investments

**BUILD**
community capital
Michigan Main Street Program Levels

LEARN
Training Series

START
Engaged (1-3 years)

PROGRESS
Select (5 years)

MAINTAIN
Master (At least 2 years)
Established 1980

- 45 state, city or county coordinating programs providing technical assistance to over 2,000 communities nation-wide

- Movement grew out of the decline of vibrant downtowns due to suburbanization, shopping malls and big box retailers

- Paved the way for the renaissance of healthy, vibrant downtowns throughout the nation
REINVESTMENT ON THE RISE

2022 REINVESTMENT IMPACT of Nationally Designated Main Street Programs

$6.25 Billion Reinvested Locally
7,657 Net New Businesses
29,174 Net Gain in Jobs
10,688 Buildings Rehabbed
1.5 Million Volunteer Hours
Michigan Main Street became a coordinating program of the National Main Street Center in 2003.

In partnership with the National Main Street Center, we provide tailored technical assistance to Main Street communities.

Technical assistance:

- Branding
- Communication plan
- Business recruitment
- Market data analysis
- Board development and training
- Retail merchandising
- Small business support
Michigan Main Street Communities 2023

REGION 1: Upper Peninsula
- Sault Ste. Marie

REGION 2: Northwest
- Boyne City

REGION 3: Northeast
- Cheboygan
- Grayling
- Rogers City

REGION 4: West Michigan
- Evart
- Grand Haven
- Wayland

REGION 6: East Michigan
- Lapeer
- Owosso

REGION 7: South Central
- Charlotte
- Downtown Lansing Inc.
- Eaton Rapids
- Old Town Lansing

REGION 8: Southwest
- Coldwater
- Niles
- Three Rivers

REGION 9: Southeast
- Adrian
- Blissfield
- Howell
- Milan
- Saline

REGION 10: Detroit Metro
- Grosse Pointe
- Historic North End (Detroit)
- Mexicantown Hubbard Communities (Detroit)

Master Level communities

Select Level communities
MAIN STREET IMPACT

Over the past 20 years, the Michigan Main Street Center (MMSC) has facilitated real results in participating communities.

REAL IMPACT
The Numbers prove it!

$60,607,647
2020–21 Total Private Investment
Program to date: $407,127,406

$8,138,196
2020–21 Total Public Investment
Program to date: $137,057,816

41,186
2020–21 Volunteer Hours
Program to date: 851,890

131
2020–21 New Businesses
Program to date: 1,753

174
2020–21 Façade & Building Improvements
Program to date: 2,673
THE MAIN STREET APPROACH

A community-driven economic development strategy encouraging downtown revitalization through historic preservation and stakeholder engagement.
THE MAIN STREET GUIDING PRINCIPLES

- Comprehensive
- Incremental
- Self-help
- Partnerships
- Capitalize on existing assets
- Quality
- Change
- Implementation
THE MAIN STREET APPROACH

**Community Vision + Market Understanding**

Establish a community vision for the Main Street district that acknowledges market realities and provides a foundation for future (re)development.

*Key tools: local surveys, market data*

**Transformation Strategies**

Select a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.

*Key tools: focused strategy, implementable goals*

**Implementation & Measurement**

Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.

*Key tools: project work plans, data collection and tracking*
THE MAIN STREET APPROACH

**Economic vitality**
Strengthens existing economic assets, while also identifying opportunities for new development and growth.

**Design**
Leverages unique, historic character to create inviting districts that attract visitors, residents and businesses.

**Organization**
Cultivates partnerships and coordinates resources around a shared community vision for downtown.

**Promotion**
Communicates the value and vitality of downtown to community members, potential investors and key stakeholders.
IS MAIN STREET RIGHT FOR YOUR COMMUNITY?

Does your potential district meet MMS standards for traditional downtown and/or neighborhood commercial districts?
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Is historic preservation important to local citizens and stakeholders?
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Is historic preservation important to local citizens and stakeholders?
Is downtown revitalization a community priority?
IS MAIN STREET RIGHT FOR YOUR COMMUNITY?

- Does your potential district meet MMS standards for traditional downtown and/or neighborhood commercial districts?
- Is historic preservation important to local citizens and stakeholders?
- Is downtown revitalization a community priority?

Do you want to leverage human and financial resources in support of downtown?
IS MAIN STREET RIGHT FOR YOUR COMMUNITY?

Does your potential district meet MMS standards for traditional downtown and/or neighborhood commercial districts? Is historic preservation important to local citizens and stakeholders? Is downtown revitalization a community priority? Do you want to leverage human and financial resources in support of downtown?

Do public and private stakeholders desire to build broad-based community support for downtown revitalization?
Goals of Engaging in MAIN STREET
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Familiarize community and key stakeholders with Main Street Approach™
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Access tools designed to build awareness and resources for future Main Street programming
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Identify local stakeholders and strategies to engage them in the Main Street effort
Goals of Engaging in MAIN STREET

- Familiarize community and key stakeholders with Main Street Approach™
- Access tools designed to build awareness and resources for future Main Street programming
- Identify local stakeholders and strategies to engage them in the Main Street effort
- Join state-wide network of MMS communities, including MMS Listserv access, to ask questions, make connections and see Main Street in-action
Engaging in MAIN STREET

Community Responsibilities:

- Identify + engage Main Street organization
- Develop + implement communications plan
- Develop + implement fund development plan
Engaging in MAIN STREET

Resources + Trainings

Main Street 101 Presentation
Identify + engage Main Street organization
Engaging in MAIN STREET

Resources + Trainings

01 STEP
Main Street 101 Presentation
Identify + engage Main Street organization

02 STEP
Main Street Basics Training
Develop Communications Plan
Engaging in MAIN STREET

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03 STEP
Main Street In Practice Training
Develop Fund Development Plan
Engaging in MAIN STREET

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04 Step
Engaged Status (1-3 years)
Implement Plans
Select Level Application
Engaging in MAIN STREET

Resources + Trainings

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05 STEP
Community Site Visit
MAIN STREET TRAINING SERIES

Framework:

• Online training open to all interested communities
• Training provides program overview
• Local community examples and on-the-ground experience incorporated through the training
• No cost to participate
MAIN STREET TRAINING SERIES

Best Practices:

• Don’t solely rely on one staff person to complete the training

• Aim for at least 80% of your local DDA Board, or intended Main Street Organization Board complete the training

• Have participants do updates or presentations in local community about what they’ve learned

• Take the time to build momentum and engage your community…it can take up to three years to prepare to move to the Select Level
MAIN STREET TRAINING SERIES

Outcomes:

• Start the process of building a Main Street program in your community
• Define roles and responsibilities for Main Street organization and potential partners
• Identify strategies to recruit, engage and sustain volunteers and key stakeholders
• Develop tools to implement fundraising strategies to fund the local Main Street program
• Learn about Main Street best practices through real-world examples
• Determine whether the Main Street model is right for your community
Value of MAIN STREET

Provides a framework and proven methodology for sustainable revitalization
Value of MAIN STREET

Engages the community in the future of downtown
Value of MAIN STREET

Proactively manages the market rather than reacting to external forces
Value of MAIN STREET

Access to state support, tailored technical assistance and outside experts
Value of MAIN STREET

Access to a national network of communities and resources
For Questions, Please Contact:

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