



# Michigan Economic Development Corporation

Educational Presentation on Michigan Main Street

PATRICK FINANCIAL GROUP, L.L.C.  
A REGISTERED INVESTMENT ADVISORY FIRM

[www.patrickfinancialgroup.com](http://www.patrickfinancialgroup.com)



...Presents the  
Very First  
Flying Green Carpet

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

## **ATTRACT**

residents and businesses

## **ENCOURAGE**

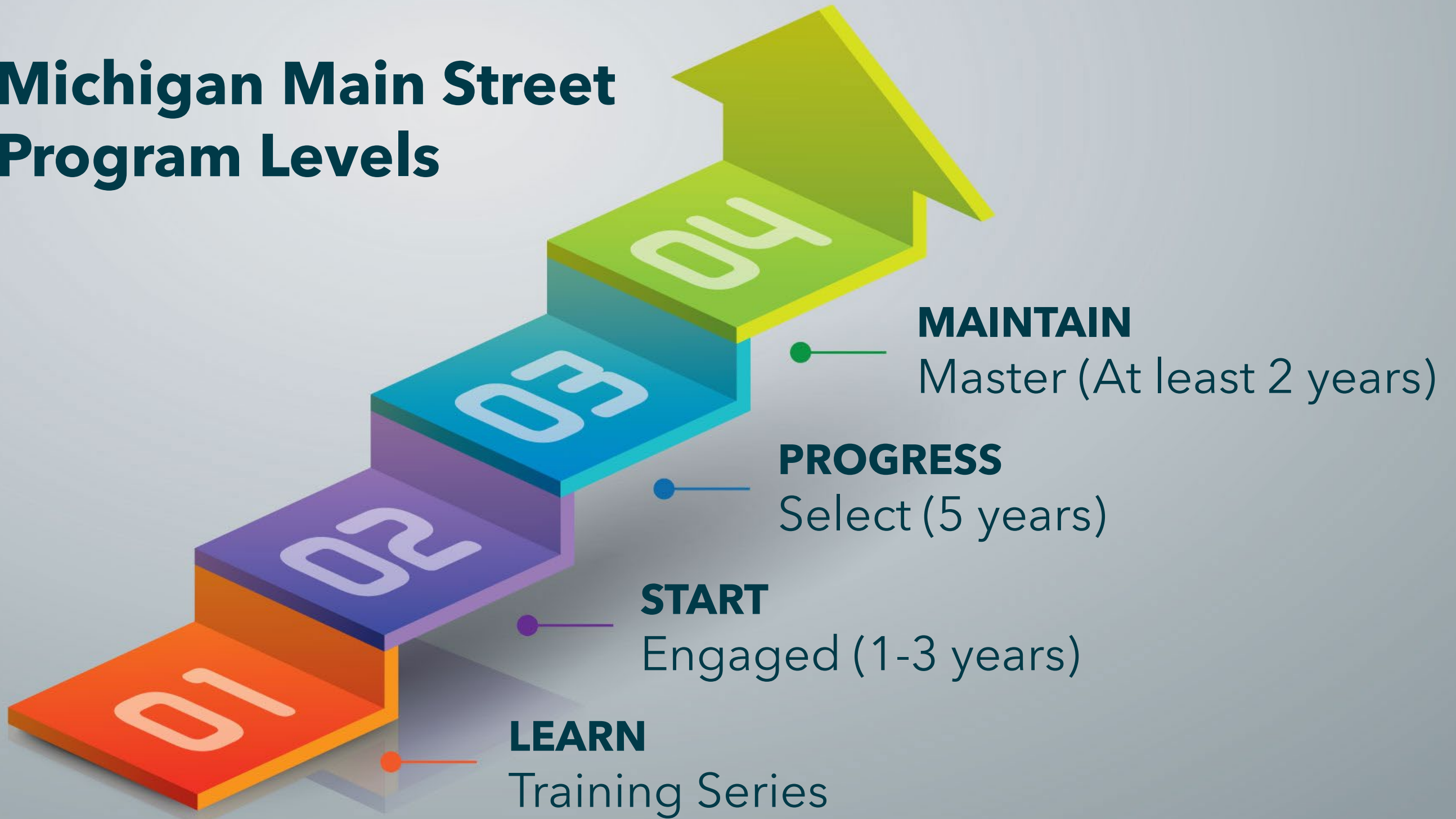
local investments

## **BUILD**

community capital



# Michigan Main Street Program Levels



# NATIONAL MAIN STREET CENTER



- 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

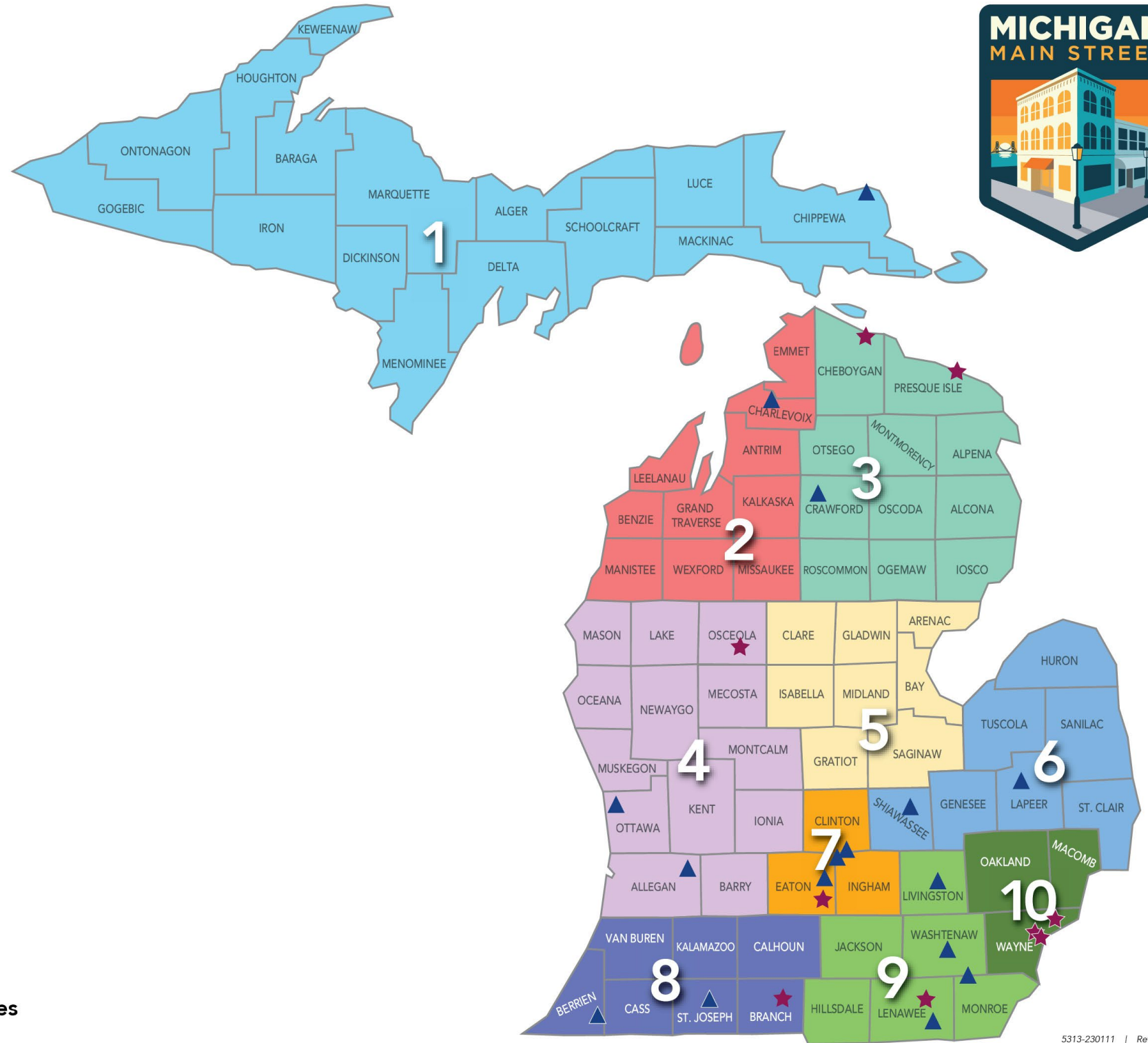
*Image: Ruston, Louisiana*

# MICHIGAN MAIN STREET

- 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

- ★ Eart
- ▲ 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



PLACE MATTERS  
MICHIGAN MAIN STREET




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**.

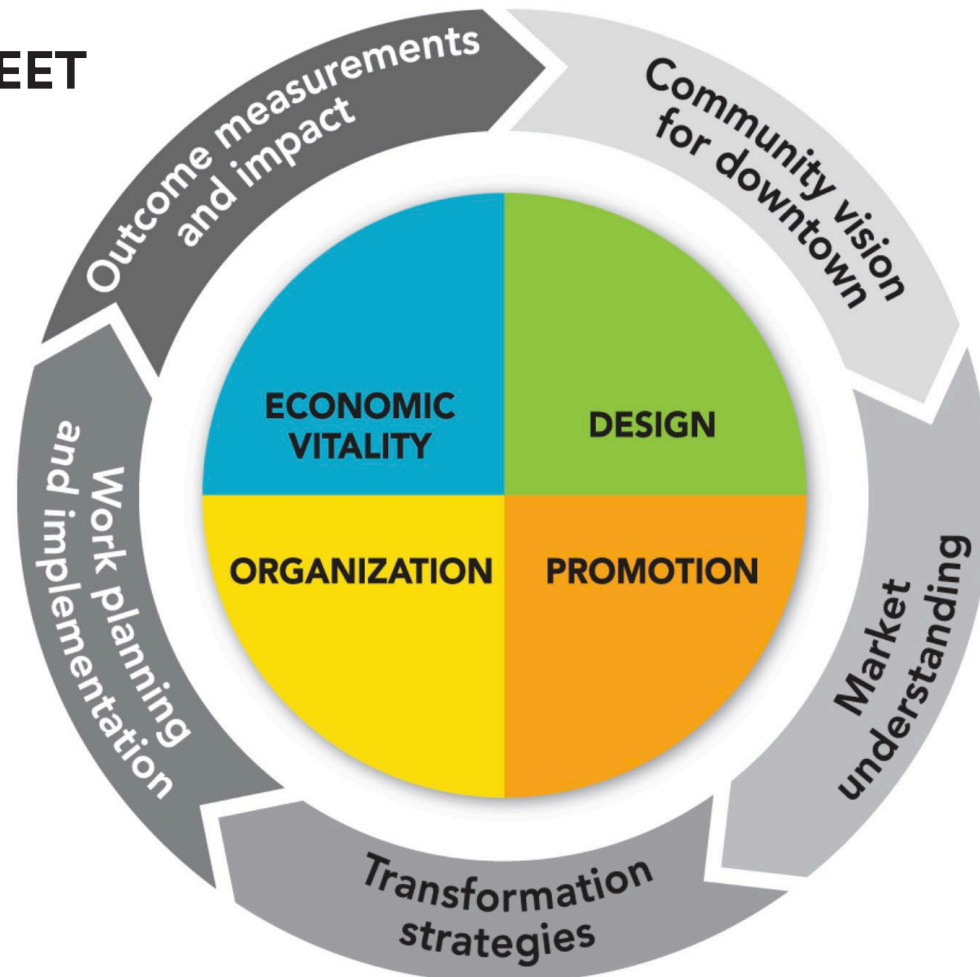


# THE MAIN STREET GUIDING PRINCIPLES

- 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.

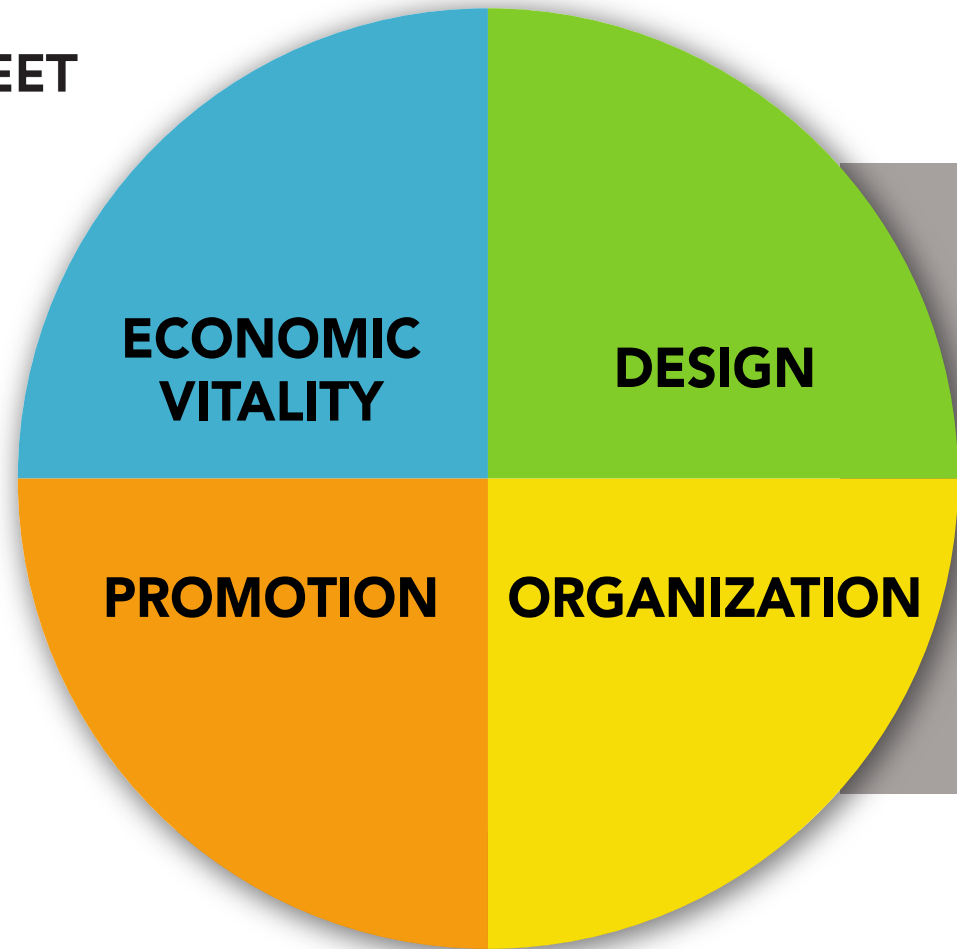
*Key tools: focused strategy, implementable goals*

## 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**

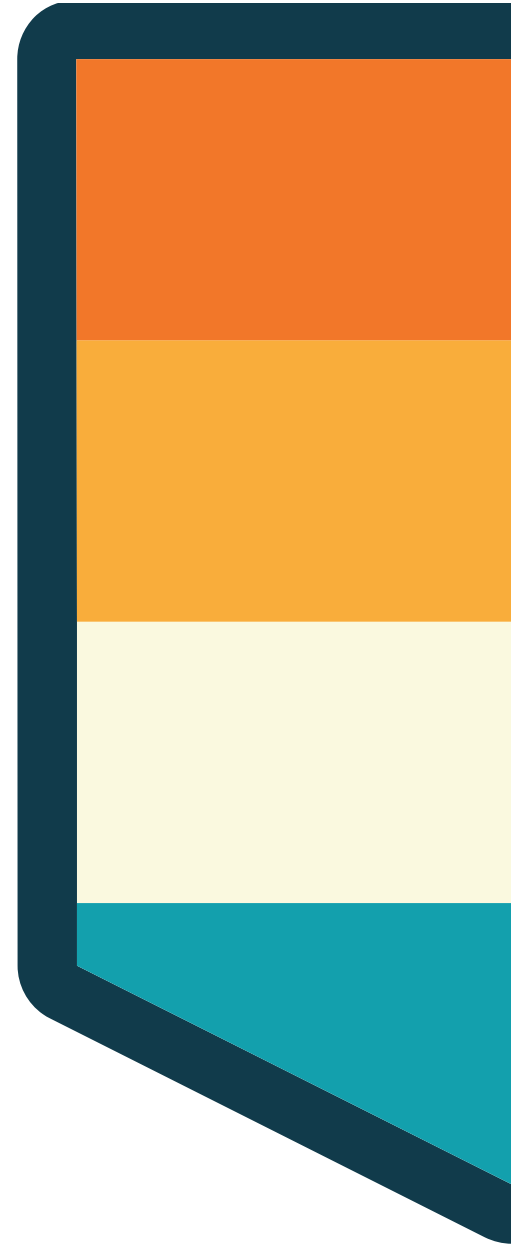
Cultivates partnerships and coordinates resources around a shared community vision for downtown.

## **Promotion**

Communicates the value and vitality of downtown to community members, potential investors and key stakeholders.

# IS MAIN STREET RIGHT FOR YOUR COMMUNITY?

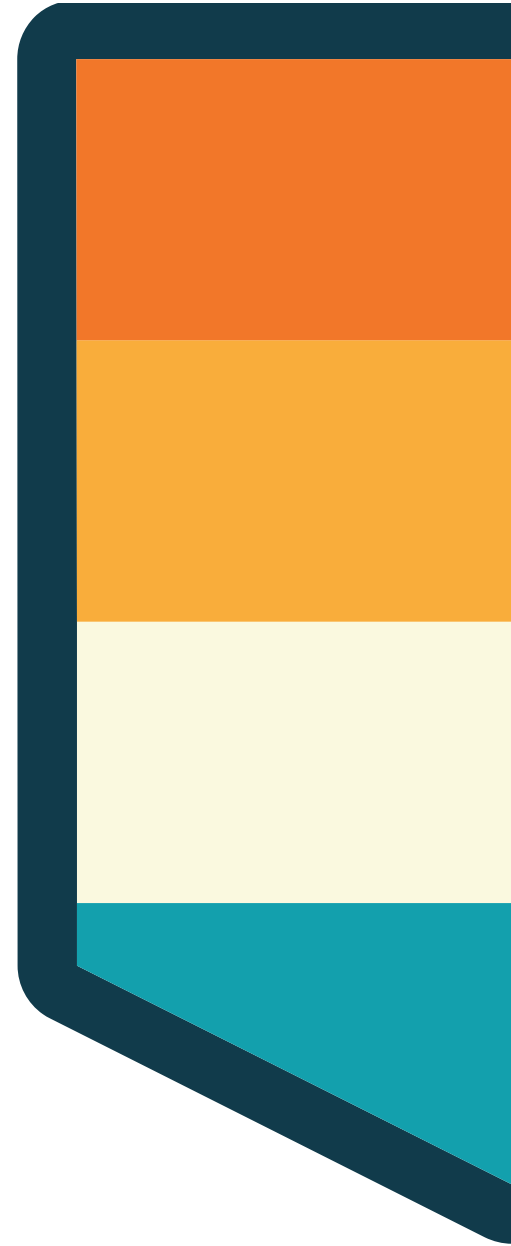
**Does your potential district meet MMS  
standards for traditional downtown and/or  
neighborhood commercial districts?**



# 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?**

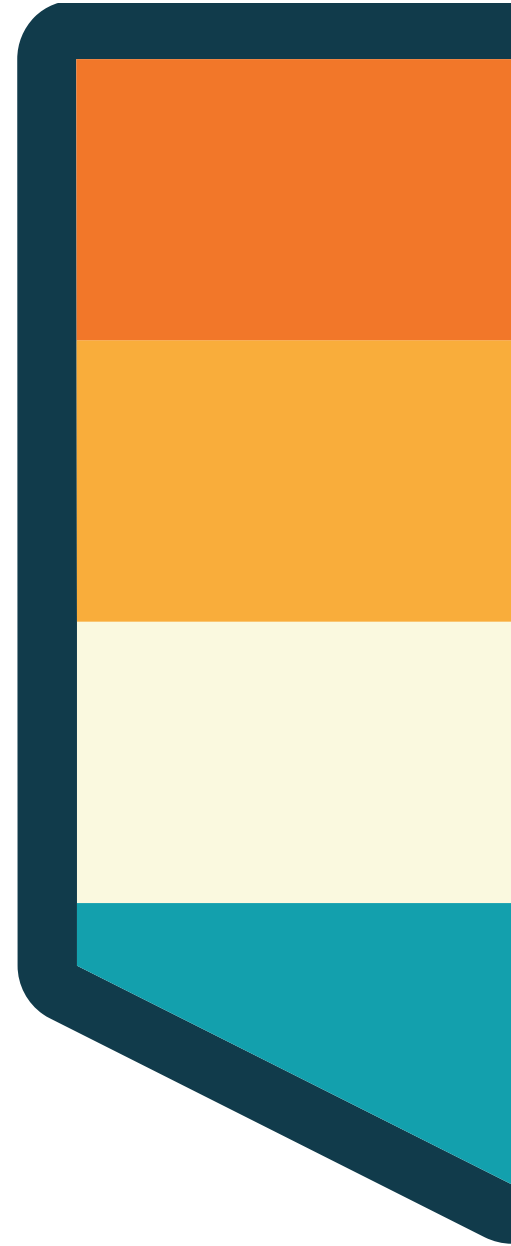


# IS MAIN STREET RIGHT FOR YOUR COMMUNITY?

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?**



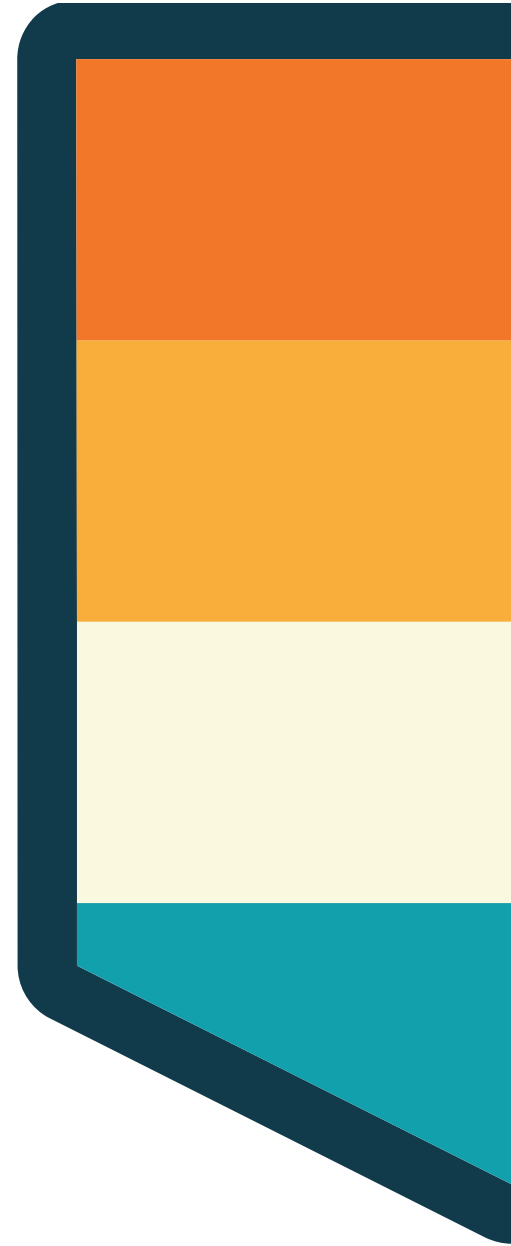
# IS MAIN STREET RIGHT FOR YOUR COMMUNITY?

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?**

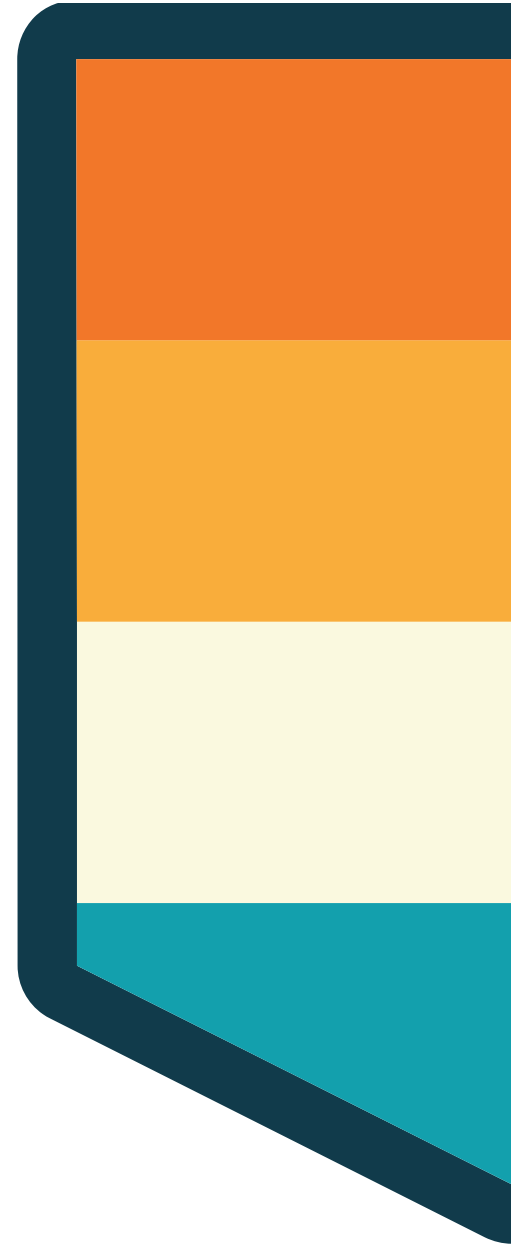




# IS MAIN STREET RIGHT FOR YOUR COMMUNITY?

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



# Goals of Engaging in MAIN STREET



**Familiarize  
community  
and key  
stakeholders  
with Main Street  
Approach<sup>™</sup>**

# Goals of Engaging in MAIN STREET



Familiarize  
community  
and key  
stakeholders  
with Main Street  
Approach<sup>tm</sup>



**Access tools  
designed to build  
awareness and  
resources for  
future Main Street  
programming**

# 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**

# 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



### **Main Street 101 Presentation**

Identify + engage  
Main Street  
organization



### **Main Street Basics Training**

Develop  
Communications  
Plan

# Engaging in MAIN STREET

## Resources + Trainings



### **Main Street 101 Presentation**

Identify + engage  
Main Street  
organization



### **Main Street Basics Training**

Develop  
Communications  
Plan



### **Main Street In Practice Training**

Develop Fund  
Development Plan

# Engaging in MAIN STREET

## Resources + Trainings



### **Main Street 101 Presentation**

Identify + engage  
Main Street  
organization



### **Main Street Basics Training**

Develop  
Communications  
Plan



### **Main Street In Practice Training**

Develop Fund  
Development Plan



### **Engaged Status (1-3 years)**

*Implement Plans*  
*Select Level*  
*Application*

# Engaging in MAIN STREET

## Resources + Trainings



### **Main Street 101 Presentation**

Identify + engage  
Main Street  
organization



### **Main Street Basics Training**

Develop  
Communications  
Plan



### **Main Street In Practice Training**

Develop Fund  
Development Plan



### **Engaged Status (1-3 years)**

*Implement Plans*  
*Select Level*  
*Application*

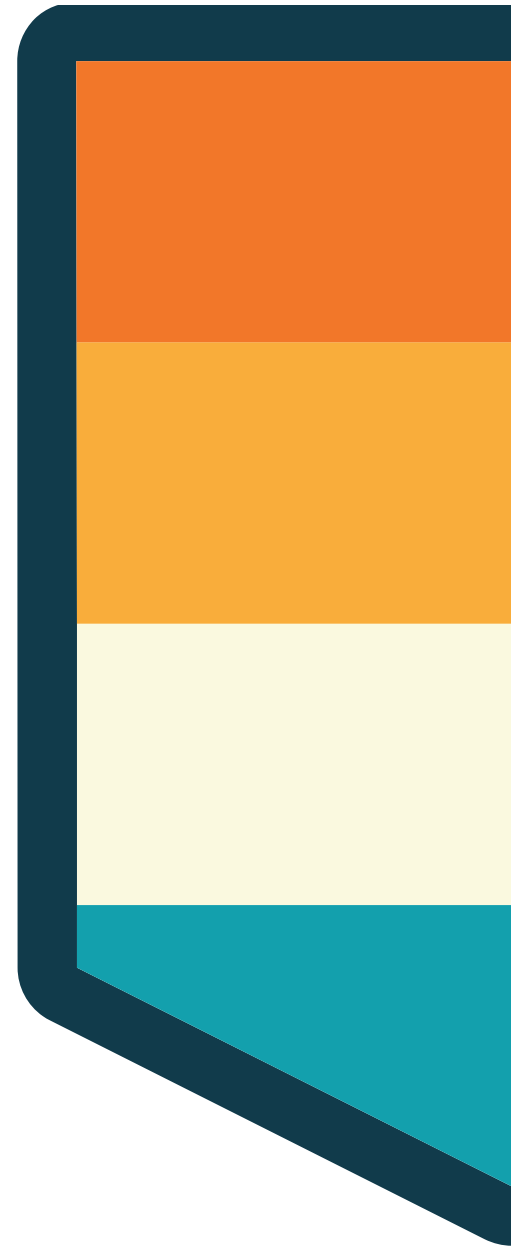


### **Community Site Visit**

# MAIN STREET TRAINING SERIES

## Framework:

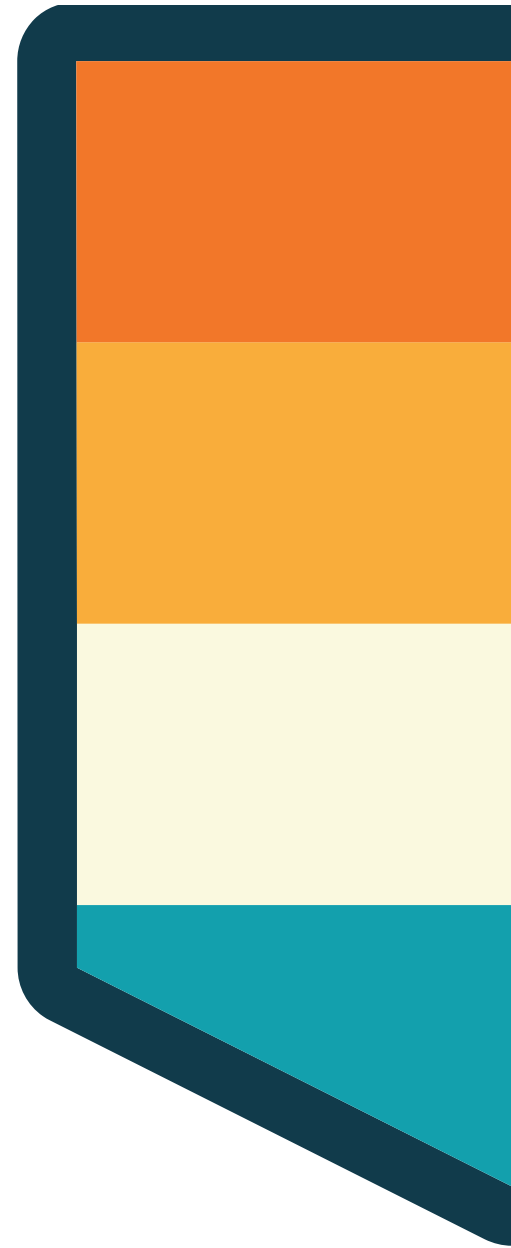
- Online training open to all interested communities
- Training provides program overview
- Local community examples and on-the-ground experience incorporated through the training
- No cost to participate



# MAIN STREET TRAINING SERIES

## Best Practices:

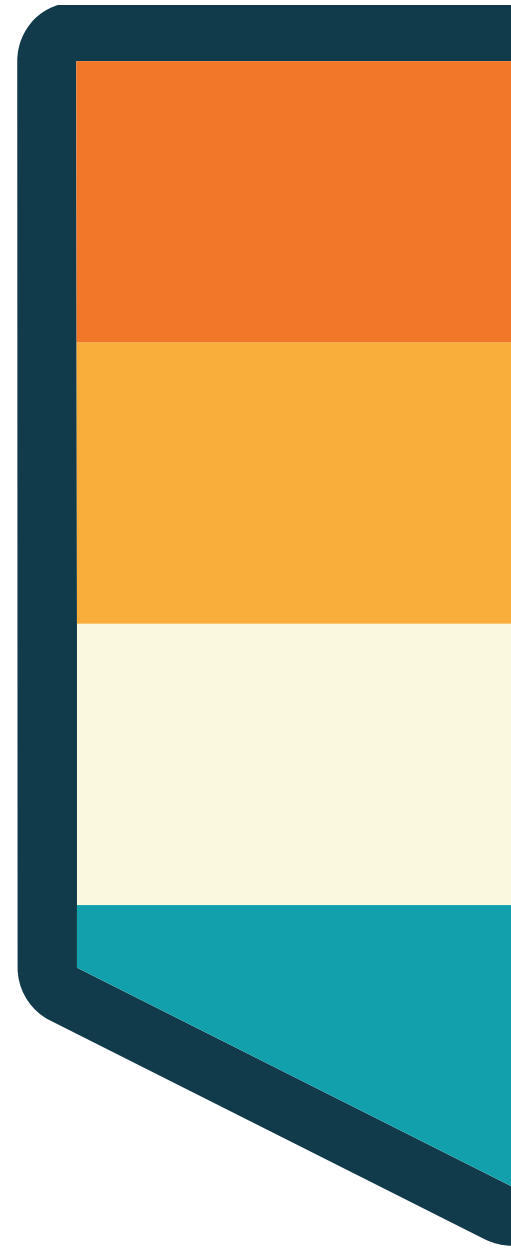
- Don't solely rely on one staff person to complete the training
- Aim for at least 80% of your local DDA Board, or intended Main Street Organization Board complete the training
- Have participants do updates or presentations in local community about what they've learned
- Take the time to build momentum and engage your community...it can take up to three years to prepare to move to the Select Level



# MAIN STREET TRAINING SERIES

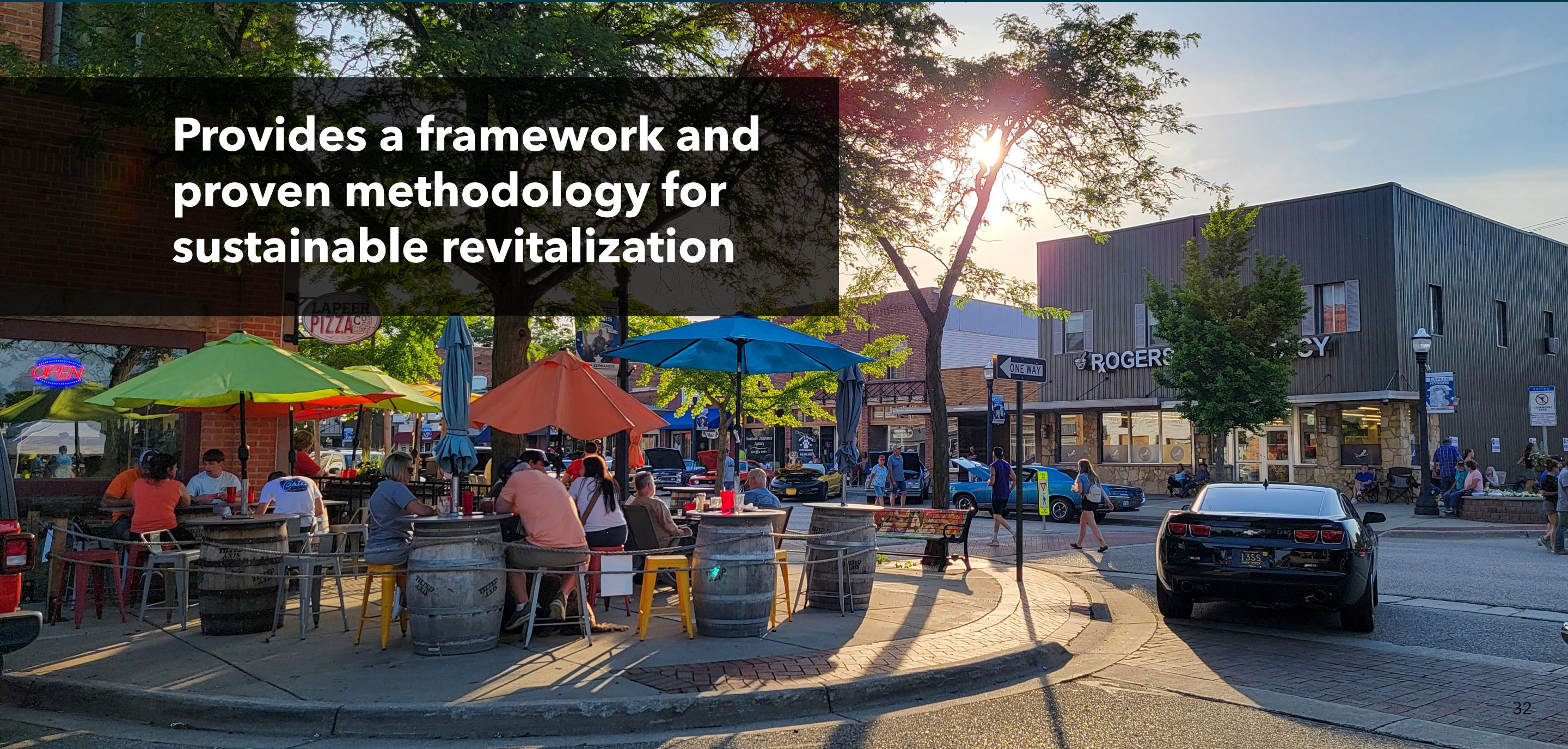
## Outcomes:

- 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**



# MICHIGAN MAIN STREET CENTER

[www.miplace.org/programs/michigan-main-street](http://www.miplace.org/programs/michigan-main-street)

# For Questions, Please Contact:

## Laura Krizov

Manager

Economic Development  
Incentives and Services

MEDC

517.420.8128

krizovl1@michigan.org

## Leigh Young, AICP

Senior Main Street  
Specialist

Economic Development  
Incentives and Services

MEDC

517.282.3744

youngl11@michigan.org