



Main Street 101

Introduction to Michigan Main Street

Michigan Main Street and MEDC



**MEDC is Committed To Enabling
Long-term Upward Economic
Mobility for All Michiganders**



Strategic Focus Areas



Attract, retain and grow businesses

Attract, keep and grow
businesses in industries
that support maximum
growth in jobs, wages
and investments



Support and grow our talent

Cultivate the skills
and talent needed for
in-demand and high-
growth occupations
statewide



Develop attractive places

Collaborate with local
communities and partners
to create places in which
people and talent want to
live, work, visit and play



Accelerate high-tech innovation

Support entrepreneur-
ial growth to enable
commercialization and
new high-tech business
creation



Market the state

Promote Michigan's image
as a world-class business
location and travel desti-
nation



Support small business

Help existing small and
microbusinesses grow
and thrive and improve
economic prosperity for
all through small business
ownership

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



Since 1980, the Main Street Movement has resulted in \$115.27 billion reinvested locally, 181,647 net new businesses, 815,894 net gain in jobs, 345,801 buildings rehabbed, and 37.3 million volunteer hours.



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

ATTRACT

residents and businesses

ENCOURAGE

local investments

BUILD

community ownership



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*
- Grants:
 - *Match on Main*
 - *Main Street Vibrancy Grant*





MAIN STREET IMPACT

Over the past 21 years, the **Michigan Main Street (MMS)** has facilitated real results in participating communities.

REAL IMPACT The Numbers prove it!



\$49,135,925

2023–24

Total Private Investment

Program to date: \$473,749,204



30,094

2023–24 Volunteer Hours

Program to date: 922,796



136

2023–24 New Businesses

Program to date: 2,033



\$5,855,343

2023–24

Total Public Investment

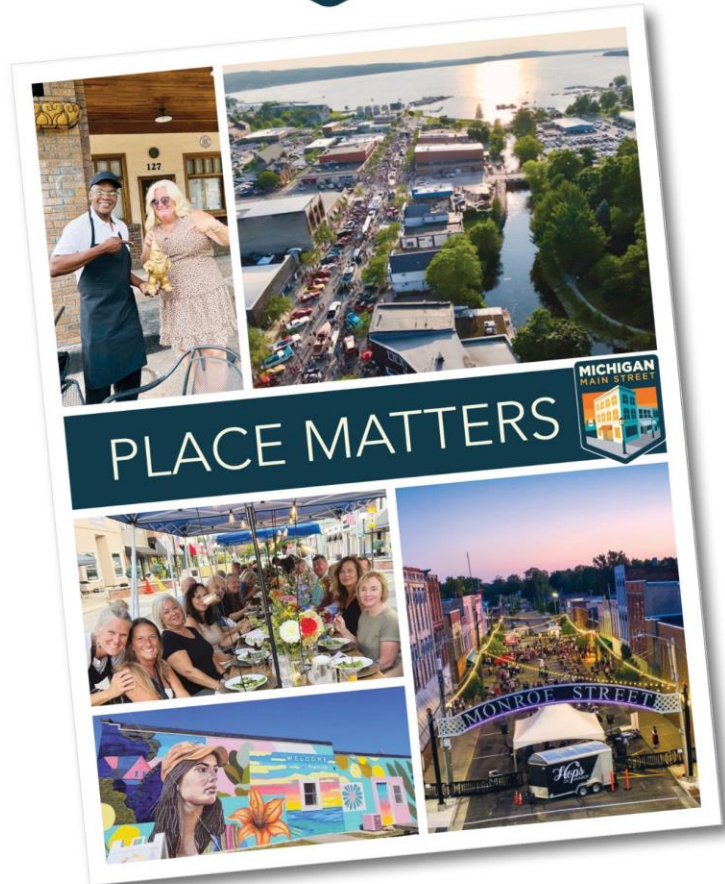
Program to date: \$152,552,988



117

2023–24 Façade & Building Improvements

Program to date: 2,934



Michigan Main Street Communities 2025



REGION 1: Upper Peninsula

- Munising
- ▲ St. Ignace
- ★ Sault Ste. Marie

REGION 2: Northwest

- ★ Boyne City
- ▲ Cadillac
- ▲ Elk Rapids

REGION 3: Northeast

- ★ Cheboygan
- ▲ Gaylord
- Rogers City

REGION 4: West Michigan

- ★ Evart
- Coopersville
- ★ Grand Haven
- ▲ Middleville
- ★ Wayland

REGION 5: East Central

- ▲ Bay City

REGION 6: East Michigan

- ▲ Laingsburg
- ★ Lapeer
- ★ Owosso

REGION 7: South Central

- ★ Charlotte
- ★ Downtown Lansing Inc.
- ★ Old Town Lansing

REGION 8: Southwest

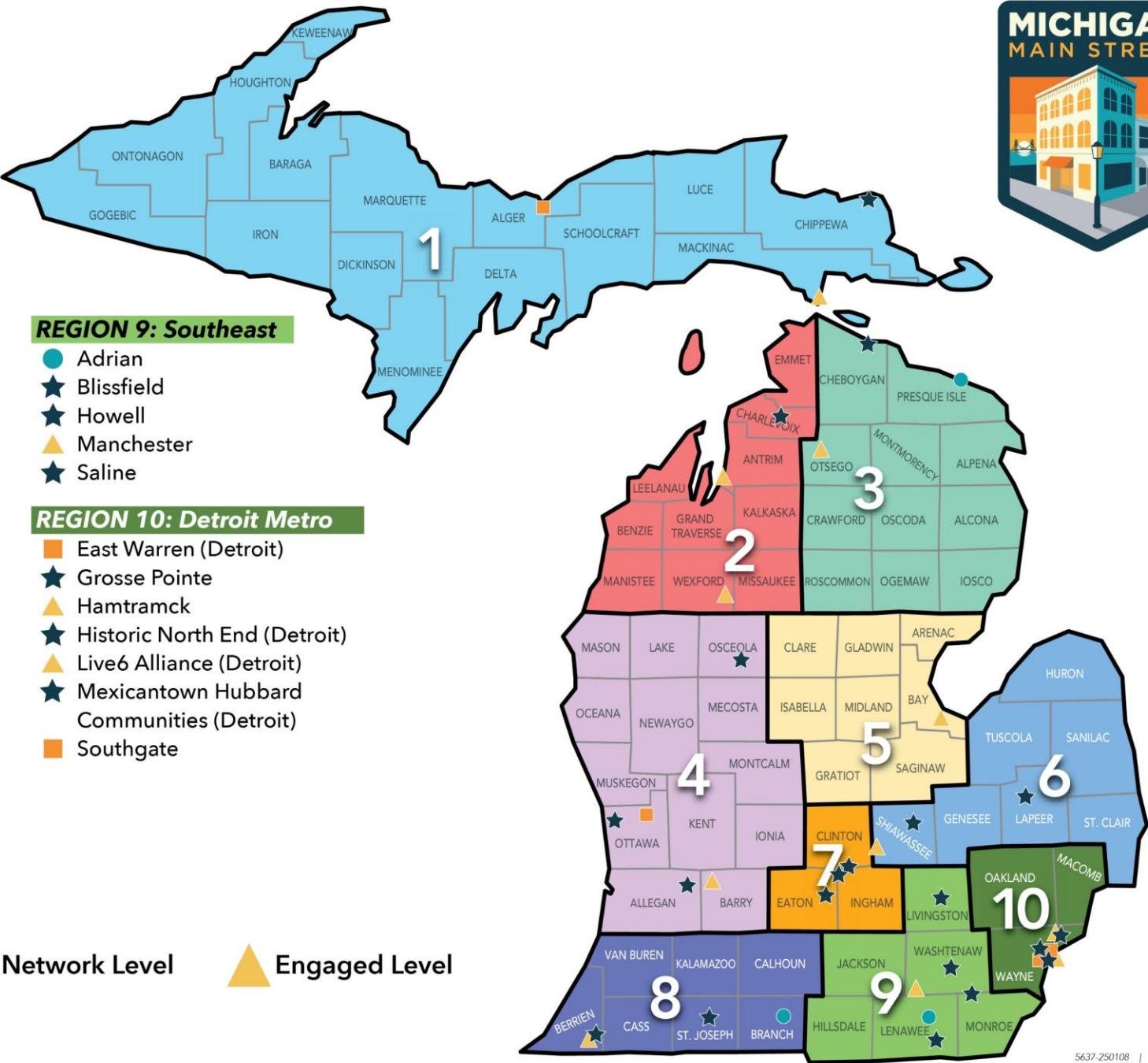
- ▲ Buchanan
- Coldwater
- ★ Niles
- ★ Three Rivers

REGION 9: Southeast

- Adrian
- ★ Blissfield
- ★ Howell
- ▲ Manchester
- ★ Saline

REGION 10: Detroit Metro

- East Warren (Detroit)
- ★ Grosse Pointe
- ▲ Hamtramck
- ★ Historic North End (Detroit)
- ▲ Live6 Alliance (Detroit)
- ★ Mexicantown Hubbard Communities (Detroit)
- Southgate



Master Level



Select Level



Network Level



Engaged Level

Main Street: A Framework



A community-driven economic development strategy encouraging downtown revitalization through **historic preservation** and **stakeholder engagement**.



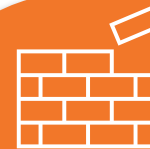
Comprehensive



Leverage
Existing Assets +
Partnerships



Self-
Empowerment



Incremental

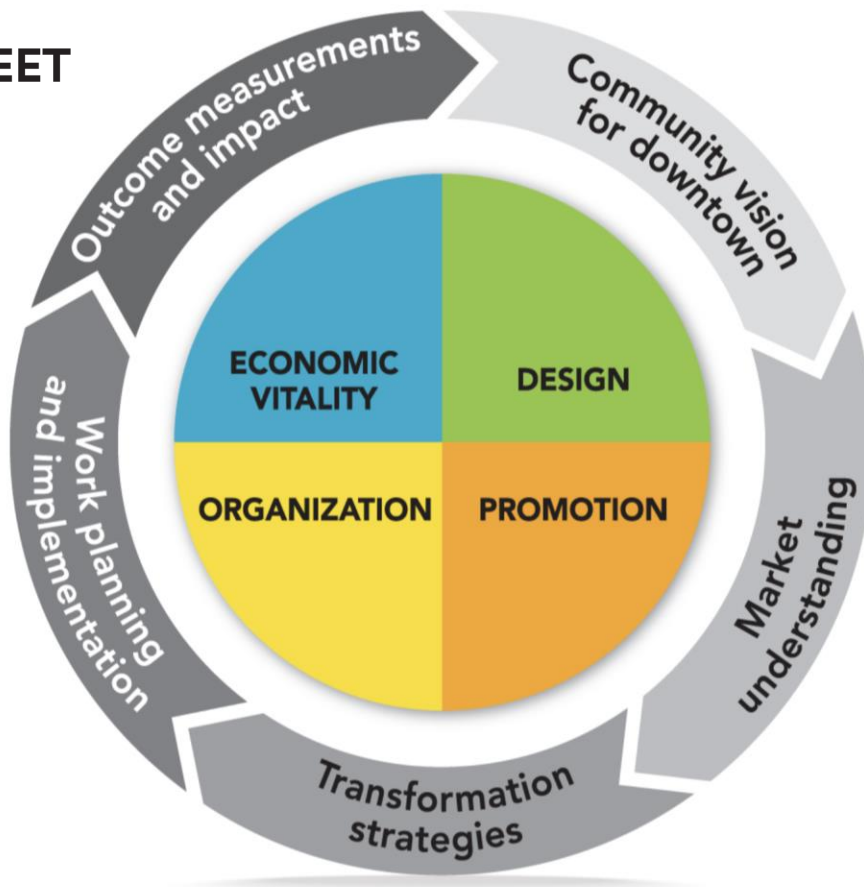


Quality Change -
Making



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.

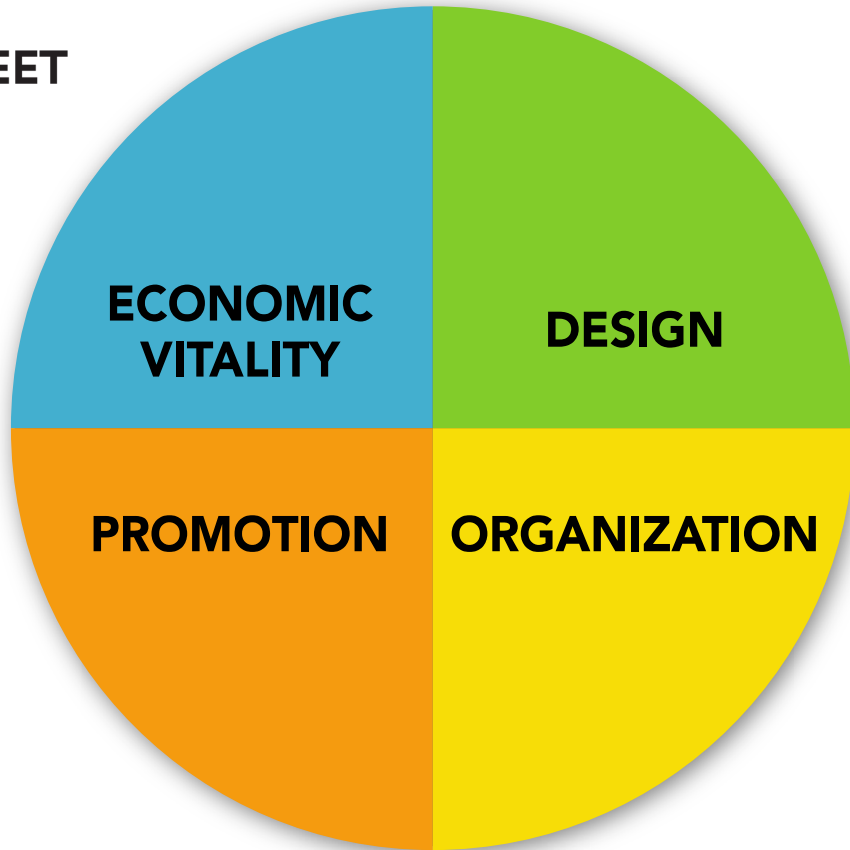
Key tools: focused strategy, implementable goals

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 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 participating 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

Michigan Main Street Program Levels

NETWORK LEVEL

No Commitment

Communities looking for additional resources but not full MMS Designation

ENGAGED LEVEL

1 - 3 Year Commitment

- Communities on-track to full MMS Designation
- Communities complete an application for participation in the Select Level

SELECT LEVEL

5 Year Commitment

- Communities dedicated to implementing the Main Street Approach
- Receive specialized technical assistance for downtown or district revitalization

MASTER LEVEL

2+ Year Commitment

- Communities that have completed the Select Level and met the National Accreditation Standards set by Main Street America
- Receive more sophisticated technical assistance
- Opportunity to mentor other MMS Communities

Main Street Participation

MICHIGAN MAIN STREET CHECKLIST

Communities should use this checklist as a guide to understand the responsibility of participation at varying levels to build capacity and participate at the level of the Michigan Main Street Program that is most appropriate.

	NETWORK	ENGAGED	SELECT	MASTER
Complete community interest form	●	●		
Complete downtown scorecard	●	●		
Submit progress reports due June and December annually	●	●		
Complete online training series		●		
Attend downtown forums annually		●		
Identify or establish a local Main Street organization and district		●		
Complete Main Street application			●	
Hire a full-time executive director			●	●
Maintain an active downtown/district board			●	●
Ensure a dedicated budget for downtown/district transformation			●	●
Submit progress reports due monthly			●	●
Attend MMS workshops and/or national conference			●	●
Meet national accreditation standards set by Main Street America			by year 5	●

Main Street Services

MAIN STREET TECHNICAL ASSISTANCE SERVICES	NETWORK	ENGAGED	SELECT	MASTER
Virtual technical assistance from MMS staff based on solution center resources	●	●	★	▲
Engaged Level community site visit		●		
Engaged Level virtual check-ins		●		
Pre-application site visit		●		
Asset mapping		●	★	▲
Market data snapshot and subsequent updates			★	▲
Transformation strategy identification and implementation			★	▲
Executive director hiring assistance			★	▲
Executive director support and professional development			★	▲
Main 5 communication plan			★	▲
Branding			★	▲
Business recruitment primer			★	▲
Business recruitment challenge			★	▲
Fund development			★	▲
Visitor data snapshot			★	▲
Property development primer			★	▲
Retail merchandising			★	▲
Storyville Social storytelling basic			★	▲
Strategic planning			★	▲
Annual accreditation visit			★	▲
Downtown futures service				▲
Entrepreneurial ecosystem				▲
Storyville social storytelling blitz				▲
Website development grant				▲
Pilot new technical assistance opportunities				▲

Main Street Online Training

Best Practices and Outcomes:

- 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
- 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

BUSINESS

Successful businesses are vital to a thriving district.

BUSINESS KEY FOCUS AREAS

Business Retention Strategies | Business Recruitment Strategies | Business Plan Competitions
Incentive Strategies | Rightsized Retail | Expansion Exploration | Retail Market Data
Succession Planning | New Business Start Up Package

business solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. Business development efforts and the broader scope of district revitalization initiatives are focused on a targeted geographic area that is clearly defined and mapped	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. A building and business inventory of the district has been completed for all properties and businesses within the district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. A map identifying and analyzing the district's business and activity mix on first and upper floors is in place and updated regularly or as changes warrant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The organization has programming and resources in place to actively assist small businesses and entrepreneurs in the district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The organization maintains current market information and a list of targeted business expansion and recruitment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Business development and recruitment collateral materials are in place and updated regularly or as needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The organization hosts regular business owner meetings and/or communicates regularly with business owners to determine needs or challenges, and share successes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BUSINESS TOTAL SCORE						

SCORING SCALE

0—1 Starting: Doesn't exist or we're just getting started (in the early discussion, research or planning stages) — or — underperforming and in need of a re-boot.

2—3 Evolving: Getting ready to launch or already in place, operating or programmed — but with opportunities for growth or enhancement.

4—5 Excelling: Actively and consistently demonstrated or mastered with a high degree of proficiency and quality— commonly viewed among our greatest strengths.

Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!



SCAN ME

Downtown Scorecard

Business Category

DOWNTOWN AND DISTRICT MANAGEMENT SCORECARD

Record your score for each of the eight categories to see what areas your organization is strong in, and the areas that you might need to dig a little deeper into.

Business	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	
Real Estate	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
Events	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																
Marketing	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																
Preservation	1	2	3	4	5	6	7	8	9	10																										
Place	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15																					
Capacity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
People	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	

A. Based on your scorecard results, which of the eight core areas represent the organization's greatest strengths? (select up to three)

B. Which of the eight core areas represent areas of greatest need or challenges facing the organization? (select up to three)

C. List or briefly describe five specific actions, projects, or areas of focus representing some of the best opportunities for growth or improvements for your organization and/or the downtown or district?

- 1.
- 2.
- 3.
- 4.
- 5.

Applying the Results EVALUATION AND STRATEGIC PLANNING

- Distribute a copy of the scorecard (and this summary evaluation worksheet) to each of your downtown or district management organization's board or leadership team members, including staff members.
- Set and communicate a deadline for completing and returning the scorecard.
- Compile completed scorecard results, paying special attention to areas of agreement and alignment, and areas of divergence.
- Facilitate a strategic planning session or retreat to review and discuss the compiled results. Discussion might revolve around questions and topics like:
 - What surprised you or stood out?
 - Which core areas or performance measures deserve more dialog or further exploration?
 - Looking deeper, what might be driving the results? (e.g. challenges, issues, timing, external forces, leadership, resources, etc.)
 - Who else—individuals and/or organizations—should be approached for perspective, clarification, or help?
- Build consensus around directions, priorities, actions, and/or next steps. For example:
 - To get started, refer to the list of "Best Opportunities for Growth or Improvements" compiled from this worksheet.
 - Invite each member to offer their own top three (these may come directly from the compiled list or may be new based on discussions and ideas shared at the session).
 - Create the list on chart paper and provide each member a chance to vote on their top 3 from the newly compiled list (the "dot" method works well for this purpose).
 - Tally the votes to identify areas and items of priority consensus. Choose three to five the organization will emphasize as organization development priorities over the next year.
 - Match priorities to Michigan Main Street Solution Center tools and resources for help getting started, elevating your efforts, and staying on track.
- Repeat the process annually to measure progress and re-assess organization development priorities.

Downtown Scorecard Organization Overview

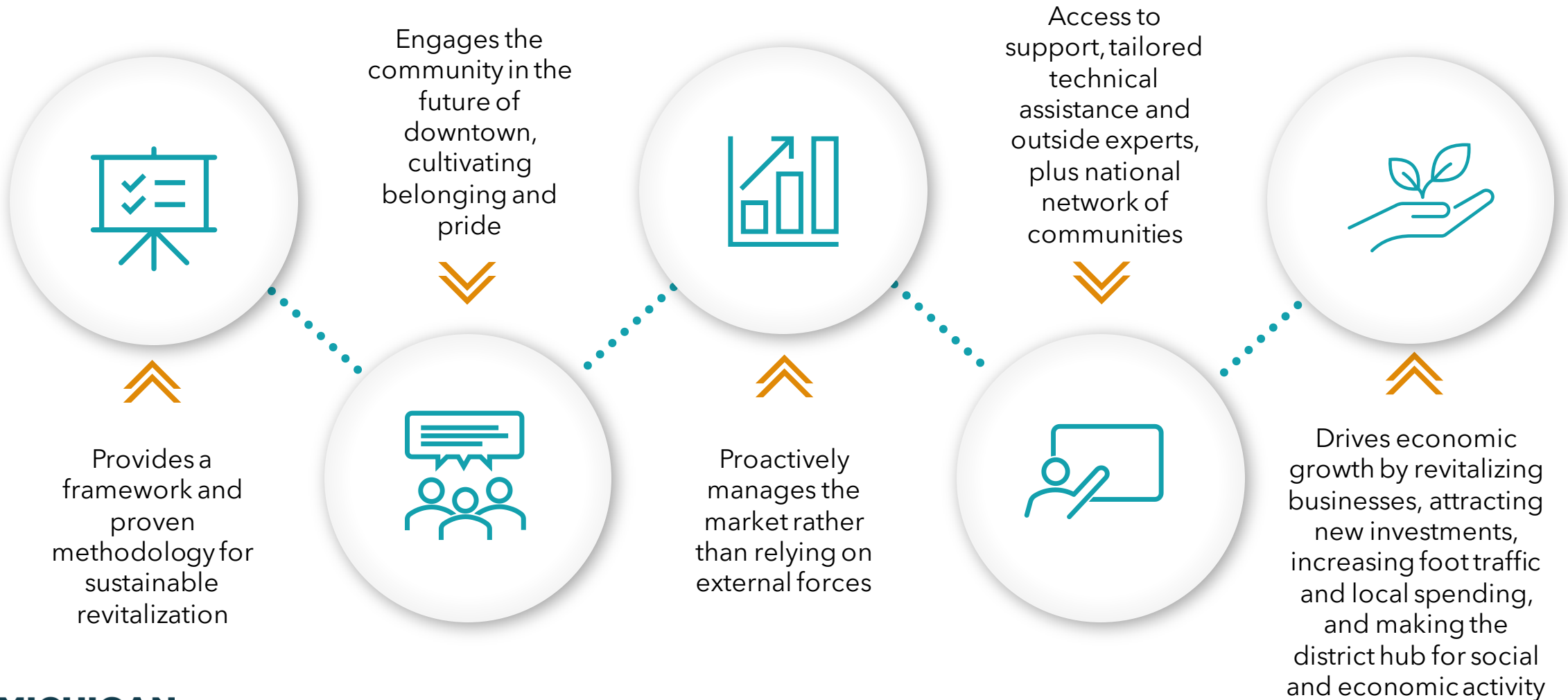
MI Main Street Solution Center



Business	+
Real Estate	+
Events	+
Marketing	+
Preservation	+
Place	+
Capacity	+
People	+

<https://www.miplace.org/programs/michigan-main-street/resources/>

Value of Main Street Participation



Economic Impact of Main Street

The Impact of Michigan Main Street Communities (2003–2023)

These dollars and jobs occurred because of the work of MMS Communities:

\$445.6 Million

Total Economic Impact of Michigan Main Streets

4,000+ Jobs

Supported Because of Michigan Main Street Communities

\$239.6 Million

Business Revenue Attributable to Michigan Main Streets

\$8.8 Million

Total Cumulative State Tax Revenue Attributable to the Programming of Michigan Main Street Communities

ECONOMIC IMPACT

Over the past 20 years, Michigan Main Street has transformed downtown communities through economic development.



Between 2003 and 2023, Michigan Main Street helped generate \$239.6 million to businesses, directly attributable to Main Street programming across the State of Michigan. This impact was generated by:



Attracting New Businesses to Main Street and Supporting Downtown Business

\$90.9 Million



Bringing More Customers to Local Businesses



\$61.2 Million

Revitalizing and Preserving Downtown Communities

\$13.4 Million



Developing Attractive Places Across the State

\$74.1 Million

\$239.6 Million
Direct Economic Impact

This cumulative direct economic impact reflects how Main Streets generated additional spending and business revenue because of their programmatic efforts in downtowns.

Economic Impact of Main Street



BUSINESS ATTRACTION + RETENTION

Attracting New Businesses to Main Street and Supporting Downtown Businesses

\$180.7 Million
Total Economic Impact

2,150 Jobs
Supported by Total Impact

Michigan Main Street Communities bring new businesses to their downtown communities, filling vacant storefronts and meeting untapped market demand. Main Streets across the state tailor their business attraction efforts specific to the on-the-ground realities of their commercial community. They leverage the robust resources through the MMS Coordinating Program and MEDC and follow scalable best practices set forward by Main Street America™ for attracting new businesses to locate in their downtowns. MEDC's Match on Main, a reimbursable grant program for MMS Communities and Redevelopment Ready Communities®, exemplifies collaborative partnerships between MMS Communities and local businesses, encouraging small business growth, pathways for new business opportunities, and authentic downtowns across Michigan.

How MMS Communities Support Their Downtown Local Businesses

The targeted technical assistance and business support MMS Communities provide are tailored to the specific needs of their downtown economy. Through the Main Street model, MMS Community leadership forms strong relationships with their local businesses, ensuring that Main Street efforts provide value to their local business community.

89% Provide Resources to Current and Prospective Businesses

89% Connect Businesses with Outside Financial Resources

79% Host Networking and Mentorship Initiatives

68% Offer Direct Financial Support to Businesses

63% Assist with Business Marketing Efforts

32% Host Entrepreneurship and Incubator Programs

1,753
businesses opened in Main Street Communities since the program's inception.

89%
of Main Streets actively work to bring businesses to their downtown.

94%
of Main Streets prioritize business retention efforts.

Note: This economic impact of business growth in Main Streets assumes 4% of the net new business activity is attributable to the direct presence of a Main Street based on prior studies through Main Street America™.
Source: MMS Reinvestment Statistics (2003-2023), MMS 2023 Leadership Survey, Jon Stover & Associates, InfoGroup (2023)



Elderly Instruments | Old Town Lansing

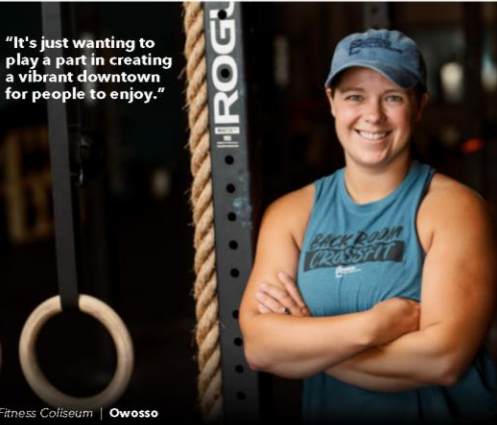


A Match on Main Success:
In 2019, The Curator opened its doors in Downtown Grayling with the support of MEDC's Match on Main and Grayling Main Street. The Match on Main grant funds helped launch the business with funding for its point-of-sale system and initial inventory, allowing the business owners to dedicate additional resources to the 130-year-old building.



"Here in Michigan, we're proud to support risk-takers, groundbreakers and innovators in bringing their business to life. Whether it's by supporting small businesses through our Match on Main program or preparing our communities for development through Michigan Main Street and the Redevelopment Ready Communities program, we're committed to helping transform a dream business into a thriving success."

— Quentin L. Messer, Jr., CEO, MEDC



"It's just wanting to play a part in creating a vibrant downtown for people to enjoy."

Fitness Coliseum | Owosso



Tenden | Grand Haven



"It starts being more than just a business, and I didn't realize how deep the connection to the community would become."

Northern Chicks | Milan

Michigan Main Street Story Series

A recent initiative of MMS, the Michigan Main Street Story Series shares the stories and perspectives of local business owners throughout Main Street communities. Through its partnership with Storyville Social, this effort, combined with the economic impact of Main Street business attraction and retention, impressively articulates the power of Main Streets for entrepreneurship, growth, and inclusion. To read and watch the stories of Michigan Main Street's business owners, visit: www.mplace.org/programs/michigan-main-street/story-series.

How MMS Communities Support Their Downtown Local Businesses

The targeted technical assistance and business support MMS Communities provide are tailored to the specific needs of their downtown economy. Through the Main Street model, MMS Community leadership forms strong relationships with their local businesses, ensuring that Main Street efforts provide value to their local business community.

89% Provide Resources to Current and Prospective Businesses

89% Connect Businesses with Outside Financial Resources

79% Host Networking and Mentorship Initiatives

68% Offer Direct Financial Support to Businesses

63% Assist with Business Marketing Efforts

32% Host Entrepreneurship and Incubator Programs

1,753

businesses opened in Main Street Communities since the program's inception.

89%

of Main Streets actively work to bring businesses to their downtown.

94%

of Main Streets prioritize business retention efforts.

Economic Impact of Main Street

Economic Impact of Main Street



MARKETING, BRANDING + EVENTS

Attracting More Customers to Local Downtown Businesses

\$116.9 Million
Total Economic Impact

1,091 Jobs
Supported by Total Impact

From helping to brand and market commercial districts to planning and hosting events that expand the customer base of local businesses, Michigan Main Street Communities directly bring more customers to their businesses. As champions of local branding and marketing the collective business community, Main Streets highlight and share the unique personas and experiences of the downtown communities across the state. From social media advertisements, to partnering with local tourism bureaus, to creating downtown itineraries for out-of-town visitors, MMS Communities launch a variety of tools, mechanisms, and approaches for marketing, branding, and customer attraction.

To help bring more customers to downtown businesses, MMS Communities plan, partner, and host celebrated events throughout all times of the year. These events offer more than a good time but directly support local businesses with expanded revenue and drive the local economy. Michigan Main Street helps guide MMS Communities in shifting events to meet the specific needs of its business districts, targeting events in the offseason when business revenue is low as well as during peak times to heighten and enhance local spending. Main Street events introduce new visitors to the commercial district and their businesses. One out of every three Main Street event attendees comes from outside their local municipality to experience the Main Street Community, offering meaningful first impressions and encouraging people to return downtown.

95%	100%	4.2 million
of Main Streets directly help bring customers to their local businesses.	of Main Streets host events, giving more reasons to come downtown.	people attended Main Street events since the first events in 2003.
34%	13,700	75
of Main Street event attendees come from outside the community.	people come, on average, annually to the events put on by a Main Street Community.	volunteer hours go into a typical Main Street event in recent years.

Note: This economic impact of Main Street customer attraction includes programmatic budget allocated toward marketing efforts, event planning, and the attributable visitor spending at Main Street events. This model assumes that Main Street event attendees' spending is based on prior national studies.
Source: MMS Reinvestment Statistics (2003-2023), MMS 2023 Leadership Survey, Jon Stover & Associates



24%
of the typical MMS Community' budget is allocated towards marketing, branding, and event efforts. This equates to nearly \$60,000 annually for the average Main Street.

"The Lapeer Main Street DDA uses marketing campaigns that include video, photos, and community storytelling to create engaging materials designed to showcase our downtown as a whole and businesses within our community."

— Lapeer Main Street DDA



22%
of the typical MMS Community' staff time is dedicated towards customer attraction, including marketing, branding, and event programming.

95%

of Main Streets directly help bring customers to their local businesses.

100%

of Main Streets host events, giving more reasons to come downtown.

4.2 million

people attended Main Street events since the first events in 2003.

34%

of Main Street event attendees come from outside the community.

13,700

people come, on average, annually to the events put on by a Main Street Community.

75

volunteer hours go into a typical Main Street event in recent years.

Economic Impact of Main Street

Economic Impact of Main Street



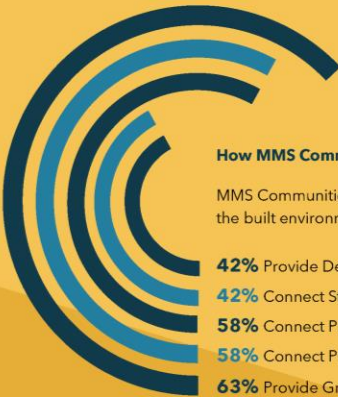
HISTORIC PRESERVATION

Revitalizing and Preserving Downtown Communities

\$24.6 Million
Total Economic Impact

123 Jobs
Supported by Total Impact

Ingrained in the original idea of Main Street America™ as a subsidiary of the National Trust for Historic Preservation, MMS and its Communities dedicate efforts to preserving the existing fabric and downtown character while imagining the future and bringing new investment across Michigan.



How MMS Communities Revitalize and Preserve Downtowns

MMS Communities dedicate resources, time, and capacity to improving the built environment and building stock of their downtowns.

- 42% Provide Design Support Services
- 42% Connect Stakeholders with Tax Credits
- 58% Connect Property and Business Owners with Local Incentives
- 58% Connect Property and Business Owners with Industry Professionals
- 63% Provide Grants for Historic Preservation and Façade Improvements

2,673

building and façade improvements occurred in Main Streets since 2003.

\$407 Million

of private investment has gone into Main Streets since the program began.

\$137 Million

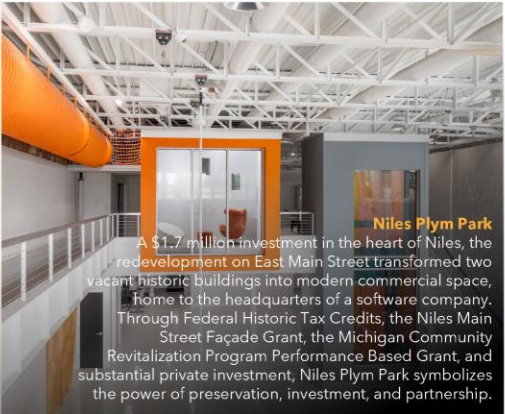
of public investment has been committed to Main Streets since 2003.

Note: This economic impact of Main Street historic preservation efforts is based on the programmatic budget allocations of Main Streets for historic preservation, restoration, and building improvements.
Source: MMS Reinvestment Statistics (2003-2023), MMS 2023 Leadership Survey, Jon Stover & Associates



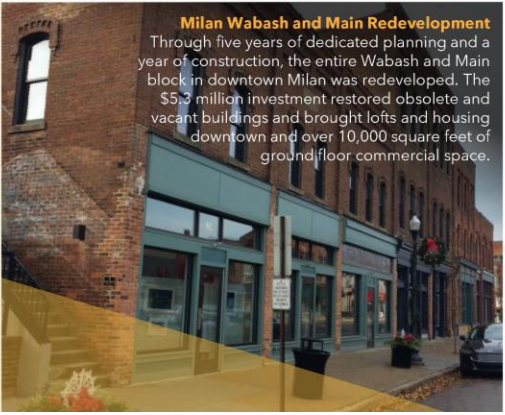
Historic Downtown Owosso Façade Improvements

In 2014, seven historic buildings received façade revitalization through MEDC's Community Development Block Grant Façade program, locally matched funds through private investment, and allocated DDA Funds. The \$360,500 investment transformed the visual conditions of Owosso and sparked investment from other nearby business owners.



Niles Plym Park

A \$1.7 million investment in the heart of Niles, the redevelopment on East Main Street transformed two vacant historic buildings into modern commercial space, home to the headquarters of a software company. Through Federal Historic Tax Credits, the Niles Main Street Façade Grant, the Michigan Community Revitalization Program Performance Based Grant, and substantial private investment, Niles Plym Park symbolizes the power of preservation, investment, and partnership.



Milan Wabash and Main Redevelopment

Through five years of dedicated planning and a year of construction, the entire Wabash and Main block in downtown Milan was redeveloped. The \$5.3 million investment restored obsolete and vacant buildings and brought lofts and housing downtown and over 10,000 square feet of ground floor commercial space.

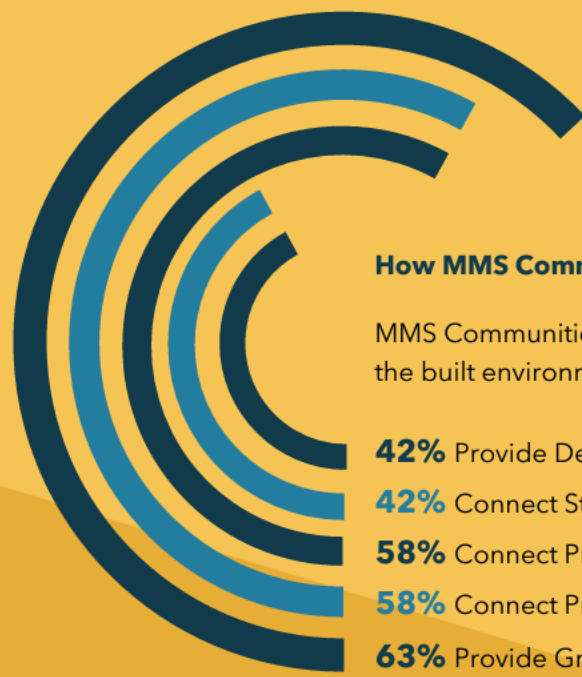
Living Downtown: Michigan Main Street Housing and Residents



Michigan's Main Streets are more than just the centers for business activity, retailers, and entrepreneurs – they are the home and livelihood of many Michiganders across the state.

Since the program's origin, Michigan Main Street has recognized the power of local residents in Main Street programs and the continued importance of downtown housing. From tracking key indicators such as new housing added to downtown or rehabilitated units to providing training and oversight on the value of Main Street residents, MMS has been the leader of many statewide Coordinating Programs in strategizing for downtown housing in Main Streets.

Beyond providing a wider variety of housing options for Michigan residents, MMS Communities pull their residential populations directly into their efforts and prioritize for shaping downtown. The recently launched MMS Pulse Poll Surveys offer an innovative approach to understanding community sentiment, activity and consumer behavior, and vision for the future – keeping MMS Communities' "finger on the pulse" of their broader communities.



How MMS Communities Revitalize and Preserve Downtowns

MMS Communities dedicate resources, time, and capacity to improving the built environment and building stock of their downtowns.

- 42%** Provide Design Support Services
- 42%** Connect Stakeholders with Tax Credits
- 58%** Connect Property and Business Owners with Local Incentives
- 58%** Connect Property and Business Owners with Industry Professionals
- 63%** Provide Grants for Historic Preservation and Façade Improvements

2,673

**building and façade
improvements occurred in
Main Streets since 2003.**

\$407 Million

**of private investment has
gone into Main Streets
since the program began.**

\$137 Million

**of public investment has
been committed to Main
Streets since 2003.**

Economic Impact of Main Street

Economic Impact of Main Street



PLACEMAKING

Developing Attractive, High-Quality Places Across the State

\$123.4 Million
Total Economic Impact

637 Jobs
Supported by Total Impact

Vibrant communities showcase investment, community pride, and unique atmosphere as a place for people to gather, socialize, and enjoy their experiences. Known as placemaking, improvements to the public realm through design enhancement, public space creation, beautification, and cleanliness, is a key undertaking of Michigan's Main Street Communities as Main Streets supplement and enhance municipal services and embed the charisma of each community into the storefronts, streetscaping, and pedestrian experience. Importantly, the key aspects of Main Street programmatic efforts, including business attraction and retention, marketing and branding, events, and historic preservation, all play into placemaking - filling the storefronts and sidewalks with people and investment.

How MMS Communities Create Attractive Places



100% Execute Landscape and Beautification



74% Install Wayfinding and Signage



74% Host Community Clean-Up Events



79% Add Public Art and Murals



74% Hang Street Banners Downtown



68% Add Bicycle Infrastructure

100%

of MMS Communities work to improve the public realm of their downtowns.

14%

of the average Main Street Community's time is dedicated toward placemaking.

Note: This economic impact model allocates Main Street programmatic operation budgets as placemaking impacts, netting out the budget allocations of Main Streets toward the other impact categories.

Source: MMS Reinvestment Statistics (2003-2023), MMS 2023 Leadership Survey, Jon Stover & Associates



Main Street Vibrancy Grant



Michigan's Main Street Vibrancy Grant is one of many tools that celebrate Michigan Main Street's community-based economic development approach. The Main Street Vibrancy Grant helps communities implement projects within their foundational community plans and specific targeted transformational strategies. To date, \$460,000 of grant funding has gone towards MMS Communities funding projects ranging from public art, outdoor dining improvements, wayfinding, alley activation, seasonal festivities, and public space reimagination.

How MMS Communities Create Attractive Places



100% Execute Landscape and Beautification



74% Install Wayfinding and Signage



74% Host Community Clean-Up Events



79% Add Public Art and Murals



74% Hang Street Banners Downtown



68% Add Bicycle Infrastructure

100%

of MMS Communities work to improve the public realm of their downtowns.

14%

of the average Main Street Community's time is dedicated toward placemaking.

Economic Impact of Main Street

Technical Assistance Highlights

**Available to Select and Master Level
Main Street Communities**





Technical Assistance Highlight: Branding



Technical Assistance Highlight: Branding





Rogers City

M I C H I G A N

All Seasons, Always Home.

**Technical
Assistance
Highlight:
Branding**

4.1 Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in the perception

PRIMARY GATEWAYS

These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

BUILDING MARKERS

The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

TRAILBLAZERS

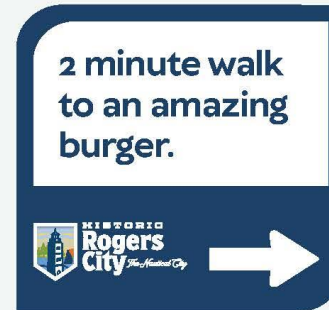
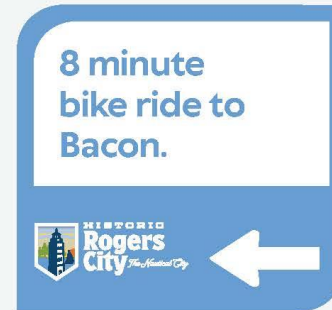
Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have a maximum of three locations per sign and carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows.

STREET BANNERS

Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed calming device. They too can be color coded by district and can promote local events, as well as promoting the brand.

PARKING SIGNAGE

Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.



Technical Assistance Highlight: Branding

Technical Assistance Highlight: Market Data Snapshot

DOWNTOWN CHEBOYGAN CHEBOYGAN, MICHIGAN



MARKET SNAPSHOT

Cheboygan Main Street DDA and community partners are taking a pro-active approach to planning for the future prosperity of Downtown Cheboygan. Ongoing efforts are serving to heighten the appeal of Downtown Cheboygan as a place to work, visit, live, do business, and invest. A holistic approach to revitalization is sparking a new wave of activity and positioning Downtown Cheboygan as a local and regional attraction, economic engine, and center for commerce.

This Market Snapshot, commissioned by Michigan Main Street, a program of The Michigan Economic Development Corporation, summarizes local and regional demographic, lifestyle and retail data. The information provides a starting point for evaluating the market, identifying potential opportunities, and assessing Cheboygan Main Street DDA enhancement strategies; and for benchmarking and tracking changes in the market and possible implications for Downtown Cheboygan.



Cheboygan Main Street DDA | (231) 627-9931 | cheboyganmainstreet.org



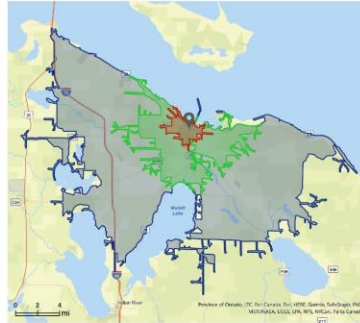
Cheboygan is a Michigan Main Street community. Michigan Main Street assists communities revitalizing and preserving their traditional commercial districts. The program provides technical assistance for communities desiring to develop their own local Main Street program by utilizing the Main Street Approach™ – a common-sense approach to tackling the complex issues of revitalization by capitalizing on downtown's history and identifying the unique assets of the community itself.

Prepared by DPN for Cheboygan Main Street DDA

Page 1

V08.22

DOWNTOWN CHEBOYGAN DRIVE TIME MARKET DEMOGRAPHIC FAST FACTS | SOURCE: ESRI 2022



POPULATION	5 Minutes	10 Minutes	20 Minutes
2010 Total	4,178	7,714	14,645
2020 Total	4,082	7,482	14,232
2022 Estimate	3,983	7,348	14,019
2027 Projection	3,943	7,317	13,976
Growth (2022-27)	-1.0%	-0.4%	-0.3%
Projected State Population Growth (2022-27)			-0.2%

2022 DAYTIME POP	5 Minutes	10 Minutes	20 Minutes
Total Daytime Population	4,877	7,977	12,869
Workers	2,893	4,179	5,616
Residents	1,984	3,798	7,253
Daytime Change	22.4%	8.6%	-8.2%

HOUSEHOLDS	5 Minutes	10 Minutes	20 Minutes
2010 Total	1,736	3,222	6,230
2020 Total	1,787	3,285	6,288
2022 Estimate	1,770	3,268	6,249
2027 Projection	1,766	3,281	6,273
Growth (2022-27)	-0.2%	0.4%	0.4%
Projected State Households Growth (2022-27)			0.3%

MEDIAN HH INCOME	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	\$50,775	\$50,968	\$54,362
2027 Projection	\$55,575	\$55,755	\$59,762
Growth (2022-27)	9.5%	9.4%	9.9%
2022 State Median HH: \$63,818			2022-27 Growth: -18.7%

DOWNTOWN CHEBOYGAN | DRIVE TIME MARKET MARKET TRAITS | SOURCE: ESRI 2022



HOUSING UNITS	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	2,084	4,069	9,119
- Owner Occupied	57.5%	58.4%	55.7%
- Renter Occupied	27.4%	21.9%	12.8%
- Vacant	15.1%	19.7%	31.5%
Estimated State Percent Vacant (2022)			11.6%



POPULATION BY RACE/ETHNICITY—DIVERSITY	5 Minutes	10 Minutes	20 Minutes
Diversity Index	18.3	17.5	16.0
2010	29.8	26.5	22.9
2020	30.7	27.3	23.5
2027	30.8	27.4	23.5
State Diversity Index	2022: 49.5	2027: 50.9	

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



2022 POPULATION 25+ BY EDUCATIONAL ATTAINMENT	5 Minutes	10 Minutes	20 Minutes
Education			
No HS Diploma	9.0%	9.0%	7.5%
HS Grad/GED	41.6%	41.6%	39.2%
Some College/Assoc	30.7%	29.8%	30.5%
Bachelor/Grad/Prof	18.7%	19.7%	22.8%



PER CAPITA INCOME
2022 ESTIMATE

PER CAPITA INCOME	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	\$28,193	\$29,321	\$32,216
10 Minutes	\$29,321	\$32,216	\$37,050
20 Minutes	\$32,216	\$37,050	\$40,9
State	\$37,050	\$40,9	\$49.9



MEDIAN AGE
2022 ESTIMATE

MEDIAN AGE	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	43.8	46.7	50.2
10 Minutes	46.7	50.2	50.2
20 Minutes	50.2	50.2	40.9
State	40.9	40.9	49.9



2022 EMPLOYED
CIVILIAN POPULATION 16+

2022 EMPLOYED	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	1,936	3,480	6,725
Total Estimate	1,936	3,480	6,725
- White Collar	55.0%	54.0%	52.9%
- Services	20.8%	20.1%	20.3%
- Blue Collar	24.2%	25.9%	26.8%



2022 EMPLOYMENT BY OCCUPATION	5 Minutes	10 Minutes	20 Minutes
2022 Employed 16+			
Total Estimate	1,936	3,480	6,725
- White Collar	55.0%	54.0%	52.9%
- Services	20.8%	20.1%	20.3%
- Blue Collar	24.2%	25.9%	26.8%

Source: Esri Market Profile | 08.22

Prepared by DPN for Cheboygan Main Street DDA

DOWNTOWN CHEBOYGAN | DRIVE TIME MARKET LIFESTYLE PROFILE | SOURCE: ESRI 2022

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments), each belonging to one of fourteen LifeMode Groups.

PREVALENT ESRI TAPESTRY LIFE MODE GROUPS

Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The Hometown and Cozy Country Living LifeMode Groups are among those most prevalent in the drive time areas.



HOMETOWN (LM12) #1 in 5 and 10 Minute Drive Time	5 Minutes	10 Minutes	20 Minutes
HHs	1,505	2,137	2,137
Percent	85.0%	65.4%	34.2%

- ▶ Growing up and staying close to home; single households.
- ▶ Close-knit urban communities of young singles (many with children).
- ▶ Owners of old, single-family houses, or renters in small multiunit buildings.
- ▶ Religion is the cornerstone of many of these communities.
- ▶ Visit discount stores and clip coupons.
- ▶ Purchase used vehicles to get to and from nearby jobs.



COZY COUNTRY LIVING (LM61) #1 in 20 Minute Drive Time	5 Minutes	10 Minutes	20 Minutes
HHs	265	1,022	3,377
Percent	15.0%	31.3%	54.0%

- ▶ Empty nesters in bucolic settings.
- ▶ Largest Tapestry group, almost half of households located in the Midwest.
- ▶ Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans.
- ▶ Politically conservative and believe in the importance of buying American.
- ▶ Own domestic trucks, motorcycles, and ATVs/UTVs.
- ▶ Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online.
- ▶ Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns.
- ▶ Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching.

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at: <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

Source: Esri Community Tapestry Segmentation | 08.22

Page 2

V08.22

Technical Assistance Highlight: Visitor Data Snapshot

Coldwater Main Street

Coldwater, Michigan



13.3K residents

of Coldwater, Michigan (U.S. Census Bureau, 2022)



185.9K visitors

number of visitors to Coldwater Main Street in 2023



1.3M visits

to Coldwater Main Street in 2023



June 2023 - Busiest Month

Coldwater Main Street had 121,300 visits in June 2023



Fridays and Saturdays - Busiest Days

More than 37% of visits take place on Fridays and Saturdays



Lunch + Dinner - Busiest Times

45% of visits occur between 11am - 1pm and 5pm - 7pm

Visitor Profile + Event Analysis | Prepared by Main Street America | February 2024

VISITOR PROFILE + EVENT ANALYSIS: COLDWATER MAIN STREET

Event Analysis

Strawberry Fest (June 17, 2023)



Photo Credits: Coldwater Main Street

Strawberry Fest

Strawberry Fest is an annual festival in Historic Downtown Coldwater, MI where more than 200 vendors gather to sell their crafts, strawberries, and food. It typically runs from 9am to 3pm on the third Saturday in June each year.

Visit and Visitor Metrics

The day of Strawberry Fest, held on June 17, 2023, was the busiest day of 2023 for Downtown Coldwater. There were 12,257 visits. 86% of visitors on June 17, 2023, came during the hours of Strawberry Fest.

Length of Stay

Visitor dwell times in Downtown Coldwater during Strawberry Fest 2023 were very comparable to dwell times for 2023 overall. On the day of the event, the average dwell time was 97 minutes, one minute less than the average dwell time for 2023 overall. The median dwell time was 62 minutes, two minutes higher than the median for 2023. About 1/5 of visitors stayed between 15 and 29 minutes (20.1%), while 12.5% of visitors stayed for more than 2.5 hours.



10,483 visitors

to Coldwater Main Street during Strawberry Fest in 2023



4.5x visits

when compared to other Saturdays in June 2023 between 9am-3pm



1+ hour

spent in the district by more than half of the visitors



Downtown Cheboygan

YOUR UP NORTH HOME

Our Light Will Draw You In

Experience Cheboygan through the eyes of those who see the lake town, the trail town, the art town, the river town, the music town, the small town, and those who proudly call Cheboygan their home.

"It has been amazing to watch Main Street come back to it's glory! I have been completely honored to be a part of that and bring this building back to the beauty I knew it had!"
- Nicki Kryska, Owner, Hair Design & Shine Boutique




COMMUNITY PROFILE

POPULATION 4,650	MEDIAN HH INCOME \$50,528
HOUSEHOLDS 2,065	MEDIAN AGE 43.8 years
HOUSING UNITS 2,424	86% Housing is occupied 58% Owner occupied 27% Renter occupied

DOWNTOWN'S GOALS

- Expand and enhance opportunities to interact and engage with arts and recreation, year-round, and throughout the downtown.
- Increase variety and options of downtown businesses and activities that attract and appeal to all residents and visitors alike.
- Further develop the unique, distinctive and historic built environment of downtown Cheboygan.



231-627-9931
PSCHNEIDER@CHEBOYGAN.ORG
CHEBOYGANMAINSTREET.ORG
@DOWNTOWNCHEBOYGAN




INVESTMENT Opportunity

300 N MAIN STREET DOWNTOWN CHEBOYGAN MICHIGAN

Great commercial location on corner lot in the heart of Downtown Cheboygan.

This property is 3 blocks off the North Central Trail system, and across the street from the Cheboygan River (42 mile long Inland Waterway).

Located in the heart of the Cheboygan Main Street business district, this building has been home to successful retail business and has had great rental income from it's four 1 bed/ 1 bath apartments.



7800 sqr feet

PROPERTY FEATURES

- Two Retail Spaces
- Warehouse
- Four 1 bed/ 1 bath apartments
- Private Parking
- Corner Lot
- View of Cheboygan River/ Water St Corridor
- Great visibility on busy intersection

Property listed with
Coldwell Banker Schmidt
Alex Mackenzie & Scott Hardy
231-929-2300



kjaefiuh ;gklnragiojn;afldkbnfdz
af dlnbnd;lkbm a'dlkfb'slfkzbnmdv'zlb
aiojldmb
admfma
BIT ABOUT CITY AND DDA/
ECONOMIC DEVELOPMENT ETC.



CHEBOYGAN MAIN ST DDA
POLLY SCHNEIDER
231-627-9931
PSCHNEIDER@CHEBOYGAN.ORG

CITY OF CHEBOYGAN
DAN SABOLSKY
231-627-9931
DSABOLSKY@CHEBOYGAN.ORG

Technical Assistance Highlight: Business Recruitment Primer

Technical Assistance Highlight: Business Recruitment Primer




BUSINESS RESOURCES

- VIBRANCY MICROGRANTS
- MATCH ON MAIN PROGRAM
- PROMOTIONAL RETAIL EVENTS
- CHEBOYGAN MAIN ST DESIGN GUIDELINES
- MARKET DATE INFORMATION
- BUSINESS OWNER ROUNDTABLES
- DOWNTOWN MAP
- BUSINESS SUCCESS KIT

REINVESTMENT STATS

Since 2018

Private Investment
\$2,012,649

Facade & Building Improvements
18

New Businesses
19

BUSINESSES IN DEMAND


Top Prospect Survey Results

<p>Top 3 Retail Results</p> <ul style="list-style-type: none"> General/ variety store Arts, crafts and hobbies Sporting goods/ outfitter/ bike repair 	<p>Top 3 Food & Drink Results</p> <ul style="list-style-type: none"> Bakery Italian Restaurant Steakhouse
--	--













"Life moves pretty fast, that's why I enjoy taking a break to walk downtown. Whether it's sitting on a bench eating some ice cream or enjoying a cold drink at a patio bar, I can count on a walk through downtown to help me center and re-energize myself. Downtown Cheboygan is moving in a very positive direction and continues to rejuvenate and revitalize. It is a place to connect with family, friends and community, and that is what is genuinely important."
-Ron Williams, Owner, Williams Office Equipment





DOWNTOWN Cheboygan

Resources and Incentives

-  Cheboygan Main St Vibrancy Microgrants
-  Cheboygan Main St Facade Grants
-  Cheboygan Main St Design Guidelines
-  Brownfield Development Program
-  Historic Tax Credits
-  MEDC
Michigan Economic Development Corporation
-  SBDC
Small Business Development Center
-  NLEA
Northern Lakes Economic Alliance

231-627-9931
PSCHNEIDER@CHEBOYGAN.ORG
CHEBOYGANMAINSTREET.ORG
@DOWNTOWNCHEBOYGAN





ALL EVENTS, ALL YEAR

Premier Sponsorship Levels

EVENT ANALYSIS

- 5,678 residents of City of Grosse Pointe, Michigan (U.S. Census Bureau, 2020)
- 349.7K visitors to The Village, Downtown Grosse Pointe in 2023
- 62 visitors per resident
- 3M visits to The Village in 2023
- About 16.5% of all visitors to The Village come from the two Grosse Pointe ZIP codes. These visitors account for more than half of all visits to the district

VISITOR TRENDS

Since the start of the COVID-19 pandemic, visits to The Village, Downtown Grosse Pointe have continually increased, climbing by 3% between 2021 and 2022 and nearly 8% between 2022 and 2023. Although annual visit counts are not yet surpassing pre-pandemic numbers, 2023 was the busiest year since 2019.

Diamond Sponsor | \$25,000

- Marquee billing on all events and website
- Logo featured on all event signage, ads, promotional materials & supporting marketing literature, stage banners, etc.
- Feature and mentions throughout year on social media and newsletters; featured on event pages
- Acknowledgement in press releases and all other media opportunities
- Designated booth space, verbal recognition throughout events by stage emcees, VIP seating, and event tickets (when applicable)
- Opportunity to develop customized benefits

Platinum Sponsor | \$10,000

- Logo featured on all event signage, ads, promotional materials & supporting marketing literature, stage banners, etc.
- Company listing with hyperlink on website
- Feature and mentions on social media throughout year; featured on event pages
- Acknowledgement in press releases and all other media opportunities
- Designated booth space, verbal recognition by stage emcees, VIP seating, and event tickets (when applicable)

Gold Sponsor | \$5,000

- All Silver Level benefits plus:
- Logo on all event signage, ads, promotional materials & supporting marketing literature
- Company listing and hyperlink on website
- Event tickets (when applicable)

Silver Sponsor | \$2,500

- All Bronze Level benefits plus:
- Name or logo on event signage, ads, promotional materials & supporting marketing literature
- Verbal recognition at events (when applicable)

Bronze Sponsor | \$1,000

- Name on event signage, ads, promotional materials & supporting marketing literature
- Company listing on website
- Mention on social media outreach & event pages
- Acknowledgement in press releases



Yes! I want to support Main Street Grosse Pointe!

Pick Your Events. Pick Your Levels

Your sponsorship helps support more than just fun community events in The Village - it also supports Main Street Grosse Pointe's year round district revitalization efforts!

Premier Level Sponsorships

☐ Diamond Sponsor - \$25,000

☐ Platinum Sponsor - \$10,000

☐ Gold Sponsor - \$5,000

☐ Silver Sponsor - \$2,500

☐ Bronze Sponsor - \$1,000

A La Carte Event Sponsorships

Music on the Plaza

- ☐ Hall of Fame (1 available) \$2,500
- ☐ Legends (3 available) \$1,500
- ☐ Band Sponsor (6 available) \$1,000
- ☐ Vendor Space (per concert) \$100

Main Street Mini Masters

- ☐ Eagle (1 available) \$2,500
- ☐ Birdie (3 available) \$1,500
- ☐ Activity Tent (4 available) \$500
- ☐ Golf Ball \$500
- ☐ Golf Hole \$300
- ☐ Swing Bag \$100

Main-Opoly

- ☐ Kercheval (1 available) \$5,000
- ☐ Neff (3 available) \$2,500
- ☐ St. Clair (6 available) \$1,500
- ☐ Notre Dame (10 available) \$500

Holidays in The Village

- ☐ Title Sponsor (1 available) \$1,500
- ☐ Santa Sponsor (2 available) \$1,000
- ☐ Free Parking (6 available) \$500
- ☐ Parade Day (2 available) \$500
- ☐ Kids Activity @ Santa Visits \$100

☐ Paint the Town \$500

☐ Trick or Treat \$250

☐ Third Thursdays \$250

company name	contact
address	
email	phone
signature	

Please make checks payable to Main Street Grosse Pointe or pay online at <http://www.mainstreetgrossepointe.org>. *Donations are tax-deductible to the extent provided by law



Main Street Grosse Pointe relies on private fundraising and partnerships to enhance the downtown experience and support local businesses. Your donation helps to create a downtown we can all be proud of. Any amount of contribution provides resources and guidance to local entrepreneurs, strengthens our ecosystem, and fosters community pride that ensure our cultural legacy remains for future generations. Support our mission in creating a deep sense of belonging that make residents feel at home and connected in our neighborhood.

So click this [link](#) and give today! Or mail your check to Main Street Grosse Pointe, 17000 Kercheval, Suite 212, Grosse Pointe, MI 48230

**Donations are tax-deductible to the extent provided by law*

YES, I want to support my Village!

Name: _____ Phone: _____

Address: _____

Email: _____

Sponsorship Level ☐ Village Champion ☐ Friend of The Village ☐ Main Street Marvel
☐ Pointe Partner ☐ Supporter ☐ Other: \$ _____



VILLAGE CHAMPION \$5,000

\$5,000 can assist 10 businesses with micro-grants for facade upgrades, help repair the clock tower or add street music speakers



FRIEND OF THE VILLAGE \$2,500

\$2,500 can help fund children's activities through the Little Village for an entire year, support new events each season or pay for a new bench or seating for downtown



MAIN STREET MARVEL \$1,000

\$1,000 will help add holiday decor to the plaza areas, purchase a new trash receptacle, cover the cost of two self-watering planters or support public art installations in The Village



POINTE PARTNER \$500

\$500 can cover the cost of spring, fall and winter flowers, plants & greenery in one pot, pay for a full session of Santa visits during the holidays or support Music on the Plaza



SUPPORTER \$250

\$250 will help celebrate volunteers with a special gift or recognition dinner, create educational opportunities for business owners or support ongoing promotions with our local small businesses.

More Information
thevillagegrossepointe.org

Our Contact
313-886-7474

Technical Assistance Highlight: Fund Development Plan

Technical Assistance Highlight: Strategic Plan



IMPLEMENTATION PLAN

GOAL #1 Establish and Maintain a Consistent Destination Brand and Related Marketing Efforts

ACTIONS	RESPONSIBLE PARTY	TIME FRAME
Create a Comprehensive Destination Brand and Guide for Mexicantown (logo, colors, fonts, etc.)	Main Street Director Promotions Committee	March 2025
Implement Branding for Mexicantown in all digital forums (Social Media, Email Blasts, etc.)	Main Street Director Business Engagement Manager Promotion Committee	April 2025
Implement Branding for Physical Elements of the District, Including Banners, Signage, and Wayfinding	Main Street Director Promotions Committee Design Committee	Dec 2025

GOAL #2 Define Effective Strategies and Channels of Communication with Businesses, Residents, and Stakeholders

ACTIONS	RESPONSIBLE PARTY	TIME FRAME
Develop Communication Plan for Mexicantown Main Street	Main Street Director Organization Committee	June 2025
Use storytelling and high-quality visuals to highlight unique local attractions, businesses, and community events	Main Street Director Promotions Committee	Est. by June 2025 Ongoing
Develop a library of professional photos, videos, and content showcasing Mexicantown's unique features & experiences	Main Street Director Promotions Committee	Est. by December 2025 Ongoing
Create a content calendar for regular social media posts, blogs, and newsletters	Main Street Director Promotions Committee	June 2025

GOAL #3 Create, Maintain, and Execute a Volunteer and Board Development Plan to Meet the Organization's Needs

ACTIONS	RESPONSIBLE PARTY	TIME FRAME
Develop a Comprehensive Volunteer Recruitment Plan	Main Street Director Organization Committee	October 2025
Develop an Onboarding Process for New Volunteers and Advisory Board Members	Main Street Director President/CEO Organization Committee	January 2026
Engage in Feedback from Volunteers to Better Enhance Volunteer Experience	Main Street Director Organization Committee	June 2026

8 Mexicantown Main Street

Technical Assistance Highlight: Storytelling



us to be able to provide those services to our members free of charge is something that we're definitely proud of. We're also unique in that we're the only tribe in the state of Michigan that will be offering homeless shelter services to its members. We just purchased a motel that will provide emergency and transitional housing services for our members that are experiencing housing insecurity. We're the only tribe in the state of Michigan that does that and there's 12 tribes.

We also provide a lot of different jobs throughout the community. We're one of the top employers in Sault Ste. Marie, and 2% of the revenue that's collected from slot machines goes to enhance the community.

Our tribe also creates cultural diversity for Sault Ste. Marie. We have pow wows, not just in Sault Ste. Marie, but in other locations. We have one in Newberry, one in Kincheloe, and one in Hessel. We just try to implement our culture in everything that we do.

And of course, no one planned that a global pandemic would take place. But the pandemic provided us with a lot of funding that we used to help meet our citizen's needs. We used it to build houses and to create revenue replacement for our businesses so we wouldn't have to lay employees off. We provided tens of millions of dollars in direct payments to members so that if they were out of work, they could meet their needs.

We exist to provide services and protection for our members. My background is that of a social worker and I worked as a therapist before I was elected to our tribal council, then later elevated to the position of Chairman. So, for me to be in this role, I get to wear a macro-level social work hat. Every single day, I try to identify what my community's needs are and then try to link and create services to help meet them. It's an honor to be able to have the resources to take care of our people.

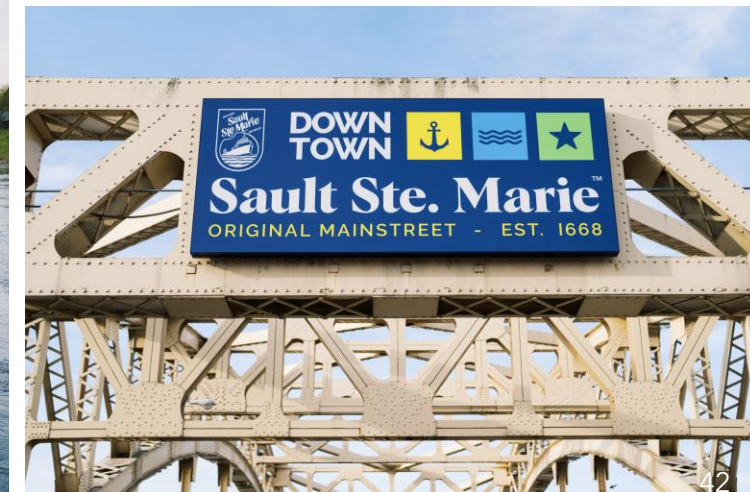
I ran for election in 2020. I've always had an interest in politics, and my undergraduate degrees in political science and my master's degrees in social work. My grandma, Shirley Nolan, was heavily involved in tribal politics and was a strong advocate for her people. So when I won, I was elated, but I also thought heavily about her.

It's a lot of responsibility and I don't take it lightly, and every day I give it my best. I feel like I was put here for a reason and I'm trying to make the most of it. It's been an absolutely fantastic experience, and it's truly been the honor of my life.

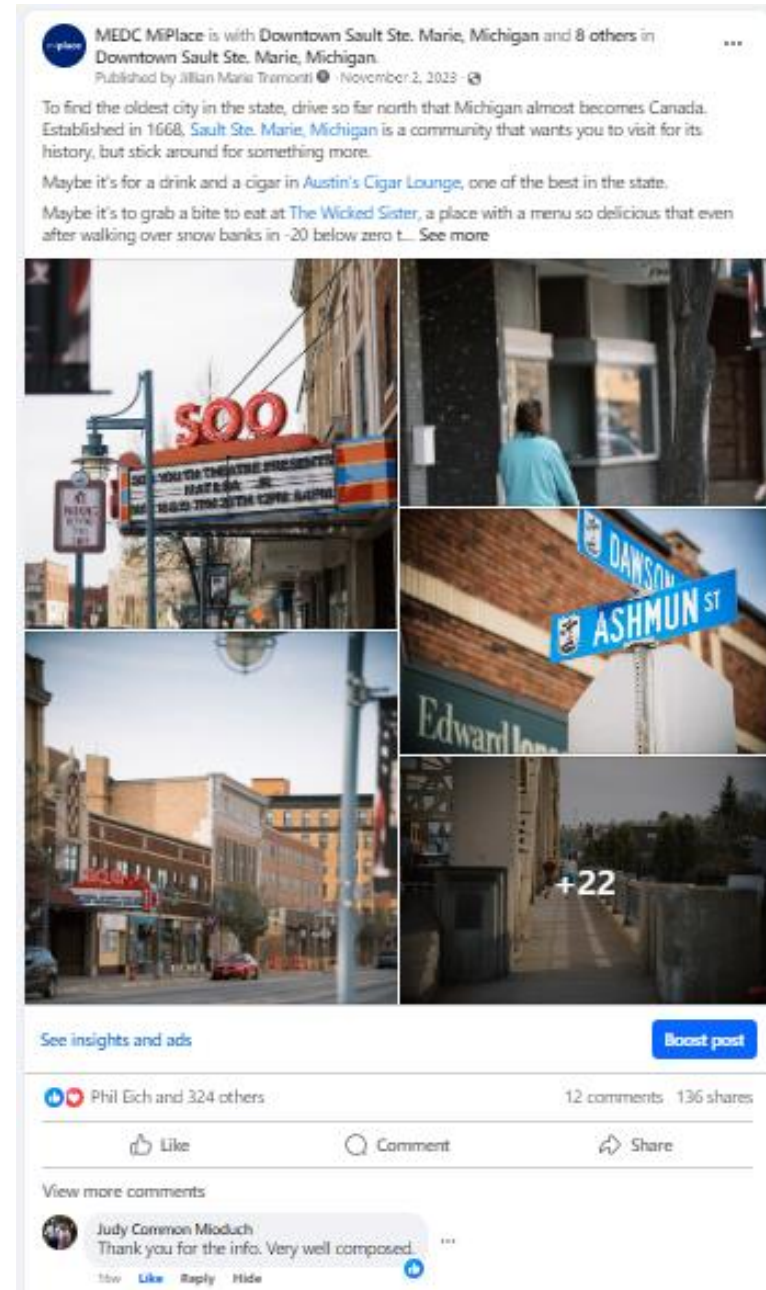
— Austin Lowes, Chairman of the Sault Tribe of Chippewa Indians

"WE EXIST TO PROVIDE SERVICES AND PROTECTION FOR OUR MEMBERS. MY BACKGROUND IS THAT OF A SOCIAL WORKER AND I WORKED AS A THERAPIST BEFORE I WAS ELECTED TO OUR TRIBAL COUNCIL, THEN LATER ELEVATED TO THE POSITION OF CHAIRMAN. SO, FOR ME TO BE IN THIS ROLE, I GET TO WEAR A MACRO-LEVEL SOCIAL WORK HAT. EVERY SINGLE DAY, I TRY TO IDENTIFY WHAT MY COMMUNITY'S NEEDS ARE AND THEN TRY TO LINK AND CREATE SERVICES TO HELP MEET THEM. IT'S AN HONOR TO BE ABLE TO HAVE THE RESOURCES TO TAKE CARE OF OUR PEOPLE."

Michigan Main Street Story Series | Page 2



Technical Assistance Highlight: Storytelling



DOWNTOWN NILES

NILES, MICHIGAN

OUTDOOR HUB CONCEPTS

PREPARED FOR



A MICHIGAN MAIN STREET PROGRAM SERVICE



DOWNTOWN NILES OUTDOOR HUB CONCEPTS | 2022

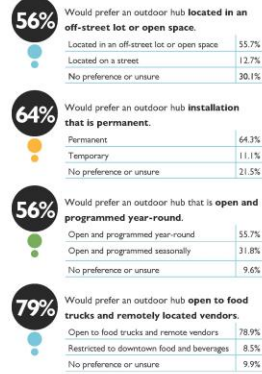
BACKGROUND

The Niles Outdoor Downtown Experience (NODE), a seating, gathering, and small events area centered in a portion of the 200 block of North 2nd Street, was initially created in December 2020 as part of a coordinated City of Niles and Niles DDA/Main Street initiative to support businesses and to help mitigate the adverse impacts of the COVID-19 pandemic on the district and the community's way of life.

The NODE served as a pilot, of sorts, that is inspiring ideas for a more permanent and enhanced version of an outdoor space for gathering, dining and entertaining, and for enjoying downtown Niles in new, fun, and creative ways. To help support and advance local efforts, Michigan Main Street enlisted Downtown Professionals Network to gather input, study, assess, and offer direction for concepts that could serve as a hub or focal point for the downtown Niles outdoor experience.

LOCAL INSIGHTS

Input from nearly 1,400 survey respondents, along with observations and information collected on site, was used to help inform concepts for the location and design of an outdoor hub. Survey results, shared with the community in an "at a glance" format, include:



Contact Niles Main Street for a complete copy of the 2022 Downtown Niles Outdoor Hub Survey Results At a Glance or for more information.

Niles DDA/Main Street | 3 (269) 687-4332 | [uncoverniles.com](https://www.uncoverniles.com)

DOWNTOWN NILES OUTDOOR HUB | SECOND STREET LOT CONCEPTS



Parking Area—Large Space: The downtown gathering space is created in the lower level of the parking area between Second and Third. Parking is eliminated at the east end to create a space that might accommodate 250 or more people comfortably in a range of seating conditions (small tables, grass, communal tables, and ledge/wall seating). A staircase links the lower level with a "balcony" on the upper level parking area. A stage provides a focus for performance activities. The space can be expanded for larger activities by temporarily closing more parking spaces. Food trucks can service the gathering space from the parking lot or from Sycamore.



Small Space



Medium Space

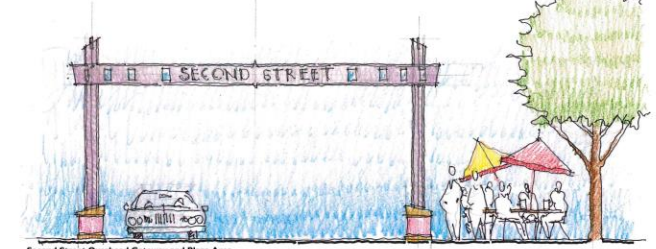
Parking Area—Small Space and Medium Space: The downtown gathering space is created in the lower level of the parking area between Second and Third. Parking is eliminated at the east end to create a small space that might comfortably accommodate 140 people, or a medium space that might comfortably accommodate 200 people, in a range of seating conditions (small tables, grass, communal tables, and ledge/wall seating). A stage provides a focus for performance activities. The space can be expanded for larger activities by temporarily closing more parking spaces. Food trucks can service the gathering space from the parking lot or from Sycamore.



Interim Space

DOWNTOWN NILES OUTDOOR HUB CONCEPTS | 2022

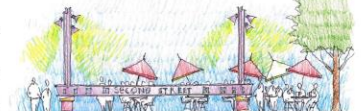
DOWNTOWN NILES OUTDOOR HUB | SECOND STREET CONCEPTS



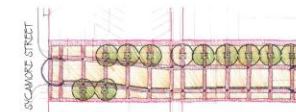
Second Street Overhead Gateway and Plaza Area

An overhead gateway, shown above, identifies the street as a special location in downtown Niles. Shown right, the gateway is lowered mechanically to close off the street to vehicular traffic at those times when the entire street becomes a place for an event or larger gathering. Street lights use "stage" lights to provide illumination and highlight activity focuses during events.

Shown below, a realignment of the roadway and the elimination of parking maintains two-way traffic on Second Street and creates a larger plaza-like area for pedestrian movement, activities, and a series of gathering spaces at various sizes, with possibilities to span 2nd Street from Main to Sycamore, or from Cedar to Sycamore.

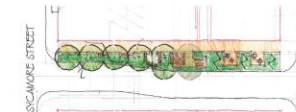


Overhead Gateway Lowered Mechanically to Host Larger Events

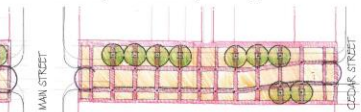


Second Street Realignment

Second Street—Main to Sycamore Realignment: Second Street is realigned between Sycamore and Main, eliminating parking and pushing the centerline of the roadway to the west, and then getting back on the original alignment south of Main. Two-way traffic is maintained. West curb is retained while east curb is shifted to create the largest possible space for pedestrian activity on the east side, essentially expanding the east sidewalk. The east sidewalk is maintained with 8 feet clear for pedestrian movement and the remainder developed as a series of gathering spaces at various sizes, like depicted below.



Second Street Gathering Spaces at Various Sizes



Second Street—Cedar to Main Realignment: The street's realignment mimics the changes and patterns found in the Main to Sycamore block, with the original alignment returning just north of Cedar. Two-way traffic is maintained. The entire space is imagined as a tree-lined plaza with bollards defining the travel lanes for vehicles. The east curb is eliminated to allow for an uninterrupted plane for activities at those times when the street is closed in its entirety for events. Extending the pattern to the south of Main allows for larger events and a greater distribution of the outdoor hub experience.



Uninterrupted Plane for Larger Events

NILES, MICHIGAN

Technical Assistance Highlight: Downtown Futures

Technical Assistance Highlight: Impact Report

Boyne City Main Street

Boyne City Main Street is a community of volunteers that work together year-round to make our historic district as vibrant and enticing as our surroundings.

2024 EDITION

BOYNE CITY MAIN STREET 231.582.9009 boynecitymainstreet.com

State of DOWNTOWN

1,140 Public parking spaces

120 Residential units

25 Restaurants

34 Retail stores

63 Service businesses

1% Storefront vacancy rate

12.5% Property Value Increase (Oct. 2019 over previous 2022-23)

Boyne City Main Street is making a real difference.

Partnering with other community groups, Boyne City Main Street offers the perfect mix of outdoor recreation, cultural experiences, scenic beauty and historic charm. Located along the shores of sparkling Lake Charlevoix, we offer a range of activities and attractions for our community and visitors alike that, in the end, help to support our local businesses.

Downtown's Goals

- Support availability of year-round businesses that are welcoming to outdoor recreation users.
- Improve and maintain our downtown area to ensure accessibility for our community and all outdoor recreation users.
- Maximize the experience of Boyne City through collaboration.

BOYNE CITY Main Street

Master Level Main Street

TRANSFORMING BOYNE CITY'S DOWNTOWN



"Stroll the Streets" is our most iconic event. Celebrating 20 years of Friday summer evenings, this relaxed atmosphere of "bring your family to town" event is enjoyed by everyone, community and guests alike. Music, street performers, food and fun make for a wonderful evening.



Deemed the "world's greatest poker run," Boyne Thunder roared into town for its 20th year of supporting Main Street and our two partner charities. Donating over \$1.5 million over the life of the event, this one-of-a-kind boating spectacle brings record crowds and economic activity to our town.



What started as a gathering of some local farmers has transformed into a twice-a-week, cannot-miss event. After 40 years, our "70-plus vendors have made this into "the best market in northern Michigan."

Main Street is Helping Businesses Thrive

- Façade Grant program
- Strong ties to local chamber of commerce
- Downtown guides
- Match on Main funding program
- Weekly e-newsletter
- Design assistance

"Twenty years ago when we started Main Street, we had no idea how it would catapult Boyne City to heights we could not imagine! With projects like 'Stroll the Streets' and Boyne Thunder, I am so proud to be a part of one of the communities where Main Street made a real difference."

—Mark Kowalske, Managing Broker, Coldwell Banker Schmidt Realtors

Community Profile

Boyne City 2023

Population: **3,783**

Households: **1,685**

Median HH Income: **\$64,472**

Median Age: **44.4 years**

Housing Units: **2,300**

70% Housing is occupied

82% Owner-occupied

18% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	2,950	5,771	18,212
Households	1,316	2,583	7,913
Median HH Income	\$62,946	\$66,777	\$63,521

In-demand Businesses

- Shopping & Retail**
 - Book store
 - Shoe store
 - Outdoor recreation store
 - Variety/5 & 10
 - Women's clothing
- Food & Drink**
 - Breakfast
 - Breakfast and lunch
 - Farm-to-table
 - Healthy
 - Ethnic

Reaching Into the Past

The reimagined Food Truck Rally brings our community together. What started as a small food truck rally with some local wine tastings has been brought back to life—in the name of supporting our very own farmers market. This re-energized rally offered over 1,000 patrons (supported by over 20 volunteers) and opportunity to listen to great music, choose from over 10 different food trucks and enjoy your choice of beverages from around the community, made for a successful re-tooling of this event.



VOLUNTEER SPOTLIGHT

"The most rewarding aspect of my involvement with Main Street has been witnessing the transformation of Boyne City, while preserving its historical heritage. It's been a privilege to have played a small role in the improvements Main Street has made in this dynamic community."

—Sally Van Domelen, Main Street Volunteer, Marketing Committee



2023 Pulse of Downtown

- 81%** Visit downtown Boyne City for "Stroll on the Streets" events
- 78%** Visit downtown Boyne City for dining
- 25%** Said the frequency of their visits to downtown Boyne City increased during the past year.

Social Connection

6,120+ Facebook followers

2,170+ Instagram followers

Volunteer Connection

3,050 Volunteer hours in 2022-2023

64,583 Volunteer hours (Program to date)

\$91,958 Volunteer value (Program to date)

\$1,947,177 Volunteer value (Program to date)

In the Numbers



DOWNTOWN ALIVE

Boyne City Main Street Events 2022-23

63,500

Est. event attendance

- Boyne Thunder
- Buff Up Boyne
- Farmers Market
- Stroll the Streets
- Holly Jolly Boyne
- Earlier Than The Bird
- Food Truck Rally
- Harvest Festival



"Boyne City Main Street is proud that, through the hard work and dedication of our staff, volunteers, community and government partners, we have been able to successfully implement the framework of the Main Street program for the past 20 years. By focusing on transformational strategies, we have been able to create a downtown that reflects all that Boyne City has to offer: economic stability, beauty, recreation, small town feel and fun events for individuals and families alike. Boyne City truly is "where life meets lake."

—Patti Gabos, Main Street Board President

Boyne City's Board of Directors

Chair: Patti Gabos
Vice Chair: Anna Burkhardt
Member: Deana Englehart
Member: Adam Graef
Member: Jonathan Myers

Member: Marty Moody
Member: Sarah Niederprum
Member: James Richman
Member: Bob Swartz
Member: Jessica White

Executive Director: Ingrid Day
Administrative Assistant: Jennifer Crites
Farmers Market Manager: Julie Waters

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!

\$17,485,873 2022-23 Total Private Investment
\$424,613,279 Program to date

\$9,639,829 2022-23 Total Public Investment
\$146,697,645 Program to date

40,812 2022-23 Volunteer Hours
892,702 Program to date

144 2022-23 New Businesses
1,897 Program to date

144 2022-23 Façade & Building Improvements
2,817 Program to date

Our MMS Communities

Michigan Main Street provides technical assistance to local communities as they implement the Main Street Four-Point Approach, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

Select Level Master Level

www.mplsce.org

Technical Assistance Highlight: Vibrancy Grant Public Art & Creative Placemaking in Lapeer





Technical Assistance Highlight: Vibrancy Grant Public Art & Creative Placemaking in Lapeer

Technical Assistance Highlight: Vibrancy Grant

Downtown Owosso Ambassador Program





Technical Assistance Highlight: Vibrancy Grant Middle Market in Downtown Lansing

Michigan Main Street Staff

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

Jill Tremonti

Promotion Specialist

Economic Development
Incentives and Services

MEDC

517.897.4428

tremontij@michigan.org



MICHIGAN MAIN STREET

www.miplace.org/programs/michigan-main-street