



Main Street: Michigan's Grassroots Economic Development Engine

We are empowering the people of Michigan to get involved in the health of their communities while preserving the charm and history of our state.

2023 EDITION

MICHIGAN MAIN STREET State Coordinating Program | miplace.org



REAL IMPACT

The numbers prove it!



\$60,607,647

2021-22 Total
Private Investment

\$407,127,406
Program to date



\$8,138,196

2021-22 Total
Public Investment

\$137,057,816
Program to date



41,186

2021-22 Volunteer Hours
851,890 Program to date



131

2021-22 New Businesses
1,753 Program to date



174

2021-22 Façade
& Building Improvements
2,673 Program to date

Michigan's Downtowns: The Vision Begins at the Heart

Michigan Main Street (MMS) assists communities across Michigan interested in revitalizing and preserving their traditional commercial district. MMS 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 developing attractive places that make the state economically stronger and culturally diverse.

EXECUTIVE DIRECTOR SPOTLIGHT

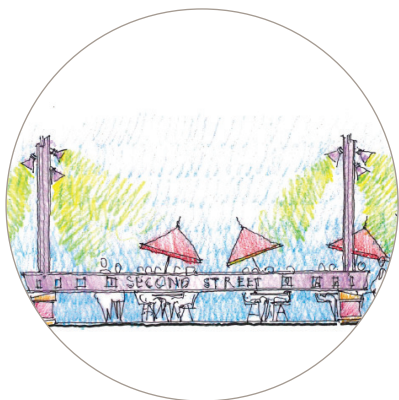
"The Michigan Main Street program is vital to the success of downtowns all over the state. By providing tools, training, and resources, all communities large and small, like Howell, are set up for success! The Main Street model and Four-Point Approach® combines economic and community development to create strong, revitalized downtowns that are run **by** the community **for** the community through active volunteerism, protecting our historic assets, and capitalizing on community pride. It takes a village to create a vibrant downtown, and Howell is so thankful for the support and guidance of the Michigan Main Street program and staff."

—Kate Litwin, Executive Director, Howell Main Street



300 North Washington Square, Lansing, MI 48913

DELIVERING REAL SERVICE DOWNTOWN



Developed and coordinated a design charrette service in Niles focused on **The Node**, which during the pandemic served as an outdoor dining area and continues to inspire 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.



Michigan Main Street staff continued to showcase and highlight leadership in downtown revitalization and management through presenting Michigan Main Street program innovations at the **Michigan Downtown Association Summer Workshop** and to the National Main Street Coordinator's Network.



Developed a **Community Storytelling Toolkit** containing information, templates, examples and tools to help guide local Main Street organizations' community storytelling efforts. The toolkit contains an introduction and the how-tos of community storytelling. In addition, the toolkit provides information about creating a storytelling content calendar, conducting interviews, capturing photos, and creative editing to create a clear and effective story. The toolkit also provide key tips and tricks for integrating community storytelling into the organizations' marketing efforts.

IMPACT TEMPLATES & ITINERARY TRAINING & MARKET SNAPSHOTS

This year, all Michigan Main Street communities received targeted technical assistance to help better tell their story to drive residents, visitors and new businesses into their downtowns or commercial districts. In March, a travel itinerary training was conducted to teach communities how to identify assets and develop travel itineraries to bring visitors to their communities to shop, dine and explore unique destinations. In addition to bolstering tourism in Main Street communities, supplemental "Impact Report" templates were developed to help communities better tell their story and highlight key information for targeted audiences. Last, market snapshots were developed for each Main Street community summarizing local and regional demographic, lifestyle and retail data. The information provides communities with a starting point for evaluating the market, identifying potential opportunities, and assessing local Main Street enhancement strategies; and for benchmarking and tracking changes in the market and possible implications for their downtowns or commercial districts.



Engaged Level resources to all downtowns

This year, three Main Street Training Series virtual cohort meet-ups were held to better engage with prospective Main Street communities and continue to provide resources after completion of the online training series. Nine communities participated and received additional technical support to help the communities meet the Engaged Level and further their participation in the program.

Telling the Story of Michigan Main Street Communities

This year, Michigan Main Street launched the Michigan Main Street Story Series providing storytelling services to all Main Street communities in partnership with Phil Eich of Storyville Social.

Every community received a 30 to 60 minute recorded interview and portraits of the Main Street director and other prominent organization leaders. In addition, the service provided drone footage, community photos, and up to four signature stakeholder stories and photos, which consisted of business owners, board members, municipal leaders, developers and volunteers. All of the stories from the story series are posted on our website and were sent to the community for implementation and sharing via social media.

Along with the storytelling service, Michigan Main Street conducted a training, titled "Grow Your Own Storytellers Workshop," to teach communities the basics of community storytelling and how to integrate it into their place-based marketing efforts.



Michigan Main Street Story Series



BOARD MEMBER SPOTLIGHT

"Downtown Wayland has grown leaps and bounds since becoming a Michigan Main Street community. The resources provided have allowed more opportunity for growth and improvement. Our business owners have become recipients of façade and design grants, technology solutions, and business training and development.

Our students are now running a Junior DDA Board and implementing their own creative placemaking ideas to downtown Wayland. The momentum has changed significantly. Wayland's business owners and community residents are energized and equipped to thrive."

—Robin Beckwith, Board Chair, Wayland Main Street/DDA



CITY PARTNER SPOTLIGHT



"It was an exciting day back in the fall of 2021 when Rogers City was notified that it had been designated Michigan's 25th Main Street

community! It was only a month or two earlier that the city had become the 50th RRC community in the state.

The journey to achieve these milestone designations came out of a strong citizen push to revitalize a community that had lost a bit of its luster over the years and was ready to shine brightly once more.

Working closely with the MEDC, volunteers, businesses and other stakeholders, Rogers City has been steadily rebuilding its vibrancy and sense of place.

The Four-Point Approach® has proven to be very effective as we see the return of multiple downtown events, networking, placemaking projects, along with many other initiatives focused on attracting and retaining businesses in order to become a true destination community.

Rogers City has always been fortunate to have vast stretches of sandy beaches, beautiful forests and parks, along with bike and walking trails to connect everything, now we are actually sharing all of what was previously taken for granted.

Come visit Rogers City sometime, you won't be disappointed."

—Scott McLennan,
Mayor, Rogers City

COMMUNITY OF THE YEAR

Grand Haven

Grand Haven is located in West Michigan along the shores of Lake Michigan. Grand Haven Main Street has been a Main Street community since 2005 and focuses on promoting Grand Haven as a year-round destination while cultivating economic development to deliver a variety of activities offering enjoyable experiences for people of all ages. Grand Haven Main Street also works to target development to expand the diversity of retail and food-based businesses and create opportunities for increased housing. In addition, the

organization works to strengthen collaborations and community partnerships. Recently, Grand Haven Main Street has created a social district and expanded an outdoor dining area, closing a full block to traffic for the summer adding public gathering spaces with activities such as corn hole games, sidewalk chalk, and dining spaces. A new construction project was also recently completed downtown. Peerless Flats converted two blocks of vacant downtown property into a 133-unit apartment development, adding year-round residents downtown.



MAIN STREET TRAINING SERIES

If your community is interested in learning more about the Michigan Main Street program and the Main Street Approach®, the first step is to complete our training series.

More information about the process to participate in the program can be found on our website at www.miplace.org/programs/michigan-main-street/process.

For more information about our online training, visit www.miplace.org.

“Time and time again, we have seen communities using the tools and resources available through the Michigan Main Street program to drive economic change, support local business and improve amenities for local residents. From Sault Ste. Marie to Cheboygan to Blissfield, and from downtown Lansing to Niles, there are exciting things happening in Michigan’s Main Street communities.”

—Michele Wildman,
Senior Vice President of Community Development, MEDC

