



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.

2021 EDITION

MICHIGAN MAIN STREET State Coordinating Program

miplace.org



REAL IMPACT

The numbers to prove it!



\$13,851,279

2019–20 Total Private Investment

\$319,873,405
Program to date



\$16,562,381

2019–20 Total Public Investment

\$115,990,307
Program to date



33,676

2019–20 Volunteer Hours

773,507 Program to date



87

2019–20 New Businesses

1,495 Program to date



149

2019–20 Façade & Building Improvements

2,356 Program to date

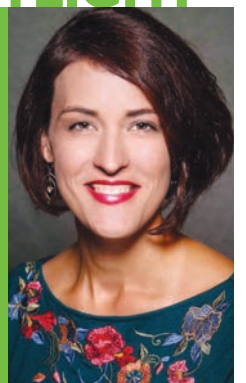
Michigan's Downtowns: The Vision Begins at the Heart

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

"As the first urban community brought into the Michigan Main Street program, Downtown Lansing Inc. relies on the Main Street model to provide a comprehensive framework for how we better connect with our businesses as well as our residents. Today, due to the support of Michigan Main Street, our community members, business owners, and partners are taking a more active approach in how our city moves forward and plans for the future—giving them ownership over our city's story and shaping the future that they want to see in the capitol city."

—Cathleen Edgerly, Executive Director, Downtown Lansing Inc.



DELIVERING REAL SERVICE DOWNTOWN



Developed and coordinated a **Downtown Futures Service** in Grand Haven with the purpose of identifying guiding principles for future development and design, opportunity sites, development patterns, and future demand for housing and small businesses within three precincts of the Main Street/DDA district.



Developed and delivered a **Leadership Development Executive Director Retreat** for all local Main Street executive directors, designed to support the executive director's specific role in leading, managing, and executing successful downtown revitalization efforts. Due to Covid-19, the four-part workshop series was done virtually. In addition, Michigan Main Street partnered with Ohlay on two workshops for the executive directors, related to self reflection and self-care, with a focus on building self-empathy and boundaries, in order to foster executive director retention and lessen the impacts of burnout.



Developed a **fund development toolkit** as a resource for organizational sustainability and fundraising within Main Street communities and downtowns statewide. In addition, three communities received targeted fund development training and technical assistance and MMS hosted a four-part virtual workshop related to fund development for all MMS directors.

BUSINESS RECRUITMENT

Provided businesses recruitment services to five communities designed to aid each in developing engaging recruitment materials and perfecting their business recruitment process.



Engaged Level resources to all downtowns

Added six webinars to the **MMS online resource library**, which provides access to all of the guides and tools developed by the MMS program for communities statewide.

Michigan in the National Main Street Network

Michigan Main Street leveraged the National Main Street Network this year and partnered with Wyoming Main Street to bring local executive directors together virtually to discuss the challenges of the Covid-19 pandemic to themselves and the districts they manage. We hosted four virtual Michigan and Wyoming director's gatherings, each focused on a different topic for discussion.



Highs, Lows, Shit Shows & Need to Knows

MICHIGAN & WYOMING MAIN STREETS UNITE

Connecting with our communities during Covid-19

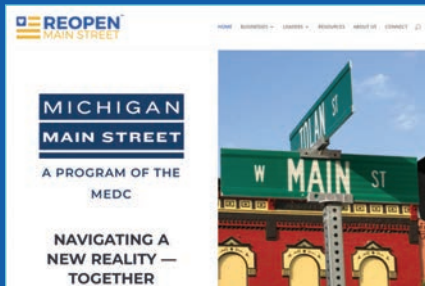
This year, Michigan Main Street focused on connecting with our local executive directors like never before to ensure our team could provide support and resources for the on-going challenges communities are facing due to the Covid-19 pandemic.



Since the onset of the pandemic in March 2020, MMS staff has held weekly calls with an open invitation for our local directors to join to hear updates and share challenges and innovative solutions brought about due to the pandemic. We have also held eight rounds of individual check-in calls with each of the directors, to gauge the status of each of their Main Street district small businesses, Main Street board members, and the local municipality.

As a way to help Main Street directors, downtown development authority managers, small business owners and local stakeholders navigate the impacts of Covid-19 and complexities of re-opening their local business districts, Michigan Main Street partnered with Downtown Professionals Network and Arnett Muldrow & Associates to compile a variety of recovery resources into one, easy-to-use website. The “Reopen Main Street” website (www.michigan.reopenmainstreet.com/) launched in May 2019 and includes reopening strategies, ideas, hints and tips for businesses, business districts and organizations.

To build of the Michigan “Reopen Main Street” website and address the additional challenge posed to communities by the winter months, Michigan Main Street developed the “Covid-19 Winter Strategies Guide” for Michigan downtowns and business districts to provide communities with ideas to give them a jump-start on preparing for and celebrating winter. The guide is designed to help communities and business owners develop innovative solutions that address the challenges of snow and cold while enhancing opportunities for safe outdoor winter activity.



Getting on Board with Main Street

“As board chair of the Owosso Main Street/DDA board, I am palpably aware of how much Michigan Main Street has helped us over each of the past 11 years.

Having a great Main Street director (Josh Adams) and knowing that Laura’s Michigan Main Street team ‘has our back’ makes Main Street fun for me! Specifically, MMS has helped us with training programs, communication coaching, encouragement during challenging moments, assessments to keep us on track, multiple grants, inviting us to join in their new initiatives, and much more including facilitating our involvement with National Main Street.

How about the results? Simply put, without MMS’s help, I don’t believe that we would have the community characteristics that we cherish most, meaning great OMS/DDA board chemistry, a community that continues to move from apathy to hope, a well communicated transformation strategy, and common community goals. While Covid has affected us all, it has only strengthened our resolve to persevere.

We are completely committed to the Main Street plan and process and we look forward to walking side by side with Michigan Main Street.

Thank you Michigan Main Street!”

—Dave Acton, Board Chair, Owosso Main Street

CITY PARTNER SPOTLIGHT

“Grand Haven continues to embrace the best ideas coming from the Main Street program, and the periodic well checks keep us consistent, on-track and mindful of our mission and intentional structure. Property values are up, stores are full of small businesses (and customers) but we have one complaint—parking is a much bigger problem now than it was before we became a Main Street community!”

—Patrick McGinnis, City Manager, City of Grand Haven



COMMUNITY OF THE YEAR

Boyne City

Boyne City was the recipient of the 2020 Great American Main Street Award. The award recognized the community's Main Street program for its efforts in improving the sense of place and bringing vitality back to downtown Boyne City. Boyne City is the second community to win this national recognition in three years, underscoring Michigan Main Street's strategies to strengthen and bring vibrancy to communities.

"Boyne City's inspiring transformation serves as a model for downtowns looking to appeal to tourists while investing in the quality of life of year-round residents," said National Main Street Center President and CEO Patrice Frey. "Boyne City Main Street has demonstrated the power of community engagement, strategic business development, and public and private partnerships to revitalize Main Street."



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.

ONLINE TRAINING

We are excited to continue offering our **e-learning tool**, which is a great companion to our in-person trainings. If a member of your community cannot attend the training in person, visit www.miplace.org/elearning for information about our online training.

"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 Mexicantown in southwest Detroit, and from Grand Haven to Lapeer, there are exciting things happening in Michigan's Main Street communities."

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

Our Communities

