

MICHIGAN MAIN STREET

Training Series 2020

MAIN STREET TRAINING

May 6 Charlotte
8:30 a.m.–4 p.m.
*Windwalker Underground
Gallery, 127 Cochran Avenue*
Register at
[https://medc.cventevents.com/
MainStreetTrainingCharlotte](https://medc.cventevents.com/MainStreetTrainingCharlotte)

July 23 Boyne City
8:30 a.m.–4 p.m.
*Commission Chambers, City Hall
319 North Lake Street*
Register at
[https://medc.cventevents.com/
MainStreetTrainingBoyneCity](https://medc.cventevents.com/MainStreetTrainingBoyneCity)

TRAINING LOGISTICS

- Day-long workshop covering the fundamentals of the Main Street Approach™ to strategic and volunteer-driven efforts for community organizing and downtown and neighborhood commercial district revitalization
- Ideal for downtown/neighborhood commercial district management organization executive directors and staff; downtown/neighborhood commercial district management organization board members; local business/property owners; community champions/volunteers; local municipal leaders and staff; stakeholders from community partner organizations

ONLINE TRAINING

We are excited to announce the launch of 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.

TRAINING AGENDA

Morning Session: MAIN STREET BASICS

Attendees will leave this session with strategies for:

- ✓ Identifying an area for focused revitalization efforts
- ✓ Developing an effective organizational structure and determining roles and responsibilities for your organization
- ✓ Building broad based community support designed to help your organization reach your goals
- ✓ Growing volunteer capacity
- ✓ Communicating effectively with stakeholders and partners

Afternoon Session: MAIN STREET IN PRACTICE

During this session attendees will learn:

- ✓ Strategies for developing an effective budget to support your organization
- ✓ Tactics for fundraising to develop projects and programming that support revitalization efforts
- ✓ Examples from communities utilizing the Main Street Approach™ to guide their revitalization efforts

The **Michigan Main Street** program exists to help communities develop main street districts that attract both residents and businesses, promote commercial investment and spur economic growth.

For more information, please contact michiganmainstreet@michigan.org.

